



**2020
ANNUAL
REPORT**

CORPORATE
SOCIAL
RESPONSIBILITY
REPORT





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REPORT SCOPE AND METHODOLOGY

This report reflects the evolution and consolidation of our responsible approach and Corporate Social Responsibility (CSR), measuring our performance from the triple perspective that converges in sustainable development, and therefore addressing the most relevant aspects in the economic, environmental and social fields.

While this report refers to the time period from 1 January to 31 December 2020, most of the projects that started this year had to be drastically halted.

The immediate closure of the hotels due to the global pandemic meant that the data and the comparisons and expectations for improvement that we offer each year were not possible to evaluate in the same way as had been done. As such, this report attempts to offer an overview of the performance and initiatives that were possible in the months in which the Fuerte Group Hotels establishments were open.

On the other hand, regarding other related regulatory compliance, the consolidated Report on the Non-Financial Information Statement (EINF), which responds to the requirements of Law 11/2018 on non-financial information and diversity, and which is carried out by the company each year, is presented as a separate report from this one. It focuses on a few areas, such as economic evaluation. The EINF is carried out every year by the administration and finance department of Fuerte Group Hotels, in collaboration with the various departments involved in the management of the company.

Cooperation and cohesion among everyone are what makes possible this vital contribution of data for the design of the report and its compliance with the law.

This Report, as well as the previous CSR Reports, are published in digital format and are available at <https://www.fuertehoteles.com/grupo-el-fuerte/turismo-responsable/>

CONTENTS

For the preparation of the contents of this report, the materiality analysis carried out the year before this report has been taken into account, since the paralysis of our activity due to the pandemic during 2020 has not allowed us to carry out a new analysis of relevant issues on the activity of the hotels of Fuerte Group Hotels and Amàre Hotels and their main stakeholders.

However, the most relevant aspects of this last study have been taken into account and the commitments and fulfilment of the challenges raised throughout the year have been monitored. Many have been achieved, though others had no choice but to be postponed. Throughout this report, the casuistry of each initiative will be detailed.

As has been usual in all the communications and reports that we make in the field of sustainability, an analysis of the fulfilment of the objectives set and their relationship with the Sustainable Development Goals

(SDGs) set out by the United Nations has been added in this edition.

The methodology of the main reporting and sustainability framework, the Global Reporting Initiative (GRI), together with its indicators in the GRI Standards version, has therefore been followed.

Finally, throughout the report, compliance with the 10 Principles of the Global Compact is contemplated, thus renewing the company's commitment to this task for another year.

SCOPE

The compilation of the information to prepare this report starts from the principles of transparency, objectivity, materiality and truthfulness, with the aim that the interest groups with which the company interacts know the performance and results obtained in the different fields covered by this Report.

The scope of this report covers the actions and activities of the companies that make up the hotel divisions of Fuerte Group Hotels; these being Fuerte Hotels and Amàre Hotels. The detail and the establishments that are part of them can be expanded in section 2 of this report, on "strategy and company profile".

For the resolution of any questions, please contact the following email address:

communication@fuerte-group.com

CARTA DE LA PRESIDENTA



Ms. Isabel García Bardón, President of Grupo El Fuerte.

As president of Fuerte Group Hotels, and a witness to the evolution of the company since my husband founded it in 1957, I can confirm that 2020 has been the most complicated year in our history. It is not that over the last 64 years there have been no other crises, but none have affected the tourism sector as much as this.

Quite the opposite. In other recessions, tourism acted as a real economic engine of the country, helping with its contribution to GDP that Spain needed to see it

through to the other end. But this time the pandemic has caught up with the service sector and the hotel industry, on which millions of people depend, and we have all had to make titanic efforts to stay afloat.

In addition to the economic cost of having all the establishments closed for so many months, without any income, but facing all the fixed expenses that a hotel has daily; there has been a significant emotional cost. In this sense, it has been very hard to see how emblematic hotels such as Fuerte Marbella, which, since its opening as the first member of the chain, has always remained open, had to stop operating to comply with the restrictions imposed by the authorities to stop the spread of COVID 19.

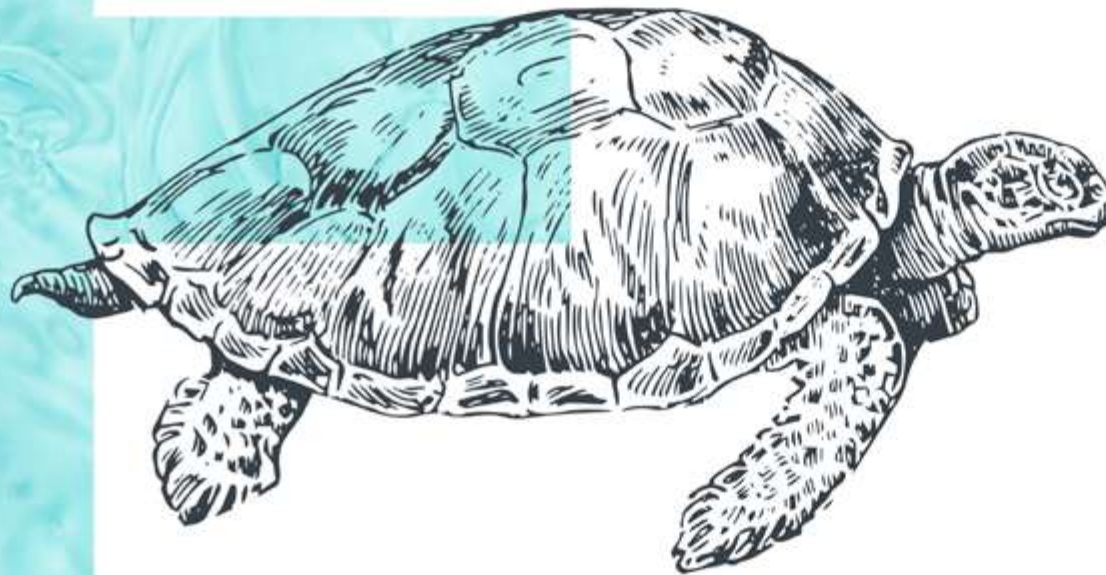
But the saddest thing of 2020 has been to see how the most vulnerable people and groups suffered, to whom we have tried to help at Fuerte Group Hotels and, above all, at Fuerte Foundation, which channels all the social assistance of our company. In some cases, moving on perishable food from hotels that had to close their doors abruptly; and in others investing €115,913.6 in the realisation of different solidarity projects. In addition, we have been the first Spanish chain to participate in a genetic study related to COVID 19, which was carried out by the Costa del Sol Hospital, in collaboration with the University of Malaga.

Finally, I don't want to forget about those who have always been hugely important to Fuerte Group Hotels:

our people. All those men and women who give the best of themselves to make our company work, and so that our hotels have managed to become a benchmark of service and quality in Andalusia; throughout Spain and among our main emerging markets; and who have also been enormously affected by this difficult situation.

Nevertheless, I close this letter with some optimism. Looking at the relatively good results we achieved during the 3 months we opened in 2020; recalling the success of our Safety First program, which last summer managed not to register even one case of the virus in our hotels; maintaining our firm commitment to the Sustainable Development Goals and renewing for another year our special commitment to the 10 universal principles of the United Nations Global Compact; and celebrating the positive evolution of the pandemic, thanks to the increase in a vaccinated population; I want to believe that when next year we write this same report, I can confirm that 2021 was the year of the beginning of the recovery.

A handwritten signature in blue ink, appearing to be 'IB', with a stylized flourish at the end.



1 | STRATEGY AND PROFILE OF THE COMPANY

1.1. FUERTE HOTELS, AMÀRE HOTELS AND OLÉE HOLIDAY RENTALS

MISSION

"To be a family business with a vocation for development, with a fundamental orientation to profitable hotel and real estate businesses, and a commitment to the responsible development of people and their environment. We want coherence between business, management team, professional coexistence (policies) on a day-to-day basis, and institutional configuration (government)".

VISION

"To be a company with leading brands in responsible hospitality, understood as an attitude of sensitivity to people (shareholder, customer and employee satisfaction) and to the environment (local community and environment), with a presence in Spain".

CORPORATE HEADQUARTERS

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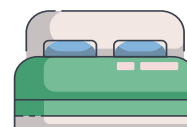
Fuerte Group Hotels is the hotel division of Grupo El Fuerte, an Andalusian family business group founded in 1957 by José Luque Manzano, which also has the company We Company and the Fuerte Foundation. It currently has six 4-star holiday hotels and 1 rental apartment complex, all located in Andalusia (in Malaga, Cadiz and Huelva), alongside 1 in Ibiza. Of these, Amàre Beach Hotel Marbella and Amàre Beach Hotel Ibiza specialise in the segment of hotels recommended for adults.

N. OF ROOMS



2,061

N. OF BEDS



4,890

N. OF ESTABLISHMENTS



6 | Hotels

1 | Apartment Complex

FUERTE GROÛP HOTELS

DISTRIBUTION BY BRANDS

4 **FUERTE**
HOTELES
| Malaga / Huelva / Cadiz

2 **AMÀRE**
| Malaga / Ibiza

1 **olée**
HOLIDAY RENTALS
BY FUERTE GROUP
| Malaga (apartments)

1.1. FUERTE HOTELS, AMÀRE HOTELS AND OLÉE HOLIDAY RENTALS

LIST OF ESTABLISHMENTS



1.2. ORGANISATIONAL STRUCTURE AND GOVERNING BODIES

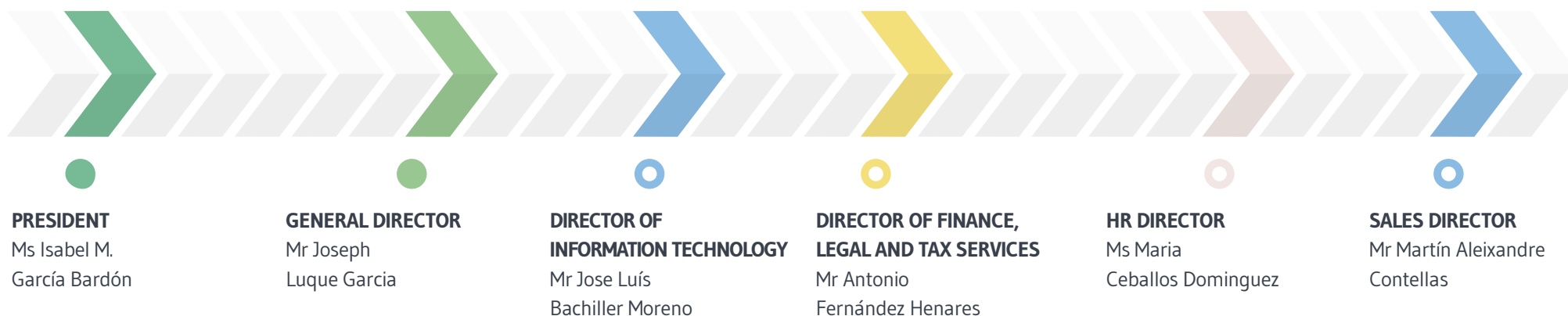


The **Board of Directors** is the highest governing body of Fuerte Group S.L, whose hotel division is Fuerte Group Hotels, which markets its establishments through three brands: Fuerte Hoteles, Ámare and Olée Holiday Rentals. This group is made up of the Luque-García **family and headed by Ms Isabel M. García Bardón**, followed by her children.

