



# Community

PEOPLE POWER FOR THE FUTURE

Projects and initiatives that proudly empower local people and communities; understanding high-end travel's role in preserving authentic culture while promoting harmonious, innovative relationships and simultaneously providing enriching traveller experiences.



# Blue Palace, a Luxury Collection Resort – Elounda, Crete

## *Phāea Farmers Program*

Dates Implemented: 2020 (ongoing)

### WHAT WAS THE CAMPAIGN'S PURPOSE?

Phāea Resorts know that many local staff work as farmers in low season, as Crete is a highly self-sustainable island known for its agriculture. We are investing in our employees' agricultural efforts with the Phāea Farmers Program, providing support to train them in organic farming methods and sustainable land use. The aim is to create more value through quality production so the resorts can source the highest quality local produce.

### DESCRIBE THE IMPLEMENTATION

There are currently 7 employees in the program, reaching 12 local communities around Crete. Training programs include planting vegetables, theoretical and practical trainings on soil health and sustainable crop management, agriculture productivity and pruning practices. A variety of products are produced including aloe, grapes, wine, herbs, honey, olive oil and seasonal vegetables. The program is also highlighted through the unique culinary experiences we offer guests.

### WHAT WERE THE RESULTS?

14,199kg of fruits & vegetables have been produced via the Phāea Farmers program, totalling 22% of our needs during 2022. We also generated a huge €37.6K Phāea Farmers Income Support. We generated 10,110kg of Phāea Olive Oil during 2022, that covered 81% of our total needs, and 790kg of honey, that covered 54% of our total needs during 2022.



📍 CRETE



# Lemala Luxury Collection

## *Reusable Sanitary Pad Project*

Dates Implemented: 2020

### WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

At Lemala over 95% of staff come from local communities. One local male staff member brought attention to the fact that the girls in his community, could not attend school whilst they were menstruating. So our reusable sanitary pad project was born. Sanitary pad poverty is a global problem but especially prevalent in the Maasai communities, where sanitary items are simply not available. This in turn leads to poor attendance in school and other female sexual health issues.

### DESCRIBE THE IMPLEMENTATION

Upendo Women's Foundation in Arusha now produces reusable sanitary pad packs for Lemala properties to sell at \$10 each in our curio shops. With the assistance of our team and a community nurse, these packs are distributed to girls in local schools.

### WHAT WERE THE RESULTS?

The sanitary pad project is in its third year and we have to date distributed over 3,000 reusable sanitary pads and 6,000 panties to young Maasai girls in remote schools. The project is funded entirely from the sale of reusable sanitary pad packs in our Lemala curio shops.



📍 TANZANIA



# Avila Reizen / Avila Foundation

*Casablanca*

Dates Implemented: 2020

## WHAT WAS THE PROJECT OR INITIATIVE'S PURPOSE?

Casablanca was built with the purpose of providing a safe place for children in Carupano, Venezuela, as there is no protection or environmental education in this region. We wanted to combat malnutrition, crime and extreme poverty, as few organisations can help on these issues due to government restrictions on foreign aid.

## DESCRIBE THE IMPLEMENTATION

We bought a house and equipped it with a library, musical instruments, toys, and a projector. We trained local women in early childhood education, and cooking. Activities include beach cleanups, education on environmental protection, music sessions and values and talents sessions. Kids are provided with hot meals five times a week with fresh ingredients, sold by local farmers. Every three months, we offer courses to the older children in doll making, electricity, crafts, and life projects.

## WHAT WERE THE RESULTS?

It's amazing to tackle the problem from within, giving the younger generation dreams and tools to rebuild their community. Seeing the children grow with hope, valuing friendship, respect, and creativity is heartwarming. The greatest result is seeing happy children surrounded by love, defying despair in Venezuela. The goal is to open a house for adolescents, fostering hospitality talents and preventing them from choosing a path of crime.



📍 VENEZUELA