



Sustainability  
**REPORT** 2022-2023

hotels that do **good**

*attitude*

# TABLE OF CONTENTS



<b>INTRODUCTION</b>	<b>3</b>	<b>WE SUPPORT OUR LOCAL ECONOMY</b>	<b>39</b>
FOREWORD	4	INTRODUCTION	40
ABOUT THIS REPORT	5	INCREASE THE SHARE OF LOCAL PURCHASES	40
MESSAGE FROM THE CEO	6	PROMOTE LOCAL CRAFTSMANSHIP	41
FUN and SUSTAINABLE	7	<b>WE CARE ABOUT THE LOCAL COMMUNITY</b>	<b>43</b>
HIGHLIGHTS OF THE LAST 2 YEARS	8	INTRODUCTION	44
<b>GETTING TO KNOW US</b>	<b>9</b>	MAINTAINING A SAFE AND HEALTHY WORKING ENVIRONMENT	44
WHO WE ARE	10	PROVIDING A FAIR AND EQUITABLE ENVIRONMENT	46
MILESTONE	11	CAREER DEVELOPMENT	47
OUR HOTELS	11	SUPPORTING PROJECTS IN THE LOCAL COMMUNITY	48
<b>THE NEED FOR SUSTAINABILITY</b>	<b>15</b>	ENHANCING LOCAL CULTURE	48
THE GLOBAL CONTEXT	17	<b>GREEN ATTITUDE FOUNDATION REPORT</b>	<b>50</b>
THE LOCAL CONTEXT	17	Green Attitude Foundation	51
ATTITUDE'S SUSTAINABILITY STRATEGY	19	MARINE DISCOVERY CENTRE	52
OUR MATERIAL TOPICS	19	KONPOZ TO LAMIZIK	53
SUSTAINABLE DEVELOPMENT GOALS	20	EACH YEAR NUMEROUS NEW PROJECTS	54
SUSTAINABILITY CHARTER	22	WHAT'S NEXT?	54
<b>WE PROTECT THE ENVIRONMENT</b>	<b>28</b>	<b>MAJOR UPCOMING PROJECTS</b>	<b>55</b>
INTRODUCTION	29	KARIBU ZANZIBAR	55
ENERGY CONSUMPTION AND GHG EMISSIONS	29	B CORP	55
EFFICIENT WATER MANAGEMENT STRATEGY	33	EHL	55
SUSTAINABLE WASTE MANAGEMENT STRATEGY	34	<b>APPENDIX</b>	<b>57</b>
AWARENESS ON ENVIRONMENTAL TOPICS	36		



# FOREWORD



**Clémentine Katz - Chief Marketing**

Welcome to our Sustainability Report! Now, before you roll your eyes and sigh at the thought of another dull report, let's set the record straight. Yes, this report is about tracking our sustainability objectives – those ambitious goals we've set to make a positive impact on the world. But it's far from being a dry checklist. We're here to show you that we're not just talking the talk; we're walking it and living up to our commitments. We want to share our commitments with the public, our partners, and stakeholders: from supporting the local economy to help preserve the environment and care for the community, our strategy aligns with the UN Sustainable Development Goals. This report builds upon the foundations laid out in our previous Sustainability Report from 2023. Published in 2024, it outlined our initiatives and measures from the Financial Years from 2017-2018 to 2022-2023. Our commitment to sustainability has always been strong, particularly within our hotel group, which includes eight Attitude Hotels and Paradise Cove Boutique Hotel in Mauritius. Dive in and discover what we've been up to during the financial year 2022-2023. And feel free to challenge us on some stuff. After all, sustainability isn't a solo journey – it's a collective effort we're all part of, and we'd love for you to join us for the ride, right Juliette?



**Juliette Deloustal - Sustainability Manager**

Yes indeed. Sustainability practices can't be achieved if we only focus on ourselves and keep them to ourselves. Collaborating and engaging are our priorities, to create a common vision and path for a more sustainable island. Additionally, we don't want to act and engage within a philosophy of constraint. Why choose between fun and sustainability when we can have both? It's all about finding a way to merge the two seamlessly and creating positive impacts. And of course, it's not just about words; it's about tangible actions too. Speaking of which, I remember when we implemented all the sustainable practices in our operations, those changes made a significant impact. Reduced waste and packaging, energy efficiency, promotion of talented Mauritian artists... they all add up, but we are not over, and we will continue to improve our impact soon. All those actions made us believe in joining the B Corp network that we aim to access in the FY 23-24. It would not only validate our efforts but also inspire others to follow suit. Let's keep pushing the boundaries and show the world that fun and responsibility are not mutually exclusive. Our goal: to be a perfect mix of cool (in style) and responsible (in spirit)

## ABOUT THIS REPORT

This report summarises our sustainability initiatives from 1st July 2022 to 30 June 2023 and the progress we've made in addressing the material topics identified.

This report consolidates figures from all the eight Attitude hotels and Paradise Cove Boutique Hotel excluding the head office due the fact that a majority KPIs are only valid for hotels and thus not necessarily applicable to our Head Office.

The hotel categories applicable during the study period are as follows:

- 3\*: CDMA, FA, RA, TA
- 4\*: LA, TRA, ZA, SA
- 5\*: PCBH

## Reporting frameworks & standards

This report does not strictly adhere to a specific reporting standard or framework. However, our approach to sustainability reporting is guided by the Global Reporting Initiative (GRI), the Sustainability Accounting Standards Board (SASB), the United Nations Sustainable Development Goals (UN SDGs), the Global Sustainable Tourism Council criteria, Travelife certification requirements, as well as B Corp certification.

## Disclaimer

Most KPIs are based on large databases and the calculation of these KPIs requires special care to avoid errors. We have been vigilant and rigorous during the calculation process, and several checks have been made, but errors might still have been made. Furthermore, the collected databases are not always completely reliable, consequently a margin of error is possible, due to:

- data entry errors
- omissions
- lack of data

Processes are continuously reviewed, audited, and adapted regularly to reduce the overall margin of error.



A portrait of Vincent Desvaux de Marigny, CEO of the Attitude Group. He is a middle-aged man with grey hair, smiling, wearing a blue and white checkered shirt. The background is a blurred outdoor scene with water and a blue sky. The portrait is framed with a white, torn-edge border.

**Vincent Desvaux de Marigny**  
CEO of the Attitude Group

“ The success of Attitude relies on a strong team that we have developed together over the years. We have been able to deploy our growth strategy around a corporate culture based on the values of commitment, hard work, creativity, resilience, intrapreneurship, and cross-functionality. With our teams, we have focused on our differentiation. As the youngest player in the Mauritian hospitality sector, we had no choice but to innovate. Mauritian hospitality has been the key to the destination's success, and we have made it one of the cornerstones of our brand.

From the inception of Attitude in 2008, we aimed to stand out, to craft a narrative, to create a strong Mauritian brand. We didn't just sell a product; we developed our own Customer and Employee experience. We crafted an authentically Mauritian experience, setting us apart with our parent brand and our employer brand. We placed Mauritian culture at the heart of everything we do and made a commitment to sustainable, responsible, and inclusive tourism.

And 15 years later, Attitude has become a mission-driven company, transitioning from a shareholder economy model to a stakeholder economy model: a company that no longer solely focuses on financial results but prioritizes the interests of all its stakeholders, including its employees, the whole local ecosystem that includes the community, the economy, and the environment. We are currently engaged in the BCorp certification process, considered the gold standard for companies with positive impact. This certification recognizes companies' good practices in terms of social, societal, and environmental impact. Today, BCorp unites over 8000 companies of all sizes and sectors in 90 countries. In the words of BCorp, Attitude is not striving to be the best company in the world, but the best

”

# HIGHLIGHTS OF THE LAST YEARS



**100%** local shops  
since 2021



**0** single use plastic  
since 2020



**Best  
Workplaces  
2022 &  
2023**

**No. 1** Best Place to  
Work



**1712** Number  
of smiles in FY 22-23



**30%** vegan in our 4\*  
hotels since 2023



**52%** F&B  
procurement MIM



**1108** sustainability  
training hours  
across the group for  
the FY 22-23



Calculation of scope  
1, 2 & 3 of our  
carbon footprint



**21** cultural and  
environmental  
projects supported  
since 2021



**Rs 2,468,000** invested  
for marine & coastal  
biodiversity preservation  
in FY 22-23



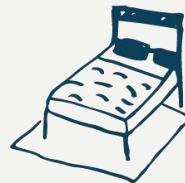
**100%** local spa



**8** Bulk Shops



**439589**  
guests in FY 22-23



**348,327** room-  
nights in FY 22-23



Getting  
to know us



## WE ARE



from Mauritius  
a 100% Mauritian  
company  
100% authentic

a hotel group  
**since 2008**



9 hotels  
1500  
Family Members

eco-committed,  
respectful towards  
environment &  
supportive of the  
local communities



proud to promote  
local talents  
eager to share  
the beauty of our Island



Made in Moris labelled,  
Great Place to Work  
and Travelife certified

We are much more  
than just a  
hotel management  
company.

**We are Attitude!**



# Our journey

2008



**Coin de Mire Attitude**  
1<sup>st</sup> hotel of the group,  
followed by  
**Lagoon Attitude**

2010



Acquisition & renovation of  
**Emeraude Beach Attitude**  
(today **Sunrise Attitude**)  
Opening of the  
**Marine Discovery Centre**

Launch of  
**Green Attitude**  
programme

2012

Launch of  
**Otentik Experiences**



2011



Acquisition of  
**Tropical Attitude &  
Récif Attitude**



Management of  
**Friday Attitude**





**2013**

Management & renovation of  
**Paradise Cove Boutique Hotel**

Opening of  
**Zilwa Attitude Hotel**



Launch of  
**Green Attitude Foundation**

**2014**



**2015**

Opening of  
**The Ravenala Attitude**



Obtaining  
**'Travelife Gold Award'**

Obtaining  
**'Great Place To Work'** label

Launch of  
our signature restaurants  
**KOT NOU & TABA-J**

**Paradise Cove Boutique hotel**  
joins the **Small Luxury Hotels**  
of the world

**2017**

**2018**

First edition of  
**Konpoz to Lamizik**

Attitude celebrates its  
**10 years anniversary**







Launch of

**Positive  
impact**  
2020



**Sustainable  
Tourism Award**  
Top performer

2022



Application for  
**B Corp**

Zilwa Attitude Hotel  
celebrates its  
**15 years anniversary**

Attitude celebrates its  
**15 years anniversary**

2023

2019

Obtaining  
**'Made in Moris'**  
Label

Inauguration of  
**our first eco-committed  
hotel - Lagoon Attitude**



2021

Opening of  
**Sunrise Attitude**



Launch of  
**POZ, Teabaz & Bulk shop**

All our hotels  
**becoming eco-committed**



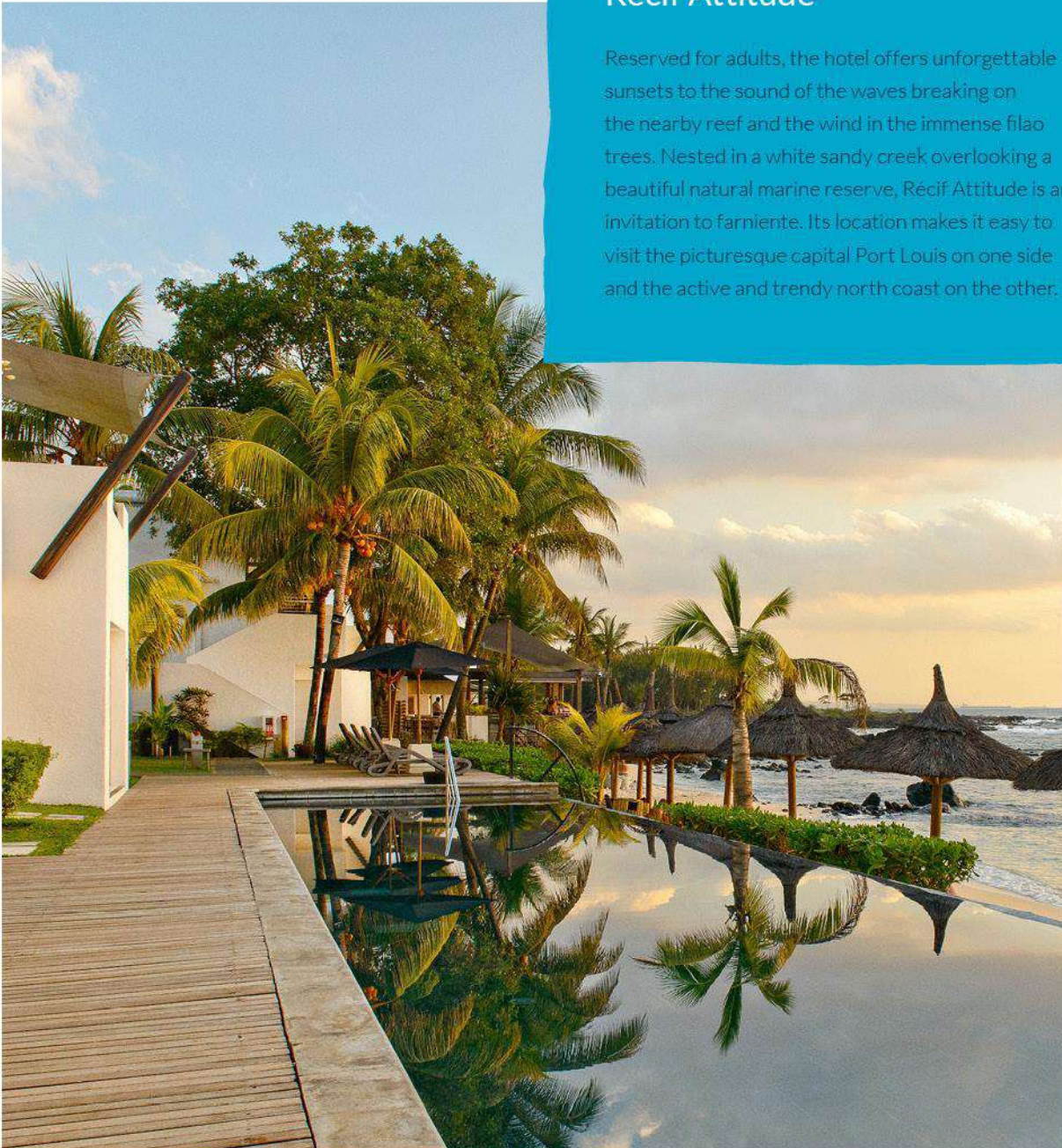
## OUR HOTELS

Attitude Group was launched in 2008 with the aim to think outside the box with a new 'Attitude', encouraging guests to discover the authentic soul of Mauritius and position itself as a responsible economic player that supports sustainable development. Today our group manages nine hotels, known collectively as Attitude Hotels, and employs 1,499 people, known as Family Members, within the hotels and the head office.



