

TOURISM

AMBIO S.A





WE HELP YOU LEVERAGE THE
POWER OF KNOWLEDGE

HISTORY & CULTURE

AMBIO S.A. was founded in 2005, to provide consultancy services focusing on the Primary Sector & Food Industry, the Environment, Energy and Tourism.

AMBIO specializes in five major segments of the tourism industry: accommodation (hotels, resorts and residential developments), adventure (diving, trekking, mountain biking, rock climbing), recreation (sport and cultural activities, outdoor entertainment, botanical and zoological gardens), eco-tourism (activities in nature reserves and national parks) and rural and agrotourism (traditional settlements, farm visits, cooking lessons, handicrafts, countryside activities).

AMBIO was the first company to propose, in 2005, the creation of diving parks in Greece, and currently has the greatest experience in the field.

Through its accumulated experience and in-house generated know-how, the company boasts excellent knowledge of the needs and particularities of private and public entities. Its success lies on entrepreneurial spirit, fuelled by dynamic teamwork and collaboration, founded on trust and respect.

The Company's goal is to assist its clients in achieving their stated development objectives on time, within budget and with the agreed level of quality.

AMBIO identifies and develops unique innovative concepts, which are market driven, and based on cutting edge design and planning principles and techniques.

AMBIO's diverse operations allow the company to maintain a broad base of experienced professionals in many consulting disciplines and specializations. The Company is strongly committed to the continuous development of its people, celebrating individual and collective growth and achievements.

These qualities enable the company to provide integrated and comprehensive business development services and solutions.

VISION

Our vision is to become an internationally respected consulting firm in our fields of expertise. We pursue our vision trying to reshape the way our clients view "consultancy services", by introducing extraordinary experience, where knowledge, integrity and professionalism are at the forefront of who we are.

MISSION

AMBIO identifies business opportunities, develops highly profitable business models and designs projects with high added value. Our main mission is to improve the competitive position of our clients, ensuring their rational and sustainable growth, by assisting them in achieving their stated development goals on time, within budget and with the agreed level of quality.

AMBIO's employees work towards the Company's vision by providing advice, information and solutions that make a positive difference for our clients. As a result, AMBIO partners with its clients to solve their most important and complex problems, making their mission our mission, and delivering lasting results.

MEMBERSHIPS & CERTIFICATIONS

AMBIO is registered with several important organizations, such as the Athens Chamber of Commerce & Industry (ACCI) and the Technical Chamber of Greece (TCG). Furthermore, most of its executives are registered in the Greek Consultancy Register (GEM/MEPPPW-Categories: Planning, Mechanical Engineering, Forest, Fisheries and Environment).

AMBIO operates under a certified Quality Assurance Management System according to ISO 9001, which ensures that its clients' needs are met to the highest standards of professionalism and integrity.

In 2016 AMBIO was registered as an Energy Service Company (ESCO) under the Registry of the Greek Ministry of Environment and Energy. In 2020 AMBIO expanded its certified services in the Energy Sector, by been acknowledged as a registered company, under the Registry of Energy Auditors of the Greek Ministry of Environment and Energy.

AMBIO is also an approved GLOBAL G.A.P. Aquaculture consultant, one out of four Aquaculture Farm Assurers worldwide. Aquaculture Farm Assurers are independent, trained and approved consultants with first-hand knowledge of the GLOBAL G.A.P. System, providing expertise to help producers implement Good Agricultural Practices.

Finally, AMBIO is a privately-owned and fully independent company vis-à-vis its contractors, manufacturers, suppliers and public-sector entities.

KNOWLEDGE
SHARE
RESPONSIBILITY
CONTROL
EXPERIENCE
FEASIBILITY
ACCOUNTABILITY



HOW WE WORK

The consulting and advisory industry is at a serious turning point in its evolution. Customer needs and demands have changed drastically in recent years. For clients, it is becoming increasingly important that the consultants have a comprehensive understanding of their business. In order to be relevant and useful to their clients, consultants have to keep abreast of economic, technological and social trends, anticipate changes that may affect their clients' businesses and offer advice that helps clients to achieve and maintain high performance in an increasingly complex, competitive and difficult environment.

Industry-specific customer preferences and goals are the drivers of the new era of "vertical approach". For consulting companies, this means a new orientation in the way they offer their services. To adopt a vertical focus in its offerings, consulting companies need to invest significantly in talent and technology. Clients will want to see a high level of domain knowledge and expertise in the consulting team in order to gain confidence and enter in to partnership.