Under the Board of Directors is the **Delegated Committee, composed of 3 of their children (José, Salvador and Francisco Javier Luque García)**, the latter being the chair. They meet weekly to make the most important decisions for Fuerte Group SL.

Finally, there is the **Hotel Management Committee, which, composed of the director of each area of Fuerte Groups Hotels**, is responsible for executing the general lines of the strategic plan. Its members are:

MANAGING COMMITTEE FUERTE HOTELS GROUP



1.3. PRINCIPLES

All actions carried out by Fuerte Group Hotels are based on compliance with these **4 principles**:



I. BENEFIT ORIENTATION

These actions are intended to reduce costs through greater efficiency in operational and structural expenditure, as well as to increase revenue. Including:

1. Objectives related to price management (across all channels) and competitive intelligence.
2. Objectives related to the increase of all sales (rooms and extras) and in particular through direct channels.
3. Objectives related to improving the efficiency of structural and operational expenses of hotels.



II. CUSTOMER ORIENTATION

The purpose of these measures is to provide a hotel experience that meets expectations in aspects the current customer truly values. Including:

1. Objectives related to the level of service, treatment and communication provided to customers through all existing channels.
2. Objectives related to customer recruitment, loyalty and recommendation.
3. Objectives related to understanding aspects the current customer truly values.
4. Objectives related to the maintenance of strict hygienic-sanitary protocols that guarantee hotels are safe, 100% free COVID spaces.



III. COMMUNICATING AND FOSTERING DIFFERENTIAL IDENTITY

This section refers to the identification of all the differential attributes of Fuerte Hotels, Amàre and Olée Holiday Rentals, so that they can be communicated (off and above all online) and ensure the company resultantly receives greater traffic and conversion (on / off line) and maintains the loyalty of its customers. Including:

1. Objectives related to the communication (internal and external) of these issues to the "stakeholders" of the chain.
2. Objectives related to online standing (reputation+positioning).
3. Objectives related to brand recognition.
4. Objectives related to promoting the success of the Safety First program, and the benefits of the Fuerte Group Hotels Medical Guarantee.

1.3. PRINCIPLES



IV. TALENT DEVELOPMENT

With these objectives, the aim is to attract, develop and retain talent through active measures of search, promotion and moral and economic enhancement of the intellectual and psychological capital of employees and managers of the company. Including:

1. Objectives aimed at discovering talent and facilitating greater personal fulfilment and involvement, through the expansion of forms of participation and their impact on decision-making.
2. Objectives that enhance the role of performance appraisal as a reference in staff management decisions.
3. Objectives related to the improvement of leadership, teamwork and the improvement of ethical and responsible behaviours.
4. Objectives that seek to reinforce and stimulate the role of leader as creator of standards of excellence and model of ethical conduct.
5. Objectives that promote training in hygienic-sanitary protection, in order to ensure the successful implementation of the Safety First program in all hotels.
6. Objectives that incentivise the realisation of training courses when employees are in the ERTE scheme.

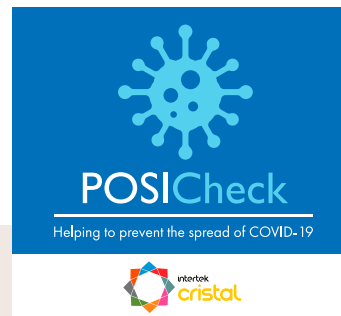
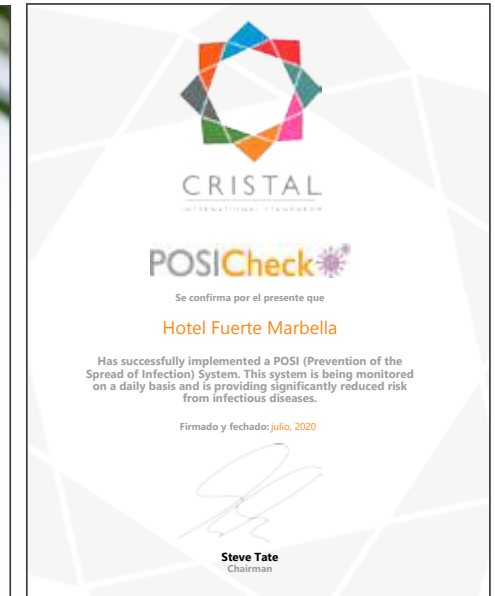


1.4. STRENGTHS AND RECOGNITION

During 2020, most of Forte Group Hotels' establishments remained open only in the summer months.

Despite this, they managed to maintain, and even exceed, their usual quality standards, which were recognised by users of the well-known **Tripadvisor** travel website **with the awarding of the "Traveller's Choice" prize.**

In addition, that same year, the British Airways Holidays tour operator awarded the **"Customer Excellence Award"** to Amàre Beach Hotel Marbella, Forte Marbella and Amàre Beach Hotel Ibiza, with **excellent scores of 9.4, 9.5 and 9.6 out of 10, respectively.**



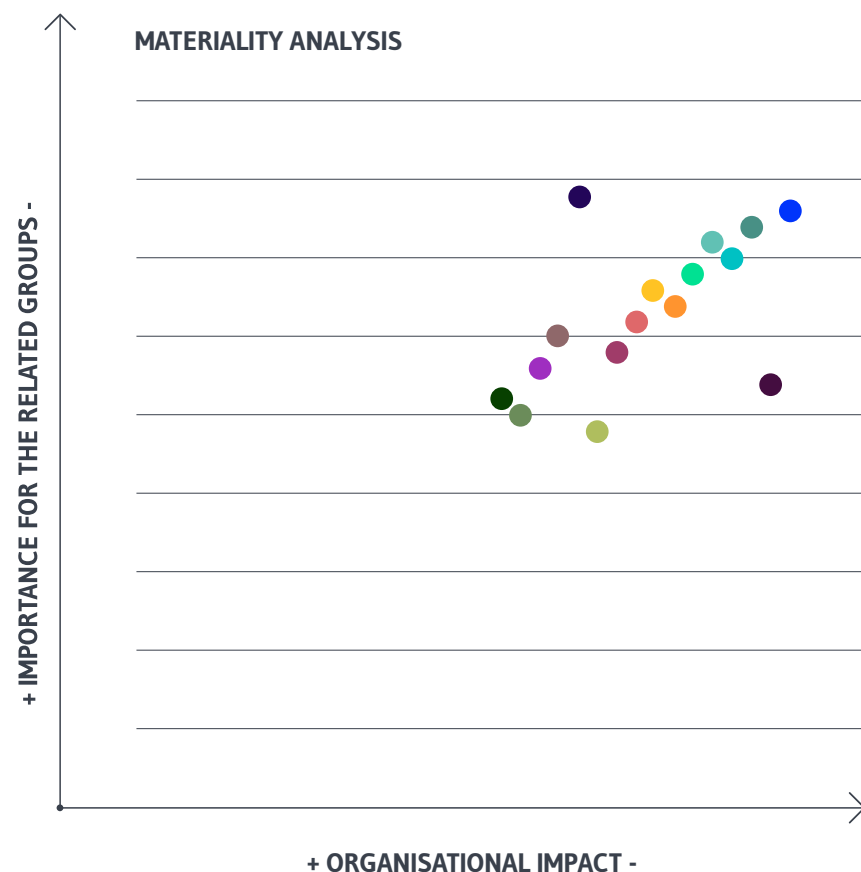
CRISTAL INTERNATIONAL STANDARDS POSI (PREVENTION OF THE SPREAD OF INFECTION)

But perhaps the most important recognition in 2020 was granted by the world leader in safety, quality and risk control, **Cristal International Standards**, who, after auditing the 4 establishments of Forte Hoteles and Amàre Beach Hotel Marbella, certified them in the Dine check, Room Check and, especially, **POSI (Prevention of the Spread of Infection)** check modules, a variant created specifically by the international company to guarantee, more than ever, the strict security measures with which the international tourism sector has traditionally worked.



1.5. MATERIALITY ANALYSIS

Due to the impossibility of updating the company's materiality analysis due to the difficulties the pandemic has imposed on the normal course of events, the data collected the previous year has been taken into account and conclusions that could be drawn from the entire consultation process carried out with the different interest groups have been analysed.



16. Sustainable waste management, recycling and the war on plastic. **SDG 13**

15. Excellence in service quality levels. **SDGs 8, 9, 12 AND 16**

14. Respect for human rights. **SDGs 1, 2, 3, 4 AND 5**

13. Water saving. **SDG 6**

12. Energy efficiency. **SDG 7**

11. Quality work environment. Existence of employment policies and work practices. **SDGs 5 AND 10**

10. Mitigation of the environmental impact of our products and services. **SDGs 6, 7, 13, 14 AND 15**

09. Innovation, renovation and leading-edge hotel management. **SDGs 8, 9 AND 16**

08. Policies on health and safety at work. **SDGs 3 AND 9**

07. Equal opportunities for staff. Non-discrimination. **SDGs 5 AND 10**

06. Good governance and transparency in results. **SDGs 12, 16 AND 17**

05. Investment in staff training and education. **SDGs 4 AND 8**

04. Good financial results. **SDGs 8 AND 12**

03. Supporting the local community Projects in collaboration with the community. **SDGs 8, 10 AND 11**

02. Certified environmental management system. **SDGs 7, 13, 14 AND 15**

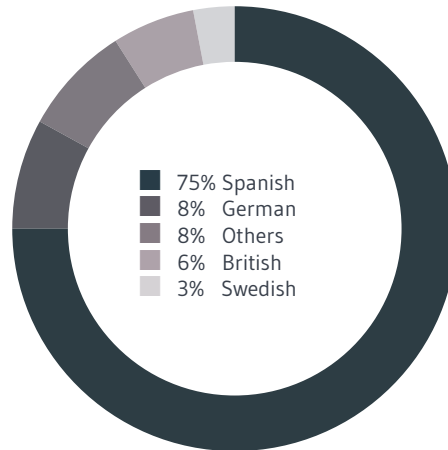
01. Positive impact on the local community where the hotels are located. **SDGs 8 AND 11**

1.5. MATERIALITY ANALYSIS

ANALYSIS OF RESULTS

Survey characteristics:

- Survey conducted in **3 languages**: Spanish, English and German
- Sent to the **main stakeholders**: customers, employees, suppliers and public administrations (the consultation with public administrations, being a minority with respect to the other stakeholders, was carried out in person).
- **12** selected survey questions.
- **3 main blocks**: environmental, society and economic performance.
- **Predominant nationalities** of respondents: Spanish, British, Swedish, German.



BENEFITS OBTAINED FROM THE STUDY

- Knowledge of the opinions and concerns of our main collaborators, allowing us to focus our strategy and objectives on the issues with the greatest impact.
- Renewed contact and dialogue with our stakeholders.
- Increased transparency and engagement with stakeholders.
- Identifying the most relevant issues for each sector and correcting trends that are not aligned with these results or our Corporate Social Responsibility policy.



130 employees
from the various group companies.

1,201 customers
of 7 different nationalities.

298 suppliers.

4 public administrations.