## Récif Attitude

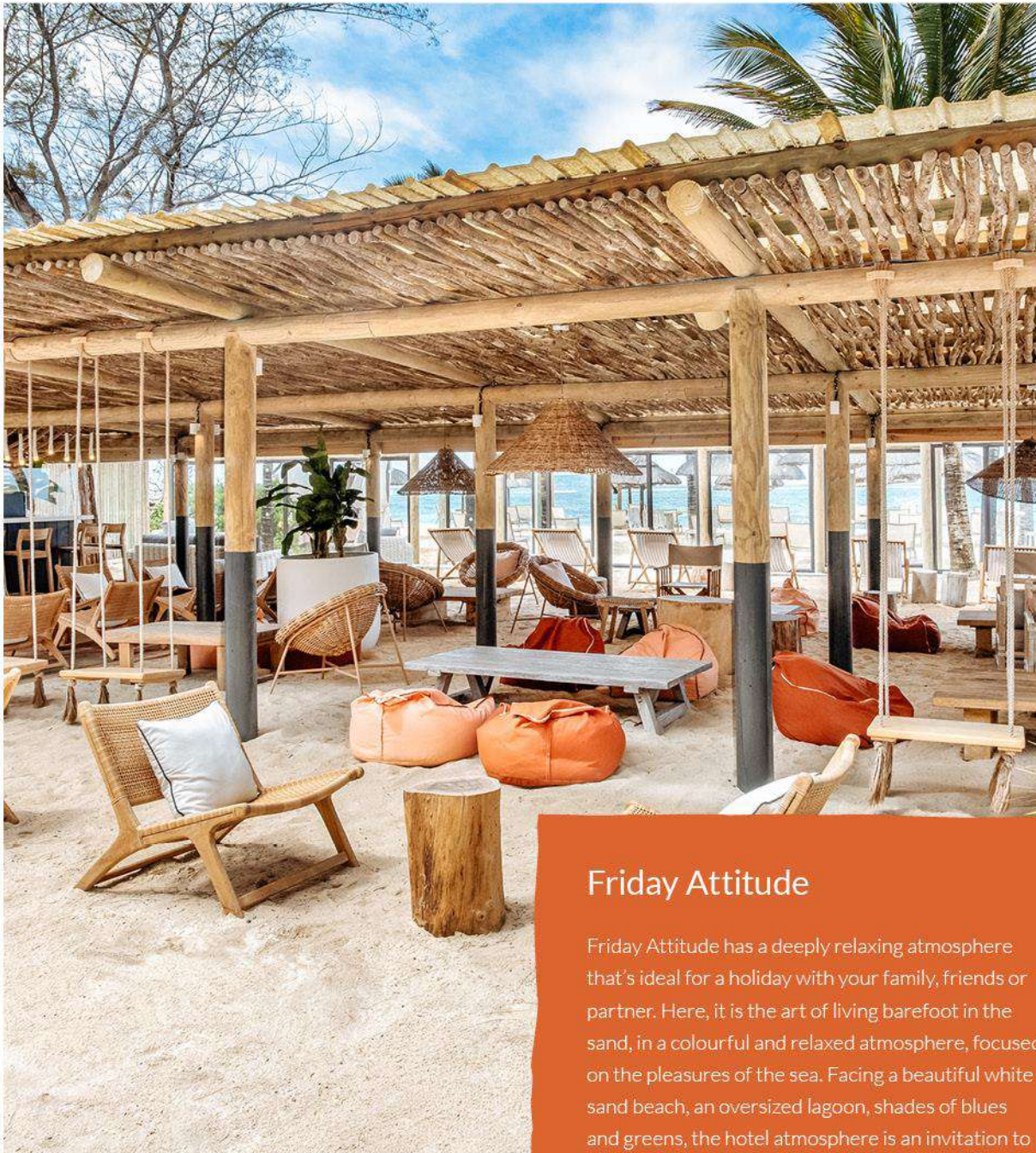
Reserved for adults, the hotel offers unforgettable sunsets to the sound of the waves breaking on the nearby reef and the wind in the immense filao trees. Nested in a white sandy creek overlooking a beautiful natural marine reserve, Récif Attitude is an invitation to farniente. Its location makes it easy to visit the picturesque capital Port Louis on one side and the active and trendy north coast on the other.



\*Currently on renovation

- 3\* Superior
- Pointe aux Piments
- Adult-Only Hotel
- 70 rooms
- 3 categories of rooms
- 4 restaurants
- On site: land & water activities, spa
- 84 Family Members
- GM: Warren Foo Tam Fong (since 2019)





## Friday Attitude

Friday Attitude has a deeply relaxing atmosphere that's ideal for a holiday with your family, friends or partner. Here, it is the art of living barefoot in the sand, in a colourful and relaxed atmosphere, focused on the pleasures of the sea. Facing a beautiful white sand beach, an oversized lagoon, shades of blues and greens, the hotel atmosphere is an invitation to idleness, sunbathing, swimming and snorkelling.

- 3\* Superior
- Trou d'Eau Douce
- Family-Friendly Hotel
- 50 rooms
- 2 categories of rooms

- 3 restaurants
- On site: land & water activities, spa, kids club
- 55 Family Members
- GM: Ravi Kowlessur (since 2019)





## Coin de Mire Attitude

Halfway between the peaceful village of Cap Malheureux and the dynamic Grand Baie, Coin de Mire Attitude is the ideal starting point for exploring the diversity of the north coast. Cosy and friendly, its green paths reveals one of the most stunning views the island has to offer, the majestic islet Coin de Mire sitting on the horizon.

- 3\* Superior
- Bain Boeuf
- Family-Friendly Hotel
- 122 rooms
- 4 categories of rooms

- 3 restaurants
- On site: land & water activities, spa, gym, kids club
- 109 Family Members
- GM: Ravi Venkanna (since 2008)



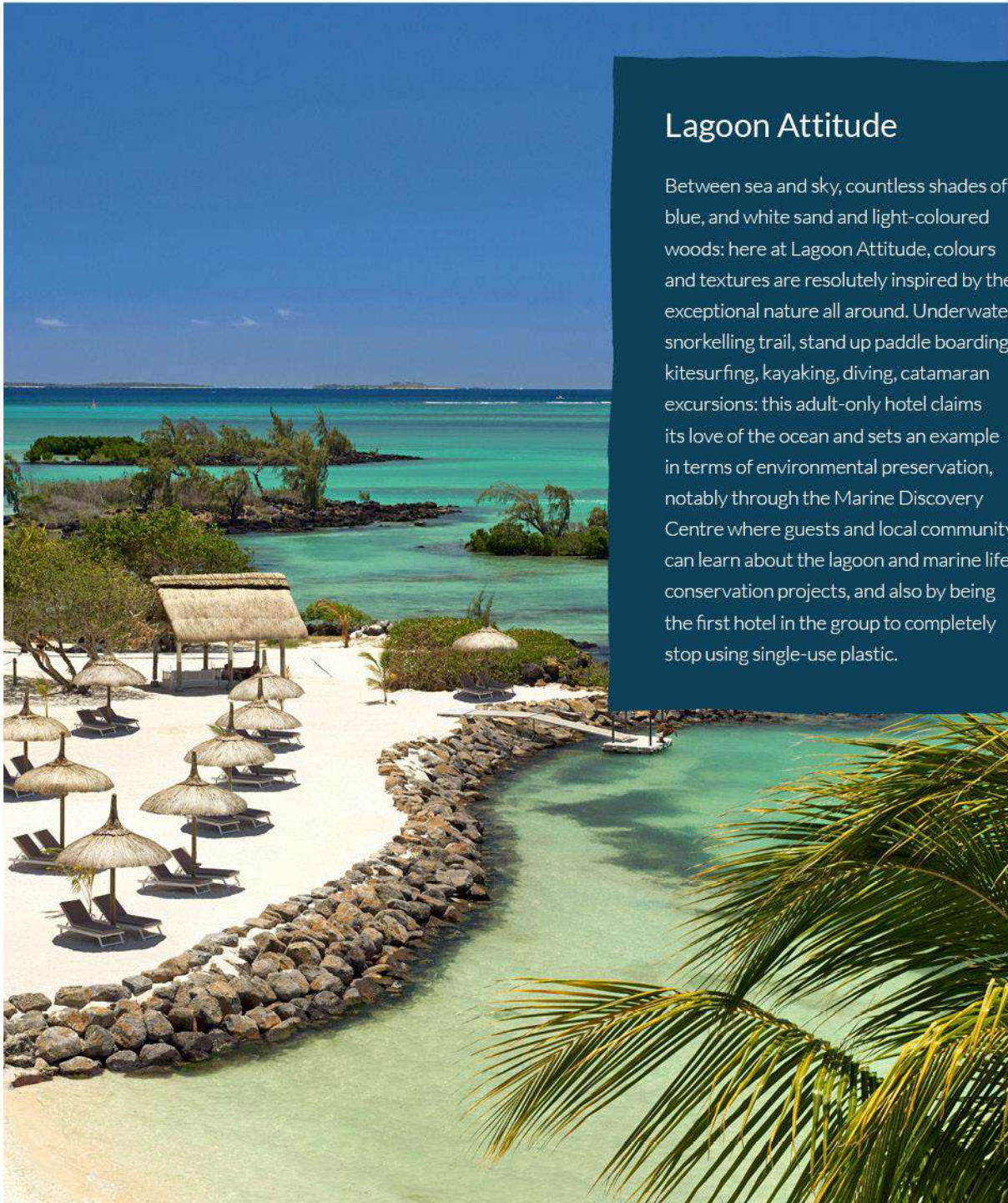


## Tropical Attitude

The hotel closest to the sea is the Tropical Attitude! Located on the east coast of Mauritius, the hotel fringes a tranquil lagoon in the peaceful fishing village of Trou d'Eau Douce,. This boutique hotel, reserved for adults, offers an extraordinary panorama: Ile aux Cerfs and Lion Mountain. A privileged setting where time seems to have come to a standstill, only interrupted by outings in the lagoon, a petanque or snooker game and naps under the coconut trees.

