



# Impact Report 2025





# Introduction



# 2025 Impact at a Glance

€18,356

Donated and €17,628 contributed in-kind as sponsor and active supporter of Kykladitisses, the first pan-Cycladic exhibition ever organized in Santorini

€25,000

Annual donation to The Cycladic Identity initiative, supporting Cycladic heritage and local communities

€16,000

Donated in-kind to “Bridging Heritage, Innovation, and Community” with BCK Clay Commons

9 out of 10

Food and beverage products across our Santorini and Paros properties come from Greek suppliers

76%

Reduction in plastic water bottle use

82%

Employees felt part of a team this year

75%

Employees felt their work was valued

7.81%

Energy reduction achieved since 2022



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# Message from our Founders

At Empiria Group, our approach is shaped by a deep respect for the places we inhabit, the communities we are part of, and the people who bring each experience to life. From this perspective, hospitality becomes a way to create space for joy, connection, and shared wellbeing.

This intention guides how we evolve. We design experiences that feel meaningful for our guests, supportive for our people, and considerate of the destinations we call home, always with an awareness of the resources we rely on and the responsibility we carry.

As we continue on this path, our presence expands thoughtfully. Each new step is an opportunity to deepen our connection to place, approaching growth with care, listening closely, and contributing in ways that are respectful and lasting.

The 2025 Impact Report reflects this ongoing journey. Each year, we are committed to bringing together the actions we have taken, the partnerships we have nurtured, and the progress we continue to make, alongside the insights that help us remain transparent and accountable.

What matters most to us, however, are the people behind these efforts. Our teams, our partners, our communities, and our guests all play a role in shaping what Empiria Group stands for today. Together, we form a network of relationships built on trust, care, and a shared sense of purpose.

Thank you for being part of this journey.

*Antonis Eliopoulos & Kalia Konstantinidou*



# About Empiria Group and this Report

Thank you for reading Empiria Group’s annual Impact Report. This report reflects our commitment to responsible hospitality and sustainable growth.

Throughout 2025, we further deepened our commitment to sustainability, supporting our properties, communities, and natural surroundings through thoughtful action. This journey continues to guide how we grow with awareness, responsibility, and intention.

Since the beginning of our sustainability efforts, we have consulted and aligned our practices with the highest international standards and the UN Sustainable Development Goals. This helps us create lasting impacts for the things closest to our hearts: our people, our land, and our culture. During the course of the last year we made further progress across our three key pillars—social, environmental, and cultural—to make a positive difference to the communities that surround us.

As we look ahead, we remain guided by a vision of conscious growth, expanding with purpose, conserving resources, and protecting our people and environment. In the following pages, we invite you to discover how we live out these goals through conscious actions and partnerships, reflecting our ongoing mission of ethical, cultural, and environmental stewardship, and how we carry our 30-year legacy into the future.

## Our 2025 performance figures

|                   |       |
|-------------------|-------|
| Total revenue     | €25M+ |
| Operational costs | €9M+  |
| Properties        | 8     |
| Rooms             | 258   |
| Guests            | 70K+  |

Our Journey

| 1993                                                 | 2007                                                  | 2016                             | 2017                                 | 2018                                                                                                | 2019                                                 | 2020                           | 2021                                                             | 2022                                                | 2024                                                                                                                                                                                         | 2025                                                                                                                                                                   |
|------------------------------------------------------|-------------------------------------------------------|----------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------|------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Vedema, a Luxury Collection Resort</b><br>Opening | <b>Mystique, a Luxury Collection Hotel</b><br>Opening | <b>Nafsika Estate</b><br>Opening | <b>Hommage Collection</b><br>Opening | <b>Istoria, a Member of Design Hotels</b><br>Opening<br><br><b>Korona Boutique Hotel</b><br>Opening | <b>Parílio, a Member of Design Hotels</b><br>Opening | <b>Acron Villas</b><br>Opening | <b>Vedema Resort</b><br>Expansion (13 new suites and a new pool) | <b>Cosme, a Luxury Collection Resort</b><br>Opening | <b>Vedema Resort</b><br>Expansion (15 new suites and villas)<br><br><b>Korona Boutique Hotel</b><br>Expansion (5 new suites)<br><br><b>Mystique, a Luxury Collection Hotel</b><br>Renovation | <b>The Villas at Parílio</b><br>Development of 13 new suites and villas and a brand new spa<br><br><b>Hommage Collection</b><br>Opening of 9 new suites in Firostefani |

# Our Hotels in 2025



## Santorini

| Mystique, a Luxury Collection Hotel |        |
|-------------------------------------|--------|
| Room nights                         | 6,364  |
| Total guests                        | 13,141 |
| Total employees                     | 85     |

| Vedema, a Luxury Collection Resort |        |
|------------------------------------|--------|
| Room nights                        | 7,095  |
| Total guests                       | 16,780 |
| Total employees                    | 94     |

| Istoria, a Member of Design Hotels |       |
|------------------------------------|-------|
| Room nights                        | 1,339 |
| Total guests                       | 2,690 |
| Total employees                    | 21    |

| Homage Collection |       |
|-------------------|-------|
| Room nights       | 1,226 |
| Total guests      | 2,342 |
| Total employees   | 3     |

## Paros

| Cosme, a Luxury Collection Resort |        |
|-----------------------------------|--------|
| Room nights                       | 5,571  |
| Total guests                      | 11,290 |
| Total employees                   | 71     |

| Parilio, a Member of Design Hotels |        |
|------------------------------------|--------|
| Room nights                        | 5,602  |
| Total guests                       | 12,973 |
| Total employees                    | 62     |

| Acron Villas Paros |        |
|--------------------|--------|
| Room nights        | 2,514  |
| Total guests       | 12,016 |
| Total employees    | 15     |

## Peloponnese

| Korona Boutique Hotel |       |
|-----------------------|-------|
| Room nights           | 1,295 |
| Total guests          | 2,452 |
| Total employees       | 4     |

At Empiria Group, we believe hospitality should leave a place better than it found it. Our mission is to create authentic spaces for joy while nurturing the people, cultures, and landscapes that inspire them.



# The Values that Shape our Purpose

At Empiria Group, our purpose is shaped by the way we care for our guests, our people, our communities, and the environments we are part of. This mindset guides how we create, connect, and grow. Sustainability is a natural extension of how we think and act, grounded in awareness, responsibility, and respect. Our core values inform each decision we make, shaping a path forward that is both considered and responsible.



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## Finding joy

Celebrating our partnerships, sharing wins, and enjoying the journey itself.

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## Always elevating

Uplifting others and acting with empathy, respect, and compassion, without adopting a savior mentality.

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## Exuding passion

Showing up with energy and dedication in everything we do.

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## Being a leader

Setting higher standards for sustainability and transparent communication within the hospitality industry.

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# Impact Framework



# Our Approach to Sustainability

The Impact Framework that guides this report is rooted in our values and reflects our intention to grow with awareness and accountability.

This framework is shaped around three key pillars—social, environmental, and cultural—where we believe we can contribute in meaningful and lasting ways. These focus areas were defined through a deep understanding of the needs of our communities, as well as the natural environments we are part of.

Recognizing the close connection between people, place, and nature, we approach each action with care and responsibility, seeking to create positive outcomes for those who place their trust in us.

To support this journey, we have defined clear impact statements and set measurable goals for each pillar, aligned with the United Nations Sustainable Development Goals (SDGs). These serve as a shared compass, helping us track our progress and ensure that our efforts remain focused, transparent, and impactful over time.



# Our Impact Framework

Area of Impact

Statement

Our Sustainability Goals

Relevant SDGs, Indicators and Metrics

[sdgs.un.org/goals](https://sdgs.un.org/goals)

## Social Impact

Our people and communities are at the heart of everything we do. We foster a safe, inclusive, and supportive workplace while contributing to initiatives that strengthen local wellbeing and provide support where it is needed most.

Support Our People  
Support Local Communities

3

GOOD HEALTH AND WELL-BEING

Good Health and Wellbeing

5

GENDER EQUALITY

Gender Equality

8

DECENT WORK AND ECONOMIC GROWTH

Decent Work and Economic Growth

## Environmental Impact

We respect and nurture the land that sustains us by saving resources such as energy and water, minimizing waste, and sourcing local produce—in a measurable way.

