



Ethical Entrepreneurialism

In our aim to establish the premiere private, luxury-villa and culinary holiday destination in Spain, we employ a business model that does not simply seek to maximise our profits, but incorporates the concept of creating shared value between ourselves, our stakeholders, our local community and the wider society and economy.

We do not approach this strictly altruistically, but with the belief that we can increase and improve our business through this approach, whilst maximising benefits to all and thereby impacting the world and the economy positively.

Where we engage in mutually beneficial relationships with our staff, collaborators, clients, service providers and local community and offer them new opportunities for development and growth, we form a network of loyalty and productivity, ultimately ensuring that our clients are more than satisfied with their experience. We choose to work exclusively with local suppliers, from chef, masseuse and cleaners to maintenance workers, builders and building materials to the organic produce our chef or we grow. Any money they earn, from us or from our clients, stays in the local community; some of it goes to taxes to improve infrastructure and we and our clients benefit from this, some of it is reinvested in local business to contribute to sustainability and increased service available to us.

The local builders did fantastic work on the renovations at El Carligto and we are forever grateful; in the midst of a construction crash the project also provided crucial income for a number of our neighbors.

Impact on the environment is an integral concern and we seek to minimise our footprint as much as possible while still offering guests unrivalled comfort and luxury. We have equipped El Carligto with a number of conservational elements:

- solar panels for hot water
- home grown food
- recycling and composting waste
- kitchen grey water recycling
- low energy light bulbs
- high efficiency appliances
- wood burning heater
- 'water-wise' planting and water saving irrigation



Food and food distribution is another issue, and the cultures and traditions of a place are always tied to its cuisine. Aside from being food and culture enthusiasts, this is a reason for promoting the villa as a culinary destination.

Aside from the food we grow ourselves, we source much of the remainder locally as well, reducing transportation costs to the environment and contributing to local farmers and business. The culinary extras we offer involve local merchants, including historic markets from Moorish times, wineries and a local organic distributor who has united an expanding group of Spanish organic farmers to offer award winning products to regional consumers. Additionally, local traditions and culture are imbibed within the cuisine. The knowledgeable private chef cooks with organic produce from his own garden and local organic markets, sharing his expertise and historical insight while presenting food or guiding tours.

Additionally, we live in an area that was once forested as evidenced by the nearby natural park with its pine forests visible from the property. We would like to repopulate the hillsides of our own property with indigenous trees, offsetting our carbon footprint and improving the aesthetics of the local area. In keeping with our professions above, we have decided to plant and care for one tree for every group or family who stay with us at El Carligto. We plant small trees and water them sparsely for two summers so that these hardy indigenous trees need no further maintenance and adapt to their environment.

This approach can be taken to lofty extremes and we are only beginning to increase our commitment, but we see great opportunity though we are only a very small enterprise. We are convinced that the world economy and global society could benefit enormously should governments and industry adopt a similar approach, where development of the community and society equates to financial advantage and personal gain rather than an expense.



Value created through your booking:

- We plant an indigenous tree during your visit, on your behalf, supporting the local garden centre, helping to reduce our (and your) carbon footprint, and contributing to the repopulation of once forested land in keeping with regional governmental aims.
- Income from your rental is reinvested in the property, to our direct satisfaction and benefit to future guests. In an economically depressed area, the money we reinvest in the property supports local workers and their families, and raises taxes for local and national government that go toward improved infrastructure.
- Some of the money from your rental also goes directly to our service providers, all of whom are local, and again the money supports local businesses, families and government. We try to work with those who share our approach to development, and business we bring to such individuals promotes their special causes as well, such as the organic farm network.
- You gain quality of life and serenity in our tranquil and luxurious home, while we impart our knowledge of local culture and sites of interest, sometimes through our culinary packages and sometimes simply through helpful guidance and advice. This raises awareness and respect for the local area and its customs, bringing the world ever so slightly closer together.
- The insights we provide you may also direct you to local restaurants and businesses. The increased business for these vendors promotes refinement of these services and results in better facilities for us and for future guests.
- We also have many things to learn from our clients, and we meet many people we would not otherwise encounter. Insights and philosophies from our guests can influence and improve our commitment to the community and the environment; or, we develop productive relationships that lead to further direct benefits.