At AMBIO, we combine the "vertical approach" of our services with a strict management procedure, which ensures timely and reliable deliverables. To achieve these goals, we follow a set of principles during our work-flow not only as a team, but as a company as well:

CONTINUED BUSINESS JUSTIFICATION

Business justification is documented by a business case created for each project. As projects are inextricably linked to their business justification, the latter drives the decision-making process to ensure that a project remains aligned with the business objectives and benefits being sought.

DEFINED ROLES & RESPONSIBILITIES

For each new project, specific roles and responsibilities are defined and agreed within the company's structure, thus engaging, in an efficient and effective manner, the consultant with the client and any other stakeholders involved.

FOCUS ON DELIVERABLES

Each and every project manager focuses on the production and delivery of agreed deliverables, giving special attention to their quality requirements. This project management approach provides the opportunity to AMBIO's management team to carry out multiple projects and eliminate the risk of any setback.

LEARN FROM EXPERIENCE

AMBIO's project teams learn from previous experience: lessons are sought, recorded and acted upon throughout the life of the project. It is the responsibility of everyone involved with the project to seek lessons learned rather than waiting for someone else to provide them.



MANAGE BY STAGES

Each project is planned, monitored and controlled on a stage by stage basis. Breaking the project into a number of stages enables the extent of senior management control over projects to be varied according to the business priority, risk and complexity involved.

MANAGE BY EXCEPTION

Appropriate project governance is enabled by defining distinct responsibilities for directing, managing and delivering a project and clearly defining accountability at each level.

Accountability is established by delegating authority from one management level to the next, by setting targets against objectives for the respective level of the project plan (as time, cost, quality, scope, risk limits and benefits). Accountability is established by setting up controls so that if targets are to be exceeded, then an immediate reference up to the next management layer will offer a decision on how to proceed. In addition, by putting in place an assurance mechanism, each management layer can be confident that such controls are effective. This implementation of 'management by exception' provides for very efficient use of senior management time as it reduces senior managers' time burden without removing their decision-making responsibility at the right level within the company.

CLIENT
TEAMWORK
RESPECT
TRUST
CUTTING EDGE
INTEGRITY
SUSTAINABILITY
GROWTH

SERVICES & TOOLS

AMBIO provides a full range of consulting and advisory services for both public and private sector entities with interests in the field of tourism. Our goal is to assist our clients in achieving their stated development goals on time, within budget and with the agreed-upon level of quality.

The AMBIO team supports public and private investment initiatives regarding strategic planning and development. Moreover, it recognizes business opportunities, develops highly profitable business models, promotes added value projects, develops conceptual architecture and structures financial and marketing systems, assuring that clients' needs are satisfied through a holistic process.

AMBIO has developed a systemic approach in order to set the most appropriate strategy for a specific investment.

Our approach takes into consideration the views of stakeholders and local communities to ensure maximum economic, social and environmental benefits.

We identify and develop unique and innovative concepts which are market driven, based on cutting edge design, planning principles and techniques.

The group specialises in supporting the interests of five major segments of the tourism industry: accommodation (hotels, resorts and residential developments), adventure (such as diving, trekking, mountain biking, rock climbing), recreation (such as sport & cultural activities, outdoor entertainment, botanical and zoological gardens), ecotourism (such as activities in nature reserves and national parks) and rural and agro-tourism (traditional settlements, farm visits,

cooking lessons, handicrafts, countryside activities).

Host communities and end user tourists are a necessary consideration of all tourism consulting services. AMBIO provides the appropriate services to address the concerns of these significant stakeholder groups.

Our company provides consulting expertise in the fields of comprehensive business, development and support services which incorporate the use of investment incentives and national, European and international funding schemes. Furthermore, services provided include site selection and evaluation, tourism facilities, architectural design, licensing and permits, quality systems and natural resource management, based on eco-friendly tourism interventions.

AMBIO, as an expert consulting and developing company, provides a wide range of services in the tourism industry,