- 3\* Superior
- Trou d'Eau Douce
- Adult-Only hotel
- 58 rooms and 11 villas
- 3 categories of room
- 4 restaurants
- On site: land & water activities, spa, open fitness corner
- 77 Family Members
- GM: Désiré Prodigson (since 2015)



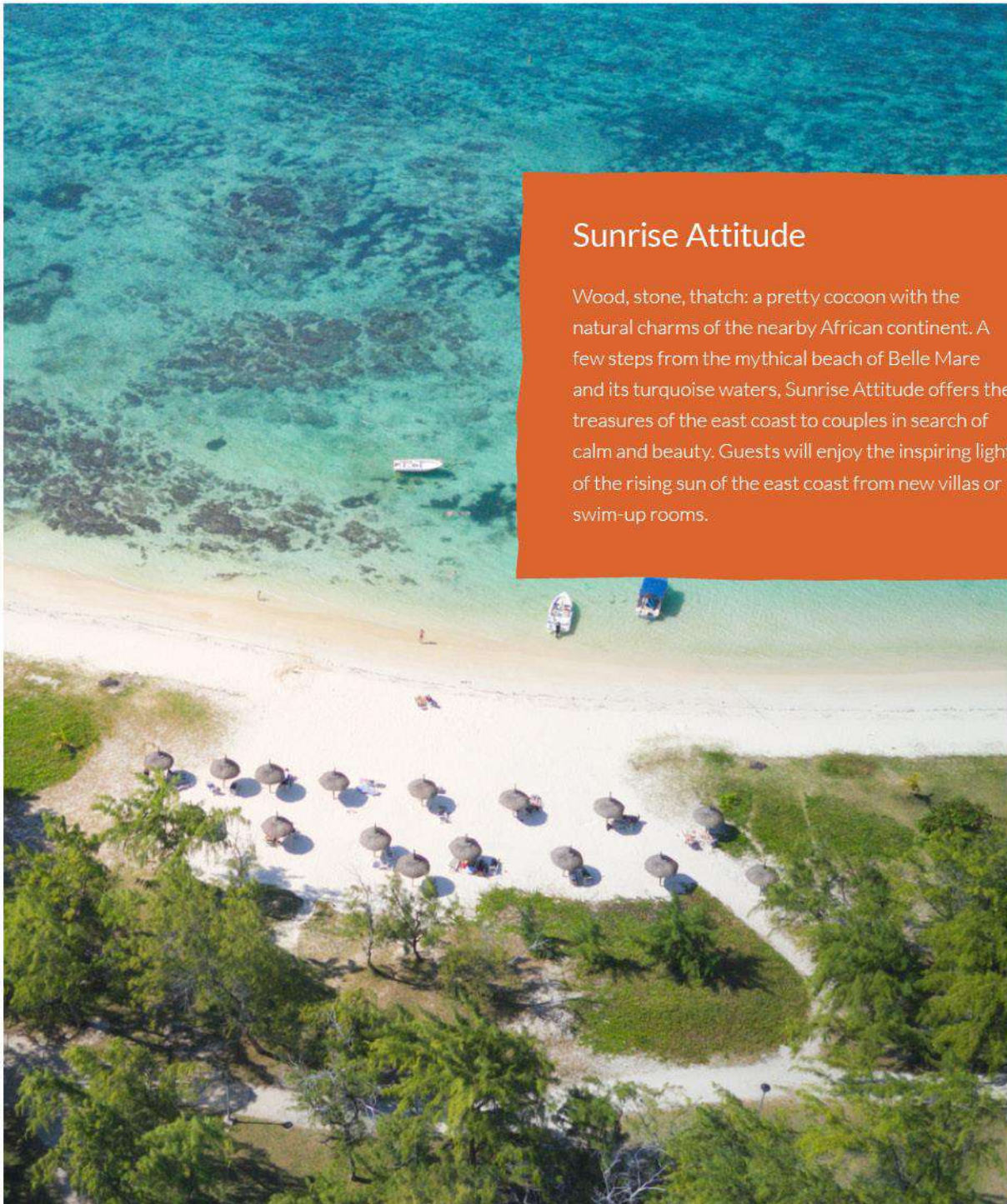


## Lagoon Attitude

Between sea and sky, countless shades of blue, and white sand and light-coloured woods: here at Lagoon Attitude, colours and textures are resolutely inspired by the exceptional nature all around. Underwater snorkelling trail, stand up paddle boarding, kitesurfing, kayaking, diving, catamaran excursions: this adult-only hotel claims its love of the ocean and sets an example in terms of environmental preservation, notably through the Marine Discovery Centre where guests and local community can learn about the lagoon and marine life conservation projects, and also by being the first hotel in the group to completely stop using single-use plastic.

- 4\*
- Anse La Raie
- Adult-Only Hotel
- 182 rooms
- 5 categories of rooms
- 5 restaurants
- On site: land & water activities, spa, gym, Marine Discovery Centre
- 206 Family Members
- GM: Rubens Maureemootoo (since 2018)



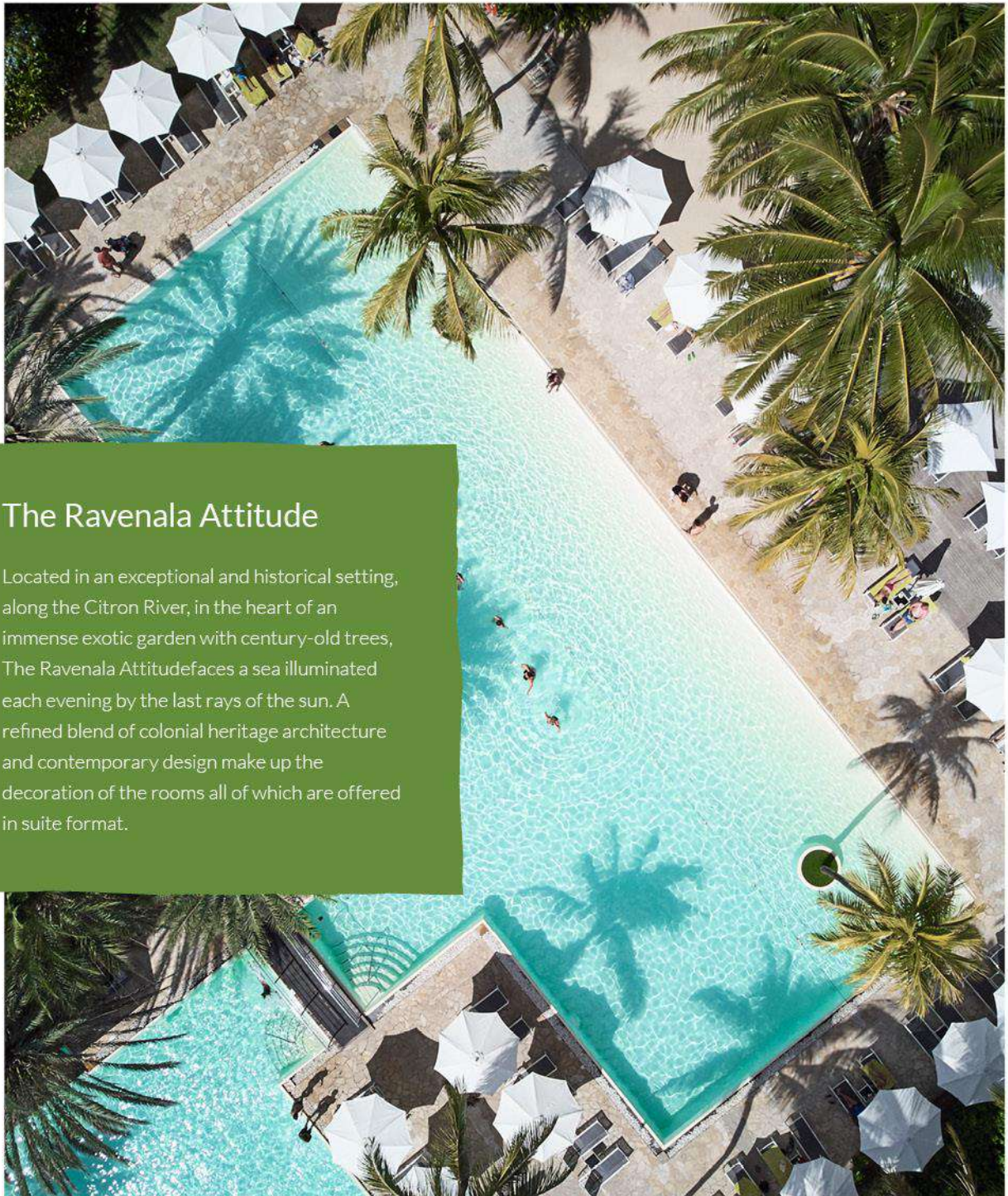


## Sunrise Attitude

Wood, stone, thatch: a pretty cocoon with the natural charms of the nearby African continent. A few steps from the mythical beach of Belle Mare and its turquoise waters, Sunrise Attitude offers the treasures of the east coast to couples in search of calm and beauty. Guests will enjoy the inspiring light of the rising sun of the east coast from new villas or swim-up rooms.

- 4\*
- Belle Mare
- Adult-Only hotel
- 145 rooms and 8 villas
- 4 categories of rooms
- 4 restaurants
- On site: land & water activities, spa, gym
- 66 Family Members
- GM: Kevin Govinden (since 2019)



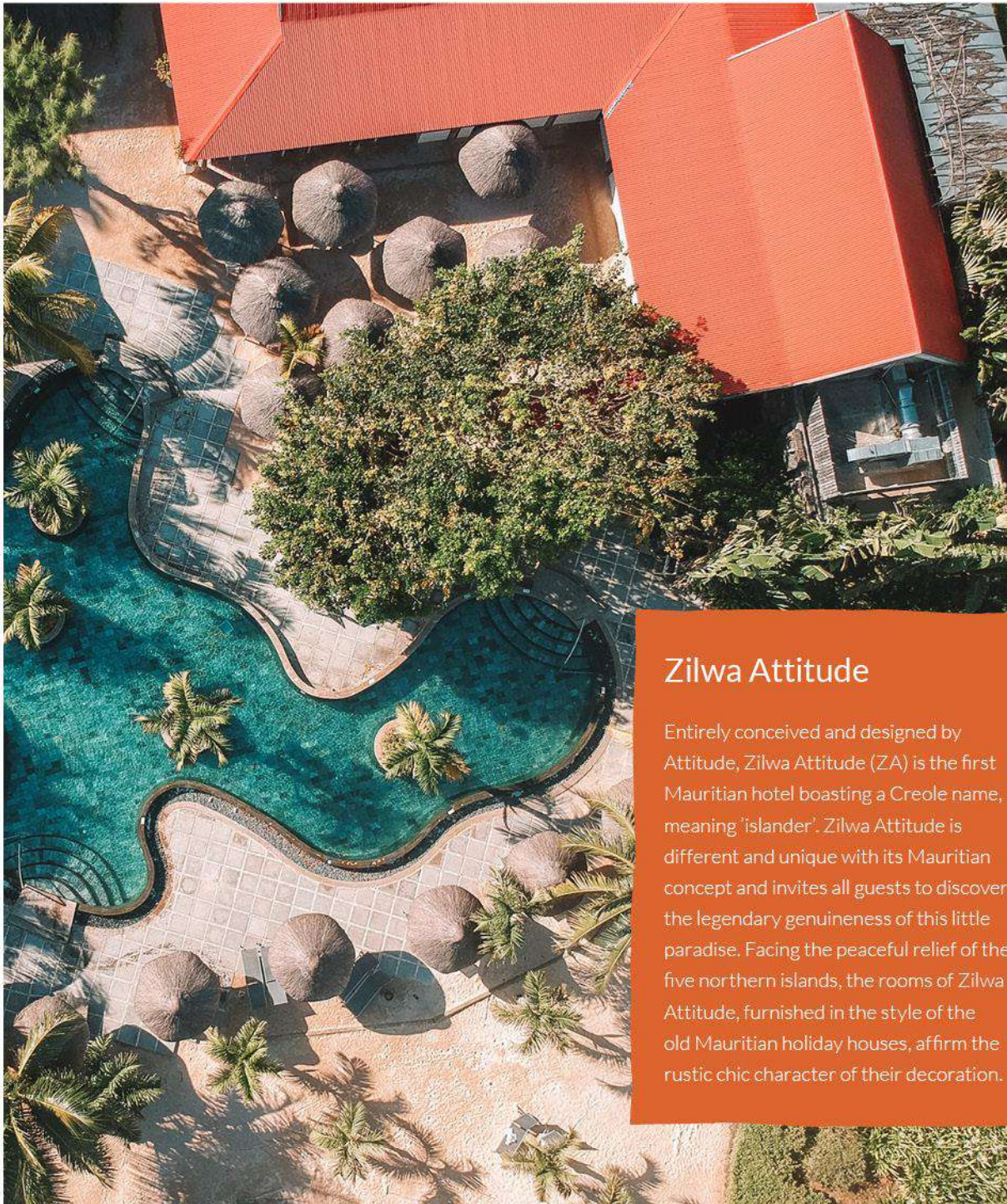


## The Ravenala Attitude

Located in an exceptional and historical setting, along the Citron River, in the heart of an immense exotic garden with century-old trees, The Ravenala Attitude faces a sea illuminated each evening by the last rays of the sun. A refined blend of colonial heritage architecture and contemporary design make up the decoration of the rooms all of which are offered in suite format.

- 4\*
- BalACLava
- Family-Friendly Hotel
- 272 suites
- 3 categories of suites
- 10 restaurants
- On site: land & water activities, spa, conference rooms, kids club, sport village
- 386 Family Members
- GM: Alessandro Schenone (since 2016)





## Zilwa Attitude

Entirely conceived and designed by Attitude, Zilwa Attitude (ZA) is the first Mauritian hotel boasting a Creole name, meaning 'islander'. Zilwa Attitude is different and unique with its Mauritian concept and invites all guests to discover the legendary genuineness of this little paradise. Facing the peaceful relief of the five northern islands, the rooms of Zilwa Attitude, furnished in the style of the old Mauritian holiday houses, affirm the rustic chic character of their decoration.

- 4\*
- Calodyne
- Family-Friendly Hotel
- 214 rooms
- 3 categories of rooms
- 7 restaurants
- On site: land & water activities, spa, gym, kids club, conference room
- 282 Family Members
- GM: Guillaume Tyack (since 2016)



## Paradise Cove Boutique Hotel



This prestigious boutique hotel with an international reputation is nestled in a white sandy cove on the northern tip of the island. A member of the 'Small Luxury Hotels of the World', this exceptional setting adds a romantic touch to the walks for the couples who stay here. The nobility of leather, ceramics and linen create a rare and refined atmosphere of intimacy in the rooms.

