

Heraklion, 27 July 2017

Nana Beach hotel participates in the ‘Clean up the Med’ and ‘Make Holidays Greener’ campaigns

Once again Nana Beach hotel and the Karatzis Group have shown their environmental sensibilities by taking part in the ‘Clean up the Med’ campaign, a pan-European incentive to clean the Mediterranean coastline and ‘Make Holidays Greener’, the annual campaign concerning social and environmental issues during vacations.

‘Clean up the Med’

The young guests of Nana Beach, together with the animation team of the hotel, sent their own eco-message by spending a whole day on the environment. After hearing about issues relating to the protection and conservation of the ecosystem, they put theory into practise by joining together to help clean up the hotel’s Drapanos Beach. The ‘Clean up the Med’ campaign is an initiative of the non-profit making organisation Legambiente, one of the most well-known organisation in Italy, that has been in operation for 35 years. Every year Nana Beach hotel takes part in the aforementioned effort, thereby promoting the idea of sound management of the environment and sustainable lifestyles.

‘Make Holidays Greener’

This year young guests of the hotel took part in an additional environmental project, the ‘Make Holidays Greener’ campaign, within the framework of a week of ecology activities at the hotel’s children’s club. Members of staff and kids helped to clean up the beach, encouraging environmental awareness in the process. ‘Make Holidays Greener’ is an initiative of the Association of British Travel Agents (ABTA) in cooperation with Travelife, the international certifying body which promotes sustainable tourism by creating initiatives relating to social and environmental issues while on holiday.

Nana Beach hotel and the Karatzis Group have shown their environmental and social sensitivities through their actions over the past years. As a huge unit, the hotel has high operating demands in terms of energy and is constantly seeking ways in which to reduce its consumption by participating in a series of actions aimed at achieving sustainability.

Sustainable tourism development is an important priority for Nana Beach that is not only working towards that objective, but which also allows its guests to actively express their environmental sensibilities.

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