Minimize Waste  
Reduce Water  
Save Energy

6

CLEAN WATER AND SANITATION

Clean Water and Sanitation

7

AFFORDABLE AND CLEAN ENERGY

Affordable and Clean Energy

11

SUSTAINABLE CITIES AND COMMUNITIES

Sustainable Cities and Communities

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

Responsible Consumption and Production

13

CLIMATE ACTION

Climate Action

## Cultural Impact

We safeguard Greece’s rich heritage and celebrate its living traditions by supporting aligned cultural institutions and initiatives.

Strengthen Preservation  
Foster Cultural Knowledge

11

SUSTAINABLE CITIES AND COMMUNITIES

Sustainable Cities and Communities

13

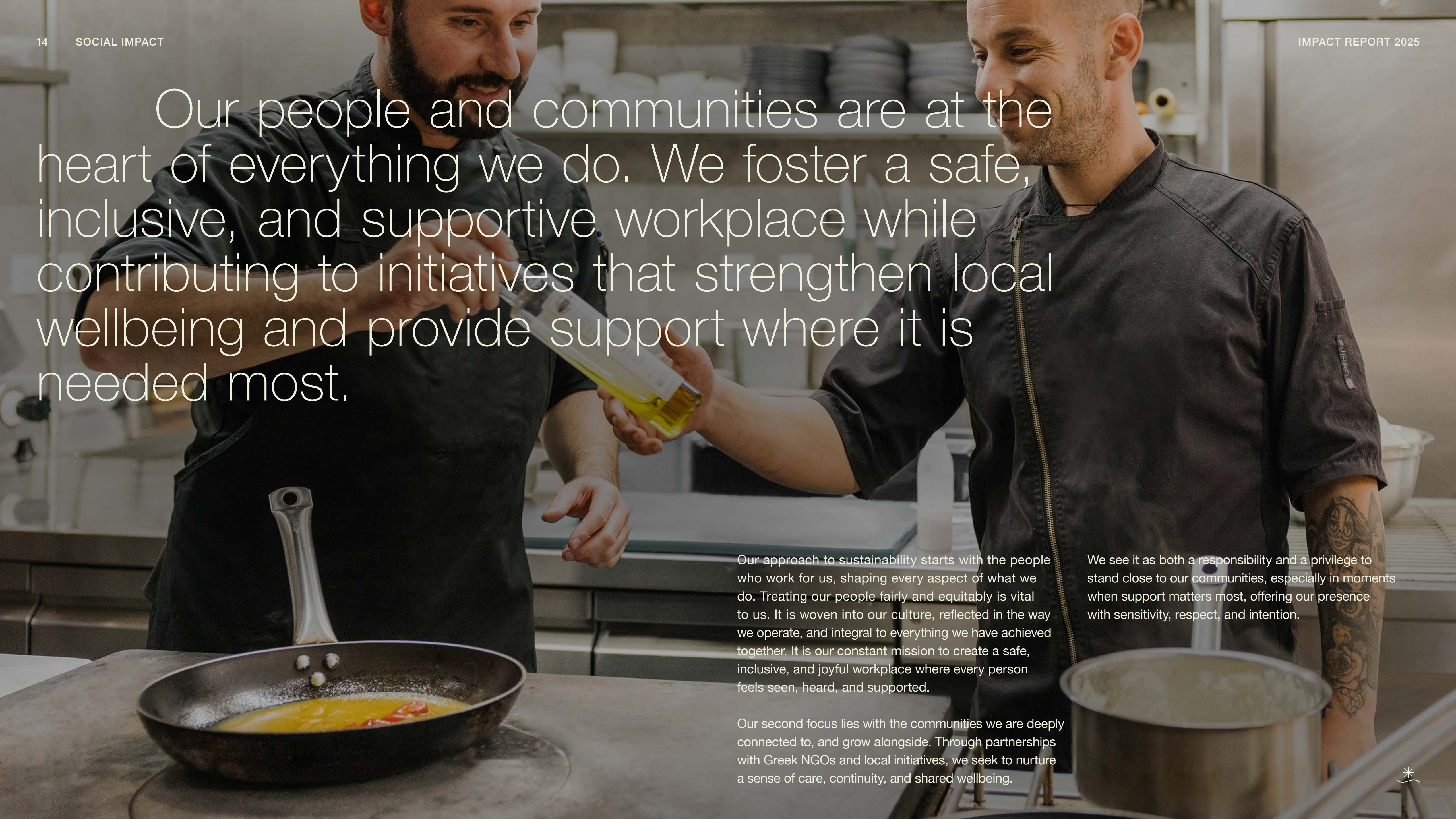
CLIMATE ACTION

Climate Action



# Social Impact



A photograph of two male chefs in a professional kitchen. The chef on the left, with a beard and wearing a dark chef's coat, is pouring olive oil from a bottle into a frying pan on a stove. The pan contains some yellow liquid and red ingredients. The chef on the right, also in a dark chef's coat, is holding the oil bottle and looking towards the pan. He has a tattoo on his left arm. The background shows kitchen shelves with various items.

Our people and communities are at the heart of everything we do. We foster a safe, inclusive, and supportive workplace while contributing to initiatives that strengthen local wellbeing and provide support where it is needed most.

Our approach to sustainability starts with the people who work for us, shaping every aspect of what we do. Treating our people fairly and equitably is vital to us. It is woven into our culture, reflected in the way we operate, and integral to everything we have achieved together. It is our constant mission to create a safe, inclusive, and joyful workplace where every person feels seen, heard, and supported.

Our second focus lies with the communities we are deeply connected to, and grow alongside. Through partnerships with Greek NGOs and local initiatives, we seek to nurture a sense of care, continuity, and shared wellbeing.

We see it as both a responsibility and a privilege to stand close to our communities, especially in moments when support matters most, offering our presence with sensitivity, respect, and intention.



# Our Social Impact in Numbers

| Social Impact Project                | 2025                                                                                           |
|--------------------------------------|------------------------------------------------------------------------------------------------|
| Mexoxo                               | €24,556 contributed in kind to support Mexoxo’s empowerment bootcamp in Santorini              |
| Friends of the Child                 | €11,915 contributed through English tutoring, a charity dinner, and essential supplies         |
| Milos Health Center                  | €10,000 donated to fund the purchase of a new ambulance                                        |
| Feast of Panagia, Megalochori        | €5,217 contributed in kind to support a local cultural celebration                             |
| “You Eat, We Give” Marriott Campaign | €2,167 donated to Desmos, supporting vulnerable communities across Greece                      |
| The Love Van organization            | 300 nutritious meals delivered to people in need in Athens                                     |
| Kindergarten of Megalochori          | Provided meals, refreshments, and support for an end-of-school-year celebration in Megalochori |



# Our Greatest Strength is our People

At Empiria Group, the care we show our people shapes every experience we offer. Building lasting relationships with our teams is essential to how we grow and evolve together. With 9 out of 10 of our workforce employed seasonally, we place great care in creating a workplace that feels supportive, inspiring, and grounded in respect. Through an inclusive approach to hiring and ongoing initiatives that encourage growth, open dialogue, and meaningful feedback, we aim to foster an environment where our people feel valued, heard, and empowered to evolve.

We support and care for our people by inspiring collaboration and empowerment—and providing a workplace founded on respect, inclusion, and shared growth.

## 75%

of employees feel that Empiria Group valued their work

### Full employment, respectful work, and equal pay

We are committed to creating meaningful opportunities for our people, where work is not only fair, but supportive of growth and personal development. Guided by a deep sense of respect, we continue to uphold equal pay for equal work, with the belief that fairness is essential to building trust and lasting relationships.

### Empowering young people

Our focus remains on the growth and development of the next generation by offering opportunities for education, training, and skill development within our organizations and engaging in partnerships and initiatives that support the professional success of young individuals entering the workforce. This year, we further supported the development of our teams through targeted trainings, including sessions on “Train the Trainer” and interviewing skills for Operational Heads of Departments, as well as a Luxury Collection Commercial Workshop.

### Diverse and inclusive workplace culture

It is our firm belief that a workplace should respect and value every one of its people, and where diversity of age, background, and perspective enriches who we are. We are proud to have employees from 35+ countries, and have paid special attention to creating opportunities for individuals without prior hospitality experience—particularly those who are unemployed or from minority and immigrant communities—helping them build meaningful careers in the hospitality sector.