- 5\*
- Anse La Raie
- Adult-Only Hotel
- 75 rooms
- 4 categories of rooms
- 4 restaurants
- On site: land & water activities, spa, gym
- 144 Family Members
- GM: Guillaume Tyack (since 2018)



# The need for sustainability



# THE GLOBAL CONTEXT



## THE GLOBAL CONTEXT

The ecological crisis, an unprecedented event in its magnitude, pace and severity (Park, 2001), is threatening life on the planet and the questions around the survival of species are becoming more serious. According to the Living Planet Report published in 2020, the populations of mammals, birds, amphibians, reptiles and fish have decreased by 68 % in 46 years. This ecological crisis shows us the multiple dimensions of the planet's systems that are undergoing extreme changes and degradation: climate, ozone layer, air, water, land, soil, ecosystems and biodiversity. Environmental changes can significantly impact a community, a society and a country. The easiest way to understand the link between environment and society is when we consider natural calamities around the world. Storms, floods, fires, droughts and hurricanes can take human lives, threaten food security, destroy infrastructures, and people are often relocated or need to migrate. With the current climate crisis, the natural calamities increased from 4,212 events (from 1980 to 1999) to 7,348 events (from 2000 to 2019) according to the United Nations Office for Disaster Risk Reduction. The environmental problems stem from the overexploitation of natural resources for technological developments, overconsumption of energy and other resources as a consequence of rising standards of living since the Industrial Revolution. For example, researchers have established a clear relationship between our current consumption patterns and biodiversity decline (Living Planet Report, 2020). Additionally, the need for continuous economic growth to sustain and fuel capitalism is enhancing the ecological crisis by compromising the resources of future generations. Right now, 70 % of the global

population are already victims of inequality as the natural resources for the present needs are not distributed equally and evenly across the planet (World Social Report, 2020). Inequality between countries increased dramatically during the 19th and 20th century when the world's leading economies rose, leaving poorer countries behind. Branko Milanovic, an expert in inequality, stated that the growth of globalisation has fuelled an economic boom in inequality in advanced nations where only 1 % of the planet, the richest, have benefited from this system. Billionaires which consist of only 2,208 people see their wealth increase by \$2.5 billions a day while nearly half of the world's population making up to 3.4 billion people is living on less than \$5.50 a day (Public Good or Private Wealth Oxfam Report, 2019). This gap is expected to widen with the ecological crisis as resources will become scarce and the climate crisis will force people and communities to relocate. In fact, without rapid climate actions, greenhouse gas emissions will continue to increase, leading the surface temperature of the planet to rise by 3-4 °C by 2100. According to the Intergovernmental Panel on Climate Change (IPCC) report (2018), coral reefs worldwide will decline by 70-90 % with a rise of 1.5 °C in the mean global temperature. Another global issue is plastic pollution which, according to Surfrider Foundation Europe, is the main source of pollution in the ocean. Plastic, a petroleum-derived product, releases toxic chemicals upon heating. Globally, more than 400 million tonnes of plastic are produced each year and around 13 million tonnes of plastic end up in the ocean. Since the start of plastic mass manufacturing, out of the 9.2 billion tonnes produced, 75 % of plastic wastes are found to have no sustainable solution. Half the plastic consumption around the world consists of single-use plastic.

# THE LOCAL CONTEXT



## THE LOCAL CONTEXT

Mauritius is a Small Island Developing State (SIDS) found east of Madagascar in the Indian Ocean and is part of the Mascarene Islands. The natural environment in Mauritius has been subject to degradation with the introduction of exotic species, the killing of native and endemic species for food, and forest fragmentation following human colonisation for human settlement (Norder et al., 2017). In the 19th century, deforestation increased significantly as a consequence of the expansion of the sugar cane agricultural activities (Florens, 2013) and now less than 2 % of the native forest remains on the island (Yonature, 2018). In addition to anthropogenic activities, previous episodes of El Niño caused massive coral bleaching events in the Indian Ocean including Mauritian reefs (Turner et al., 2000). Local scientists estimate that 70 % of the corals in our lagoons have been degraded (bleached or dead) due to warm-water anomalies (McClanahan et al., 2005; Moothien Pillay et al., 2002, 2012). Other threats to our lagoons are nutrient enrichment and pesticides from agricultural run-offs, illegal dumping in the lagoon, untreated wastewater, destruction of important ecosystems such as wetlands, seagrasses and mangroves, and plastic pollution. These drastic changes in the natural ecology of the island are already creating a pressure on society by preventing natural ecosystems from functioning adequately and delivering their services (protection of coastline against erosion, absorption of water). Moreover, the climate crisis and other environmental problems such as the continuous destruction of Ecologically Sensitive Areas (ESAs) are threatening the remaining biodiversity and the Mauritian society. For instance, the degradation of the lagoons are threatening the livelihood of artisanal fishers and the destruction of wetlands are causing accumulations of water in localised regions (the

north and the west), therefore resulting in flooding. Localised floods have become more frequent in Mauritius with a lethal case in March 2013 causing 11 deaths (Kelly, 2013). With the climate crisis, the predictions are that Mauritius is expected to have a long dry season in the first half months of summer but is also expected to have rapid and heavy rainfall in the second half of summer. As a consequence, Mauritius is expected to experience both – droughts and flash floods, which will affect the vulnerable communities. Island nations are among countries with very high risk according to the WorldRiskIndex 2012-2016. The World Risk Report (2017) places Mauritius at the 5th position for beaches most exposed to natural disasters such as storms and sea-level rise. Without a proper strategy to address the climate crisis, the livelihoods of local communities in coastal regions will be in danger. It is hence vital that we anticipate, make use of resources efficiently and sustainably and help these communities. Mauritian culture is threatened by globalisation because the island's identity is being overlooked and a homogeneous set of values and beliefs is being promoted. Corporates have encouraged consumer culture and exploitation of workers, drowning out the local trades and businesses. By the end of the 20th century, Mauritius had many carpenters and shoe repair shops but those skills soon disappeared with the importation of furniture, shoes and other products. Women used to make bags out of screwpine leaves but these are becoming rare. As a consequence, Mauritius' economy relies greatly on sugar cane exportation and on international trade. Since there are new industries rising in the country, it becomes very difficult for the locals to make a living out of traditional skills such as carpentry, bag making, singing, dancing and cooking. At Attitude Hotels we try to improve the situation, promoting local crafts, craftsmanship and culture by directly working with local people, favourising their products and services.

# ATTITUDE'S SUSTAINABILITY STRATEGY



# OUR MATERIAL TOPICS

This year Attitude conducted a materiality assessment to ensure that we prioritize issues with the greatest impact on our business, community, and the environment and those that matter most to our stakeholders.

## Our Materiality Process

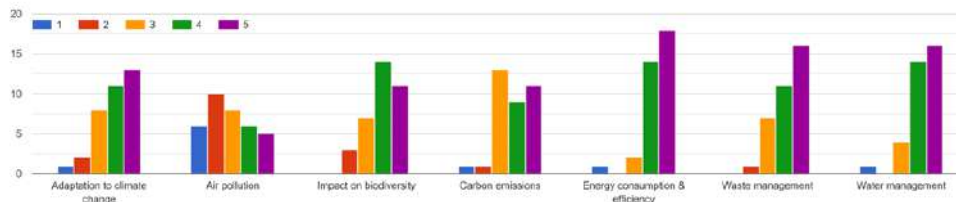
In order to refine our understanding of the key challenges and address them strategically, we have conducted a materiality assessment using a three-step process:

- **identification:** An initial internal consultation and a review of existing standards which enabled us to identify an exhaustive list of topics that are directly or indirectly connected to our business and stakeholders' interests.
- **assessment:** We design a questionnaire sent to over +100 main stakeholders both internally and externally.
- **prioritization:** After gathering input from our stakeholders through the questionnaire, we meticulously analyze the responses to determine the relative significance of each most critical topics that require immediate attention and strategic actions.

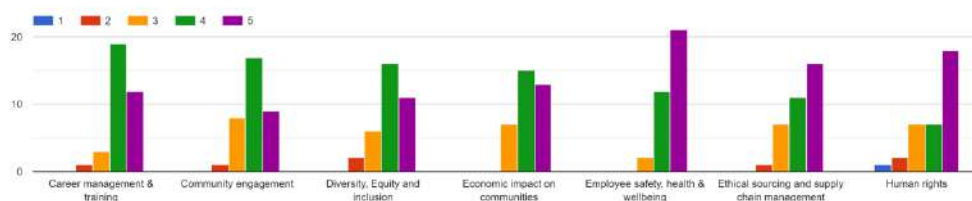
## The Materiality Matrix

Our analysis, drawing from input from employees (43%), board members (11%), and guests, suppliers, and partners (46%), identified key focal points for our business. Environmental concerns—specifically, climate change adaptation, energy efficiency, and water management—emerged prominently. Likewise, social issues such as employee safety, wellbeing, and career development were highlighted. Notably, our current actions in addressing these areas received ratings of over 4,1 out of 5. Moving forward, guided by these insights, we remain committed to proactive and impactful sustainability initiatives.

In your view, what are the most urgent environmental issues that Attitude should address as part of its sustainability efforts?



In your view, what are the most urgent social issues that Attitude should address as part of its sustainability efforts?

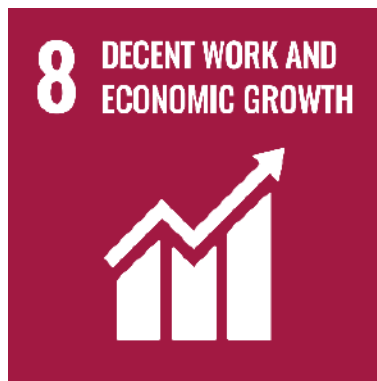


# SUSTAINABLE DEVELOPMENT GOALS

The SDG Impact Standards are voluntary internal management standards designed to help businesses and investors embed sustainability and the SDGs into their management systems and decision-making practices.

It is undeniable that social challenges are closely associated with environmental degradation, for example destruction of ecosystems, and economic issues, for instance the widening gap in social inequality. The initiatives and actions we take at Attitude Hotels aim, as much as possible, to be aligned with the 2030 Agenda for Sustainable Development which consists of 17 Sustainable Development Goals (SDGs), adopted by the member states of the United Nations in 2015 (including Mauritius).

Although our strategy involves the SDGs, our group focuses mainly on three goals where clear objectives are set, and the results can be quantified and translated to ensure that the targets are being met. These three objectives are in fact closely linked to our group's touristic activity and are therefore priorities:



**“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.”** Sustainable development can only be achieved through inclusion. Progress is required to create decent employment opportunities for youth and the local community, and to ensure a safe working environment for all.



**“Ensure sustainable consumption and production patterns.”** Scientists have concluded a clear relationship between destruction of the natural environment and production and consumption patterns of modern society. It is crucial that our current material footprint (indicator reflecting the consumption of natural resources) decreases and the natural resources are sourced locally and used sustainably.



**“Conserve and sustainably use the oceans, seas and marine resources for sustainable development.”** The marine environment sustains millions of people around the world including Mauritius and plays a key role in the climate crisis. The oceans and their marine ecosystems are important natural carbon sinks and support people's economic, social and environmental needs. Current anthropogenic pressures are however significantly altering the marine ecosystems and threatening marine life.



## Synergy between operational goals and SDGs

Related	Main focus	1 People	2 Planet	3 Prosperity	4 Partnership	5 Peace	6 Pollution	7 Energy	8 Economic growth	9 Society	10 Infrastructure	11 Innovation	12 Industry	13 Environment	14 Life	15 Culture	16 Community	17 Governance
	Operational goals	1	2	3	4	5	6	7	8	9	10	11	12	13	14		17	
we protect the environment	Reduce our carbon footprint																	
	Set up an efficient energy strategy																	
	Set up an effective water management strategy																	
	Set up a sustainable waste management strategy																	
	Promote protection of marine & coastal ecosystems																	
	Reduce the use of chemicals																	
we support the local economy	Amplify the contribution to the local economy																	
	Partner with local entrepreneurs																	
	Promote local craftsmanship																	
we care about the local community	Provide fairness for Mauritians within the workplace																	
	Encourage the professional progress of our Family Members																	
	Encourage the personal growth and well-being of our Family Members																	
	Develop and support projects championing the local culture																	
	Adopting inclusive development program to adress DEI issues																	
	Support local NGOs																	

Nevertheless, even if we put all our heart and efforts into strengthening our commitments to these three SDGs, we do not forget the other 14 SDGs in our decisions. We take into account the interconnections and the transversality of the different SDGs and work in a way to avoid any eventual bad impact it could have on other SDGs and rather strengthen the synergies between them. For example, we will always focus on building strong partnerships with local economic actors (SDGs 8 and 17) but we are also mindful about selecting those practicing with less packaging or no harmful chemicals (SDG 15).

The UN SDGS (United Nations Sustainable Development Goals) are part of our blueprint in defining our sustainability strategy and we are committed to contribute towards their achievement.

# SUSTAINABILITY CHARTER

Our sustainability charter represents our strategy that revolves around three core commitments that summarizes the operating principles on how we will conduct our business. Our commitments are defined as the Strategic Goals (SGs) of the group and are broken down into different Operational Goals (Ogs), which are our main lines of work. We use Key Performance Indicators (KPIs) as tools to measure and quantify the Ogs of the company to visualize our efficiency into achieving OGs.

## Our commitments

We protect our  
environment



#1

As a hotelier, and an economic player that benefits from a luxuriant nature, especially the lagoon, we believe we need to actively participate in its preservation.