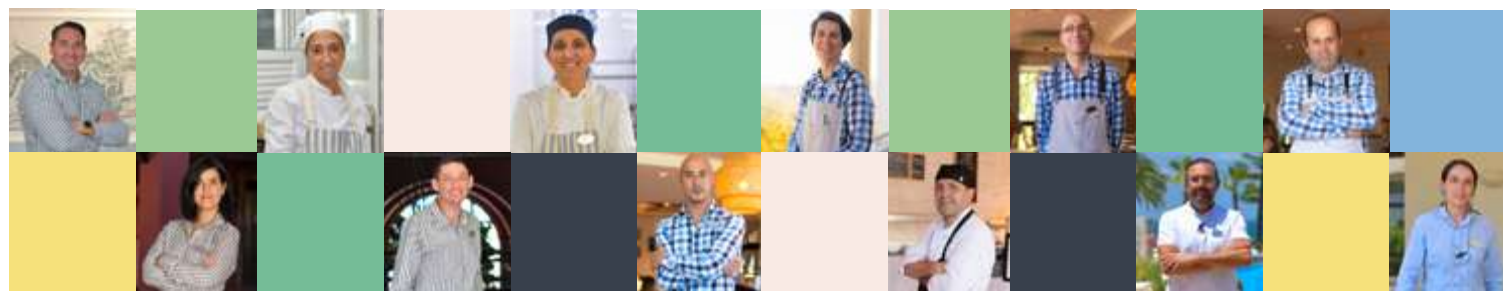
8.94%
Response rate
obtained.

1.6. COMMITMENT TO SUSTAINABLE DEVELOPMENT OBJECTIVES

Fuerte Group Hotels has been a **member of the Spanish Network of the United Nations Global Compact** since 2016, which promotes the application of a series of ethical principles related to the sustainability and responsible development of tourism practices. Since then, the chain has maintained its commitment to aligning all its actions with the fulfilment of the **Sustainable Development Goals (SDGs)** promoted by the UN in its 2030 Agenda.

In addition, the Andalusian group has all the necessary mechanisms to guarantee the prevention of money laundering in the management of payments, and maintains absolute transparency in terms of data related to anti-corruption, environment, social action and various financial issues, which once a year are collected and audited by the **international company UHY Fay & Co.**

In relation to equality policies, **in 2020 the chain implemented the Equality Plan in Fuerte Marbella**, and at the end of the year the data that have served to create the **Equality Plan** were extracted from rest of the hotels, which will be executed in 2021.





2 | SUSTAINABLE DEVELOPMENT



2.1. MOST RELEVANT CSR MILESTONES

01. THE UN GLOBAL COMPACT

Participation and collaboration are maintained with the Spanish Network of the United Nations Global Compact, which began in 2016, accessing the consultations of the specific tourism group and collaborating in the sessions that are convened periodically.

It promotes the application of a series of ethical principles related to the responsible development of tourism practices; and the alignment of all its actions with the fulfilment of the Sustainable Development Goals (SDGs) promoted by the UN in its 2030 Agenda.

02. EQUALITY

Update of equality procedures, which in 2021 will be integrated into the framework of an Equality Plan for the entire chain.

03. ENVIRONMENTAL AWARENESS

The “Clean Seas” project on plastic reduction and participation with associations specialised in the conservation of seas and oceans.

04. HYGIENE AND SAFETY

Development of the “Safety First” strategy, which frames the certification of our hygiene and safety protocols, as well as updating of internal documents such as contingency plans related to the prevention of episodes of infectious diseases (covid type).






Each establishment was subjected to a thorough monthly control and sampling and various in situ audits by the CRISTAL certifier, a process that is explained in more detail in [section 3.2 of this report](#).

05. SOCIAL INVESTMENT




During 2020, a total of €115,913 was invested in social projects whose benefit has been allocated to various activities ([see section 3.5 of this report](#)) carried out mainly in the local communities where our hotel establishments are located.






2.2. ANALYSIS OF THE ACHIEVEMENT OF 2020 OBJECTIVES

2020 OBJECTIVE	ACTIONS TAKEN TO IMPLEMENT THE OBJECTIVE	COMPLIANCE ASSESSMENT
Continue to work on raising the awareness of our stakeholders so that they can identify with the goals proposed by the United Nations in its SDGs, as well as with the 10 principles of the Global Compact.	Develop campaign for the protection of seas and oceans, aligning this action with SDG 14 : Conserve and use the oceans, seas and marine resources for sustainable development. 	 100% The “Clean Seas” campaign was developed with various initiatives focused on environmental awareness of the society. <u>See initiative on page 22.</u>
Plastics replacement target for biodegradable materials.	Replacement of plastic products and containers in bedrooms hotels, bar and restaurant.	 80% Intense research work was carried out by the purchasing department in terms of replacing plastic bedroom materials for biodegradable materials. This is as well as items in the bar and restaurant. This transition has already begun.
Climate change: reducing carbon footprint by 1% compared to the previous year. SDG 13 : Take urgent action to combating climate change and its effects. 	New energy efficiency and savings measures.	Due to the closure of the hotels and declaration of the Global Pandemic, it will not be possible to compare this data by 2020.
Promotion of quality employment and improvement of indicators to use employment as integrating element. SDG 8 : Promoting economic growth inclusive and sustainable development, employment and full and productive employment and decent work for all. 	Continue with initiatives such as “Voluntariado Gitano”, practices run as hotel schools in our hotels, training, etc.	Due to the closure of the hotels and declaration of the Global Pandemic, it will not be possible to compare this data by 2020.

2.2. ANALYSIS OF THE ACHIEVEMENT OF 2020 OBJECTIVES

2020 OBJECTIVE	ACTIONS TAKEN TO IMPLEMENT THE OBJECTIVE	COMPLIANCE ASSESSMENT
<p>Contribution to SDG 5: Achieving equality between genders and to empower all women and girls on gender equality, in order to have objective indicators to analyse compliance and to work on improvements if needs are detected.</p> 	<p>Continue with the equal opportunities policy, which ensures non-discrimination of gender. Analyse indicators each year for this purpose.</p>	<p>✓ 50%: Preparation of the corporate equality plan.</p> <p>With the commitment to moving towards effective corporate equality between women and men, this procedure has been developed as an equality framework for all service areas of the company. Read more info on page 37.</p>
<p>Partnerships: SDG 17. Revitalising the Global Partnership for Sustainable Development. Creation of alliances with public-private entities such as NGOs, universities, the public sector, and other companies to work towards caring for the environment, reducing inequalities, and tackling poverty. such as NGOs, universities, the public sector.</p> 	<p>Continue with established partnerships, looking for new ways to expand synergies and maintain efficiency of the activities the Fuerte Foundation carries out with the local community.</p>	<p>✓ 100%</p> <p>Maintaining strategic relationships with different interest groups (see point 2.5) and, due to the pandemic, increasing interaction with public bodies regarding health and safety standards and recommendations.</p>
<p>Publication of the Global Compact 2020 Progress Report (integrated in the Annual Sustainability Report).</p>	<p>This is an annual requirement and will therefore be carried out in a timely manner.</p>	<p>✓ 100%:</p> <p>Report submitted to said body and validated.</p>
<p>Continue One Euro Responsible Program supporting Pivesport in 2020 as well as other similar local community integration programmes.</p> <p>SDG 4: Ensure inclusive, equality-based and quality education and promote lifelong learning opportunities for all.</p> 	<p>Monitoring and support of the program by the Fuerte Foundation.</p>	<p>✓ 100%</p> <p>Continue with the implementation of this programme, although due to the closures after the declaration of the state of alarm, the funds obtained differ to a large extent from those collected in previous years.</p>

2.2. ANALYSIS OF THE ACHIEVEMENT OF 2020 OBJECTIVES

2020 OBJECTIVE	ACTIONS TAKEN TO IMPLEMENT THE OBJECTIVE	COMPLIANCE ASSESSMENT
<p>Improve the ratio of local and seasonal products and purchases compared to the previous year.</p> <p>SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture.</p> 	<p>Analyse local businesses with which to establish synergies and use the local factor as a criterion for selecting suppliers.</p>	<p>This comparative has NOT been assessed because performance in this section has been strongly conditioned by closures due to the pandemic. However, data on 2020 is provided in section 4.1.</p>
<p>Continue with the dissemination of training to employees on the CSR measures implemented in the hotels, as well as the commitment to comply with the Sustainable Development Goals.</p>	<p>Schedule new training for 2020 and retraining for staff.</p>	<p>This has not taken place because of closures due to the pandemic.</p>
<p>Continue efforts to combat inequality in society: developing projects by the Fuerte Foundation in this sense, in line with SDG 5 (Achieve gender equality and equality between countries) and SDG 10 (reducing inequalities in and between countries).</p>  	<p>Continuous work by the Fuerte Foundation.</p>	<p>Despite the difficulties caused by the declaration of a global pandemic, several projects were carried out, which are described in section 3.5 below.</p>
<p>Participate in Earth Hour organised by WWF.</p>	<p>In 2020, it will be the 8th consecutive year supporting this initiative.</p>	<p>Event cancelled due to hotel closures resulting from the state of emergency due to COVID-19.</p>

2.3. OBJECTIVES AND PROPOSALS FOR IMPROVEMENT IN 2021

The 2021 horizon is uncertain, but it is still hopeful. Fuerte Group Hotels, in its effort to maintain its responsible and sustainable profile, intends to continue with the empowerment of those objectives with which the brand has distinguished itself

through its philosophy of corporate social responsibility widely integrated at all levels of its management. As such, its immediate objectives are:

1. Maintaining alignment of the **Sustainable Development Goals** with the strategic plan of the company and its annual objectives.



2. To continue the company's leadership as a forerunner in the incorporation and promotion of **local and seasonal products** in its establishments. These products, typical of each location, are closely linked to the gastronomic culture and local tradition.



SDG 11: Make cities and human habitations inclusive, safe, resilient and sustainable.



SDG 12: Ensure sustainable consumption and production patterns.

3. Continue to make progress on the movements towards decreasing our carbon footprint through tools derived from energy efficiency and the reduction of greenhouse gas emissions in each establishment and each process.



SDG 7: Ensuring access to affordable, reliable, sustainable, and modern energy for everyone.



SDG 13: Take urgent action to combat climate change and its effects.

4. Maintain and expand the spectrum of Partnerships with the company's stakeholders.



SDG 17: Revitalising the Global Partnership for Sustainable Development.

5. **Caring for the environment.**

"We take care of both people and the environment" is not just a motto that has accompanied the company for over 20 years, but a reality that we have been working on and improving ever since, and so it must continue, with new projects that work towards this desire to preserve natural assets.



SDG 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.



SDG 15: Sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.

2.3. OBJECTIVES AND PROPOSALS FOR IMPROVEMENT IN 2021

- 6.** Establish safety and hygiene protocols that are strict and up-to-date to offer the highest guarantees to customers and employees.

Specifically, developing the Safety First and Cristal International Standards programs.



SDG 9: Industry, innovation and infrastructure.



SDG 11: Make cities and human habitations inclusive, safe, resilient and sustainable.

- 8.** Updating of the internal POG procedure 64 “Defining organisational context and risk and opportunity planning”, integrating all actions and adaptations related to safety and hygiene protocols and contingency plans carried out or republished following the declaration of a global pandemic due to the Covid-19 virus.