# Employee Wellbeing and Satisfaction



72%

of employees believe they had the opportunity to develop themselves while working at Empiria Group

The wellbeing of our people and the way we grow are closely intertwined. Creating space for open dialogue and genuine connection allows us to listen with intention and offer meaningful support. Feedback becomes part of this shared experience, shaping how we evolve together over time. In 2025, this approach extended to the very beginning of each journey, with feedback integrated across every stage of the recruitment process, strengthening each new collaboration.

**Fostering employee engagement**

We brought our teams together for CSR initiatives to boost team bonding and create a sense of purpose. Our teams worked on initiatives including the Marriott Greece and Cyprus Business Council and The Love Van as well as collecting supplies and donations for Humanity Greece.

**Employee recognition and reward**

Praising great efforts is a key way we connect with our people. We introduced an Employee of the Season Award that highlights both individual and team accomplishments, creating a supportive work environment where outstanding efforts are recognized and valued.

**Training and career advancement**

We provided our people with trainings to improve their skills and extend their horizons and potential—to help them professionally evolve, advance their careers, and grow within our organization.

**A culture of open dialogue**

“My Empiria Chat Days” is an initiative designed to foster transparent communication between our people and the HR team, ensuring that employees are heard and their needs are fulfilled. Our Chat Days were held monthly during HR visits and addressed any work-related concerns or questions from our employees, individual work performance and exploring career development opportunities, feedback and suggestions for improving the work environment, ways to enhance employee experience and wellbeing, and updates on company policies and procedures. During the last quarter of 2025 we optimized the candidate experience during the recruitment process by introducing automated feedback emails at every stage of the process.

**Employee satisfaction**

We held an online Employee Satisfaction Survey at the end of our 2025 season, as well as exit interviews with our people. The insights we gained will guide us in making meaningful improvements to boost employee satisfaction and engagement for the future.

# Employee Development

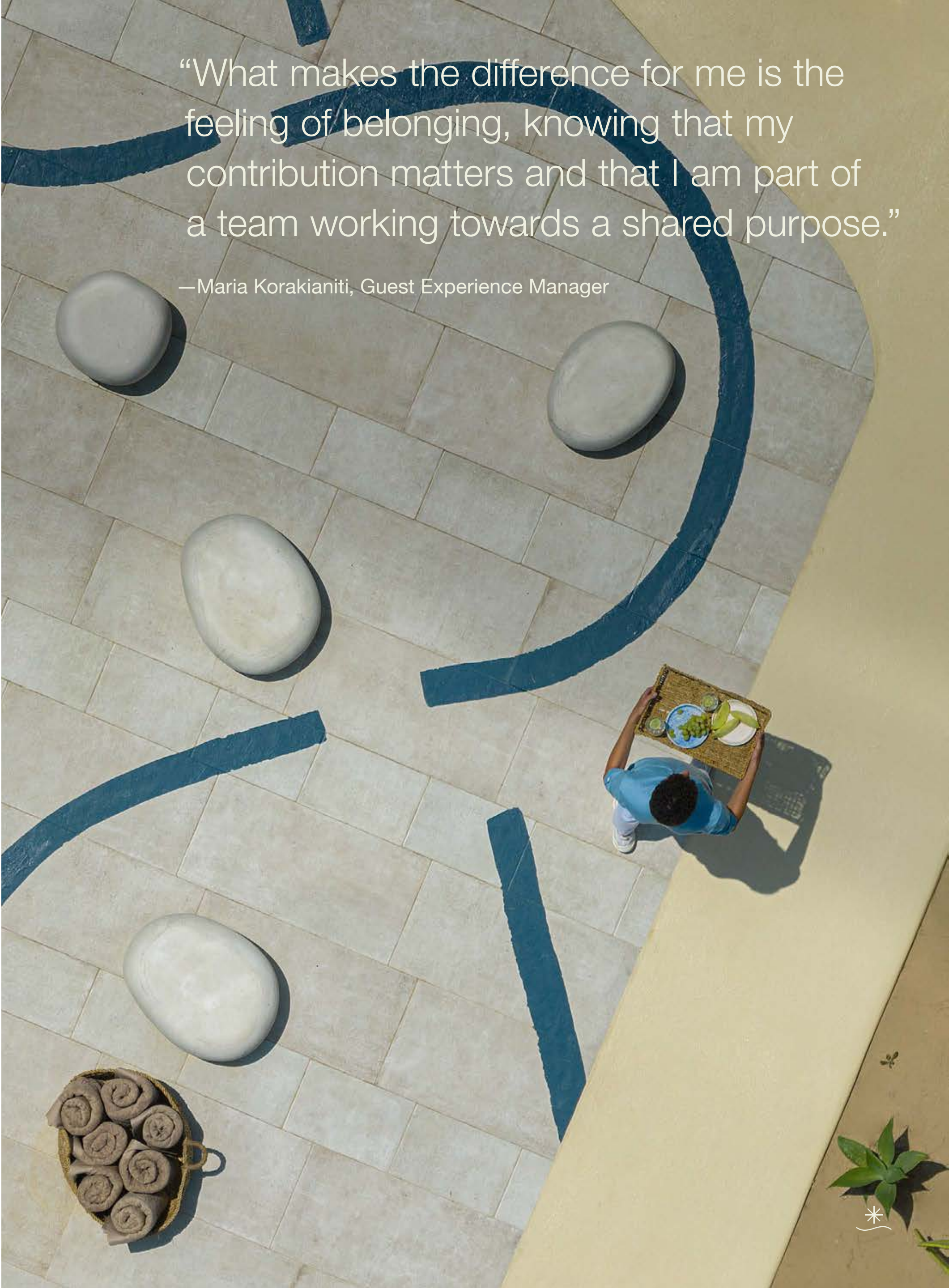
At Empiria we believe that respect, connection, and aligned values are the basis of long-lasting partnerships. This is why we invest in a rich culture of dialogue and conversation with our team members, and hold an annual HR survey with them to find out where we could still improve.

82% Employees felt they were part of a team

3 out of 4 Of our people felt their work was valued

At the end of the 2025 season, 3 out of 4 of our people felt that their work was valued and that they had opportunities for personal and professional development. Even more encouraging, 82% felt they were part of a team. We are also proud to share that 7% of our people earned a promotion, while 42% of our seasonal hires expressed their intention to return for the next season. In recognition of the dedication of our teams, we once again celebrated Housekeeping

Appreciation Week across 6 properties and 6 Employee of the Season Awards. These are wonderful ways to express our deep gratitude to our team members for their dedication, craft, and heartfelt care they put into their work every day. These moments of recognition are a great reminder that success extends beyond numbers. It is reflected in the long-term relationships we cultivate with the people whose passion and talent make everything possible.



“What makes the difference for me is the feeling of belonging, knowing that my contribution matters and that I am part of a team working towards a shared purpose.”

—Maria Korakianiti, Guest Experience Manager

# How we Supported our Communities

For us, hospitality extends beyond the guest experience; it encompasses care for the destination itself.

We invest in initiatives that reinforce the sustainability and long-term wellbeing of the communities we are part of, with a deep respect for local needs and shared responsibility. In 2025, we were able to participate in a number of initiatives that support our communities, from the very youngest at the Kindergarten of Megalochori to those in need of urgent medical care in Milos. We also participated in a new Marriott campaign by donating to Desmos, an organization dedicated to supporting vulnerable communities across Greece.

€10,000

donated to the Milos Health Center for a new ambulance

## €11,915 donation to Friends of the Child

Our ongoing contribution to this charity that supports children of socio-economically disadvantaged families included €480 of consumables, €10,435 of English tutoring lessons, and €1,000 for a charity dinner this year.

## A celebration for the Kindergarten of Megalochori

Supporting even the youngest members of our community is part of how we contribute to everyday life in the places we call home. In Megalochori, where Vedema is located, we offered food and refreshments for children and families during an end-of-school-year community celebration in the village square.