We support the  
local economy



#2

We mainly source from Mauritian producers, whenever possible, and build strong partnerships as we know that it directly benefits the local economy.

We care about the  
local community



#3

True to our commitment from the early days, we are always dedicated to supporting Mauritian artists and our Family Members to perpetuate our local heritage.



## STRATEGIC GOAL 1: We protect our environment

No. OG	OG	Main work axis	No. KPI	Indicators	Unit of measurement
1.1	Reduce energy consumption and GHG emissions	Measuring and reporting on our Carbon Footprint	1.1.1	Carbon footprint (Scope 1, 2 & 3)	tCO2e
		Implement efficient energy initiatives	1.1.2	Total energy consumed	kWh
			1.1.3	Total energy consumed per guest night	kWh / GN
		Increasing our veg and vegan food offer	1.1.4	Percentage of vegetarian or vegan dishes	%
			1.1.5	Amount of high emission food purchased	kg
1.2	Set up an effective water management strategy	Reduce the volume of water used	1.2.1	Total water consumption	L
			1.2.2	Rate of water consumption per overnight stay	L / GN
1.3	Set up a sustainable waste management strategy	Reduce the amount of wastes generated from the operations	1.3.1	Amount of recyclable waste diverted from landfill	kg
			1.3.2	Percentage of recyclable waste by category	%

		Eliminate Single-Use-Plastics in the operations	1.3.3	Number of SUP items substituted	Number
			1.3.4	Number of SUP removed from the guest journey	Number
			1.3.5	Number of items that are on deposit system	Number
			1.3.6	Percentage of our total purchase that it represents	%
1.4	Promote environmental advocacy	Creating awareness on sustainability topics	1.4.1	Number of Family Members who participated in the Climate Fresk workshop	pax
			1.4.2	Percentage of training which is linked to sustainability	%
		Feedback from the Guest satisfaction survey on sustainability initiatives	1.4.3	Miray Lesparwar tight rate	%
			1.4.4	Eco awareness of our guests	%



## STRATEGIC GOAL 2: We support the local economy

No. OG	OG	Main Work Axis	No. KPI	KPI Description	KPI Unit
2.1	Increase the share of local purchases	Prioritise the purchase of local businesses	2.1.1	Percentage of local F&B suppliers labelled 'Made in Moris'	%
			2.1.2	Percentage of spending on local suppliers for goods	%
			2.1.3	Percentage of local procurement per category of products	%
2.2	Promote local craftsmanship	Showcasing local artisans in our hotels	2.2.1	Number of local craftspeople who sold their products in Otentik Bazar	number

### STRATEGIC GOAL 3: We care about the local community

No. OG	OG	Main Work Axis	No. KPI	KPI Description	KPI Unit
3.1	Maintain a safe and healthy working environment	Set up of Employee satisfaction survey	3.1.1	Score obtained for label 'Great Place To Work'	%
		Give our Family Members benefits	3.1.2	Number of Mari Top given	Number
			3.1.3	Number of Zenfan Lakaz	Number
			3.1.4	Number of FMs having received Long service award	Number
			3.1.5	Number of days of access to the Health Month service for all FMs	Number
			3.1.6	Percentage of participants to the Health Month service over the total number of FMs	%
			3.1.7	PSS (profit sharing scheme)	%
			3.1.8	Contribution to Pension plan	%



			3.1.9	Number of employees having participated in wellness programs	Number
			3.1.10	Number of hours of participation in wellness programs	Number
3.2	To provide a fair and equitable environment for all FMs	Promoting gender equality	3.2.1	Ratio of male and female employees at managerial level	%
			3.2.2	Ratio of male and female employees at executive level	%
			3.2.3	Number of days for paternity leaves	Number
		Hiring and retaining a diverse workforce	3.2.4	Number of employees with disability	Number
			3.2.5	Number of NGOs we work with for disabled persons	Number
3.3	Encourage career management and training of our Family Members	Support the progress of our Family Members	3.3.1	Percentage of FMs getting an internal promotion within the group	%

		Provide our Family Members with trainings	3.3.2	Total training hours	Number
			3.3.3	Percentage of total training hours	%
			3.3.4	Average training hours per employee	Number
			3.4.1	Number of operations with local community engagement	Number
3.4	Supporting projects in the local community	Identifying and provide assistance to NGOs	3.4.2	Number of beneficiaries by operation	Number
			3.4.3	Number of sponsored actions	Number
			3.5.1	Percentage of Guests aware of Otentik Experiences	%
3.5	Enhancing the local culture	Encourage our guests to explore and discover the Mauritian culture	3.5.2	Percentage of Guests occupancy at Kot Nou	%
			3.5.3	Percentage of occupancy at Otentik Dinner	%
			3.5.4	Percentage of downloads of Otentik discovery app per unique guest	%



An aerial photograph of a rugged coastline. The left side of the image shows deep turquoise water with visible ripples and small waves. The right side shows a rocky shore with brown and orange rocks, some covered in green algae. White surf is visible where the water meets the rocks.

**We protect our  
environment**



## INTRODUCTION

Tourism and the environment have a very dynamic relationship; tourism depends on natural resources while environmental problems such as pollution, the climate crisis or biodiversity decline affect tourism (Stefanica and Butmaru, 2015). In other words, a natural environment with culture and social history motivates tourists to travel and generates activities while sustainable tourism leaves the natural environment unaltered and clean. Expanding tourism in a country requires an increased use of natural resources such as water and land, therefore putting an additional pressure on the ecosystem. It is potentially causing fragmentation, habitat loss, soil erosion, pollution, and discharge into the sea (Faraji rad and Aghajani, 2010). The responsibility of mitigating the impacts of tourism on the environment rests with all stakeholders engaging in touristic activities. In fact, tourism can considerably contribute to the protection of the environment and the conservation of biodiversity. It has the potential to raise awareness about environmental problems by connecting people to nature and increasing their appreciation of the environment (Faraji rad and Aghajani, 2010). Natural environments and heritages belong to the people of the world and the preservation of the world's fundamental assets is essential for future generations. At Attitude Hotels, we have been working on implementing a system of ecological management within our hotels and in our business strategy. Tourism with a positive impact will emerge with our guests, Family Members and business partners grasping the concept of environment and sustainability not just by words, but by heart (Faraji rad and Aghajani, 2010).



# ENERGY CONSUMPTION AND GHG EMISSIONS

## Measuring our Carbon Footprint

This year, we undertook our first carbon footprint exercise that includes our Scope 3 emission for FY 22-23. This comprehensive assessment was done for the financial year ending 30 June 2023 and covered all our hotels and the Head Office. In 2022, we calculated our Scope 1 & 2 emissions for the Financial year ending 30th June 2020. This exercise allows us to include our scope 3 as well. The figures in that report are still estimated as we are currently assessing the figures by an external party.

At the time of writing the report, the exercise was still in process as it should be verified by an external party and the final report is expected to be delivered by the end of April 2024.

## Energy efficiency strategy

At Attitude, we are committed to minimizing the environmental impact and promoting sustainability in all aspects of the operations of the hotels of the group. As per the carbon footprint exercise carried out in November 2022 for the financial year 2018-2019, we identified that our electricity consumption is a major contributor to our group's Scope 2 carbon emissions. Therefore, we are targeting at least a 5% energy use reduction in 4- and 5-star hotels and 3% in 4-star hotels to lower our carbon emissions and electricity costs. The below measures were implemented to increase the energy efficiency in our hotels.

### Smart utility monitoring

Earlier, we had manual record-taking in terms of electricity consumption. The transition to a cloud-based system allowed us to not only have improved accuracy over usage measurements but it also enhanced our level of transparency into energy consumption due to real-time analytics updates. We have more detailed feedback on energy use such as identifying the peak hours and areas of high consumption.

### Efficient lighting systems

Traditional lighting has been replaced by low-energy lighting in all hotels, covering 80% to 100% of guest and back-of-house areas. In selected hotels, we use solar-powered lights for outdoor pathways.

### Smart room monitoring

In selected hotels, our rooms are smartly equipped to activate and deactivate the electricity, depending on room occupancy.

### Solar water heating

In most hotels, we have transitioned from using traditional boilers to using solar water heaters for the supply of domestic hot water. Electrical heaters or gas boilers (depending on the hotel) are occasionally used for top-up.

### Efficient room air conditioning

In most of our hotel rooms, the AC units are automatically switched off when terrace doors are opened, thus reducing excessive electricity usage. In addition, white epoxy coating is used to heat

proof our building roofs. Less energy is then used to regulate temperatures in rooms and closed spaces.

Besides the above measures, guests are encouraged to become more energy conscious by providing friendly reminders in rooms and common washrooms in the hotel. Our staff members are also regularly trained in best practices for saving energy in daily operations.

#### Target

Reduce electricity consumption by 5% in 4- and 5-star hotels and 3% in 4-star hotels

Baseline year: FY 18-19

## Energy usage in our operations

There is a noticeable overall decrease in electricity consumption per guest night (GN) across all hotel categories from FY18/19 to FY22/23, which is in line with our target reduction of 5% reduction per GN. This is the result of our efforts to improve our energy efficiency and reduce our electricity consumption by 5% per GN from our baseline year FY18/19.

### Electricity consumption in kWh

	CDMA	FA	LA	RA	PCBH	SA	TA	TRA	ZA
FY 21-22	679916	509874	1264605	437262	1277094	1027752	374279	2457427	2601229
FY 22-23	897783	467338	1591731	518112	1546385	1322401	464346	1386008	2979902

### Electricity consumption in kWh per Guest Night (GN)

Hotels	FY 17-18	FY 18-19	FY 19-20	FY 21-22	22-23
CDMA	14.7	13.12	11.55	14.60	10.52
SA	14.92	16.3	17.67	31.55	16.26
FA	19.01	18.87	17.88	23.43	12.70
LA	23.14	21.68	23.5	24.02	15.45
PCBH	33.27	47.14	46.07	42.27	32.75
RA	32.46	32.58	33.97	22.83	17.32



TA	14.88	14.32	13.89	16.59	11.60
TRA	19.89	21.53	20.74	27.25	7.75
ZA				28.85	19.48

\* It's important to note that hotel operations for FY21-22 had only just resumed following the COVID-19 pandemic, resulting in lower occupancy rates.

## *Vegan menu*

We believe veganism is a positive choice for the planet – and your tastebuds. We wanted to blow all misconceptions about vegan food out of the water and make heads turn with creative, beautiful and tasty dishes that excite all guests, not just vegan ones!

Cooking and eating responsibly shouldn't feel like a dull choice. It's about conscious cuisine filled with soul, passion and flavour. We wanted to develop our vegan offering and create a signature vegan tasting menu that is truly special.

So we started searching for a prestigious vegan chef who shares our vision – and we found Alexis! Alexis Gauthier is an award-winning French chef and successful London restaurateur. He became vegan in 2016 and removed all animal products from his restaurant menus in 2021. Alexis has held Michelin stars for 12 years.

We invited Alexis to come to Paradise Cove Boutique Hotel and meet our chefs, visit our fresh produce markets, learn about our local suppliers and find out why we are dedicated to sustainable holidays.

Alexis has worked alongside our Mauritian chefs to advise, collaborate and help them think outside the box when it comes to vegan cuisine. It's about giving chefs the confidence to be creative and audacious, disconnecting from a reflex to put meat in the middle of the plate with garnishes on top. This is about taking garnishes and making them centre stage. It's about discovering mouth watering flavours, without the need for butter and cream, and experimenting with textures to lift and extract those natural flavours.

Our chefs have mastered elevating each ingredient and, together with Alexis and his team, created a vegan dining experience to be proud of.

**Did you know?**

75% fewer greenhouse gas emissions are produced by people who follow a plant-based diet compared to those who eat more than 3.5 ounces of meat daily.

That's why we have committed to reduce our GHG emissions by increasing our veg and vegan food offer in our four-star hotels.

On the 1st of July 2023, we reached our target of achieving 30% of veg and vegan menu offerings in our four-star hotels. Up to that date we were at 20-25%. In our three-star hotels, we ensure all vegetarian and vegan guests receive personalized menus to cater to their dietary preferences.

## EFFICIENT WATER MANAGEMENT STRATEGY

Using the FY 2018-2019 as a baseline, we set the target of reducing our water consumption by 5% at the group level. In order to optimize the water usage in our operations, the below initiatives are implemented.

### Smart utility monitoring system

The smart utility monitoring system also allows us to monitor our water consumption more accurately, apart from electricity consumption monitoring. Due to real-time updates, we have an idea of the peak hours and zones of high water consumption.

### Water-saving taps and showers

Flow regulators and aerators are installed in the shower heads and taps in most rooms to reduce the water flow and consumption without compromising the feel of the water pressure.

### Linen change frequency

In order to reduce our water consumption, the bed linen is changed every 3 or 4 days, depending on the hotel and client's request. We also encourage guests to hang their towels to help us in our commitment to saving water.

