



**ZEYTUNİHAN
SUSTAINABILITY
REPORTING**



**For a Sustainable Future
Take a Step!**

1. ENTRANCE



1.1.

This report has been prepared with the emphasis of ZEYTUNİHAN on presenting everything transparently in order to achieve social, cultural and economic sustainability.

1.2.

The report is structured in accordance with the Global Sustainable Tourism Council's (GSTC) Stage 3 criteria.

1.3.

Data collection process utilized field observations, staff surveys, guest feedback, and environmental monitoring results.



2. HOTEL INTRODUCTION

Located at the foot of the Kazdağları Mountains in the Northern Aegean, Zeytunihan offers a total of 11 rooms: 7 bay-windowed rooms and 4 attic-style rooms, all boasting unparalleled sea and nature views.

Situated in the upper skies of Altınoluk, which has the second cleanest air in the world after the Alps with its high oxygen levels, you are invited to listen to the sound of silence. In this region, where Zeus, the "father of the gods" according to mythology, watched all the wars, the sound of the wind and the chirping of birds accompany your dreams as you gaze towards the island of Lesbos. Perhaps you will be enchanted by the dances of our carefully nurtured squirrels as they greet you.



3. OUR VALUES, VISION & MISSION



3.1.OurValues:

Our values define who we are, what we stand for, and how we should behave. In tourism, they enable us to act with the aim of increasing guest satisfaction and building trust with our guests. By working in accordance with our values, we determine how we should treat our guests and each other, the quality of our work, and the activities that lead us to success. At the heart of everything for us lies the trust that our guests, stakeholders, and staff feel in Zeytunihan, and our high standards of conduct.

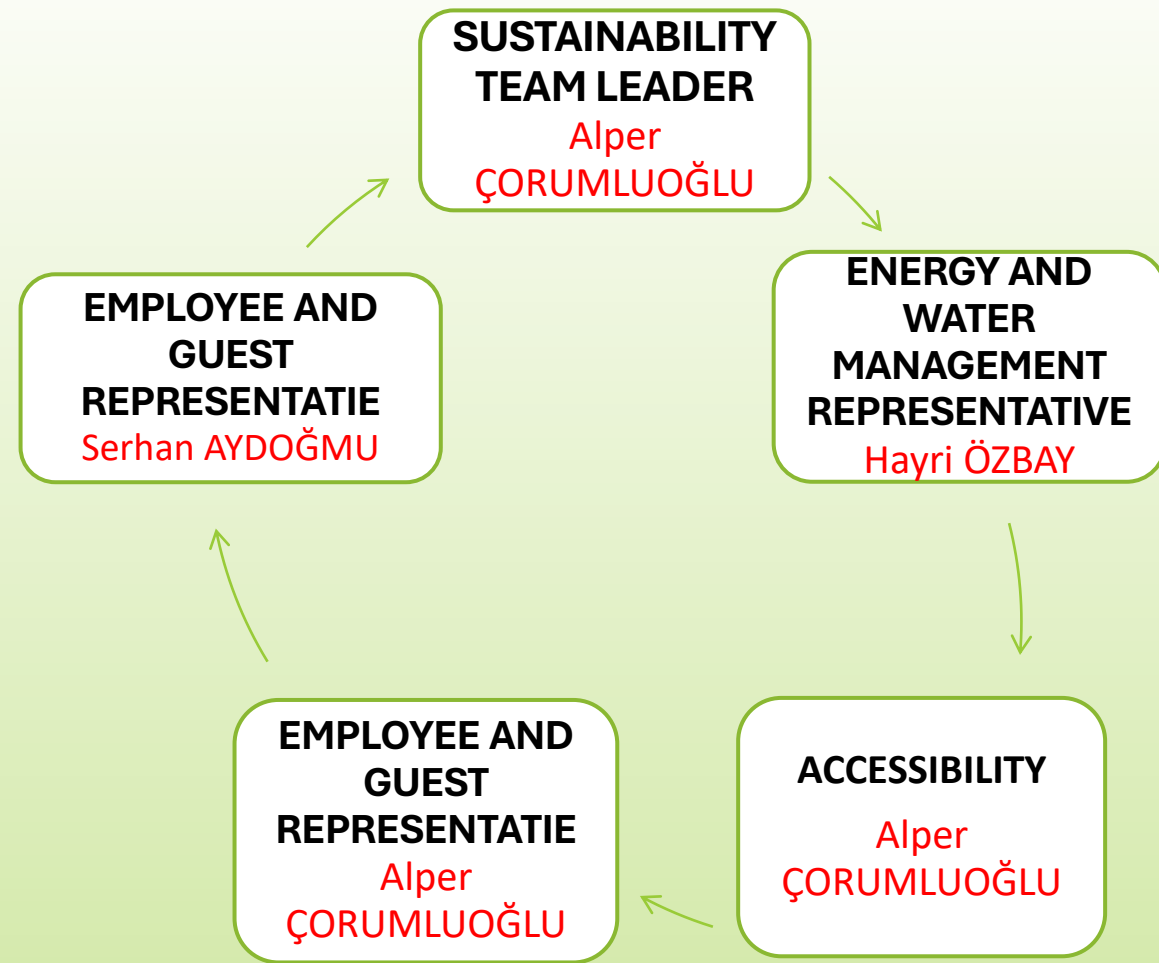
3.2.OurVision:

Our goal is to be a pioneering hotel that embraces sustainable tourism with the principle of "living by protecting the world, not consuming it".

3.3.OurMission:

Our goal is to protect historical and cultural values, respect the natural environment, and provide high-quality, customer-focused service.

4. ORGANIZATIONAL CHART AND JOB DESCRIPTION



4.1.

sustainability team has been established in our hotel, and sustainability teams are defined in our organizational chart.

4.2.

The responsibilities of each department are clearly defined and the sustainability team monitors the implementation through regular meetings.

5. SUSTAINABILITY PRACTICES VISUALS GOALS & CONTINUOUS IMPROVEMENT



- 5.1. Environmental Sustainability
 - 5.2. Social Sustainability
 - 5.3. Cultural Sustainability
 - 5.4. Economic Sustainability
 - 5.5. Data Analysis and Targets
 - 5.6. Continuous Improvement



5.1. Environmental Sustainability



Dual siphon systems are used to conserve water.

- Water consumption is monitored daily, monthly, and annually on a regional basis.

- Energy-efficient appliances and LED lighting are preferred.

- Energy card-based room systems prevent unnecessary consumption.

- MSDS documents are provided for all chemicals, and natural products are preferred.

- Overflow trays and sealing measures are available for chemical storage.



5.2. Social Sustainability



- Social projects are supported through collaboration with local communities.
- Fair working conditions are provided through diversity and inclusion policies.
- Staff development is supported through training, rewards, and events.



5.3. Cultural Sustainability



Zeytunihan considers protecting, preserving, and passing on the cultural heritage of the region in which it operates to future generations as one of its fundamental responsibilities. In this context;

- Local architecture and design have been preserved in the restoration and decoration of the facility, maintaining the region's unique architectural character. Local stone, wood, and traditional motifs have been preferred in the interior and exterior designs.
- Local gastronomy prioritizes products from the Balıkesir and Kazdağları regions (local jams, tomato paste, butter, honey, eggs, various cheeses, etc.) in its breakfast and restaurant menus. In addition to its own production, it also sources from local producers, contributing to the regional economy.



5.4. Economic Sustainability

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Purchases are made from local suppliers, and referrals are also made to businesses in the surrounding area.

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Management policies have been established to address economic risks.

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5.5 Data Analysis and Objectives

WATER CONSUMPTION

1. Water Consumption Monitoring: Monthly water consumption is regularly tracked and recorded. Per capita water consumption is analyzed and improvement targets are determined.
2. The use of water-saving equipment is ensured throughout the facility, with low-flow fixtures and water-saving shower heads. Dual-flush systems are preferred for cisterns. Leaks and seepage are prevented through regular technical inspections.
3. Guest towel and linen changes are not mandatory daily, but are done upon guest request. This practice helps save both water and energy.
4. Staff training includes raising awareness among employees about water conservation. Operational procedures have been established to prevent unnecessary water usage.