## Donation of an ambulance to Milos Health Center

In 2025, Empiria Group contributed €10,000 to the Support Foundation of the Milos Health Center, helping fund the acquisition of a new ambulance to meet the island’s growing healthcare demands. Since our newest property is on Milos, we wanted to make a special contribution to the island’s needs and create a connection with the local community.

## €5,217 Donation to Feast of Panagia, Megalochori

Megalochori village hosts an annual religious and community celebration called the Feast of Panagia, which we are proud to support. As a locally rooted group, we contributed full dinner catering, beverages, event tables, and dining set-up at Vedema, and were able to strengthen relationships with the villagers and contribute real value to a local tradition that is important to them.

## €2,167 donation to Desmos through the “You Eat, We Give” Campaign

We participated in Marriott International’s “You Eat, We Give” campaign, which channels the power of hospitality into meaningful social impact. For every meal enjoyed at our participating restaurants between September and October 2025, we donated €1 for each meal to the non-profit organization Desmos, which is committed to providing food, shelter, healthcare, and education to vulnerable communities across Greece. By engaging our guests in this effort, we not only raise awareness around social issues but also foster a sense of collective responsibility.

## Purchase of equipment worth €1,669 for the 4th Primary School of Voula

We were happy to support the 4th Primary School of Voula as donor in-kind of new equipment for its physical education program. We chose this initiative to enrich the students’ learning experience, encourage physical activity, and promote wellbeing through sports and exercise.

## €300 donation to Humanity Greece

Our employees generously donated €300 worth of goods to Humanity Greece, an organization dedicated to assisting vulnerable households across the country.



# Supporting a Global Initiative for Connection and Leadership

Mexoxo is a non-profit organization working to democratize education for women all over the world—creating access, opportunities, and mentorship that will help them succeed in business. Empiria Group is dedicated to empowering women to realize their full potential through education, and create lasting positive change for themselves, their families, and communities as a whole.

€24,556

In-kind donation

In 2025, we were able to support Mexoxo with their first Global Bootcamp held in Santorini, which brought together women from Vietnam, Afghanistan, Brazil, the Czech Republic, and Sweden in a shared space of learning, connection, and leadership development. Through this expanded format, these women were able to meet and learn from key stakeholders from leading global institutions, including Cornell University, the Obama Foundation, and the Clinton Foundation, reinforcing the power of cross-sector collaboration in advancing gender equity. This bringing together of people from all across the globe for a common goal of enriching the lives of women shows our international solidarity and our actions towards making hospitality a catalyst for connection and progress. By opening our spaces and bringing people together for initiatives that



champion inclusion, leadership, and opportunity, we hope to make tangible steps towards to a more equitable and resilient future—one where women everywhere are empowered to lead, thrive, and shape lasting change.

To make this event happen, we offered participants and Mexoxo team 25 rooms at Vedema, a Luxury Collection Resort, for the two nights of the event. This in-kind contribution, valued at €24,556, covered accommodation, transfers, 2 dinners, lunch, and a wine tasting experience at Canava Wine Bar, enabling the global convening to take place in an environment designed for reflection, inspiration, and exchange.



# Leading Conversations on Sustainability in Luxury Hospitality

Sharing our values and stance on sustainability with the hospitality sector is an integral part of our ethos. Throughout the year, we participated in conferences, forums, and industry events to share our progress, exchange ideas, and contribute to a broader conversation about our industry and how it can create a positive impact on the wider community.

## First Sustainable Finance Conference 2025 by Boussias Events

Kalia Konstantinidou, Group Executive Officer of Empiria Group, participated in the first Sustainable Finance Conference on March 27, 2025, contributing to a panel on “Sustainable Investments in Real Estate” alongside industry experts. The discussion focused on how sustainability is reshaping real estate strategies, with an emphasis on ESG integration, evolving regulations, and long-term value creation.

## Accor’s White paper on the Sustainable Expansion of Greek Tourism

Kalia Konstantinidou wrote an opinion piece on Accor’s White Paper, saying that Greece needs a comprehensive national plan to ensure tourism growth remains sustainable, balancing high-quality hospitality with environmental, social, and economic responsibility.

## Virtuoso Symposium 2025

The 2025 Virtuoso Symposium brought together global voices to explore how high-end hospitality can respond to shifting guest values with intention, presence, and purpose. Kalia Konstantinidou joined the conversation around multigenerational travel, personalization through technology, and the evolving expectations of today’s conscious traveler.

## Third Hellenic Impact Investing Conference 2025 by Hellenic Impact

This session brought together tourism and impact leaders to explore how regenerative practices and responsible investment can strengthen local economies while preserving the natural and cultural wealth of Greece’s coastal regions. Kalia Konstantinidou took part in a conversation about the future of coastal travel destinations and how the private sector can create a positive impact on them.

## Greece Talks 2025

At this year’s Greece Talks, Kalia Konstantinidou held a discussion with Stijn Oyen, Managing Director of Design Hotels™, who together highlighted a shared conviction: Greece does not need to create meaning artificially. The Greek landscapes, traditions, and everyday rhythm of life already offer a rich cultural backdrop from which authentic hospitality can emerge.

## The Weavers and their Memories in Syros by Cycladic Identity

Kalia Konstantinidou attended a presentation of a new program by the Cycladic Identity, which brings to life the voices and memories of the women weavers of Syros, transforming tradition into a living cultural legacy. This way, she demonstrated Empiria Group’s dedication to preserving and elevating Greek cultural heritage, while reinterpreting it as a source of inspiration for today’s world.



## University of West Attica

Antonis Eliopoulos, President & CEO of Empiria Group, was the honored guest at the University of West Attica for a guest lecture in the Executive MBA in Hotel Management program. Mr. Eliopoulos introduced Empiria Group’s portfolio to the students and highlighted our commitment to sustainability, presenting key metrics and the progress achieved over the years, showcasing our ongoing dedication to responsible practices.

## Awards: METRON Sustainable Tourism, Powered by SETE

In 2025, Empiria Group successfully completed the METRON Sustainability Tourism assessment, an initiative developed by the Greek Tourism Confederation (SETE) to promote responsible and measurable sustainability practices within the tourism sector.

# Donating Meals with The Love Van

It is our greatest aspiration to demonstrate our deep commitment to supporting local communities through meaningful, hands-on initiatives that prioritize compassion and human connection.



On December 3rd and 4th, 2025, we partnered with the Marriott Greece & Cyprus Business Council and The Love Van, a non-profit organization dedicated to assisting vulnerable populations, for the third consecutive year.

As part of this year’s initiative, Empiria Group team members actively participated in preparing and distributing more than 300 freshly made meals across vulnerable communities in Athens. Beyond addressing basic needs, the effort focused on fostering genuine human connection—offering presence, care, and dignity to individuals and families facing hardship.

Since its founding in 2020, The Love Van has mobilized more than 150 volunteers and

supported hundreds of families by providing food, clothing, books, and other essentials to those in moments of immediate need.

This collaborative approach highlights the importance of community-driven action and the power of collective effort in creating tangible support systems. Through partnerships like this, we reinforce our belief that businesses have a responsibility to contribute positively to the communities in which they operate. Guided by empathy and solidarity, Empiria Group continues to invest in initiatives that create lasting impact, demonstrating that purposeful action, regardless of scale, can make a meaningful difference in people’s lives.



Delivered 300 nutritious meals to individuals facing homelessness in Athens



# Environmental Impact



We respect and nurture the land that sustains us by saving resources such as energy and water, minimizing waste, and sourcing local produce—in a measurable way.

Our commitment to caring for the land that sustains us continues to deepen, guided by an understanding of the evolving needs of our destinations and the responsibility we share in preserving them.

Across Greece, and particularly on the islands we call home, environmental pressures are becoming increasingly visible. In response, we focus on practical, considered actions that help protect our ecosystems, ensuring they remain vibrant, resilient, and able to support both local communities and future generations.

In 2025, our environmental efforts are shaped around four key areas: sourcing local produce, minimizing waste, reducing water use, and saving energy. Together, these priorities guide us toward a more mindful way of operating, with the aim of reducing our overall environmental footprint.