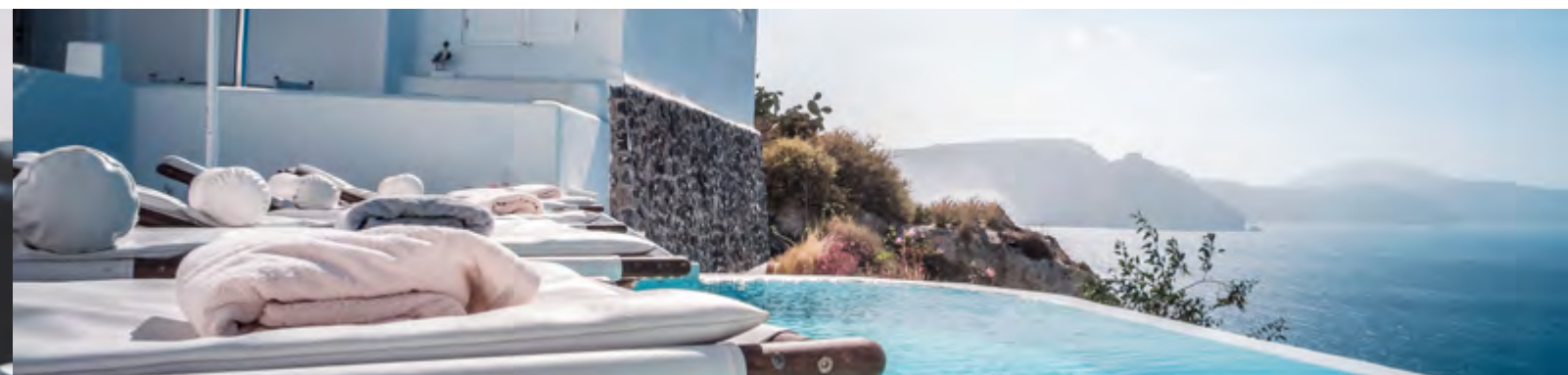
specializing in:

- Project Development & Management
- Engineering Services
- Environmental & Spatial Planning Management
- Quality Assurance
- Project & Business Financing

PROJECT DEVELOPMENT & MANAGEMENT

In the context of project development and management, AMBIO provides a wide range of consulting services, responding to the needs of a continuously volatile business environment.

Aiming at the assurance of our clients' competitive position and ensuring the rational and sustainable growth in the field of tourism, a list of services is provided:



- The concept and shaping of an idea
- Policy development
- Project design and management
- Drafting and implementing strategic management plans
- Drafting operational plans, feasibility and sectoral studies
- Drafting business plans
- Business process reengineering (BPR)
- Risk Analysis
- Market Analysis
- Strategic planning of destinations, development and implementation
- Regulatory plans
- Project management
- Due diligence
- Project programming

Provided services also include:

- Studies preparation & assessment
- Tourism planning for local, regional and state organizations

- Diving park development, visitor management and promotion planning
- Community studies, specific development of tourism programmes

ENGINEERING SERVICES

AMBIO's Engineering Department can design and license large and small scale manufacturing units, specializing in tourism facilities (hotels, parks, resorts etc.), infrastructures (pathways, bird-watching observatories etc.), waste processing units and energy saving actions adapted to the needs of tourism. In particular, the objectives of this department are:

- Site surveying and planning
- Site installation and assessment
- Architectural design
- Civil, mechanical and electrical engineering studies
- Interior design
- Design of energy-saving systems
- Licensing and permits (including building permits)

Additionally, with regard to the above services, the department's specialized consultants provide the necessary know-how for:

- Failure investigations
- Site-specific risk assessment
- Green building design
- Supervision of building construction
- Supervision of electrical-mechanical installations
- As-build designs
- Furniture and other equipment standards and budget
- Stock and equipment standards and budget

ENVIRONMENTAL MANAGEMENT PLANNING

AMBIO's holistic approach to provided services, combines both the needs and the demands of environmental, social and economic development.

Our portfolio covers all the thematic entities of the tourism industry, aiming at the sustainable development of this field. At present, the company's environmental services include:

- Environmental Impact Assessment Study (EIA)
- Specific Environmental Impact Assessment Study
- Strategic Environmental Assessment (SEA)
- Position Planning
- Social Impact Assessment (SIA)
- Due diligence
- Waste management system and recycling programmes

As regards natural resources, AMBIO develops complete suggestions for planning, management, preservation and rehabilitation of natural ecosystems, along with environmental updates and education. The company is particularly active in:



- Urban and regional environmental planning
- Maintaining and restoring natural ecosystems
- Natural Resource Management
- Landscape planning

QUALITY ASSURANCE

AMBIO actively supports the design, installation and management of quality health and safety systems adapted to the needs of the tourism sector, both in the private and public sector. The services provided by the department include analysing, designing and implementing a number of quality systems, according to international standards. These include:

- Quality Management Systems (ISO 9001)

- Occupational Health and Safety Management Systems (ISO 45001)
- Environmental Management Systems (ISO 14001 & EMAS)
- Food Safety Management Systems (HACCP, ISO 22000, BRC, IFS & FSSC 22000)
- Corporate Social Responsibility Management Systems
- Energy Management Systems (ISO 50001)
- Energy Audits according to EN 16247
- Personnel Training

Additional services include:

- Staff education and development
- Supervision and controls
- Corporate Social Responsibility (CSR)

PROJECT & BUSINESS FINANCING

AMBIO recognizes the need for continuous improvement in the light of a complex,

diverse and competitive environment by providing services which offer the best option among available funding schemes.