OUR GOALS FOR 2025

OUR GOALS

- To achieve a 1% per capita reduction in water consumption by 2026.
- Raising staff awareness by continuing energy saving training every year.
- Choosing energy-efficient devices when buying new appliances.
- Replacing shower heads with water-saving ones.



ELECTRICITY CONSUMPTION

ELECTRICITY SAVING AND ENERGY MANAGEMENT POLICY

Zeytunihan considers the efficient use of energy resources as one of the fundamental elements of environmental sustainability. The following practices are implemented to reduce electricity consumption, lower the carbon footprint, and conserve natural resources.

1. Energy consumption is constantly monitored.
2. Electricity consumption is regularly monitored and recorded on a monthly basis.
3. Energy consumption per person is analyzed according to Zeytunihan's occupancy rate, and improvement efforts are being carried out accordingly.

OUR GOALS FOR 2025

HEDEFLERİMİZ

- To achieve a 1% per capita reduction in energy consumption by the end of 2026 and to continue increasing this trend in the following years.
- Continue buying energy-efficient appliances.
- Replacing aging appliances with energy-efficient ones.
- We inform our staff by continuing energy saving trainings every year.



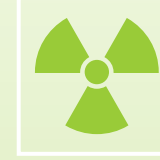
WASTE CONSUMPTION

WASTE MANAGEMENT POLICY

Zeytunihan is committed to reducing waste generation at the source, separating and recycling waste, and ensuring its disposal in accordance with legal regulations, in order to minimize its environmental impact.

1. To reduce waste, practices aimed at decreasing the use of single-use products have been adopted. Packaging waste is minimized by preferring bulk purchasing and large packaging. Paper consumption is reduced by preferring digital documentation.
2. Waste separation is carried out within the facility, with paper, plastic, glass, and metal waste collected separately. Sorting bins are available in common areas for visitors to use. Waste is delivered to licensed recycling companies.

2025 YILI HEDEFLERİMİZ



Our primary goal for 2026 is to take measures to reduce the amount of paper, plastic, glass, and metal waste per overnight stay by 1%, and to ensure that the generated waste is properly separated and recycled.



We will continue to raise awareness among our staff by increasing the number of participants and the duration of the environmental training sessions we provide each year.



Guests and staff will be informed about waste management through various communication methods to raise awareness.



KARBON AYAK İZİ



OUR GOALS FOR 2026

We aim to reduce our carbon footprint by 1%, and we reflect our carbon neutrality efforts in our work and operations throughout the year. We encourage our guests and employees to use less carbon-sensitive modes of transportation, such as public transport. We are making plans to reduce and eliminate our waste production.

We are working to reduce our electricity consumption. We are working to reduce our water consumption. We are monitoring and reducing our paper consumption. We aim to use raw materials from sustainable sources. We benefit from local suppliers and employment. When selecting suppliers, we prioritize their sustainability and environmental awareness.



5.6. CONTINUOUS IMPROVEMENT



- Sustainability goals are updated annually and monitored using tracking tables.

- It is believed that sustainable tourism is not just a practiced culture, but a developing one.



6. PERSONNEL & WORKING LIFE



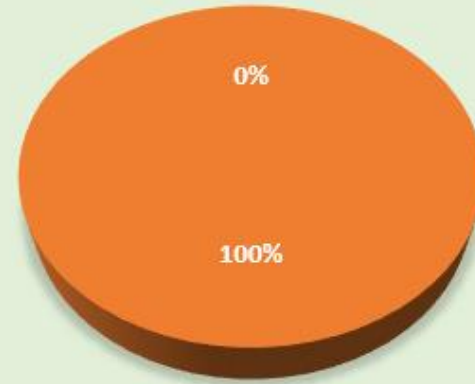
We are a large family that believes in teamwork, where employees stay with us for many years, everyone is evaluated equally, those who want to improve themselves are supported, and we work with the utmost hospitality while considering guest expectations. In line with our annual training program, our employees receive environmental training. This training covers topics such as reducing the consumption of natural resources, reducing and properly separating waste, and handling hazardous waste. Training is conducted both internally and externally. Our employees receive Occupational Health and Safety Training, Environmental Awareness and Waste Management Training, Sustainable Tourism Training, and Energy and Water Conservation training to ensure they are more conscious of these issues. All employees working in food areas have received hygiene training. In addition, to ensure higher quality and more dedicated communication with our conscientious employees, we also provide communication training, child abuse prevention training, and gender equality training. Personnel who have completed these trainings now fully understand what we do in our facility for Sustainable Tourism, what we aim for in our practices, and how they can contribute to these practices.

