



*We do local
All together for tourism
Supporting the development of local production and economy
Highlighting the local hospitality*

Following a prosperous and coordinated cooperation of tourism companies of Crete we established the company **Local Production & Hospitality S.A.**, the Societe Anonyme for the Promotion of Businesses supporting local producers, spreading the local customs & traditions, Introducing local cuisine and hospitality, with respect to the environment and sustainability.



For the proper operation of the Company and the appropriate integration of businesses in it, in collaboration with Cosmocert SA and Local Food Experts we created a new standard certification, entitled "We do local".

As certification standard We do local was created to certify initially hotels and then crop and livestock production companies etc and:

- ✧ intends to highlight companies that follow a modern and necessary business approach
- ✧ is expressed through all operations and services offered, operating and supporting local production and hospitality
- ✧ supports, recognizes and rewards other certification standards including them in the qualification criteria (i.e. the Cretan Quality Agreement, Green Key, Travelife etc.)



The philosophy of We do local

Specifically, the **We do local** standard certifies each business wishing to participate to the promotional actions and operate under a specific philosophy:

- ✧ By spreading the local customs & traditions
- ✧ By Introducing local cuisine
- ✧ By supporting local producers
- ✧ With respect to the environment and sustainability
- ✧ By supporting the local workforce

We do local standard meets the needs of a company by:

- ✧ Differentiating their products and services in the market
- ✧ Supporting the development of local production and economy
- ✧ Operating with respect to the environment and sustainability
- ✧ Introducing the local hospitality to visitors coming to our country
- ✧ Having an additional competitive marketing tool
- ✧ Becoming a member they reduce their promotion costs.



How a company becomes a member of We do local

Companies wishing to be certified by **We do local** standard must meet some specific requirements that focus on:

- ✧ Licenses - Certifications - Awards (130/1000)
- ✧ Social - Labor (130/1000)
- ✧ Architecture - Infrastructure - Surroundings (40/1000)
- ✧ Social events - Local Culture (140/1000)
- ✧ Environment - Sustainability (240/1000)
- ✧ Food & Beverage Areas (320/1000)

The Certification Process of We do local

- ✧ Submission of Application - Cooperation Agreement
- ✧ Acceptance of the Price List
- ✧ Acceptance of the Specifications criteria of We do local, depending on the activity of the enterprise
 - ✧ Acceptance of the Special Rules
 - ✧ Site Inspection
- ✧ Evaluation, certification and integration in We do local

Local Production & Hospitality S.A.

Local Production & Hospitality S.A. is the company promoting the certification standard We do local and its members. The establishment of this company began with the participation of 12 significant Cretan businessmen in tourism who believed in the philosophy that advocates the model We do local. Alphabetically they are Giorgos Alexandrakis, Giannis Vardinogiannis, Manolis Varkarakis, Manolis Giannoulis, Lefteris Karatarakis, Giorgos Mathioulakis, Tzina Mamidaki, Manolis Manousos, Andreas Metaxas, Giannis Papadakis, Manolis Tsakalakis and Nikos Chalkiadakis. The Company's mission is the promotion of the brand We do local in Greece and abroad through a variety of promotional activities, developing and expanding the network of its members and the promotion of all certified members in the respective markets concerned.

Cosmocert S.A.

COSMOCERT is the We do local's certification control body. Cosmocert is an inspection and certification control body. It was founded in 2013, with the aim of providing innovative services of upmost quality in the fields of certification of organic products, ISO, biotechnological research and high technology innovations. Accredited by the Hellenic Accreditation System (E.SY.D.), COSMOCERT practically confirms the company's policy expressed on three pillars: customer satisfaction, development of the Greek entrepreneurship and reliable certification.

Local Food Experts

LOCAL FOOD EXPERTS s.c.e. is a newly established corporation which belongs to the vividly active community of Social Cooperative Enterprises. This sector appears to be the Third Pathway among EU countries' business activities. The company was founded in November 2013 and is situated in Herakleion, Crete. It is mainly operating in the following fields: 1) Primary sector organizing 2) Foodstuff companies' organizing and development 3) Sustainable Tourism activities' organizing and development 4) International Trading activities. Within its ranks are included executive members exceeding 20 years of professional experience. In the recent past they have presented significant business proposals to Greek clients, addressing 8 European countries (Spain, France, Italy, Germany, Switzerland, Austria, Holland, Sweden) and to the USA.

The members of We do local

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