# Our Environmental Impact in Numbers

| Project        |                                                            | 2022<br>Data | 2023<br>Data               | 2023<br>Result  | 2024<br>Data | 2024<br>Result   | 2025<br>Data | 2025<br>Result   | 2025<br>Goal              | 2030<br>Goal              |
|----------------|------------------------------------------------------------|--------------|----------------------------|-----------------|--------------|------------------|--------------|------------------|---------------------------|---------------------------|
| Minimize waste | Reduction in plastic waste (water bottles)                 | 263,931      | 199,178                    | 25% Reduction   | 97,964       | 63% Reduction    | 64,368       | 75,6% Reduction  | 80% Reduction             | 100% Reduction            |
| Reduce water   | Water usage per room                                       | 189.11 m³    | 172.44 m³                  | 8.81% Reduction | 174.9 m³     | 7.51% Reduction  | 202.6 m³     | 7,13% Increase   | 10% Reduction             | 15% Reduction             |
| Save energy    | Energy usage per room                                      | 10,979 KWH   | 10,202 KWH                 | 7.07% Reduction | 9,839 KWH    | 10.39% Reduction | 10,122 KWH   | 7,81% Reduction  | 10% Reduction             | 15% Reduction             |
| Produce        | Hotels on Paros + Santorini local food & beverage supplier | /            | 40% Local supplier         | /               | 66.0%        | 26% Increase     | 49.75%       | 9,75% Increase   | 80% Local supplier        | 95% Local supplier        |
|                | Hotels Paros + Santorini national food & beverage supplier | /            | 35% National supplier      | /               | 33.8%        | 1.2% Reduction   | 50.20%       | 15,20% Increase  | 20% National supplier     | 5% National supplier      |
|                | Paros + Santorini international food & beverage supplier   | /            | 25% International supplier | /               | 0.2%         | 24.8% Reduction  | 0.05%        | 24,95% Reduction | 0% International supplier | 0% International supplier |

2022 is the baseline for all result calculations, except produce, which uses 2023 as a baseline.  
Certain figures may appear elevated as a result of our portfolio's expansion through the addition of new rooms. To offer a clearer picture, data is presented on a per-room basis, allowing progress to be viewed alongside growth.



# Reducing Waste

“Working closely with the rhythm of each season and preparing food only when it is needed has transformed the way we approach kitchen waste, creating a more thoughtful and responsible dining experience.”

—Rafael Tsakiris, Executive Chef of Vedema Resort and Istoria

This year, we further strengthened our efforts to reduce, reuse, and recycle the material waste generated across our properties. This ongoing commitment serves two key purposes: it helps to lower pressure on local landfills and reduces pollution, while also conserving the resources and energy needed to produce new materials.

At Empiria Group, we embrace a mindful approach to cooking by favoring seasonal

creativity over fixed menus, and finding ways to reduce food waste through care, intention, and other conscious practices that not only contribute to broader environmental goals but also reflect our commitment to sustainable and ethical resource use. Sourcing 9 out of 10 produce items from Greece has been another major milestone we achieved, which resulted in supporting local producers and minimizing transportation emissions.



## Our waste reduction focus areas

Participated in Nespresso’s recycling program for coffee capsules and equipment.

Used cooking oil from our kitchens is recycled and converted into biodiesel, supporting a circular use of materials.

Organize beach clean-ups to help prevent non-organic waste from entering marine environments and to protect coastal ecosystems.

Offer an à la carte breakfast menu of fresh dishes made to order instead of a breakfast buffet, significantly reducing food waste while maintaining the highest standards.

**Ecolab**

In 2025, our ongoing collaboration with Ecolab ensured that all cleaning products used across our properties meet the highest standards of safety and sustainability. Designed to protect both people and the environment, these solutions help us maintain our spaces with care and responsibility. We also held our annual training with the Ecolab team, empowering our people to use every product efficiently and with mindful attention.

# Eliminating Plastic Water Bottles

76%

reduction in plastic water bottle use

Plastic water bottles have become a synonym for single-use plastic that is entirely unnecessary in the current climate, and we are committed to entirely removing them from all our operations and properties. To do so, we installed advanced on-site water filtration systems by Nordaq in 2023. The Swedish company specializes in refillable, automated solutions for filtering, bottling, and capping water on-site, and our system is now available in all our properties. As we stand, we have achieved a 76% reduction in plastic bottle use, a meaningful step towards a more sustainable and conscious way of serving water across our properties.

We are aiming to completely eliminate plastic bottles from our hotels and offices by 2030.

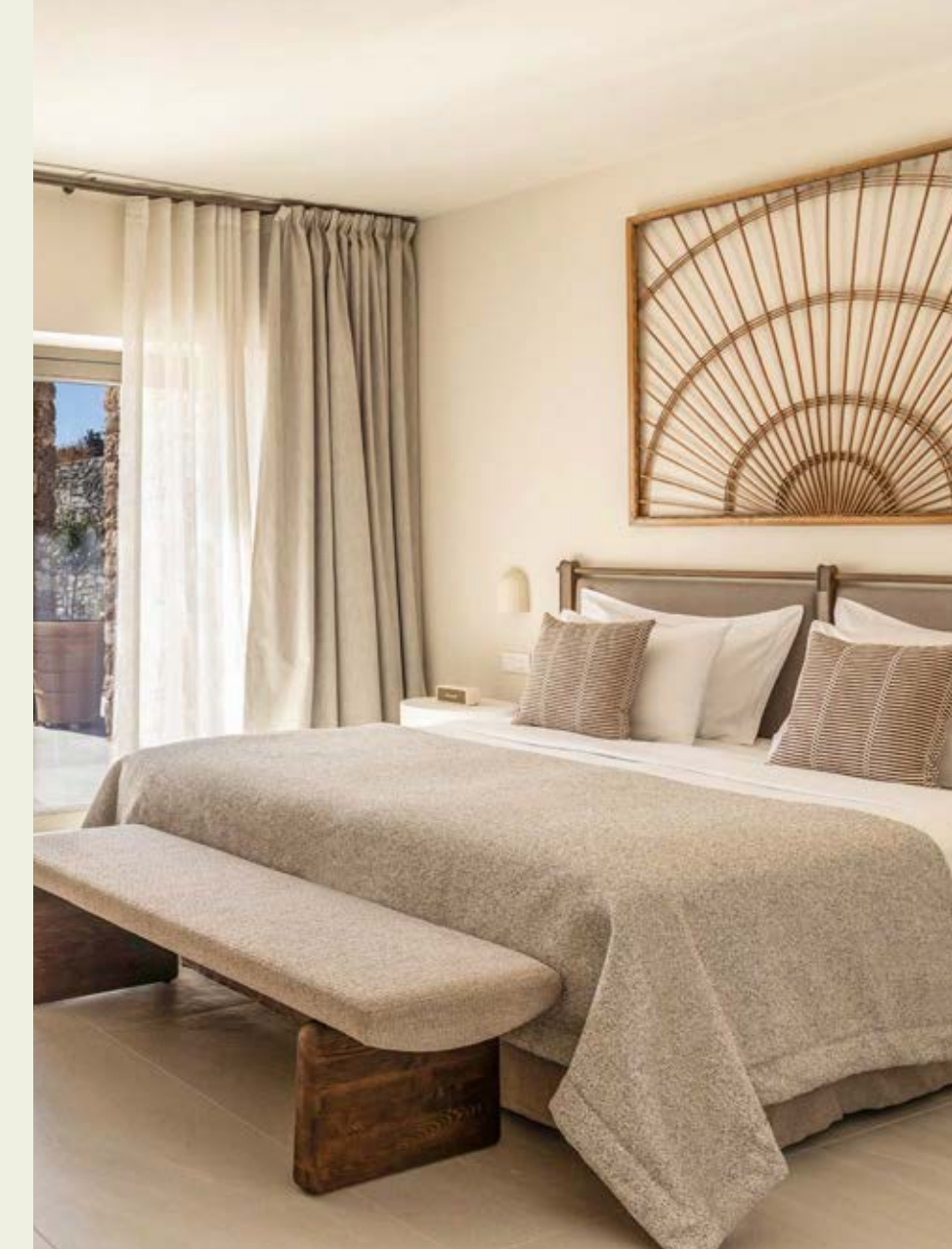
“Our progress in this area is a great step towards tangible change for our guests and properties, and we are committed to our 2030 goal.”

—Dimitris Alexakis, COO of Empiria Group



# The Villas at Parīlio

In June 2025 we launched The Villas at Parīlio, introducing a collection of 13 exclusive new villas and suites that further strengthen the property's long-term vision.



