

GREEN ATTITUDE FOUNDATION

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INTRODUCTION

Protection of environment is one of the core values of the group Attitude's developing strategy which has committed itself to support the sustainable, ecological, economic and social development of Mauritius, mainly in the North and East of the island, where the group's hotels are situated. The Attitude group, as a member of the hospitality industry, aims at positioning Mauritius on the sustainable tourism's map. The aim of all projects is to protect our beautiful island and to share it with our guests.

Green Attitude Foundation (GAF) was officially launched on the 27th March 2014 to consolidate the Green Attitude program introduced in 2010 at Coin de Mire Attitude and Blumarine Attitude now Sensimar Lagoon Mauritius, the two historical hotels of the group, before being extended to the other seven hotels belonging to the Group.

Each Attitude hotel relies on a committee of Green Ambassadors, responsible for carrying out our commitment and obtaining results. Thanks to this committee, all responsible partners, shareholders, local communities, NGOs as well as Attitude's Family Members and guests are now conscious of good environmental practices: preserving natural resources, evaluating and controlling water and energy consumption, consistently reducing and recycling as much waste and scrap as possible.

Today, the creation of Green Attitude Foundation is a milestone in the group Attitude's commitment towards the protection of environment. With the green experience and expertise of its Family Members, Attitude wishes to even further commit itself to the sustainable development of its country.

MISSION

Humility and Respect are intrinsic values of the Attitude group strongly attached to family and team spirit, genuineness/ authenticity and responsibility. Attitude is committed to its country and to its guests. Green Attitude Foundation is one of the means chosen to complete this task successfully and its mission is to:

- Join forces and take the necessary actions towards positive sustainability
- To make all parties aware of their responsibilities towards sustainability
- Inform all partners and brief them on the importance of successful sustainability
- Train all Family Members and local communities. Teach them responsible actions and moves in everyday life
- Promote sustainable tourism with the right activities, products and offers.

GREEN ATTITUDE FOUNDATION'S 3 MAIN LINES

Green Attitude Foundation's vocation has three main lines or concerns: the preservation of the natural resources and biodiversity; the coastal environment; the cultural heritage and the promotion of local talents and their know-how.

Coastal environment

The lagoon is undoubtedly one of the island's most precious and genuine asset. This is the reason why Attitude true to its engagement, has chosen to contribute actively to the protection of the marine environment. Conscious of the important role of the coastal ecosystems on everyday life, the Group commits itself on different issues concerning marine biodiversity and experiences in the field of hospitality thus offering activities and experiences to guests, enabling awareness. Encouraging each and every one to contribute to the preservation of the ecosystem along the coast, to go green and to be responsible for the future of the planet earth is the ultimate aim of Green Attitude Foundation.

- Green Attitude Foundation's Ambassador

René Heuzey, well-known filmographer of marine life is our actual Green Attitude Foundation Ambassador. He is one of the directors of photography of Jacques Perrin's and Jacques Cluzaud's amazing film "Océans" as well as of Yann Arthus-Bertrand's "Planète Océan". In Mauritius, René Heuzey not only creates awareness and initiates but is involved in several projects concerning the protection of the environment and particularly of the marine ecosystem.

- Nauticaz

In November 2010, Attitude inaugurated Nauticaz, in collaboration with the NGO Reef Conservation, its educational and interactive center totally dedicated to the richness of the local marine flora and fauna. Located at Sensimar Lagoon Mauritius, overlooking Anse la Raie lagoon, Nauticaz has welcomed more than 17,000 visitors, mainly school children, teachers

and members of social associations. Nauticaz is equipped with an aquarium, a laboratory and a puppet theater staging the sea as main theme. On the program: introduction to marine biodiversity, educational films, glass bottom boat trips, discovery of the coral reef as well as of the mangroves and swamps together with their importance in our eco-system.

Since June 2014, with the financial help of Attitude and according to the “Marine Conservation Voluntary Zone”, an underwater snorkel trail has been created in the Anse la Raie lagoon, in front of Sensimar Lagoon Mauritius hotel. This marine zone has not only the deliberate support of coastal communities but also that of fishermen and tourist operators who also depend on the sea and its assets to earn their living. Mooring buoys have been placed in order to stop boats anchoring in this zone of the lagoon which is subject to safety norms.