SDG 9: Industry, innovation and infrastructure.



SDG 11: Make cities and human habitations inclusive, safe, resilient and sustainable.

- 9.** With regard to the Critical Points of Organisation Activity, there is a Manual of the group’s critical points standards, which reflects the critical points standards of each hotel, with the aim of facilitating their implementation, monitoring and auditing.

This must be a living document that is continuously updated, adapting in each case to the particularities of the corresponding hotel of the group.



SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work.

- 7.** Continue the social and local work through the impeccable performance of the Fuerte Foundation.

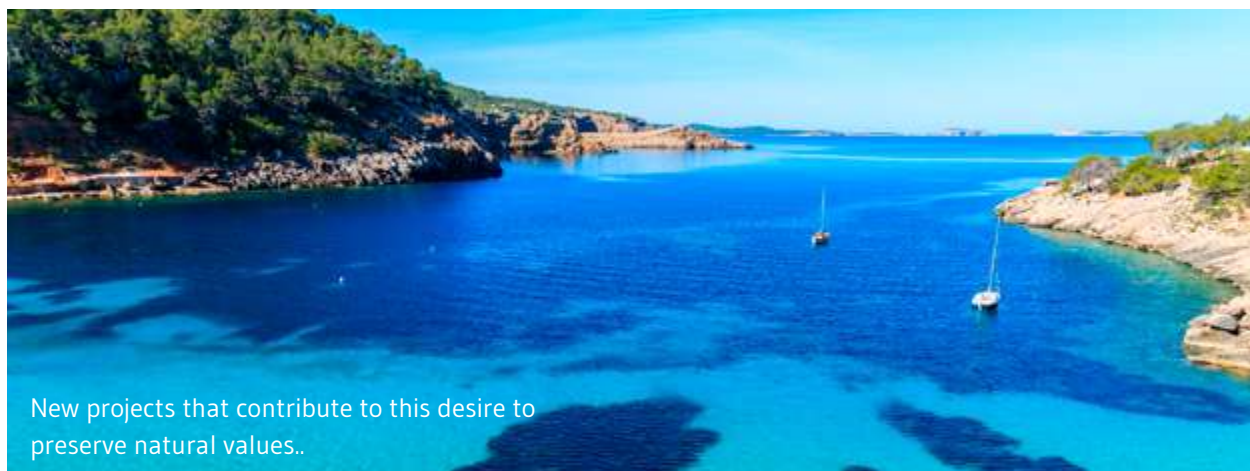


SDG 1: End poverty in all its forms around the world.

“We take care of both people and the environment”



New projects that contribute to this desire to preserve natural values..



2.4. ASSOCIATED COMMUNICATION CAMPAIGNS

The very special situation experienced in 2020 resulted in an anomalous year, in which almost nothing was the same as previous years, with the exception of quality

and maintenance of safety and hygiene measures, which were even stricter. Thus, at the beginning of the year the “Clean Seas” campaign was launched, with

whic the group wanted to strengthen its sustainable development policies. This campaign will also continue throughout 2021.

PROJECT MARES LIMPIOS
CLEAN SEAS

OBJECTIVES:

- REDUCE THE USE OF PLASTICS
- PROTECT SEAS AND OCEANS
- RAISE AWARENESS IN SOCIETY

CONSERVATION OF LIFE BELOW WATER (SDG 14)

PLASTIC REDUCTION

CONSERVATION OF BIODIVERSITY

CLIMATE CHANGE

ASSOCIATION WITH AULA DEL MAR MÁLAGA AND IBIZA PRESERVATION (SDG 17)

FUERTE GRUPO HOTELS

[Click here to see it in full](#)

#ourcommitmentisFuerte

The infographic features a central 3D illustration of an underwater scene with green seagrass, orange seahorses, and various colorful fish. Scattered throughout the scene are pieces of plastic waste, including a white plastic bag, several grey plastic bottles, and a white plastic cup. The background is a light blue gradient. The text is arranged around the central image, with objectives and goals in circular callouts. The Fuerte Grupo Hotels logo is in the top right, and a link to see the full campaign is next to it. The hashtag #ourcommitmentisFuerte is at the bottom right.

2.4. ASSOCIATED COMMUNICATION CAMPAIGNS

The Clean Seas project is linked to the **UN Sustainable Development Goal (SDG) 14**: “Conserve and sustainably use oceans, seas and marine resources for sustainable development”. In turn, **SDG 13** “Climate action” is particularly relevant in terms of the reducing role of CO₂ of the oceans, acting as natural sinks of said gas.



Marine grasslands are areas of high biodiversity that serve as protection and reproductive areas for a wide variety of marine species and are indicators of the good environmental status of a marine environment, in addition to capturing significant amounts of CO₂.

For this reason, at Fuerte Group Hotels, we want to promote a series of actions that will lead to the conservation of these ecosystems and raise awareness in society as a whole.

The specific actions derived from the project are detailed below:

REDUCING PLASTICS IN ALL HOTELS IN THE CHAIN

Undoubtedly one of the most pertinent actions in this campaign takes place inside the hotel itself. The idea is simple: to lead a short-medium term plan that aims to eliminate the use of plastic in the facilities. Many products are being replaced by others made with more environmentally friendly and recyclable, biodegradable and more easily compostable materials:



- The dispensers and bottles of gel, shampoo, conditioner and moisturiser are now being manufactured with biodegradable oxo plastics, and the 30 ml and 40 ml containers replaced with others of 340 ml, also made from biodegradable oxo.
- The disposable (plastic) cups that have been used to date are now to be paper or PLA (polylactic acid).
- Traditional straws have been replaced by other biodegradable straws.
- Hygiene and laundry bags are made with potato starch.
- The fabric slippers are no longer presented in plastic bags, as with the different kits that offered, such as the dental, shaving, feminine, shoe cleaner and sponge kits, which are presented inside a wrapping of silk paper, and not plastic as before.
- In addition, for the start of the 2020 and 2021 season, new measures have been added, such as the use of potato starch waste bags in the rooms; replacing plastic pens with cardboard ones and increasing the use of pencils; as well as making the identification bracelets for VIP / All Inclusive services out of fabric, among other measures.

2.4. ASSOCIATED COMMUNICATION CAMPAIGNS

2. BIODIVERSITY CONSERVATION – FOCUS ON SEAHORSES AND POSIDONIA MEADOWS AND PARTNERSHIP WITH OTHER SPECIALISED ASSOCIATIONS (SDG17)



As detailed at the beginning of the report, another important arm of the project consists of the protection and conservation of marine biodiversity, specifically seahorses (of the genus *Hippocampus* and family *Syngnathidae*) and the *Posidonia oceanica* meadows that inhabit the seas where the chain's coastal hotels are located.

Seagrass meadows are areas of great biodiversity that serve as protection and habitat for a wide variety of marine species. As part of this, Fuerte Group Hotels collaborates with the scientific entity **"Aula del Mar"** based in Malaga to support its *"Program for the recovery of the seahorse, as a key species for the conservation of marine meadows on the Andalusian coast"*.



In addition, another project has been launched in Ibiza, where the chain's first Balearic hotel was incorporated in 2019, and which is being carried out in conjunction with the **"Ibiza Preservation"** organisation, consisting of the planning and execution of activities in preparation for the Ibiza and Formentera 2020 Marine Forum.

This platform will bring together ecology, sustainability and seabed experts to share knowledge and innovative marine ecosystem conservation projects.

Multiple partnerships for a common purpose are thus established, working perfectly in line with **SDG 17**, which concerns **"Partnerships"**.

3. AWARENESS-RAISING AND CLIMATE CHANGE



Finally, it should also be noted that the restoration of these marine meadows, as well as coastal vegetation in general, and its associated fauna, will contribute to the mitigation of the effects of climate change, acting as natural barriers to waves and storms, reducing the loss of beach sand, oxygen production, filtration and clarification of coastal waters, CO₂ fixation, (representing the huge natural sinks of CO₂ in seas and oceans) and settlements or areas of reproduction of marine and coastal biodiversity.

The work of this campaign is not just about specific actions in the hotel, but also aims to contribute to the mitigation of the imminent effects of climate change and, above all, to raise awareness among customers, employees and people who, like you, are becoming increasingly sensitive and conscious of their behaviour.



2.5. RELATIONSHIP AND DIALOGUE WITH INTEREST GROUPS

Throughout 2020, and despite the difficulties caused by lockdown, and by the economic crisis generated by the pandemic, Fuerte Group Hotels tried to preserve the ever-close relationship it maintains with the different interest groups with which it operates. Honest, transparent, sustainable and demanding collaboration, which is set out as follows:



1. Business associations

- **HORECA:** the chain has been part of the employers' association of the hospitality sector in the province of Cadiz since 1977.
- **AEHCOS:** Fuerte Group Hotels is a member of the Association of Hotel Business Owners of the Costa del Sol that was created in 1977.
- **CIT Marbella:** the group belongs to this Marbella Tourist Initiative Centre since its founding in 1989.
- **Affiliated with the Huelva Hospitality Association** since 2005.
- **Member of the Family Business Chair (San Telmo)** since 2000.
- **ADEFAM:** in 2018, Fuerte Groups Hotels joined this Association of Family Businesses in Madrid. In 2020, the chain joined EXCELTUR, the Alliance for Excellency in Tourism.

2. Specialised forums, universities and technology centres

Throughout 2020, virtual meetings replaced the face-to-face meetings, but Fuerte Group Hotels continued to participate in different specialised forums on quality management, the environment, marketing, technology, energy efficiency and tourism, among others. It also maintained its usual collaboration with different universities such as the University of Malaga, and with chairs such as the Peñarroya Chair of Tourism Costa del Sol and the Women's Chair, both at San Telmo.

3. Local community

- **Citizens:** Fuerte Group Hotels watches over the development of the inhabitants of the place where its hotels are located, aiming to promote their cultural values.
- **Workers:** the employment policy of the chain gives priority to hiring locals to the hotel's area.

➤ **José Luque García, General Director of Fuerte Group Hotels has assumed presidency of AEHCOS in 2021.**

2.5. RELATIONSHIP AND DIALOGUE WITH INTEREST GROUPS

➤ **Government Agencies:**

Fuerte Group Hotels is committed to a good relationship with public and private institutions, maintaining contacts with town councils, provincial councils, the Regional Government of Andalusia and the Central Government.

➤ **Collaborating companies:** since its inception, Fuerte Group Hotels has collaborated intensively with different agents of the sector, such as tour operators and travel agents of national and international scope, as well as with other suppliers of services and products necessary for the development of the tourist activity.

➤ **Shareholders.**

➤ **Suppliers:** with the aim of promoting the development of the areas its hotels are located, Fuerte Group Hotels gives priority in its commercial relations to suppliers of local origin.

RELATIONSHIPS IN THE ECONOMIC SPHERE



➤ **Non-profit associations:** Fuerte Group Hotels collaborates with environmental NGOs such as WWF Spain, with which it has participated in several awareness-raising campaigns such as 'Earth Hour'; and with others such as the +Árboles Foundation, "Aula del Mar" of Malaga, NGO IbizaPreservation, and the Spanish Global Compact Network, among others.