The Villas at Parīlio are built to balance seclusion and intimacy with the benefit of full hotel service, all in accordance with Empiria Group's excellence in hospitality and environmental goals.

The villas were designed by Interior Design Laboratory, the Athens-based studio behind Parīlio's original architecture and interiors, and landscaped by Ecoscapes. With materials rooted in place and crafted from local stone, wood, and stonewashed concrete, these buildings are deeply connected to the local landscape and reflect Parīlio's distinct look and feel—where expansive layouts and fluid indoor-outdoor living spaces capture the slow rhythm of Cycladic life.

The signature villas include Aurelia, a three-bedroom villa, and Jupiter, a five-bedroom villa, each with expanding living areas, full kitchens, private pools, and panoramic sea views. Further one- and two-bedroom suites, such as Eclipse and Iris, offer spacious indoor and outdoor living spaces with gorgeous private terraces and plunge pools, designed for travelers seeking serenity without compromise.



# Saving Water

Our home country Greece is among the most water-stressed countries in Europe, with particularly strong pressures on its islands. In light of this challenging situation, we continued to increase our attempts to reduce water consumption in 2025, even as our portfolio expands.

In 2025, the expansion of Parīlio introduced 13 new suites and villas, all with private pools, increasing the number of rooms in operation compared to 2024. As a result, certain water consumption figures may appear higher year-on-year. However, the increase remains relatively modest in relation to the scale of the development and reflects our ongoing efforts to manage water resources responsibly.

As Empiria Group continues to grow over the coming years, absolute water consumption is expected to rise alongside our portfolio. Our focus is therefore on limiting this increase to no more than 20%, despite significant expansion, a key step in balancing growth with the responsible use of natural resources.

## Our water-saving focus areas

### In our daily hotel business

- We repurpose water waste from hotel ice makers to fill outdoor pools.
- We encourage our guests to use bed linens and towels to reduce daily linen and towel changes with environment-friendly cards.
- All our properties have low-flush and dual-flush toilets.
- We have installed aerators and water restrictors in shower heads and taps, and low-flow devices, infrared taps and hands-free faucets with LED sensors.

### In our kitchens and plumbing

- All kitchen water taps are fitted with flow-regulating devices.
- Dishwashers are connected to the hot water supply to eliminate additional energy consumption.
- All back-of-house areas have lower-flow taps with a pedal, waterless steamers, and pre-rinse spray valves.

### In our gardens

- We use intelligent irrigation systems with timers to optimize irrigation water.
- Our landscaping is carefully designed with native species adapted to the local environment, which require less irrigation and minimal human intervention.
- A rainwater tank and grey water (wastewater generated by laundry, dishwashing, bathing, etc.) collection system is installed for use in gardens.



# Eréma, a new chapter for Empiria Group in Milos

As Empiria Group grows, it is our highest aim to bring positive impact to the land and community of our new properties.



We see each new investment as an opportunity to deepen our commitment to sustainable practices, and setting new benchmarks for properties that pave the way for sustainable design practices in Greece and beyond.

Our newest addition to the portfolio, Eréma, is set to open its doors in 2026. It is an expression of conscious growth, environmental responsibility, and the luxury of restraint. By building on the sustainable and responsible practices already implemented across our existing properties and adapting them specifically for Eréma, we are working towards achieving LEED Gold certification. This strategic commitment reflects our ambition to continuously strengthen our positive impact while creating only the second hotel in the Cyclades to achieve this certification.



# Saving Energy

As part of our environmental strategy to make our vision come to life, we are continually working to enhance energy efficiency and reduce energy consumption across all our properties. As our portfolio grows through the addition of new rooms, our aim is for our overall energy consumption to stay the same in real terms, thanks to the decrease of energy use on a per-room basis compared to our baseline of 2022. This way, in 2025, we have achieved a 7.81% reduction in guest room energy use per room compared to energy use in 2022. Our aim for 2030 is even more ambitious, with a 15% reduction.

Our aim in all our energy saving measures is to lower greenhouse emissions overall, put less strain on the local power grid, and reduce our use of fossil fuels.

## Our energy-saving focus areas

- All appliances are fully switched off when not in use.
- Air-conditioning thermostats are set between 22 and 24 degrees, and the A/C is fully turned off in all rooms and facilities when not in use.
- Temperature leakages are minimized through effective draught seals and insulation.
- Employees and guests are encouraged to recycle batteries as well as old and damaged electrical equipment.
- We gradually replaced all light bulbs in our properties with energy-saving LED bulbs.
- We use battery management systems (BMS) technology to monitor and control our energy needs.
- We began the process of implementing alternative energy sources, such as solar power and geothermal energy, at our properties.
- Our employees are reminded to be conscious of their energy consumption at regular intervals, and to avoid waste where possible.
- We saved energy by using only electric vehicles for hotel transfers and transport.



# Symphony of Flavors

In 2025, we launched Symphony of Flavors, an exclusive series of culinary experiences hosted across Empiria Group's signature restaurants.



A series of culinary events across our hotels in Paros and Santorini brought together Empiria Group's Executive Chefs and renowned local and international chefs to co-create bespoke menus inspired by each destination. By sourcing ingredients locally and designing experiences that celebrate seasonality and a true sense of place, we embrace a more conscious approach to gastronomy while fostering meaningful cultural exchange.

In Santorini, we further expanded this initiative through collaborations with some of the island's renowned wineries, highlighting the importance of supporting local producers and preserving Santorini's rich winemaking heritage. Through these partnerships, we contribute to strengthening the local economy while helping safeguard the indigenous grape varieties that define the island's unique character.

Taking place from June to September across our destinations, Symphony of Flavors invites guests to connect more deeply with the cultural and gastronomic identity of each location, reflecting our belief that exceptional hospitality is rooted in authenticity, community, and purpose.



# Honoring Greek Produce

Creating meals that spark joy for our guests is a central part of our hospitality philosophy at Empiria Group, and we are proud to combine this mission with our sustainability ethos every step of the way.

In 2025, approximately 50% of the produce used in our properties on Santorini and Paros was sourced on those islands, with another 50% sourced elsewhere in the country—meaning 9 of 10 of our food and beverage offerings come from within Greece. We continue to work toward our goal of sourcing 80% locally by 2030. This approach not only helps minimize our carbon footprint, but also ensures our ingredients are fresh, seasonal, vibrant, and authentically Greek. Our guest welcome amenities are also created by local producers, further deepening guests’ connection to the destinations they visit.





# Cultural Impact



We safeguard Greece's rich heritage and celebrate its living traditions by supporting aligned cultural institutions and initiatives.

By working together with the foundations, museums, and cultural organizations that showcase and share the rich cultural history our country has to offer, we are able to promote a deep appreciation and understanding of Greek culture, history, art, and landscapes.

At Empiria Group, we believe that cultural preservation is a cornerstone of community wellbeing and meaningful hospitality that fosters connection and meaning. By promoting the work and voices of Greek artists, museums, and historians, we can help create a lifelong bond between our guests and our destinations.

In 2025, we were able to carry out this long-term commitment by working with a wide range of cultural institutions, NGOs, and organizations through monetary and in-kind support, making cultural events possible and enjoyable for all who participate. In doing so, it is our goal to honor, protect, and share the heritage that makes each of our destinations so special.



# Our Cultural Impact in Numbers

| Cultural Impact                                                    | 2025                                                                       |
|--------------------------------------------------------------------|----------------------------------------------------------------------------|
| Museum of Cycladic Art - Kykladitisses Exhibition                  | €18,356 donation & €17,628 donation in-kind                                |
| The Cycladic Identity                                              | Annual €25,000 donation supporting Cycladic heritage and local communities |
| Paros Music Festival                                               | €13,760 donation                                                           |
| Clay Commons - Bridging Heritage, Innovation, and Community by BCK | €16,000 donation in-kind                                                   |
| “Alkyoni” Wildlife Protection and Care Association                 | €13,940 donation & donation in-kind                                        |
| CPF - Butterflies Nature Reserve in Paros                          | €3,870 donation in-kind                                                    |
| CPF - Greek Islands Seagrass Alliance                              | €2,540 donation in-kind                                                    |

We maintain ongoing collaborations with cultural organizations, while also supporting new partners each year according to the unique cultural activities and needs of each destination. In 2025, this meant focusing on different projects than in 2024, reflecting the evolving character and priorities of each community that we engage with.