This underwater snorkel trail has both a recreational and an educational vocation, it not only protects the seabed but generates awareness about the fragility and importance of the marine ecosystems. An official convention now regulates access to this protected zone as well as to the underwater snorkel trail.

- Mangrove planting

In December 2015, Attitude was the hotel partner of “Climate Change Adaptation Program in the Coastal Zone of Mauritius” under the aegis of the Ministry of Environment, of Sustainable Development, Natural Disaster Management and Beach Authority financed by the Adaptation Fund Board. Attitude has been an active partner in 4 fields of this program, namely, the campaign on climatic changes, the promotion of substantial alternative subsistence along the coastal zone, the production of environmental films with René Heuzey, Attitude’s Green Foundation Ambassador and the equally important restoration of the mangrove by replanting.

Social entrepreneurship

The Attitude group has committed itself to protect the environment and is therefore happy to be able to sponsor, encourage and help the local craftsmen to be both green and creative, using recycled material among others. Otentik Bazar is a 100% authentic Attitude’s experience, this weekly Made in Mauritius market encourages and helps the local craftsmen enhancing their work. All the sold items are non-profit sales for the hotel and the benefits go to the craftsmen only.

Art & culture

Attitude is proud to promote and encourage the talents of the Mauritians. Architects, artists, craftsmen or entrepreneurs are all invited and welcomed to work for Attitude group.

- Otentik Music

Otentik Music is first and foremost the will to support and promote local culture and Mauritian artists. Priority is of course given to those performing regularly in the Attitude hotels (Lionel Permal, Patyatann, Atelier Moz’ar, Carpe Diem, Eric Triton, Lespri Ravann, Yvette Dantier, Linzy Bacbotte, among others). Otentik Music is also: the shooting of ‘la métisse’, Zulu’s and Mario Ramsamy’s video clip at Zilwa Attitude. To further this involvement Attitude has collaborated with Damien Elisa, Lionel Permal and Evolozik, all talented local musicians to create musical proposals for their promotional purposes.

The Otentik Music experience stretches further. As local cultural life is blossoming, Attitude is also proud to take part in this search for the new Mauritian talents and contribute to bring them to light and make themselves known. Among several others, “Apéros Dreamers” born in 2016, a joint event between La Isla Social Club and Attitude Hotels whose mission is to bring together fans, curious outsiders, the public in general and even tourists around Live artists from the new artistic wave: musicians, young or Mauritian Seggae groups...

- Sponsorship of Music & Art Festival

Attitude supports local artists and initiatives encouraging the protection or development of Mauritian heritage: Kaz’Out in 2015, the PORLWI festival held for three consecutive years between 2015 and 2017 or even a daring La Isla 2068 launched in 2018 and organized by la Isla Social Club.

- Konpoz to Lamizik Competition

In the wake of the 10th anniversary festivities and to promote local talents throughout the island, Attitude launched the 1st edition of: Konpoz to Lamizik*, a musical competition under the presidency of Eric Triton, one of our well-known artists with a national and international experience. The winners were rewarded with professional coaching and the opportunity to perform in Attitude hotels.

The 2nd edition is already being launched. Many more talents to be unveiled in 2019!

*create or compose your own music

COMMUNITY

Family Members are Attitude's greatest assets. As Attitude is strongly committed to the social development and welfare of its Family Members, the sense of belonging creates strong bonds between individuals. To better the working conditions, a number of activities and policies have been set up: commitment against violence, harassment, discrimination, gender equality or access for disabled amongst others. The development of the FMs is a main concern, and therefore programs have been created to improve skills and set up career development plans. The wellness of the FMs and their next-of-kin is taken care through pension and medical schemes ensuring security for their future. Attitude's management always concerned by a fair economic dynamic and the welfare of its Family Members who are all Mauritians, has introduced a key decisive factor, a profit-sharing scheme for all.

Attitude does care for each local community from which 99% of the Family Members are hired, working with local suppliers whenever feasible to support the local economy. Attitude group encourages the local craftsmen by providing them with various facilities within the hotel, Attitude Otentik Bazar is one of them where all benefits go to the craftsmen only.

Youths are our future, that is why Attitude works in close collaboration and in line with the governmental programs and schemes to help develop the new talents: Youth Employment Program and National Apprenticeship Program. Every year Attitude's guests generously help through donations to organize Christmas presents for children from less privileged areas.