➤ **Citizens and customers:** Fuerte Group Hotels sets itself up as a key agent for its customers and surrounding communities when it comes to promoting activities that care for the environment.

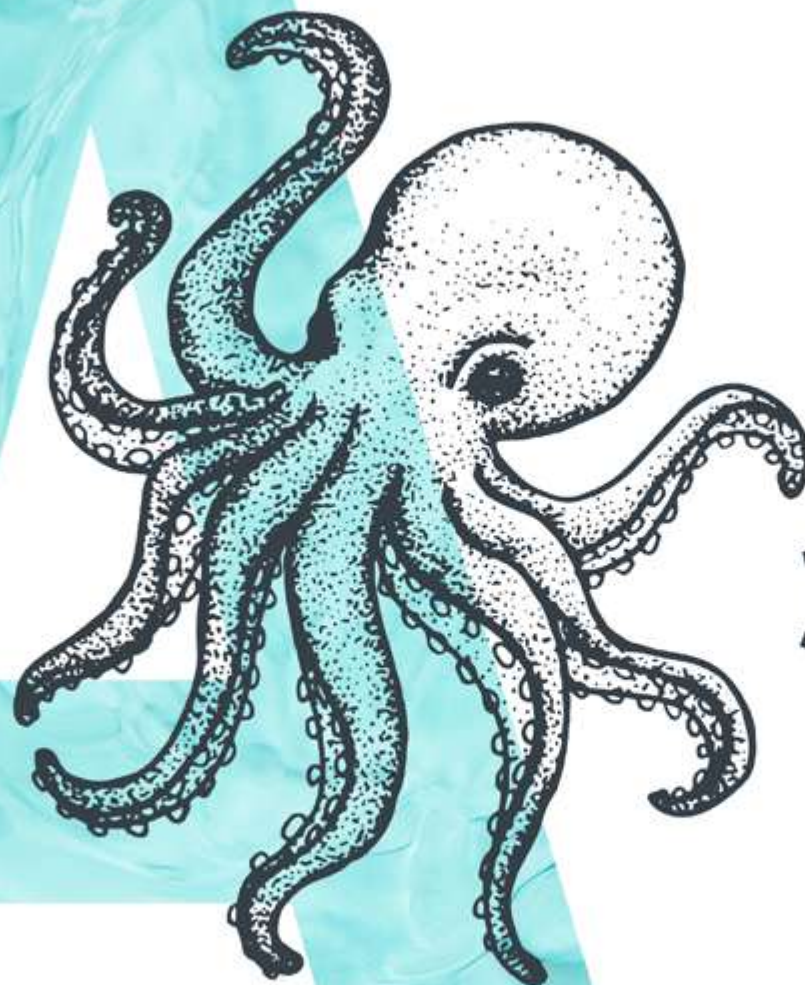


➤ **Workers:** the employees of Fuerte Group Hotels are 90% local, and are involved in all the company's sustainability policies.

➤ **Suppliers:** in order to work with Fuerte Group Hotels, the company requires all its suppliers to sign a declaration of respect and good environmental practices. A small action that has a multiplying effect on local economies and their environmental policies.

RELATIONSHIPS IN THE ENVIRONMENTAL SPHERE





3 | SOCIAL ACTION INTERNAL AND EXTERNAL



3.1. ETHICS AND CORPORATE PERFORMANCE

Fuerte Group Hotels has a code of ethics that is compulsory for all employees who form part of the company.



CUSTOMER SATISFACTION

We exist to ensure the satisfaction of our customers



PEOPLE FIRST

The fundamental value of our company is in its people



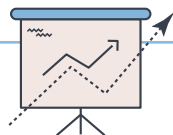
RESPECT

By looking after the environment we show our respect for others



RECIPROCAL KINDNESS

There are good employees when there are good bosses



ABILITY TO IMPROVE

We all have the ability to improve as people and as professionals, and if we do so, it will benefit our work



GOOD TREATMENT AND PARTICIPATION

Involvement and fair treatment encourage engagement with the company



RESPONSIBILITY

Being accountable means complying with rules, procedures and objectives



DIVERSITY

Diversity is one of the main sources of wealth; respect for this results in healthy and mature relationships



ACKNOWLEDGEMENT

Good conduct should be recognised in public and in an exemplary manner, using all available means to do so



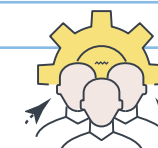
DISCRETION

Discretion increases trust, improves relationships and strengthens our image



LOYALTY

An organisation's strength depends heavily on the loyalty of its staff



CONCILIATION

Separation of the personal and professional within the company will favour the progress of our work

3.2. SAFETY AND HYGIENE



The situation experienced in 2020 paralysed many of the projects planned by **Fuerte Group Hotels**, but it intensified others, such as that relating to the health and safety of the group's employees and customers.

To this end, in addition to analysing the risks and trends that could significantly affect the business, in all areas, not only in food or environmental safety, as was usual before 2020; and certifying, with the help of **Cristal International Standards**, the implementation of measures to ensure the control of all aspects; the entire workforce was trained, in order to ensure the

correct implementation of the **Safety First program**, an initiative that succeeded in tackling COVID 19 and keeping the number of customers infected in the hotels at 0.

Cristal International Standards, a world leader in safety, quality and risk control, who, after auditing the 4 establishments of Fuerte Hoteles and Amàre Beach Hotel Marbella, proceeded to **certify them in the Dine Check, Room Check and, especially, POSI (Prevention of the Spread of Infection) Check modules**, a variant created specifically by this international company to guarantee, more than ever, the strict security

measures with which the international tourism sector has traditionally worked.

CRISTAL has been developed as a **tool in health and hygiene management**, specifically for the hotel industries. Leisure, tourism, catering and related industries are the focus so that it can assist these industries in controlling the inherent risks that are associated with the water used (including Legionella, mainly pneumophila) in recreational facilities, and to have healthy and wholesome food to serve guests.



COMMITMENT

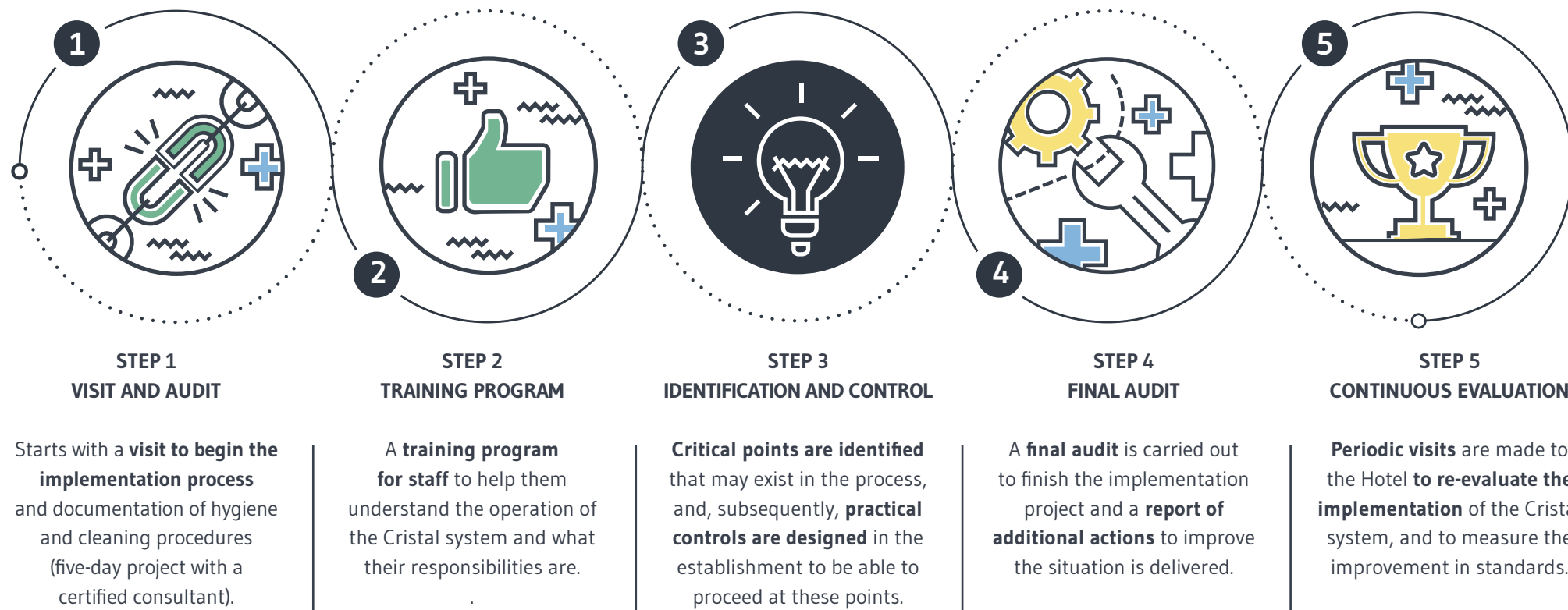
We have put in place a strict protocol of safety and hygiene measures to ensure you can enjoy a well-deserved rest safely and without worries. Because taking care of you is our greatest satisfaction.

◀ DESK:

1. Online check-in
2. Sanitising gel at the hotel entrance
3. Controlled maintenance of social distancing
4. Installation of partitions
5. Use of the hotel app to consult information and schedules

3.2. SAFETY AND HYGIENE

CRISTAL INTERNATIONAL STANDARDS PROCEDURE



3.3. OUR TEAM

In 2020, the number of **employees of Fuerte Group Hotels was 766.4**, of which approximately 84% came from the local area they carried out their work.

The short period in which the hotels were open, which in most cases was only 3 months, has made it difficult to obtain significant and relevant additional data on the chain's workforce. Many of the group's workers were in ERTE for much of the year.

3.3.1. PERFORMANCE EVALUATION

Performance evaluation is a periodic process of qualitative assessment of the performance of the people who form part of the different companies that make up **Fuerte Group Hotels** in the performance of the activities that have been assigned to them based on the organisation's strategic lines.

The chain has a **Skills Database** that includes a series of **homogeneous criteria linked to people's behaviours**, and that takes into account the organisation's strategies.

These criteria are defined as the competencies linked to both the values of the group and the occupations of the structure. The database is completed with the **leadership competencies** that applies to management roles. Performance evaluation and management is a process through which a person's performance is

assessed and analysed over a given period (in the case of Fuerte Group Hotels, it is one year), in relation to the profile of the job they hold.

Competencies are evaluated as a result of their performance, thus being able to guide their professional development.

This information is used by the **Human Resources Management** for the improvement of other human resource management systems such as training, remuneration, mobility, career paths and selection, among others.

3.3.2. PREVENTION OF OCCUPATIONAL HAZARDS

The management of the company, aware that the activity it carries out may cause damage to the safety and health of workers and that of third parties who enter its facilities, has defined an **Occupational Risk Prevention Policy**.

In 2020, some of the activities planned for the maintenance and updating of certain procedures had to be cancelled due to the closure of the hotels. However, the **measures taken to tackle COVID 19** were implemented and promoted to the fullest extent possible, being priority number one in all of the chain's establishments. In this regard, the following actions were carried out:



COVID-19 RISK ASSESSMENT

Procedure for prevention services



STAFF TRAINING AND INFORMATION

Rules for the prevention of COVID-19 infection



CONTINGENCY PLAN

To ensure the safety and health of workers



USE OF PRE-OPENING TEST

Once a month during the months each centre was open

3.3. OUR TEAM

3.3.3. TRAINING PLAN

The same happened with some of the **training plans** that had been approved for the 2020 financial year. However, this chapter was one of the rare exceptions to this particular annus horribilus.