# Kykladitisses Exhibition: Honoring the Women of the Cyclades

In 2025, we continued our collaboration with the Museum of Cycladic Art by supporting the exhibition *Kykladitisses: Untold Stories of Women of the Cyclades*, the first pan-Cycladic exhibition of its kind.

Bringing together over 180 remarkable works, the exhibition shed light on the voices and lived experiences of women across the Cyclades, from prehistory to the 19th century. Hosted at the newly renovated Archaeological Museum of Thera, it revealed stories that have long been absent from historical narratives.

Rooted in our commitment to preserving and celebrating Cycladic heritage, we contributed to this important initiative through both strategic communication and operational support. In addition to promoting the exhibition across Empiria Group’s digital and print touchpoints through dedicated social media campaigns, in-hotel communications, website features, and other brand channels, we hosted the Museum of Cycladic

Art team and international journalists at Vedema, offering an experience defined by authenticity and refined hospitality. To mark the exhibition’s opening, Alati welcomed 100 guests from the cultural and media community for an evening that fostered connection, dialogue, and a shared appreciation of the region’s heritage.

Beyond hospitality, we actively amplified the exhibition’s reach through curated storytelling, guest experiences, and sustained media engagement—embedding *Kykladitisses* into the broader cultural journey.

Through initiatives like this, Empiria Group continues to honor the past while actively shaping a vibrant, culturally rich future for the Cyclades.



Donation

€18,356

Donation in-kind

€17,628



# Protecting the Island's Nature and Wildlife

Protecting the landscapes and destinations we are privileged to be part of lies at the heart of our cultural impact. We remain committed to this responsibility by supporting initiatives that share our values through considered financial contributions, as well as by offering our venues, accommodations, and expertise to help bring meaningful collaborations and purposeful gatherings to life.

## Donated €13,940 to “Alkyoni” Wildlife Protection and Care Association

In September 2025, during a visit to Isthia in Santorini, Antonis Eliopoulos, CEO and Founder of Empiria Group, encountered an injured hoopoe bird on the property grounds. In seeking help for the bird he was introduced to Alkyoni Wildlife Protection and Care Association, a non-profit organization based in Paros dedicated to the rescue and rehabilitation of wild animals and birds. Empiria Group made a €10,000 donation to

Alkyoni to help sustain their critical operations. In addition, we contributed €3,940 for the purchase of food and essential supplies for the birds under care. This action reflects our strong commitment to protecting biodiversity, preserving Greece's natural heritage, and supporting local organizations that work tirelessly to safeguard wildlife and ecosystems.

## Contributed €3,870 to Butterflies Nature Reserve in Paros

The Butterflies Nature Reserve in Paros is a rare biotope and part of the Natura 2000 network, offering a vital refuge for the Jersey tiger moth during summer. Currently, climate change and regional development threaten its delicate ecosystem. To safeguard this special habitat, CPF is taking action, starting with enhancing its hydrology with non-invasive, tested methods that optimize water circulation. In 2025, Empiria Group supported

the initiative by offering accommodation at Acron Villas for three nights from July 18 to 21 to the researchers and CPF team working on-site. By hosting the scientific team during this critical phase of fieldwork, we aimed to contribute meaningfully to the protection of this rare ecosystem, reinforcing our belief that hospitality can actively support and sustain the destinations in which we operate.

## Contributed €2,540 to the CPF's initiative Greek Islands Seagrass Alliance

Our support of the Greek Islands Seagrass Alliance reflects a long-term commitment to safeguarding the natural ecosystems that define the Greek islands and shape our destinations. The protection of *Posidonia oceanica*, also known as Neptune grass or Mediterranean tapeweed, is intrinsically linked to the health, beauty, and resilience of the Aegean Sea, an environment that is inseparable from the guest experience Empiria offers. Led by Cyclades Preservation Fund (CPF) and supported by the Seacology Foundation, we supported a program that represents a science-driven, community-engaged approach to conservation that

aligns closely with our group's sustainability philosophy: making meaningful impact, local collaboration, and the protection of natural capital for future generations.

To support this initiative, we provided accommodation for the Cyclades Preservation Fund team and participating journalists, contributing four villas at Acron Villas and one room at Parilio. This represented an in-kind contribution of €2,540, helping advance research, awareness, and conservation efforts focused on the protection of *Posidonia oceanica* in the Cyclades.



# Clay Commons - Bridging Heritage, Innovation, and Community by BCK



As part of the Biennale of Contemporary Keramics, BIG BLUE DOT launched the “Clay Commons: Bridging Heritage, Innovation, and Community” program that combines storytelling, artistic creation, and professional development. We were proud to be the lead supporter of this initiative and its mission to connect heritage, innovation, and community.

## Professional Development Program

From September 26–28, 2025, we were honored to host the Professional Development Program at Vedema, a Luxury Collection Resort, Santorini. At this three-day workshop, artists were able to live and work on our island to strengthen their artistic and professional path, gain valuable tools, skills, and connections for sustainable futures. Nurturing creativity and supporting artists in their journeys.

## A Land in Need of Rest

As part of the Clay Commons initiative, we supported a one-month artist residency at Vedema, welcoming renowned ceramic artist Ule Ewelt to collaborate with Greek and Santorini-based creatives. This immersive residency created a space for artistic exchange, learning, and dialogue, inspired by the island's unique landscape, heritage, and biodiversity.

The residency culminated in the landmark exhibition A Land in Need of Rest, hosted at Vedema from 25 September to 31 October 2025. Co-organised by Big Blue Dot and the Municipality of Thira, the exhibition explored Santorini's fragile biodiversity, ancient vineyards, wild flora, and the creatures that inhabit the island.

Through ceramics, photography, sculpture, and visual arts, the exhibited works reflected on what has been lost, what endures, and the urgent need to protect the natural world, inviting visitors to engage with themes of care, coexistence, and environmental stewardship.

By supporting both the artist residency and the exhibition, Empiria Group reaffirmed its commitment to nurturing creativity, preserving local identity, and championing meaningful cultural initiatives within the destinations we call home.

# €16,000

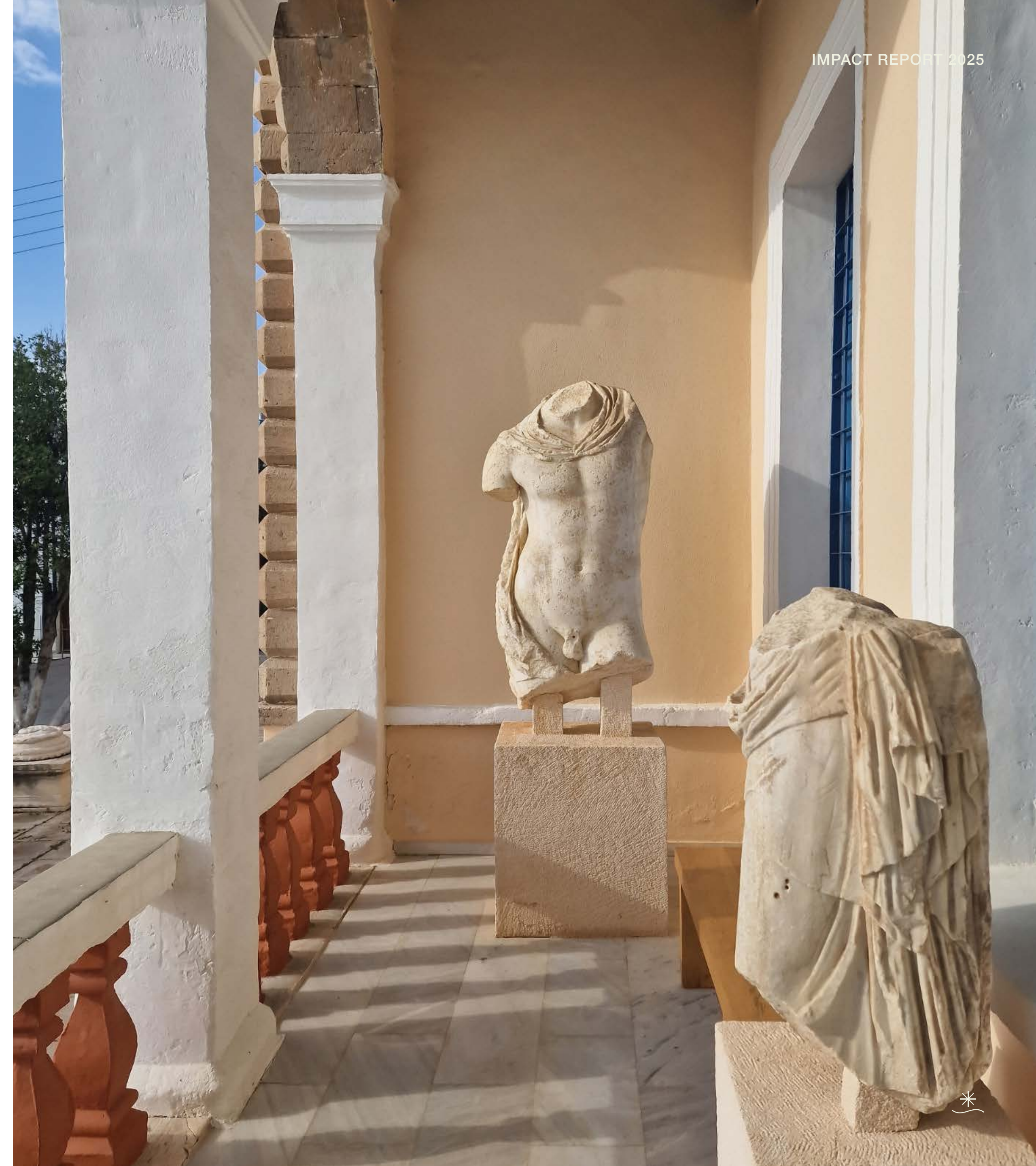
Donation in-kind  
covering accommodation,  
food, and drinks