AMBIO aims at identifying funding sources in order to assist clients to safeguard and secure their competitive position and future development. Services offered by AMBIO provide access to funding and grants, available through national, European and international investment initiatives and programmes which include:

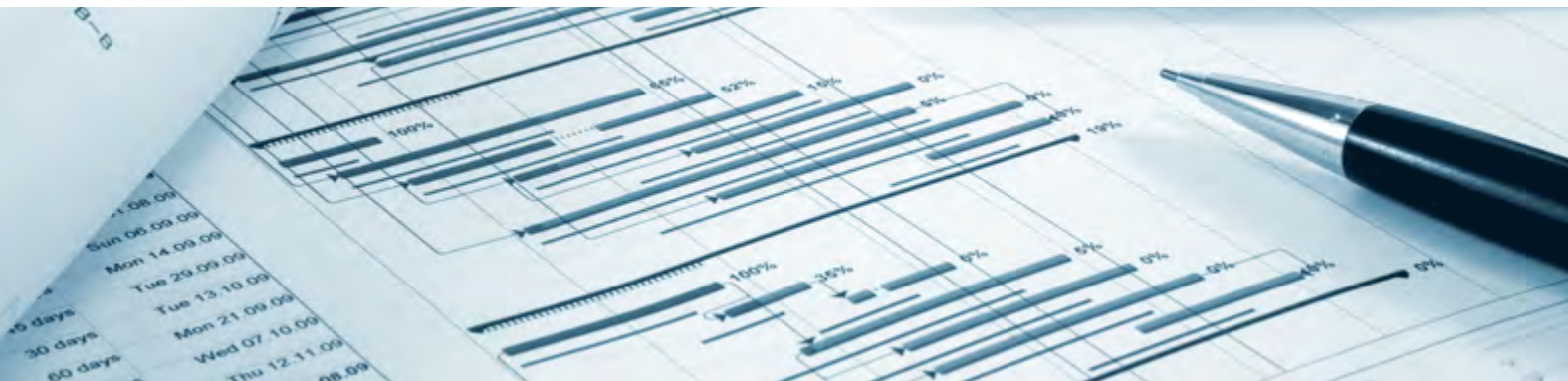
- National grants
- European Research Technological Programmes within the scope of HORIZON 2020 (H2020 Instruments for Pre-Accession Assistance (I.P.A))
- European Initiatives INTERREG, ENPI CBC MED, SOUTH EAST EUROPE, INTELLIGENT ENERGY EUROPE
- European Investment Bank (E.I.B.) funding schemes
- European Bank for Reconstruction and Development (E.B.R.D.) funding Schemes

- World Bank (W.B.) funding schemes

AMBIO focuses on European policy promotion concerning public management in collaboration with private entrepreneurship. AMBIO'S goal is to develop thorough research, public and private strategic projects and innovative actions, utilizing funds and contributions, directly through the European Union (EU).

Therefore, AMBIO offers advanced services in identifying and evaluating opportunities, planning and managing a number of activities financed by different funding tools (programmes and initiatives). AMBIO experts focus on the following issues:

- Project planning and development
- Project audit (internal-external)
- Drafting, submission and monitoring of proposals
- Co-ordination and management of approved projects



COMPANY CLIENTELE

AMBIO has long cooperation with public bodies, private enterprises, startups, incubators and funding institutions. The Company's clientele includes some of the most noteworthy Greek and foreign Companies in the tourism sector.



SOUTH AEGEAN REGION

BOTANICAL GARDENS & PARKS Ltd.



REGION OF EPIRUS

POLEMARHA EPIDAVROS S.A.



MUNICIPALITY OF SITHONIA



HELLENIC INSTITUTE OF MARINE ARCHAEOLOGY

ELLINIKA KATADYTIKA PARKA S.A.

KEA – MAKRONISOS DIVING PARK S.A.

PYLOS DIVING PARK S.A.

METHONI DIVING PARK S.A.

DIVING TRAVEL, EVIA

FOUNDATION IMC INTERNATIONAL MARINE CENTRE ONLUS, ITALY

FOUNDATION SCHLOSS DYCK, GERMANY



NATIONAL GEOGRAPHIC



National Trust

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ARCADIA HOTEL S.A.

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