A specific training plan for openings was carried out, focusing on **hygiene and safety measures**, and on the **adaptation of all work processes** to health recommendations.



HYGIENE AND SAFETY MEASURES ADAPTED TO WORK PROCESSES

- Service standards with COVID measurements
- Risk prevention and assessment
- Food hygiene and risk of COVID transmission
- Contingency plan
- Cleaning plan
- New COVID work procedures

In addition, in the last quarter, Fuerte Group Hotels decided to take advantage of the closure of the hotels to encourage its employees to improve their training, and **invested 85,706 euros in the organisation of 229 courses, which were taken advantage of by 34% of the workforce**. Most of the training courses were oriented to the specific knowledge of their respective positions; to the improvement of language skills, and on hygiene and safety for tackling COVID 19.

3.3.4. EMPLOYMENT OF THOSE AT RISK OF SOCIAL EXCLUSION

In contrast to other years, in 2020 hardly any Fuerte Group Hotels establishments welcomed students on work placements. However, Fuerte El Rompido made a great effort to host, once again, and as it has been doing for the last 6 years, the participants of the **project “Secretariado Gitano”, which facilitates the employment of Roma people at risk of social exclusion** by offering them work placements and, in some cases, giving them, at the end of their training period, a job. Just at the beginning of 2020, this Huelva hotel received the **Fundación Secretariado Gitano Award**, in the Transformative Company category, for “its firm, enthusiastic and continuous support to improve the employability, professional training and access to decent employment of many Roma people in Huelva, especially young people and those in vulnerable situations”.

3.3.5. SOCIAL IMPROVEMENT PLAN

The closure of all the establishments in the chain for much of 2020, and the ERTE to which almost all the employees of the group had to join, put many of them in serious difficulties. For this reason, at the beginning of the pandemic, Fuerte Group Hotels approved a series of measures aimed at creating a **financing system to help employees from the group who may need liquidity** to cope with the mortgage loans of their only family home.

These loans could be requested by permanent and fixed discontinuous employees whose monthly mortgage rate exceeded 50% of the income derived from the benefits they received during the term of the ERTES.

In addition, once the hotels resumed their activities, childcare assistance was maintained for those employees who have children under 3 years of age, in order to facilitate their incorporation into work.

3.3.6. WORKING ENVIRONMENT

The short space of time in which the hotels remained open during 2020 prevented them from carrying out the working environment surveys, which are usually carried out every year.

3.4. QUALITY AND EXCELLENCE

The elimination of customer contact points, as a preventive measure against COVID 19, meant that the surveys and follow-ups that **Fuerte Group Hotels** carries out every year to analyse the opinions of its customers regarding the quality of its different services could not be carried out either.

3.4.1. DIGITISATION AND ONLINE COMMUNICATION

Within this exceptional framework, the prolonged closure of almost all hotels, and being obliged to

maintaining a social distance that made it difficult to be close to customers, **social networks became an excellent tool** for Fuerte Group Hotels when it came to communicating with its most loyal customers.

At the beginning of the pandemic, the work focused on sending hopeful messages, and on organising entertainment activities, such as some online festivals with music and gastronomic workshops for the elderly, or live clown performances for children; and, after lockdown, coinciding with the start of the summer

season, in the broadcast of videos in which customers explained the safety they felt inside the hotels of the chain thanks to the **implementation of the Safety First program**.

Thanks to this, social networks became one of the only **departments in the group that was barely affected by COVID 19**, demonstrating that the pandemic has generated a great boost to technology, and maintaining the **increase in followers** recorded in recent years in all their social profiles:

DIGITISATION OF THE HUMAN RESOURCES DEPARTMENT

Alongside this, it should be noted that another advance in technological matters was the digitisation of the processes used by the HR department to facilitate employee procedures: digital signature of contracts, receipt of the payroll in digital format, and continuous communication via email to keep employees informed of the company's situation.

f FACEBOOK
Followers in 2019
87,293
Followers in 2020
89,733

🐦 TWITTER
Followers in 2019
8,854
Followers in 2020
9,038

▶ YOUTUBE
Followers in 2019
1,334
Followers in 2020
1,659

📷 INSTAGRAM
Followers in 2019
29,293
Followers in 2020
38,449



3.5. FUERTE FOUNDATION: SOCIAL PROJECTS

Throughout this report, it has been made evident how complicated 2020 was for Fuerte Group Hotels. Though despite the great economic losses recorded during that year, the chain has tried to maintain the commitments approved by the **Fuerte Foundation, the non-profit NGO that channels its social action.**

In order to strengthen relations with the local communities in which the hotels of the group are located, and in order to collaborate in other types of cultural, educational and social projects related to the principles and values of the chain, Fuerte Group Hotels and its establishments participated in the following events that occurred throughout 2020.

Likewise, it should be noted that for 2020 the total expenditure invested in the social projects set out below amounted to **115,913.60 euros.**



Project to raise awareness of the cultural significance of Holy Week in Marbella.



Signing of a collaboration agreement with the Museum of Contemporary Spanish Engraving.

CULTURAL SPHERE

1. Cultural Days "OurPlasticPlanet". Deferred by the state of alarm. **Donation:** 1,584.69 euros.
2. La Hermandad de Nuestro Padre Jesus Cautivo, Nuestra Señora de la Encarnación, Santa Marta, San Lázaro y Maria de Marbella: project to make known the cultural significance of Holy Week in Marbella to the minors looked after by the Horizon Association in the Centers for Socio-Educational Integration (CIS-PIVESPORT) located in the neighbourhoods of La Patera-Plaza de Toros and El Ángel. **Donation:** 2,000 euros.
3. Museum of Contemporary Spanish Engraving Foundation (MGEC): free accommodation for the personalities and artists invited by the museum. **Donation:** 60.96 euros.

4. Asociación Amigos Órgano del Sol Mayor: program of 1 concert in the Parish of Ntra. Sra. de la Encarnación and maintenance of the organ of the Sol Mayor that is located there. **Donation:** 8,000 euros.

EDUCATIONAL SPHERE

1. La Academia de Ideas en femenino: scholarships for courses on management of emotions. **Donation:** 850 euros.
2. Fundación Solidaria Luna Nueva: Foundation that for 13 years has been helping with sanitary material, food, scholarships and hygiene products in the northern area of Senegal. **Donation:** 3,000 euros.
3. Construye Mundo NGO: support for 56 young women living in the Maria Goretti Home in Dakar, Senegal, to train them to find a job and have a future with opportunities. **Donation:** 2,212 euros.
4. FIMABIS Foundation: aid for the research of a Genetic Study related to COVID19. **Donation:** 12,500 euros.

3.5. FUERTE FOUNDATION: SOCIAL PROJECTS

SOCIAL SPHERE

1. Asociación Horizonte Proyecto Hombre Marbella: virtual charity dinner. **Donation:** 6,500 euros.

2. Asociación Horizonte Proyecto Hombre Marbella: help to cover expenses derived from the maintenance of programs such as the following: Prevention, Base Program, Treatment Support Flat. **Donation:** 3,600 euros.

3. Asociación Horizonte Proyecto Hombre Marbella: payment of the mortgage of the flat in which the association welcomes drug addicts who are following the therapeutic program in initial therapy and reintegration and lack economic means and family support. **Donation:** 3,972.60 euros.

4. Asilo de ancianos Hermanitas de los pobres de Ronda: help to cover several electricity bills, in order to alleviate daily expenses.

Donation: 6,500 euros.

5. Asociación Horizonte Proyecto Hombre Marbella: collaboration with the Program for the Integration of Ethical and Social Values through Sport "PIVESPORT", developed to instil positive values and healthy habits in minors, adolescents and young people. Fuerte Group Hotels finances its participation with the "Euro Responsible" campaign, which consists of the voluntary collection of €1 per stay in the chain's hotels. **Donation:** 20,000 euros.

6. Asociación Horizonte Proyecto Hombre Marbella: Programs carried out by the CIS and VAT Association. **Donation:** 5,100 euros.

7. Casa hogar Luis Amigo: helps 100 children and young people in District V of the City of Manila (Philippines). These children live in very difficult circumstances and the aid is focused on finding a better future for them. **Donation:** 5,000 euros.

8. Caritas Diocesana de Ibiza: different social and educational projects have been developed on the island of Ibiza through the Bethany Socio-Educational Centre. **Donation:** 12,000 euros.



Collaboration with the Integration of Ethical and Social Values through Sport "PIVESPORT".

3.5. FUERTE FOUNDATION: SOCIAL PROJECTS

SOCIAL SPHERE

9. Club Deportivo Basketball Grazalema: project that promotes women's basketball. **Donation:** 2,000 euros.

10. Cáritas Diocesana Málaga: aid for the "Heat and coffee" project, which provides shelter, in addition to hot food and showers, to homeless people in Malaga. **Donation:** 5,000 euros.

11. Compassionate Franciscan Sister of the Poor: Help to buy a car that allows them to go to Kingston and Montego Bay (Jamaica) to get essential supplies and attend important programs for the community. **Donation:** 6,500 euros.

12. Cancun Red Cross: contribution to the national prevention campaign against COVID 19. **Donation:** 4,819 euros.

13. Hermanas Clarisas de Málaga: Help to carry out a technical study on energy saving in order to change its current electrical installation, which is very old, and to replace all the lighting fixtures with new energy-saving ones. The other part of the donation has been allocated to the Arreglo del Patio de los Naranjos del Convento. **Donation:** 7,014.35 euros.

14. Amigos de Jesús: support for the Broadway Sings virtual event organised by the centre, which takes care of more than 140 children in Honduras. **Donation:** 6,500 euros.

15. Cáritas Marbella: organisation of the Solidarity Paddle Tournament at the Club Azalea.

Donation: 200 euros.

16. Marbella Unemployed Association (ADE): helps families in San Pedro and Marbella, which due to COVID 19 ran out of aid.

Donation: the donation in this case consisted of the transfer of 217 kilos of food from Fuerte Marbella.

17. Cáritas Marbella: aid to people and families in need: **Donation:** the donation in this case has consisted of the transfer of 1,500 kilos of perishable food from the Fuerte Marbella and Amàre Beach Hotel Marbella hotels.

18. Seville NGO La Carpa: aid to sub-Saharan Braceros, whose camps located in different locations in Huelva were set on fire.

Donation: transfer of 72 mattresses from the Fuerte El Rompido hotel.

19. El Rompido Guardia Civil. **Donation:** the donation in this case has consisted of the transfer of disinfection and protection material such as alcohol, bactericides, gloves, masks and disinfectant cleaning products, among others, by Fuerte El Rompido.



Cáritas Marbella: organisation of the Solidarity Paddle Tournament.



Construye Mundo NGO Project

3.6. EQUALITY PLAN

“Educating on equality is everyone’s responsibility”

WHY DO WE MAKE AN EQUALITY PLAN?