# Preserving and Celebrating Cultural Heritage

Connecting our guests to the rich cultural heritage of our lands is an honor and a responsibility, one that we intentionally weave into every stay.

We encourage our guests to explore our islands in a thoughtful and respectful way, remaining mindful of the local communities, traditions, and natural environments that define each place. To support this, we curate a list of activities that include experiences within the local communities where our properties are located as well as visits to local cultural and archeological sites. We further enrich our guests' experience by hosting cultural exhibitions within our hotels, and showcasing local art, craft, traditions, and heritage, fostering a deeper appreciation of the cultural richness and heritage that shapes our destinations.



# Kinship Initiative

This year, we were proud to present Kinship, a new family initiative created as a space for joy, connection, and shared discovery. Across Vedema Resort in Santorini and Parilio in Paros, we invite families staying with us to experience our islands through moments that encourage presence, curiosity, and meaningful togetherness. Rooted in culture, creativity, and the rhythms of each destination, Kinship offers hands-on experiences, nature-led exploration, and gentle wellness rituals designed for all ages, screen-free moments that bring families together.



A true expression of our values as a company, Kinship creates real space for joy, and reframes family travel through intention and connection. It presents ways and opportunities for families to connect deeply, explore with purpose, and carry the spirit of each destination long after their journey.

Beyond enriching the guest experience, Kinship also actively supports our local communities.

The program is developed in collaboration with local artisans, cultural practitioners, producers, and guides, creating direct economic opportunities while preserving and showcasing authentic island heritage. Through these partnerships, Empiria Group strengthens local value chains and ensures that tourism contributes positively to the social and cultural fabric of Santorini and Paros.

“It’s cool how that tomato factory had been working for ages and was kept exactly how it would have been years ago. I loved the tasting at the end with the spicy tomato juice!”

—Betsy, age 11



# Looking Ahead



# Where we Stand and our Goals for 2026

At Empiria Group, we see this as just the beginning of an ongoing journey. As we continue to better understand and measure our footprint across the places and communities where we operate, our ambition is to foster meaningful, lasting change within our ecosystems and throughout the broader landscape of Greek hospitality.

Our next Impact Report will reflect the sustainability initiatives launched in 2026, marking another step in our continued evolution. With each report, we aim not only to track progress, but to deepen our understanding of how our actions can create enduring value for the people, places, and environments that support us. This year, we are proud to have further strengthened our Impact Framework and reporting methodology, and we remain committed to refining them in the years ahead—shaping the framework into not only a tool for annual reporting, but a foundation for future partnerships, investments, and sustainable growth.

## Social Impact

Our support for The Love Van and Friends of the Child will expand in 2026, reaching more families and individuals in need across the Cyclades and mainland Greece.

We are currently exploring new collaborations to support women’s empowerment in the workplace as well as in social life.

We remain focussed on creating a workplace where fairness, respect, and growth are practiced daily. In 2026, we aim to collaborate with vulnerable communities and individuals who are affected by war, and supporting them by offering employment opportunities in our hotels.

These partnerships help us to offer support to vulnerable communities through meals, resources, and support—offering dignity and belonging for those we serve.

## Environmental Impact

We are committed to achieving an 85% reduction in plastic use by 2026.

**Water**  
We will limit the increase to no more than 20%, despite the significant development of new hotels. This should also be recognized as an important achievement, given the group’s strong expansion.

**Energy**  
Due to our extensive expansion with new hotels, our goal is to maintain the same level of energy consumption rather than allow it to increase.

Our next target is to maintain and deepen this reduction toward 15% by 2030, through efficiency. We aim to keep 9 out of 10 suppliers national by continuing to work closely with local and national producers.

In 2026, we aim to achieve LEED certification for Eréma, our upcoming property in Milos, setting a new benchmark for sustainable design and paving the way for future developments rooted in environmental responsibility and conscious growth.

## Cultural Impact

We will deepen our collaboration with the Cyclades Preservation Fund (CPF) through programs and wildlife rescue initiatives.

Through targeted work and meaningful collaborations we will continue supporting local communities in ways that celebrate creativity and protect cultural heritage—while inviting our guests to connect with the true spirit of our destinations.

Develop a new experiential brand platform by Empiria Group, expressed through immersive retreats and cultural gatherings across destinations, to strengthen our relationships with local communities and offer guests new ways to further explore each destination and connect with everything they have to offer.



# Making a Difference Together

Our sustainability journey is deeply rooted in the strength of both our long-standing and newly formed partnerships.

Through the specialized knowledge and experience of the organizations and NGOs we collaborate with, we are able to place resources in the hands of those best positioned to create meaningful change, bringing us ever closer to our shared vision for impact. In working together, we not only advance our own goals, but also help extend the reach of our partners’ vital work, amplifying its resonance across communities and landscapes alike.

We extend our heartfelt gratitude to our people, whose dedication, care, and commitment bring our values to life each and every day.

Finally, we would like to thank our guests. By choosing to be part of our vision, you become part of this journey. Your presence supports our efforts and affirms that thoughtful, collective action can shape a more sustainable future. We hope this Impact Report stands as a reflection of that shared belief, and as something we can take pride in, together.

## Our valued partners in sustainability

- BIG BLUE DOT
- Cyclades Preservation Fund
- Cycladic Identity
- Desmos
- Ecolab
- Friends of the Child
- Greek Culture of 21st Century
- Greek Tourism Confederation (SETE)
- Humanity Greece
- Mexoxo
- Museum of Cycladic Art
- Nordaq
- Paros Municipality
- The Love Van



# We Would Love to Hear From You

Our shared impact is a continuous journey, shaped by dialogue, reflection, and the exchange of ideas. We warmly invite you to share your perspective on our social, environmental, and cultural efforts. Should you have thoughts, insights, or suggestions for initiatives we might embrace, we would love to hear from you.

**Dimitris Alexakis**  
Chief Operating Officer  
[dimitris.alexakis@empiriagroup.gr](mailto:dimitris.alexakis@empiriagroup.gr)

**Eva Zampetaki**  
Senior Marketing & Communications Manager  
[eva.zampetaki@empiriagroup.gr](mailto:eva.zampetaki@empiriagroup.gr)

**Empiria Group**  
22 Laodikis Street, Glyfada  
16674 Athens, Greece  
[empiriagroup.gr](http://empiriagroup.gr)