#### Target

Reduce water consumption by 5%

Baseline year: FY18-19

#### Water consumption in m3

	CDMA	FA	LA	RA	PCBH	SA	TA	TRA	ZA
FY 21-22	37472	5637	24785	23217	21609	37765	7852	8441	59682
FY 22-23	34888	13215	33833	41413	26033	32678	10602	1688683	71291

#### Water consumption in m3 per Guest night

	CDMA	FA	LA	RA	PCBH	SA	TA	TRA	ZA
FY 21-22	0.80	0.26	0.47	1.21	0.72	1.16	0.35	0.09	0.66
FY 22-23	0.41	0.36	0.33	1.38	0.55	0.40	0.26	9.44	0.47

\*It's important to note that hotel operations for FY21-22 had only just resumed following the COVID-19 pandemic, resulting in lower occupancy rates.



## SUSTAINABLE WASTE MANAGEMENT STRATEGY

Through sustainable waste management, we aim to minimise the amount of solid waste being disposed of in our landfill.

### Recyclable waste

We have implemented efficient collection and segregation systems, providing each property with clearly labeled bins for various types of recyclable materials, as well as a comprehensive monitoring system to oversee the recycling of standard materials such as glass, paper, cardboard, plastic, metal, used cooking oil, caps, corks, batteries, bulbs, and e-waste.

The availability of sorting bins in the public area encourages guests to assist us with this initiative. Through our main waste segregation area, our service provider collects these recyclable items from our hotels every week and deposits them to dedicated recyclers. On the other hand, food waste from buffets is collected by animal breeders for repurposing into animal feed.



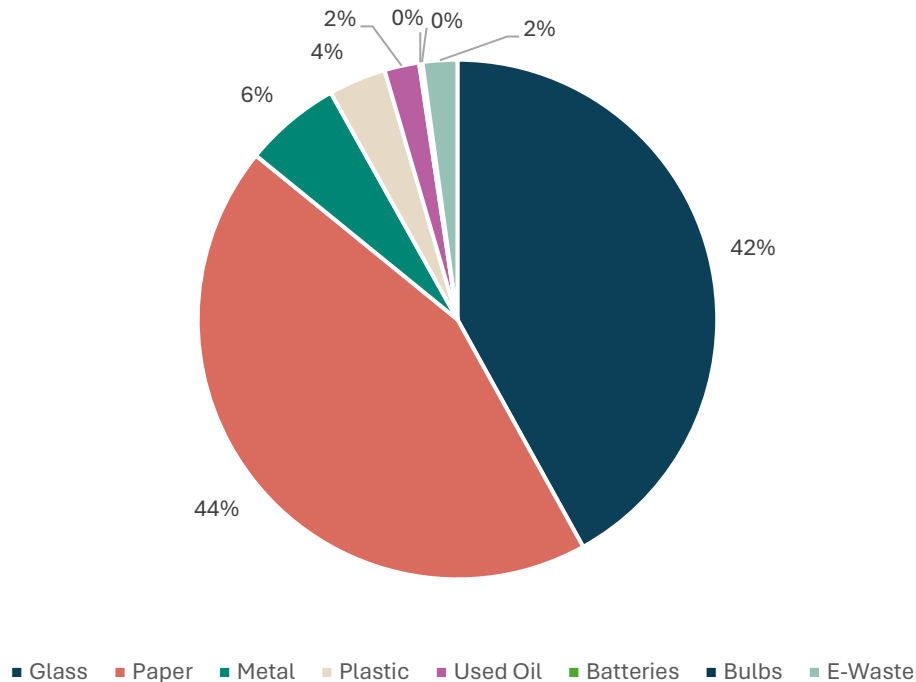
*Total amount of recyclable waste (kg) per category*

	Glass	Paper	Metal	Plastic	Used Oil	Batteries	Bulbs	E-Waste
FY 22-23	31,436	32,898	4509	2,683	1,619	123	37	1,615

# 74920 KG

recyclable waste diverted from landfill

*% of recyclable per waste category*



## Single-use plastics

Since 1 November 2020, all of Attitude’s hotels have undertaken a pledge to eradicate single-use plastics from the guest experience. This translates to a reduction of 3.6 million plastic items annually. Bottles, slippers, cotton swabs, individual packaging for cutlery, keys, garbage bags, shower caps: these are just some of the 50 items that have been permanently removed from our hotels. However, fret not, as we have introduced environmentally friendly alternatives wherever necessary.

In collaboration with Dopper, a renowned water flask brand dedicated to combating plastic pollution, Attitude Hotels now offers guests a Dopper flask upon arrival. This flask can be utilized throughout their stay, with the option to refill it with ice-cold water from the complimentary fountains situated across each resort. Additionally, guests have the opportunity to purchase the flask for personal use beyond their stay.

There are no longer any individual bags of sugar, teas, coffees or snacks in our rooms. Instead, guests are invited to the hotel’s Bulk Shop to stock up on what they need by using the refillable glass jars.

## Other initiatives

We actively collaborate with our suppliers to minimize individual packaging wherever feasible. Our supplier management strategy revolves around several core principles:

**Bulk Purchasing:** We prioritize bulk purchasing to diminish packaging waste and lessen the environmental footprint associated with packaging materials. Through bulk procurement, we optimize resource utilization and substantially reduce packaging usage.

**Consignment-Based Approach:** In partnership with our suppliers, we implement a consignment-based approach emphasizing efficient inventory management. This method helps streamline storage requirements, mitigate the risk of overstocking, and foster sustainability by eliminating the need for

excess packaging. It aligns seamlessly with our dedication to waste reduction, sustainability, and the circular economy.

As examples of our sustainable practices:

- We've instituted a return and refill system with Archemics, one of our suppliers of chemical products. Their product containers are returned for refilling, effectively reducing the necessity for new packaging. This practice extends to products utilized in Housekeeping, Laundry, Stewarding, and Maintenance departments.
- In a bid to curtail packaging waste, we've transitioned to receiving coffee beans in reusable glass jars instead of single-use plastic packaging.
- Our delivery of fresh fruits and vegetables operates on a crate deposit system, significantly minimizing the utilization of disposable packaging. This accounts for a substantial portion of the raw materials we procure.

## AWARENESS ON ENVIRONMENTAL TOPICS

### Guest engagement on sustainability

Attitude is deeply committed to sustainability and environmental stewardship. Beyond implementing our own initiatives, we believe in engaging our guests in our mission to create positive change. Through our post-stay surveys, we want to gauge guest awareness of our sustainable practices and their willingness to participate in our initiatives. We ask guests about their observations of our sustainable commitments during their stay, aiming to assess the visibility and impact of our initiatives firsthand. This feedback not only helps us understand our strengths but also identifies areas for improvement, enabling us to continuously enhance our sustainability efforts.

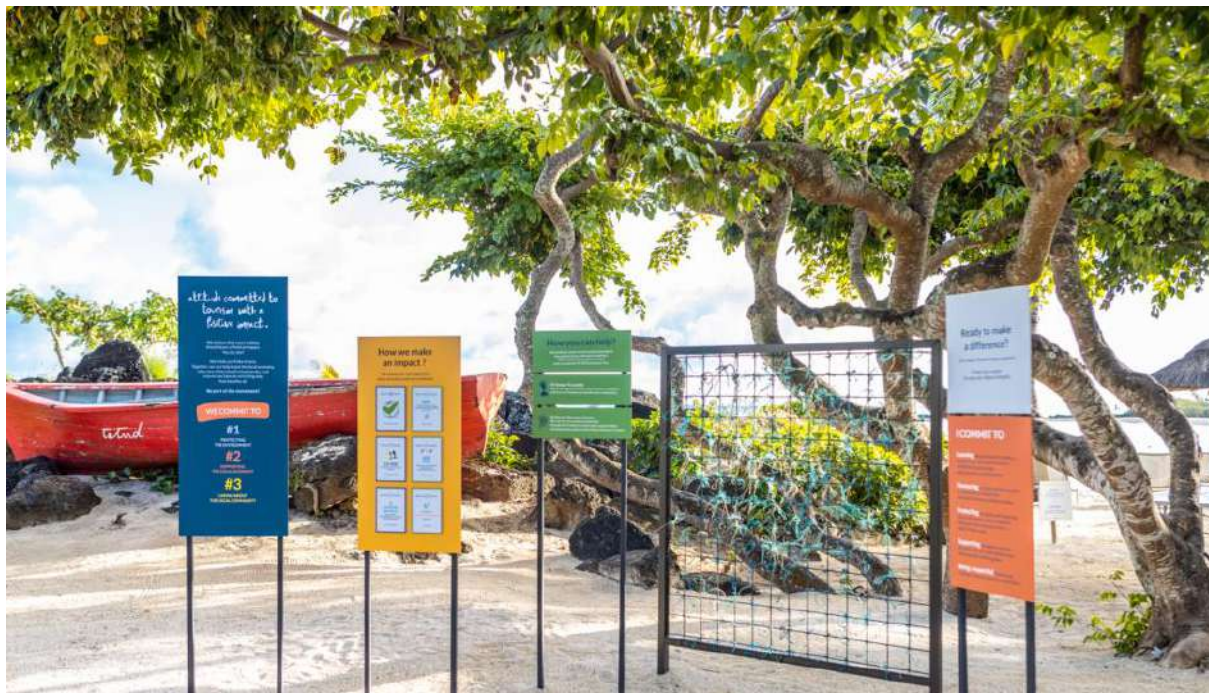
Moreover, we inquire about guests' perceptions of our sustainable actions, seeking to evaluate their effectiveness and relevance. By soliciting direct feedback, we gain valuable insights into how our initiatives resonate with our guests and how we can better align our efforts with their expectations and values.

#### *Guest Awareness of Sustainable Commitments*

	TRA	RA	ZA	CDMA	LA	TA	FA	SA	All Attitude
Number of responses	905	305	958	626	902	419	299	575	4,989
Rating on 5	4.32	4.25	4.4	4.37	4.42	4.32	4.43	4.52	4.39

One distinctive aspect of our Environmental Advocacy program is the "Wall of Hope" initiative, locally known as Miray Lespwar. This symbolic gesture invites guests to tie their nets to our Wall of Hope, signifying their commitment to environmental conservation and sustainable living. By physically participating in this ritual, guests become active agents of change, symbolically contributing to the collective effort to protect our planet's biodiversity and ecosystems.





Miray Lespwar tight rate in FY 22-23

	TRA	RA	ZA	CDMA	LA	TA	FA	SA	All Attitude
Number of responses	1329	412	1,197	846	830	477	297	593	5,981
yes	7.84%	5.50%	88.21%	82.22%	72.43%	83.83%	72.09%	79.70%	83.83%
no	92.16%	94.50%	11.79%	17.78%	27.57%	16.17%	27.91%	20.30%	16.17%

## Employee engagement on sustainability

### Training on sustainability incl. environmental topics

We recognize that sustainability is not only a commitment but also a collective effort that involves every member of our team. That's why we prioritize comprehensive employee training on sustainability, to ensure that our Family Members are equipped with the knowledge and skills necessary to support our sustainability initiatives.

Through these programs, our employees learn about the importance of reducing energy and water consumption, minimizing waste generation, and protecting local ecosystems and biodiversity, supporting the local community. They also receive training on sustainable practices in various operational areas, such as housekeeping, food and beverage, and guest services, enabling them to integrate sustainability into their daily tasks and routines.

At Attitude, we emphasize the role of our employees as ambassadors of sustainability, empowering them to educate and inspire both colleagues and guests alike. By fostering a culture of environmental

stewardship within our team, we create a ripple effect that extends beyond the confines of our hotel, influencing positive change in the wider community.

#### *Training hours on sustainability topics*

	FY 21-22		FY 22-23	
	Total minutes	Average minutes per FM	Total minutes	Average minutes per FM
CDMA	123.17	1.2	77	0.7
FA	141.5	2.7	45	0.8
LA	188.75	0.9	230	0.9
RA	66.25	0.9	65	1.0
SA	318	2.1	162	0.9
TA	180	2.2	48	0.7
TRA	42.67	0.1	275	3.9
ZA	358.5	1.3	185	0.6
PCBH	417	2.5	21	0.1

#### **The climate Fresk**



In our pursuit of fostering awareness and catalyzing tangible change, we have embraced the Climate Fresk initiative.

The Climate Fresk, originating in France in 2018, offers a dynamic platform for engaging individuals in understanding the complexities of climate issues on a global scale. Through interactive workshops, this participatory project facilitates profound insights into the challenges posed by climate change.

Having observed the impact and success of the Climate Fresk globally, we were determined to introduce it at Attitude. Recognizing our role as a responsible corporate citizen deeply invested in the sustainable development of Mauritius, we collaborated with Diane Salmon, a seasoned facilitator and the local referent of the Climate Fresk, and anthropologist Daniella Bastien, who translated the materials into Creole.

Our objective was clear: to democratize access to the Climate Fresk in Mauritius. We embarked on a mission to train 200 Family Members in Climate Fresk workshops. This ambitious target underscores our unwavering commitment to driving meaningful change within our community.

Originally, the target was set for attainment by December 15th. However, by that date, we had successfully engaged 134 Family Members. Consequently, we opted to reassess the target timeline, extending it to the end of June 2024.