We want our policies to integrate equality of treatment and opportunities between women and men, without discriminating directly or indirectly on the basis of sex, as well as promoting and encouraging measures to achieve real equality within our company.

HOW?

We have set up an Equality Commission that has analysed the Diagnosis of our current situation and approved an Equality Plan with actions to be developed in the forthcoming 4 years.

WHAT ARE WE GOING TO DO?

We will work on developing measures in the following lines of action:

- Culture, communication and awareness-raising
- Selection and recruitment process
- Promotion and Career Development
- Lifelong Learning
- Remuneration and pay audit
- Work-life balance
- Non-sexist language and communication
- Prevention of sexual harassment and harassment based on sex
- Occupational health

EQUALITY COMMITTEE

Its main responsibility is to ensure the implementation of the measures proposed in the Equality Plan, and to follow up and propose new actions, always seeking continuous improvement in the field of equality.

ABOUT US

➤ Fuerte Marbella

María Antúnez - Management
Alberto Alba - Administration
Juan Carlos García - Kitchen
Francisco Carabantes - Lounge
Laura González - Reception

➤ Amare Marbella

Javier Barba – Management
Ane Echeverría – Sub-management
Jorge Gil – Lounge
Josefa Tinajero – Kitchen
Sergio Farfán - Kitchen

➤ Amare Ibiza

Inmaculada López-Leyton – Management
José Torres – Sub-management
Gabriel Cuitiño – Administrator
Manuela Moya – Floors
Rolando M. Basset - Lounge

➤ Fuerte Grazalema

To be established

➤ Fuerte Conil Resort

Antonio Basallote – Management
Juan Fco. Munoz – Administration
Noelia Fernández – Lounge
Eloísa Ruz - Lounge
Josefa Muñoz - Floors

➤ Fuerte Fuerte El Rompido

Tomeu Roig – Management
Elisabet Villafaina – Customer Service
Manuel Daza – Kitchen
Elena Fernandez – Reception
Julio Rivera - Lounge

➤ We Resolve

José Carrasco - Management
Raquel Martín – Cleaning
José María Ortega – Marbella Maintenance
Manuel Trujillo – Cadiz Maintenance
Eva Quirós - Cleaning

➤ Central Services

To be established

4 | CARING FOR THE ENVIRONMENT



4.1. RELATIONSHIP WITH SUPPLIERS AND RESPONSIBLE CONSUMPTION

Local and regional products are used in their areas of origin, but work is also being done to include them in the menus of other nearby hotels and to make them known nationally.

The proximity between most of the establishments of the chain allows this exchange of products that undoubtedly enriches a rich gastronomic offer full of possibilities.

With regards to **group purchases**:

- Purchases from **local suppliers in 2020 in Andalusia** amounts to **€1,350,643**
- Purchases from **local suppliers in 2020 in Ibiza** amounts to **€70,525.50**
- As in 2019, **local purchases** are concentrated in Andalusia on 15-20 suppliers, while those of Ibiza are on 6-8 suppliers.

The differences in purchases compared to 2019 are justified by the effect of the pandemic, the reduction of hotel opening months, and the decrease in occupancy percentages.

For 2021, it is proposed we buy more volume from local suppliers in Ibiza with the idea of improving the service and getting a 100% local supply of products such as meats, bakery, frozen fish and cleaning material.

For the establishments located in Andalusia, the main local suppliers will continue to be used and some new additions will be made, such as adding a local baker/supplier to the bakery offer at the Fuerte



Purchase from local suppliers
in 2020 in Ibiza
70,525.50 €

Purchase from local suppliers
in 2020 in Andalusia:
1,350,643 €

4.2. CIRCULAR ECONOMY AND WASTE PREVENTION AND MANAGEMENT





The deterioration of the ecological footprint at a global level, and in Spain in particular, necessitates the search for integral solutions with the participation of all actors: public and private sectors, consumers, etc. Only with the commitment of all will it be possible to effectively address a problem that is not only technical, but also social and equity-related.

Through the Spanish Circular Economy Strategy: “Circular Spain 2030”, an attempt is being made to **transform the growth model** based on the production of goods and services under the “use-consume-throw away” guidelines to **a circular system**, achieving a sustainable, decarbonised, resource-efficient and competitive economy.

In this context, particular attention is paid to the relationship with suppliers, waste managers and responsible consumption through specific procedures of recycling and upgrading of products in all hotels.

Waste management is carried out separately, firstly with hazardous waste being separated and removed by specific authorised waste managers, and non-hazardous waste also being separated in the establishment itself by the staff of each hotel and deposited in separate containers, principally for plastics, cardboard, paper and glass.

The production of compost from the hotels’ pruning waste continues to serve as ecological and quality fertiliser for each hotel’s organic vegetable garden.

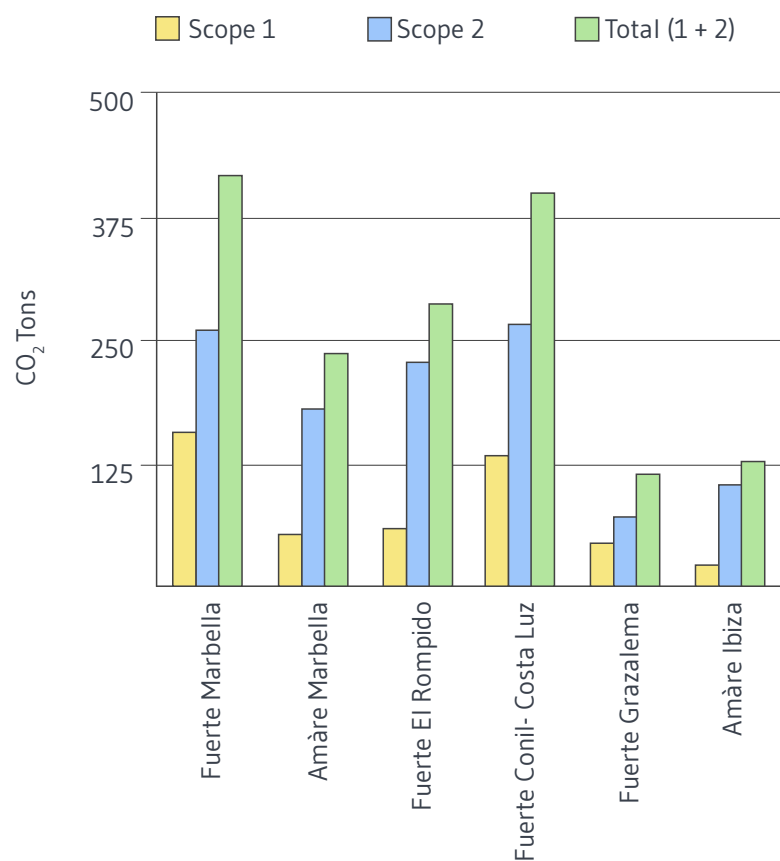
RECYCLING 2020 (according to months of opening of each hotel)	Vegetable oil for cooking (litres) 	Cardboard (kg) 	Plastics (kg) 	Glass (kg) 
Fuerte El Rompido	583.33	14,874.53	881.60	1,704.17
Fuerte Conil - Costa Luz	1,100	2,311.11	635.56	17,111.11
Fuerte Grazalema	450	2,040.00	810.00	1,145.00
Fuerte Marbella	1,484.58	8,666.67	6,500.00	16,250.00
Amare Marbella	1,187.67	6,933.33	5,200.00	13,000.00
Amare Ibiza	445.38	2,600.00	1,950.00	4,875.00
Totals	5,250.96	37,425.64	15,977.16	54,085.28



4.3. IDENTIFICATION OF ACTIVITIES AND ENVIRONMENTAL IMPACTS. CARBON FOOTPRINT

The calculation of the carbon footprint over the reference year of this report (2020) has been carried out using the months in which the hotels were open. However, this year cannot be considered as representative or significant in comparison with the indicators of previous years, nor in measuring the degree of improvement that could have been achieved.

CARBON FOOTPRINT DATA PER HOTEL PER CUSTOMER



Regarding the data in the previous table, it is important to understand what each term corresponds to:

■ Scope 1: Direct emissions.

Considers:

Fuel consumption (mainly natural gas and diesel boilers).

■ Scope 2: Indirect emissions due to electricity consumption.

Electricity consumption (kwh at each hotel).

As already highlighted at the beginning of this report, 2020 data will go down in history as the least representative of the actual behaviour of hotels.

So much so that for this year it has been decided not to carry out the conversion of the total emissions per hosted client, an indicator that has been used thus far in every CSR report. Due to variations in openings and closures, low number of opening days, and mobility restrictions of both domestic and international customers, the carbon footprint graph presented indicates the total net emissions.

For this reason, an objective comparison of the indicator cannot be made, since, in net terms, a hotel like Fuerte Conil-Costa Luz generates much more emissions, given the volume of its facilities is almost triple that of a hotel with the characteristics of Fuerte Grazalema. In addition, in some cases, the days spent open to the public differed considerably between hotels, meaning their energy and fuel consumption was inevitably higher than in hotels that remained closed.

As an example of this last assumption, the number of months spent open for the Fuerte Marbella hotel was 5 months, compared to the scarce month and a half for Amàre Ibiza during all of 2020.

On the other hand, it should be noted that the methodology of the current Ministry of Ecological Transition and Demographic Challenge has been followed with regards to the calculation of the carbon footprint. Differentiating in said calculation scopes 1 and 2.

Finally, it is important to mention that the hotel group's climate change strategy remains the inclusion of energy saving policies in the company's strategy, and at all levels and departments.

4.3. IDENTIFICATION OF ACTIVITIES AND ENVIRONMENTAL IMPACTS. CARBON FOOTPRINT

Principal actions carried out to reduce our footprint:

Water

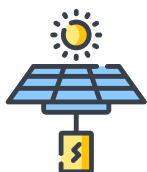
In addition to paying special attention to the energy efficiency of each process, measures are established to manage such an important resource as water.

Most of the hotels in the chain are located in Andalusia, an autonomous community that suffers significant periods of drought every year. To contribute to the most sustainable water management possible, we monitor and track the total litres consumed and per customer on a monthly basis. In addition, water-saving techniques such as xeriscaping are maintained, the main characteristic of which is the use of native plants that are naturally adapted to climates with dry periods and with low water requirements for their survival.



Solar panels

Use of solar thermal panels in order to reduce our carbon footprint. The water in the rooms is heated with this clean and renewable energy.



Energy-efficient lighting

We use energy-efficient lighting (mainly LEDs) and have timers in a multitude of public spaces such as corridors, parking, staff areas, etc. to ensure optimal and efficient use of electricity.



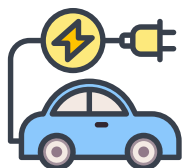
4.3. IDENTIFICATION OF ACTIVITIES AND ENVIRONMENTAL IMPACTS. CARBON FOOTPRINT

Principal actions carried out to reduce our footprint:



Waste management

Adequate management of the waste generated and its separation for subsequent recycling. The possibility of reusing or recovering them for other uses is also considered.



Sustainable mobility

We have a charging point for electric cars at the Fuerte Marbella and Fuerte El Rompido hotels. The addition of new points in the rest of the hotels is being considered.