6.1 STAFF DISTRIBUTION



LOCAL STAFF RATIO

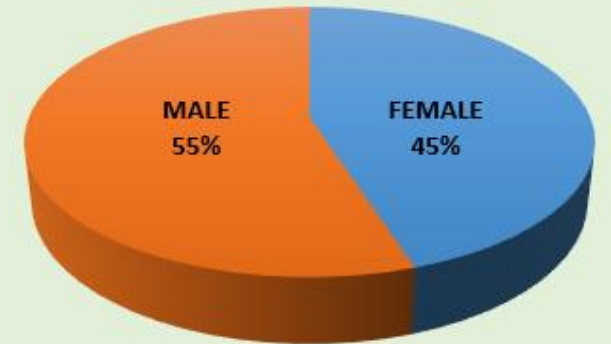
LOCAL STAFF RATIO



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GENDER DISTRIBUTION OF
EMPLOYEES

GENDER DISTRIBUTION OF
EMPLOYEES



FEMALE MALE

6.2. FACILITIES OFFERED TO STAFF



Staff Cafeteria; Meals in the staff cafeteria are free for employees. Breakfast, lunch, and dinner (3 meals a day) are provided in the staff cafeteria with menus that change weekly.

Staff Lounge; We have a staff room available for our employees, with seating areas for relaxation and socializing, both indoors in winter and outdoors in summer.

Staff Private Area; We have staff toilets and showers available, with separate sections for men and women.

Staff Celebrations; Zeytunihan organizes "Hello Summer" and "Goodbye Summer" parties twice a year for all its staff, including employees and employers. These festivities last all day, from morning until midnight, and include breakfast, a buffet of snacks and drinks throughout the day, and a barbecue party in the evening. The celebrations feature music, pool volleyball and grass football matches, as well as various other activities such as conversation and dancing. The following day, all staff members are granted leave without losing any of their legal rights.

7. COMMUNICATION WITH STAKEHOLDERS

- Continuous interaction is maintained with internal stakeholders (staff) through meetings, surveys, and training.
- Regular contacts are maintained with external stakeholders (NGOs, local governments, suppliers, guests) and information about sustainability efforts is shared.
- Service quality is continuously improved by taking guest complaints and suggestions into account.



8. LEGAL REGULATIONS & COMPLIANCE

- Zero Waste Regulation
- Environmental Law and Water Pollution Control Regulation
- Occupational Health and Safety Law
- Personal Data Protection Law (KVKK)
- Tourism Facilities Regulation and GSTC Criteria



9. CUSTOMER SATISFACTION



- Guests are continuously engaged through digital and physical surveys, as well as via the contact section on the website.
- Google reviews and survey results are regularly monitored to make improvements.
- Service quality is measured through surveys, and a 100% satisfaction rate is targeted.



10. Biodiversity, Wildlife Conservation & Destination Participation



- We fully meet the daily food needs of our two squirrel families, the true owners of Zeytunihan, who have a total of eight members: one meal a day.
- Within the Zeytunihan area, at least 5 tree saplings suitable for the region are planted every year, contributing to the preservation of nature.
- Every year, at least 10 tree saplings suitable for the region are planted in and around Zeytunihan, contributing to the preservation of nature.
- Through the TEMA Foundation, we contribute to nature by donating saplings every year.
- Donations are made to the ÇEKÜL Foundation for the preservation of cultural heritage.
- Through WWF – Türkiye, donations are made at least 3 times a year for wildlife, species and nature conservation activities.
- The endemic plants found in the vicinity of the hotel are introduced, raising guest awareness.

11. CONCLUSION

At Zeytunihan, we consider sustainability an integral part of our business.

We aim to set an example for the sector with a business approach that is in harmony with society, the environment, and the economy.

We will continue to work with all our staff and stakeholders to leave a livable world for future generations.