#### **Target**

**Have 200 Family Members participate in The Climate Fresk by June 30, 2024**





Rs *Demu kilo/2 KG*  
**125.00**  
*1/2 KG*

We  
support  
the local  
economy



Tourism is one of the biggest and fastest growing economic sectors around the world. In developing countries, tourism is considered as a tool which can be used to promote economic development and alleviate poverty as an alternative to industrialisation (Marzuki, 2011). However, the growth of tourism can negatively impact many related industries such as agriculture and handicrafts whereas its contributions to the host country's economy can be difficult to define. While private businesses have an important role to play in local economic growth, the benefits are not always equitably distributed. The tourism sector can be pro-poor and help the marginalised communities by providing them with the ability and position of benefitting financially by being included (Meyer and Meyer, 2015). This is why it is crucial that we invest in local linkages, which are different ways of creating economic links with local micro-entrepreneurs, small enterprises in the country and talents from the surrounding communities (Meyer and Meyer, 2015; Marzuki, 2011). The idea behind investing in local linkages is to use the privilege of private businesses to benefit the local economy. It can be easily achieved by looking for common ground between the company's goals and ways of generating profits for the local businesses. The mindset of the companies in the tourism industry should focus on maximising local diversification opportunities and on optimising the local linkages for long-term benefits (Marzuki, 2011). The difference we make at Attitude Hotels does not depend on the profit we make but on the way we do our business.

# INCREASE THE SHARE OF LOCAL PURCHASES

## Made in Moris label

In collaboration with Made in Moris, Attitude played a significant role in the development of the "Made in Moris Pledge". This pledge represents a commitment by companies to source products and services labelled as "Made in Moris," with the aim of creating added value for local production and the economy.

The Made in Moris Pledge serves as a powerful tool for responsible local procurement, ensuring that the supply chain is firmly anchored in local production and driving local innovation. Ultimately, it aims to establish a benchmark for responsible local procurement, leading to an inclusive, higher-value, and innovative economic fabric.

The implementation process of the pledge involves several crucial steps. It begins with identifying active suppliers and sorting existing Made in Moris brands. Defining purchase categories and effectively communicating the project to teams follows suit. Analyzing the criteria and conducting compliance visits, along with implementing a tracking dashboard, are integral parts of the process. The pledge also includes processing and integrating suppliers, offering support for supplier labelling, and ensuring compliance visits.

Attitude Hotels exemplifies the success of the Made in Moris Pledge by achieving our commitment to sourcing 50% of their Food & Beverages from Made in Moris certified suppliers. Our active involvement showcases our dedication to promoting local sourcing and contributing to the growth and sustainability of the local economy.

**As at 30th June 2023, we reached an average percentage of 52%**

*% of Food & Beverages purchased from Made in Moris certified suppliers*

	CDMA	FA	LA	RA	PCBH	SA	TA	TRA	ZA	Average all hotels incl.
FY21-22	41.6%	42.8%	40.3%	43.4%	44.9%	40%	41.5%	41.9%	32%	40.40%
FY22-23	49.8%	45.6%	63.3%	49.8%	47.7%	53.5%	53.2%	56.7%	39.8%	52.40%

## Local sourcing

When it comes to procurement, we make a conscious choice to prioritize products made right here in Mauritius. This means we actively seek out local artisans and suppliers, even when cheaper alternatives may be available through imports. By doing so, we not only support the local economy but also reduce our carbon footprint by minimizing transportation emissions.

We understand that sustainability is a collaborative effort, which is why we actively engage with local partners to build enduring relationships. These partnerships are not just transactional; they're built on mutual respect and shared values. By aligning our objectives with those of our partners, we create opportunities for both parties to thrive.



Our support for local businesses goes beyond just purchasing their products. We believe in empowering entrepreneurs to diversify and grow their ventures. Whether it's providing mentorship, sharing resources, or offering financial assistance, we are committed to helping local businesses succeed.

## The takamaka example



Alexander is an experienced oenologist who knows all about creating wines with grapes. But what about the local fruits found right here in Mauritius? Could he create wine from lychees? Alex was up for the challenge!

After meticulous experimentation and blending techniques, Alexander and his team unveiled a truly unique creation: Takamaka wine. This exquisite white and rosé wine, made from local lychees, offers a delightful flavor profile that is both refreshing and indulgent. It's the perfect accompaniment to a variety of dishes, from spicy curries to savory cheeses and fresh salads.

What sets Takamaka wine apart is not just its exceptional taste, but also its commitment to local sourcing and production. Made entirely on the island, the wine doesn't have to travel far to fill your glass, reducing carbon emissions and supporting the local economy. From the cultivation of the lychees to the expertise of the winemaking process, every step involves local produce, local know-how, and local workers.

At Attitude Hotels, we're proud to showcase Takamaka wine as a prime example of local innovation and craftsmanship. By featuring this unique creation in our hotels, we aim to give a spotlight to Mauritian flavors and provide guests with an authentic taste of the island during their stay.

## PROMOTE LOCAL CRAFTSMANSHIP

### *Otentik Bazar*

Otentik Bazar has been created with the aim of providing local artisans access to our hotel spaces. These vibrant markets serve as platforms for artisans and creators to showcase their unique, made-in-Mauritius products. The richness of Mauritian craftsmanship is on full display, featuring a diverse array of items such as rattan baskets, bags, handbags, engravings, drawings, jewelry, and products crafted from recycled boat sails. 95% of the sale proceeds go directly to the artisan, while 5% is allocated to the Green Attitude Foundation.

Currently, eight out of our nine hotels host an Otentik Bazar. We have witnessed a remarkable growth of approximately 48% in the number of local brands participating in this initiative, rising from 25 in 2020 to 52 in 2023.



### *10 years of Zilwa!*

In 2023, we marked a significant milestone in the journey of Zilwa Attitude as we celebrated their 10th anniversary. Over the past decade, Zilwa has been deeply inspired by the vibrant and colorful culture of Mauritius.

As part of our ongoing commitment to sustainability and supporting local talent, we embarked on a special collaboration to commemorate this milestone. We entrusted Mauritian artist Gaël Froget, along with Ennsel and Magalie Avignon, founder of the French brand Enamoura, with the task of infusing our spaces with creativity and authenticity.

Gaël Froget, brimming with passion and energy, poured his artistic vision into designing unique elements such as cushions and light fittings for Zilwa's bedrooms. Ennsel, in collaboration with Gaël,

brought these designs to life using fabrics sourced from Mauritius and printing the cushions with eco-friendly ink, aligning with our dedication to sustainable practices.

Furthermore, we unveiled exclusive collections in our Otentik Bazar stores, showcasing the rich diversity of Mauritian craftsmanship. These collections are 100% local, offering guests the opportunity to acquire authentic souvenirs while supporting local artisans.

Among the offerings, the Kreol Republik presented a delightful collection of bob hats, marrying fun design with virtuous eco-recycled materials, proudly bearing the "Made in Moris" label. Additionally, H  l  ne de Senneville crafted an exclusive collection of magnets and postcards, capturing the essence of the Indian Ocean to adorn your fridge and serve as enduring mementos of your time in Mauritius.





**We care  
about  
the local  
community**



## INTRODUCTION

In 1990, Martin Albrow and Elizabeth King, two sociologists, defined globalisation as “all those processes by which the peoples of the world are incorporated into a single world society”.

Globalisation is closely linked to tourism; both are dependent on each other – globalisation gave rise to and encourages tourism by opening doors to different corners of the world while tourism is part of the globalisation process (Song et al., 2018). Although this phenomenon has enabled the exchange of values, ideas, cultures, experiences, and goods, it is contributing to the reckless loss of cultural identity (Sadykova et al., 2014), especially in southern countries. Therefore, the potential negative impacts of tourism on local communities in terms of local customs, food, socio-cultural characteristics, and entertainment activities cannot be overlooked (Garau-Vadell et al., 2018). If done wrongly, tourism can actually be an exploitative practice and damage the local culture, environment and will eventually fail to support the economy (Sharpley, 2002). According to Gursoy and Rutherford (2004), the success of tourism is largely determined by the involvement of local people. Moreover, going beyond our barriers for cultural influence and promoting cultural communication can pave the way for successful experiences, the enhancement of our own culture and eventually raise the culture higher (Sadykova et al., 2014). This is why at Attitude Hotels, we wish to put the local population, including our Family Members, at the heart of our activity and valorise the Mauritian heritage through cultural tourism.

# MAINTAINING A SAFE AND HEALTHY WORKING ENVIRONMENT

“Ki Manier” survey is one way to ensure that we are moving in the right direction to build a culture where we can all grow individually and as a family to provide genuine local experiences to our guests. This survey is done once a year with Great Place To Work as a partner.

The results of this type of feedback process provide an understanding on how the family member perceives the organization along different dimensions.

It facilitates developmental and organizational changes, guiding us in identifying needs and leveraging strengths. Moreover, it serves as an early warning system, highlighting potential concerns among our team members. Additionally, it provides management with comprehensive feedback—both positive and negative—regarding the internal dynamics of the organization. Furthermore, it enables us to evaluate the effectiveness of current programs, policies, and procedures. Ultimately, it acts as a motivational tool, inspiring team members and enhancing overall job satisfaction.

In 2022, we received 'Great Place to Work' certification due to the array of benefits we provide to our Family Members. These encompass professional training, personalized development coaching, continual enhancement of working conditions, and active involvement in our sustainable development initiatives.

Building upon our success, in 2023, we were awarded "Best place to work" for the second consecutive year in the category of organizations with more than 250 employees.

## Employee satisfaction survey

“Ki Manier” survey is one way to ensure that we are moving in the right direction to build a culture where we can all grow individually and as a family to provide genuine local experiences to our guests. This survey is done once a year with Great Place To Work as a partner. The results of this type of feedback process provide an understanding on how the family member perceives the organization along different dimensions.

We have received the 'Great Place to Work' label for the benefits we offer to our Family Members. These include professional training, personal development coaching, constant improvement of working conditions and team participation in our sustainable development strategy.

In 2023, we were awarded "Best place to work" for the second consecutive year in the category with more than 250 employees.

### *Score obtained for the label 'Great Place to Work' at group level*

	2022	2023
Overall score obtained for the label 'Great Place to Work' after survey	82%	85%
Number of respondents	1298	1276
Participation rate	94%	91%



*Score obtained for the label 'Great Place to Work' per hotel*

	CDMA	FA	LA	RA	SA	TA	TRA	ZA	PCBH	HO
FY21-22	85.0%	99.0%	77.0%	97.0%	98.0%	94.0%	82.0%	73.0%	91.0%	86.0%
FY22-23	86.0%	98.0%	88.0%	88.0%	97.0%	78.0%	78.0%	84.0%	76.0%	81.0%

## Family Members benefits

Attitude has made a strategic decision to place its employees at the core of its business strategy, recognizing the pivotal role they play in shaping guest experiences and fostering a positive company culture. This deliberate focus on employee well-being and development stems from a deeply ingrained belief that satisfied and motivated employees are essential for delivering exceptional service and driving long-term success.

In line with their commitment to prioritizing employees, Attitude has implemented a range of diverse benefits aimed at enhancing the well-being, satisfaction, and overall quality of life of their staff.

## Mari Top Program

Our MARI TOP concept is to recognize the actions of our FMs who show consistent and exceptional behaviour towards the PPTS Competencies in a timely and reasonable manner:

**T:** Transparent

**O:** On Brand and On the spot

**P:** Personal Progress Team Success

## Long Service Award

The Long Service Award applies to all full-time and part-time FMs who have been in continuous service for a minimum of 5 years.

## Profit Sharing Scheme Policy

The PSS (Profit Sharing Scheme) is a scheme of which a portion of the gross operating profit of a business is distributed to its employees.

## Zenfan Lakaz Policy

The policy of Zenfan Lakaz is to provide discounts on room-nights and food & beverage consumption as a benefit to all Attitude FMs and their immediate relatives.

Wellness Month

We dedicate a month to promote a healthier workplace, benefits of a healthy lifestyle and we provide medical tests to our Family Members and their families. The objective is for Family Members to know that Attitude cares for their own and family health as they care for the company.

#### *FM benefits in numbers*

	FY21-22	FY22-23
Number of Mari Top given	480	3336
Number of FMs having received Long service award	109	99

## PROVIDING A FAIR AND EQUITABLE ENVIRONMENT

### Promoting gender equality

Even today, half of the world's population does not have access to the same rights and privileges. At Attitude, we have decided to fight against these inequalities and imbalances that weaken our society. We cannot imagine a healthy, modern and prosperous society without a strong commitment to the environment, the local economy and the local community: 3 interdependent axes that reflect our *raison d'être*.

Through these actions, we strive to provide a fair and equitable working environment for all of our Family Members. We also strive to provide a more inclusive experience for our customers.

In 2020, we set up the Equality Committee with 6 Attitude Family Members. The aim was to put in place strong and tangible actions that remove gender stereotypes & empower women. These are fully integrated into the lives of our employees and the experience of our guests.

### **2021**

#### **For Family Members?**

- ✓ We doubled paternity leave for all new fathers: we are now offering them 5 extra days of leave over and above those provided by law
- ✓ We trained all of our kids' club teams on inclusion and gender stereotypes.
- ✓ We launched our new careers site, which is stereotype-free : Every job title is gender-neutral and the photos are inclusive.
- ✓ We maintain a balanced representation of women and men to encourage gender diversity in the workplace.

#### **For our customers?**

- ✓ We have put changing tables in the women's and men's toilets!
- ✓ No stereotypes in our Kids Club : we encourage gender balance in activities.