Environmental awareness

Environmental awareness activity that consists of a morning dedicated to the cleaning of the coast in front of the Fuerte Conil hotel with customers. They are then invited to a tasting of local products.



Laundry

Agreement with ILUNION socially responsible laundry.



4.4. ENVIRONMENTAL CERTIFICATION AND COMPLIANCE WITH ENVIRONMENTAL LAW

The assessment of compliance with environmental legislation and updating according to current regulations is reviewed on an annual basis. In addition, this maintenance represents an obligation to obtain certification based on ISO 14001.

The process of updating is constant, with the regulations adopted at the time of publication being added to this database and the aspects applicable to the establishments in the company and its shares. It is maintained by the

person responsible for CSR in the company.

Although the ISO 14001 certification for the corporate Environmental Management System is held by three of the chain's hotels (Fuerte Conil Resort, Fuerte El Rompido and Fuerte Grazalema), this system is implemented in all establishments that form part of Fuerte Group Hotels. In 2020, the certification monitoring process by Aenor had to be suspended, which remained in a state of "exceptional suspension" during that year, due to

the state of alarm and the closures of establishments, although it is expected to be able to resume them with the 2021 openings.

The same occurred with the Travelife Gold Sustainability System certification, a certification based on the principles of Sustainable Tourism, which includes, in addition to environmental aspects, social, economic and cultural points, whose renewal was not possible during 2020 and, likewise, will be resumed in 2021.

4.5. ENVIRONMENTAL OBJECTIVES FOR 2021

Given that 2020 was a year where the comparison of consumption with the previous year was prevented by the closures due to the state of alarm, the objectives of energy saving, use of fossil fuels and water according to the following ratios and taking the year 2019 as a reference:



- 0.5%
Water



- 0.5%
Diesel



- 0.5%
Propane



- 1%
Electric
energy

On the other hand, the pillars of the company's sustainable strategy are still based on the principles of **"WHAT CAN BE MEASURED, CAN BE MANAGED"**:

- Return to origins, maintaining the essence of the places where our establishments and collaborating with the development of their communities.
- Pollution reduction, integrating our ISO 14001 Environmental Management System at all levels of our day-to-day management.
- Ethical and transparent management, based on our corporate code of ethics, consultation processes and actively listening to both customers and employees, and in projects that foster an inclusive society.

LETTER FROM THE GENERAL DIRECTOR



José Luque García, General Director of Forte Group Hotels

Facing the crisis generated by COVID 19 has been the most complicated challenge I have faced since I took over the general management of Forte Group Hotels. After the uncertainty experienced in the first moments, and the absolute need to improvise, accompanied by fear for the health of ourselves and our loved ones, we chose to stand up to the virus, become stronger, and, where possible, to weather the storm.

The pandemic has affected the tourism sector like never before. In our case, generating revenues of 17.6 million euros, obtained in the barely 3 months of operation of our hotels during the summer, which

represent losses never seen before, especially if we compare them with the results of 2019, which were 75 million euros.

We had to approve an ERTE (temporary layoff payments) for almost all our employees, and pay the fixed expenses that hotels have, even when closed, which amounts to a minimum of 40,000 euros on average per month. That, multiplied by all our establishments, and for more than 8 months, to which the figures for 2021 must be added.

But you learn from everything in life. And the pandemic has, undoubtedly, made us stronger. We were able to adapt in record time to the challenges presented by COVID 19, creating "Safety First", a revolutionary and extremely professional hygienic-sanitary protocol which, thanks to the excellent behaviour of our employees and the training they received, has managed to keep the number of COVID 19 infections to 0 in our hotels during the last summer season.

Moreover, we have taken advantage of the pandemic to promote the training of our people and to make a qualitative leap forward in terms of technology. A change that has forced tourism to disembark suddenly in the 21st century, incorporating new systems of communication with the customer; payment methods; and the internal functioning of hotels that, if this situation had not occurred, would have taken years to integrate.

Although the horizon raised by the positive evolution of the pandemic and the progressive vaccination of the entire population makes me feel optimistic, we still have a long way to go before ending this crisis. There are still many unknowns about how the recovery of activity will be, which in Spain is one of the primary industries generating wealth and employment.

Let us take up the challenge of seizing the opportunity to make the necessary changes that will enable us to position this dynamic sector, with great multiplying power, as a highly qualified and professional industry, making us a benchmark not only for the number of visitors, but also for the quality of our product and the services we provide. If we have been able to deal with this unfortunate pandemic, which has caused so much damage throughout the world, we must accept the challenge of going one step further and making tourism one of the hallmarks of our country, not only as an attractive leisure and entertainment offer, but also as a highly qualified productive sector, with a highly advanced technological component, and which provides great added value.

A handwritten signature in dark ink, appearing to read 'José Luque', with a stylized flourish at the end.

GRI STANDARDS TABLE

100 GENERAL

101 FUNDAMENTALS

102 GENERAL CONTENTS

Organisation profile		Location	Page
102-1	Organisation name	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-2	Activities, brands, products and services	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-3	Location of headquarters	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-4	Location of operations	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-5	Ownership and legal form	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-6	Markets served	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-7	Size of the organisation	1.1. Fuerte Hoteles, Amàre Hotels and Olée Holiday Rentals	6 & 7
102-8	Information on employees and other workers	3.3. Our team	31 to 33
102-12	External incentives	3.5. Social projects	34 to 37
102-13	Membership of associations	2.5. Relationship and dialogue with stakeholders	25 & 26
Strategy			
102-14	Statement by senior executives responsible for the decision making	Letter from the General Manager	45
102-15	Main impacts, risks and opportunities	2. Sustainable development	15 to 25
Ethics and integrity			
102-16	Values, principles, standards, and norms of behaviour	1.3. Principles and 3.1. Ethics and corporate performance	9 & 28
102-17	Advisory mechanisms and ethical concerns	3.1. Ethics and corporate performance	28

GRI STANDARDS TABLE

This GRI table includes all indicators covered in the report, according to the GRI STANDARDS version.

102 GENERAL CONTENTS

Governance		Location	Page
102-18	Governance structure	1.2. Organisational chart and governing bodies	8
102-21	Consultation of interest groups on economic, environmental and social issues	2.5. Relationship and dialogue with stakeholders	25 & 26
102-22	Structure of the highest governance body and its committees	1.2. Organisational chart and governing bodies	8
102-23	President of the highest governing body	1.2. Organisational chart and governing bodies (+ letter from the president)	8 & 4
102-29	Identification and management of economic, environmental and social impacts	2. Sustainable development	14 to 25
102-30	Effectiveness of risk management processes	2. Sustainable development	14 to 25
102-35	Evaluation of economic, environmental and social issues	2. Sustainable development	14 to 25
102-32	Remuneration policies	3.1. Ethics and corporate performance	28
Stakeholder participation			
102-40	List of stakeholders	2.5. Relationship and dialogue with stakeholders	25 & 26
102-42	Identification and selection of stakeholders	2.5. Relationship and dialogue with stakeholders	25 & 26
102-45	Institutions included in the consolidated financial statements	2.5. Relationship and dialogue with stakeholders	25 & 26
102-46	Definition of the contents of the reports and Coverage of the subject	Scope and methodology of the report	3
102-47	List of material topics	1.5. Materiality analysis	12
Practices for the preparation of reports			
102-50	Period covered by the report	1.5. Materiality analysis	12
102-53	Point of contact for questions regarding the report	E-mail (press): communication@fuerte-group.com	6
102-55	GRI Table of Contents	GRI Indicator Table	46 & ss

103 MANAGEMENT APPROACH

103-1	Explanation of the material subject and its coverage	1.5. Materiality analysis	12
103-2	The management approach and its components	1. Company Strategy and Profile	5 to 13

GRI STANDARDS TABLE

200 ECONOMIC

201 ECONOMIC PERFORMANCE

All the detailed information on the organisation's economic performance has been dealt with as an annex to this report in two specialised technical documents: the Non-Financial Information Status report (which contains all the information relating to compliance with the contents established in Law 11/2018 on Non-Financial Information and Diversity) and the Group Consolidated Management Report.

300 AMBIENTAL

301 MATERIALS

		Location	Page
301-2	Recycled supplies	4.2. Circular economy and waste prevention and management	40

302 ENERGY

302-1	Energy consumption within the organisation	4.3. Identification of activities and environmental impacts. Carbon footprint	41
302-4	Reduction of energy consumption	4.3. Identification of activities and environmental impacts. Carbon footprint	41

304 BIODIVERSITY

304-3	Protected or restored habitats	3.4. Associated communication campaigns	22 to 25
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305 EMISSIONS

305-1	Direct GHG emissions (scope 1)	4.3. Identification of activities and environmental impacts. Carbon footprint	41
305-2	Indirect GHG emissions (Scope 2)	4.3. Identification of activities and environmental impacts. Carbon footprint	41

307 ENVIRONMENTAL COMPLIANCE

307-1	Non-compliance with environmental legislation and regulations	4.4. Environmental certification and compliance with environmental laws	44
		Assessment of compliance with environmental legislation and updating according to current regulations is a point that is reviewed on an annual basis and which is also verified in audits on ISO 14001.	

GRI STANDARDS TABLE

308 ENVIRONMENTAL ASSESSMENT OF SUPPLIERS		Location	Page
308-1	Suppliers who have passed evaluation and selection filters in accordance with environmental criteria	4.1. Relationship with suppliers and responsible consumption	39
400 SOCIAL			
401 EMPLOYMENT			
401-1	New employee recruitment and staff rotation	3.3. Our team	28
401-2	Benefits for full-time employees that are not given to the part-time or temporary employees	3.3. Our team 3.3.5. Social Improvement Plan	32
403 WORKPLACE HEALTH AND SAFETY			
403-1	Representation of workers in formal worker committees company health and safety	3.3. Our team (expanded information in the Group's Non-Financial Information Report)	31
404 TEACHING AND TRAINING			
404-2	Programmes to improve employees' skills and programmes to assist the transition	3.3. Our team 3.3.3. Training plan	31
404-3	Percentage of employees who receive evaluations performance and professional development	3.3. Our team 3.3.6. Working environment	31
405 DIVERSITY AND EQUALITY OF VIEWS			
405-1	Diversity in government bodies and employees	1.2. Organisational chart and governing bodies	8
406 NON-DISCRIMINATION			
406-1	Cases of discrimination and corrective actions taken	The chain maintains a policy of non-discrimination (in terms of sex, religion, nationality...), both in job offers and throughout the process of selection. It also complies with the General Disability Law in all its centres, contracting the services through a Special Employment Centre.	

GRI STANDARDS TABLE

408	CHILD LABOUR	Location	Page
408-1	Operations and suppliers with significant risk of child labour cases	There is a specific internal and corporate procedure whose scope includes this specific aspect: POG 50: Code of Preventive Conduct against Child Exploitation	
412	HUMAN RIGHTS ASSESSMENT		
412-2 17	Training of employees in policies and procedures on human rights	3.3. Our team 3.3.3. Training plan	31
413	LOCAL COMMUNITIES		
413-1	Operations involving the local community, assessment of the impact and development programmes	3.5. Social projects	34 & 35
416	HEALTH AND SAFETY OF CUSTOMERS		
416-1	Assessment of health and safety impacts of the categories of products or services	32. Safety and hygiene	29

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