- ✓ We have removed gender stereotypes from our marketing images
- ✓ We offer gender-neutral gifts in rooms
- ✓ We have removed gender stereotypes from our marketing offers

## 2022

### For Family Members?

- ✓ We organised a talking circle with professional coaches
- ✓ We organised a Talk Series on the theme "A more inclusive society: the key role of female leadership" to which a large number of employees are invited
- ✓ On 8 March, on the occasion of International Women's Rights Day, we organised internal awareness-raising for our Family Members on the theme: #breakthebias

### For our customers?

- ✓ At Christmas, we offer gender-neutral gifts to all of the kids staying in our family-friendly hotels. These gifts are given according to age and not gender.
- ✓ In French, we pay particular attention to language using masculine or feminine words, ensuring equality wherever possible.

### *% of female employees at managerial level*

	FY21-22	FY22-23
% of female employees at managerial level	23.4%	29%
incl. % of female employees at executive level	-	18.2%

#### Target

300 Family Members to attend an awareness session on gender stereotypes by 30th June 2024



## Child's right and protection policy

The hotels of Attitude Group are committed to respecting and promoting the rights of the child, including protection from sexual exploitation of children and adolescents in tourism, protection from child labor and trafficking. According to the Child Protection Act 30 of Mauritius, a child means any unmarried person under the age of 18.

The Management of our hotels educates Family Members in child protection, providing training on how to spot children at risk and protect them from Family Members, Guests, contractors, visitors, and suppliers against the following types of abuses:

- Ill-treatment, physical abuse, verbal abuse and emotional abuse,
- Sexual Offences, indecent photographs of children,
- Abandonment of child,
- Abducting child,
- Child trafficking,
- Selling or serving any liquor, rum, any compounded spirits, or tobacco to a child.

Emphasis is put on reporting process which is as follows:

- FMs report immediately any suspected case of child abuse to their supervisor, to trigger the transmission of information to the responsible persons (General Manager, Chief Security Officer, Risk Compliance Manager, Head of Departments). This allows the management team to be on alert and intervenes if needed to protect the child.
- Upon confirmation of the case, the Chief Security Officer reports to the Local Authorities (Police, Child Protection Unit and other concerned bodies depending on the case). He also is assigned the responsibility to keep the child under protection until the arrival of the Local Authorities.
- The Chief Security Officer and Management assist the Local Authorities during their enquiry. After enquiry, the Local Authorities are responsible to take appropriate actions.

The Management reserves the right to terminate a contract of any person who is unsuitable to work with children or for any reason that may put children at risk.

We focus on bringing the local community to collaborate in building a long-term protective environment for children in the communities where we work. We ensure that every member of our staff knows the Child's Right and Protection Policy and knows how to react in a case of child abuse.

We encourage our guests, staff and visitors to report their own concerns about child exploitation and abuse to the Child Development Unit on 113.

## CAREER DEVELOPMENT

Our Family Members make up the identity of Attitude Hotels and it is key that each Family Member master new skills and improve existing ones. We choose to offer our Family Members continuous training to ensure the quality of service we offer to our guests, but also to provide our own Family Members with opportunities to improve in their work and set new milestones in their professional development.

### Providing training to our FMs

At Attitude, we firmly believe that investing in the growth and development of our Family Members is essential for achieving organizational excellence and fostering a culture of continuous improvement. Therefore, we are committed to providing comprehensive training programs aimed at equipping our FMs with the knowledge, skills, and competencies necessary to excel in their roles and contribute effectively to our collective success.

#### Attitude Academy

As part of the Attitude group, Attitude Academy focuses on training Mauritians aged 17 to 65 who aspire to work in the hospitality sector. Our goal is to provide training to our Family Members and support their professional development. Additionally, we aim to recruit individuals from outside the group and integrate them into various operational departments of a hotel.

The launch of Attitude Academy was driven by our desire to address the pressing need for skilled manpower in the hotel sector. By establishing our own training center, we can ensure that our workforce is equipped with the necessary skills and knowledge to deliver exceptional service. Moreover, successful completion of the program will offer participants immediate employment opportunities within one of Groupe Attitude's hotels.

#### *Hours of training*

	FY21-22	FY22-23
Total training hours	609.90	665.10
Average training hours per employee	60.99	65.51

### Support the progress of FMs

Before publishing any external advertisements, it is crucial to first analyze the possibility of internal recruitment and consult the CV database. This ensures that internal talent is given due consideration before seeking candidates externally. By tapping into the skills and potential within the organization, businesses can foster a culture of growth and development while also potentially saving time and resources in the recruitment process. Therefore, internal recruitment should always be explored as a priority before looking elsewhere for suitable candidates.

*% of FMs who had an internal promotion within the group*

	FY21-22	FY22-23
% of internal promotion	5.7%	7%

## SUPPORTING PROJECTS IN THE LOCAL COMMUNITY

### Identifying and provide assistance to NGOs

At Attitude, we are dedicated to making a positive impact on the environment, supporting the local community, and contributing to the local economy. To uphold these commitments, we pledge to organize at least three activities per year in collaboration with non-governmental organizations (NGOs), actively involving our Family Members (FMs) in the process.

During FY 22-23, our hotels undertook several Corporate Social Responsibility (CSR) initiatives, including beach clean-up campaigns and partnerships with organizations such as Caritas. We also invite our guests to participate in this charitable endeavor by offering them the opportunity to contribute gifts for christmas for example, further reinforcing our commitment to collective action and social responsibility.

## ENHANCING LOCAL CULTURE

### Encourage our guests to explore and discover the Mauritian culture

The Otentik Experiences were launched in 2012 to encourage our guests to meet the locals, discover our island's cultural facets and feel the authenticity of Mauritius through various experiences, such as our culinary traditions, local dance and music, Mauritian craftsmanship, Mauritian convivial culture, and an app to discover the real Mauritius.



#### Otentik Fooding

We bring traditional food and typical local street food to our guests via outlets in the hotels such as Kot Nou and Taba-J, where they can enjoy the local specialties. Kot Nou also offers cooking classes where guests use local spices to master traditional dishes like a vindaloo or a curry.



### Otentik Music

Via this experience our clients are offered sega shows and music lessons with Mauritian instruments, representing a big part of Mauritian culture. Additionally, the national music competition Konpoz to Lamizik was created in 2018 by Attitude Hotels to promote local talents.



### Otentik Bazar

This is a market to support and promote local craft: craftspeople, artists and local creators can showcase and sell their sustainably made, unique products.

### Otentik Dinner

By sharing a unique moment around a Mauritian meal, our guests discover the real Mauritius outside the hotel through a dinner at a Family Member's house, learning both about the food and the rich Mauritian culture. From June 2017 to July 2018, 1,500 guests took this opportunity. The full amount paid by the guest for the meal goes to the Family Member.

With this free mobile app, our guests can explore the island, discover towns and small villages, travel by bus like a local or go on a trip inland not only to see the country but also to encounter its inhabitants.



#### *% of guests' awareness of our Otentik experiences\**

	FY21-21	FY22-23
Percentage of Guests aware of Otentik Experiences	50.75%	52.62%

#### *% of participation in the Otentik Experiences\**

	FY21-21	FY22-23
Otentik Dinner	11.52%	11.25%
Otentik Bazar	22.74%	18.39%
Otentik Music	17.80%	11.08%
Otentik Fooding	16.57%	20.56%
Otentik Discovery	9.62%	11.14%

\*data obtained from the number of respondents from our post-survey

# GREEN ATTITUDE FOUNDATION REPORT



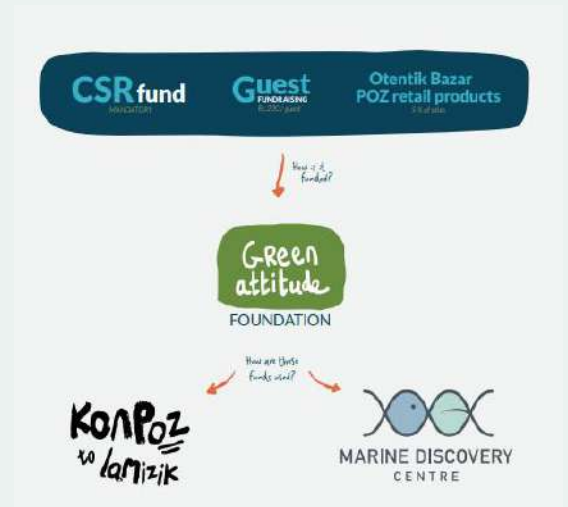
# INTRODUCTION

The Green Attitude Foundation, set up in 2014 by the group Attitude Hotels, aims to help protect the environment, enhance local culture, and support the Mauritian community.

The Green Attitude Foundation also funds various social and cultural projects and supports local artistic talent with the Konpoz to Lamizik music competition.

To enable the implementation of various environmental, cultural, and social projects in line with the Attitude Group's objectives through contributions consisting of CSR from the Attitude Group, donations from our hotel guests, a percentage of our direct sales and shop retail sales, as well as funding from long-term committed strategic national and international partners.

Via these projects, the Attitude Group will continue to strive to strengthen local and regional capacities via sustainable projects that will have concrete results.



	FY 21-22	FY 22-23
Total number of cultural and environmental projects supported	5	16
Total number of partnerships with local & regional stakeholders for biodiversity preservation	1(1)	1(2)
Number of cleanup campaigns organised	-	4
Total amount invested for marine & coastal biodiversity preservation		2,468,000 Rs
Guest relations (Rs200/adult as from FY 22/23, target 40% of contributions as from FY 23/24)	24%	31%

(1) With ERA

(2) With Odysseo

## MARINE DISCOVERY CENTRE

The Marine Discovery Centre contributes to the exploration and preservation of the marine and coastal



ecosystems via numerous awareness-raising, educational and scientific research projects in collaboration with both local and regional partners. All projects are conducted by the specialist team of the Marine Discovery Centre situated at Lagoon Attitude Hotel.

The Marine Discovery Centre's strategy is to become a reference in the region for its contribution to the preservation of the marine and coastal ecosystems, through the development of strategic partnerships, the involvement of Attitude's guests and the participation of school children.

Three years from now, the Marine Discovery Centre should be well known as an interactive, inclusive, open to all educational and scientific centre where citizen science is at the heart of our activity.

We will also become a collaboration hub for national and regional stakeholders involved in marine and coastal environmental education, research and conservation.

#### *Total number of visitors at the MDC*

	FY21-22	FY22-23
Total number of visitors at the MDC	483	2891
Others = journalists, eductours	23	198
Of which Total number of guests	290	2257
Of which Total number of pax from local community (children, adults)	170	436

#### *Trainings linked to marine & coastal environment*

	FY21-22	FY22-23
Total number of Family Members trained (excl. boat house)	21	104
Total number of diving centers & boat houses trained (including FMs of boat houses)	3 diving centres, 8 boathouses	1 diving centre, 8 boathouses
Total number of educational tools created	6	13
Total number of scientific projects (whales, sea turtles, etc.)	2	2

## Our projects

### *Sea turtles*

To better protect these endangered migratory species, we need to know more about them. Photo identification is a non-invasive technique to collect data that will be used for long-term monitoring of sea turtles in Mauritius. Objective: enhancing local knowledge and capacity building.

Our guests are encouraged to participate via our citizen science programme, and photo ID technique training is being carried out with dive centres.



We also carry out scientific research to learn more about the sea turtle life cycle and contribute to their protection in Mauritius and the region. We also carry out scientific research to learn more about the sea turtle life cycle and contribute to their protection in Mauritius and the region.

### *Humpback whales*

These majestic animals are encountered in our region between May and October. To improve the knowledge of this migratory species' whereabouts in our region, we are taking part in a regional research project starting in 2021. By deploying a hydrophone to record the songs of these animals, we contribute to their preservation.

We also carry out photo identification and awareness sessions at sea during whale watching tours. Our guests can take part in our work, and we help strengthen the skills of local sea users.

### *Educational programme*

We develop educational tools to be used in the MDC and teach about the rich marine and coastal biodiversity through interactive activities for both children and adults. We work with both guests, local school children and community members to get more people involved in protecting the environment.

A challenge to achieve timely results can be that the MDC does not attract enough visitors and/or that we can't get enough participants in our different projects, or that they drop out before the projects are completed, and/or that the stakeholders/partners do not show any interest in working together towards a sustainable preservation of the environment.

Another challenge can be that we are unable to collect enough data to provide a robust analysis, meaning we won't be able to get a good enough base for proposing locally adapted preservation measures.

Having a competent team with previous experience with similar projects, using the right approach and tools (being flexible, adjusting the methods along the way), maintaining a good communication and a collaborative approach will minimize the risks.

## KONPOZ TO LAMIZIK



Mauritius is a rich cultural melting pot, and we aim to nurture emerging talent through our annual Konpoz to Lamizik music competition. It brings support to young artists, enabling them to create, record, and receive professional coaching.

Each year, the top five finalists have their tracks featured on an album, and the winner receives a dedicated music video. Explore the albums including the latest song 'Koste,' available on Apple Music, iTunes, and Spotify.

## AND EACH YEAR NUMEROUS NEW PROJECTS...

### Little Marine Discovery Centre in our Family Hotels



Bring our guests closer to our educators and marine biologists, raising awareness of the marine and coastal environment

The first one was opened in The Ravenala Attitude, with a focus on sea turtles via interactive games for the whole family

Teaser: more to come on Friday Attitude: theme: sea urchins, Zilwa Attitude: theme: corals...

### Climate Fresk

The funding of the translation of the Climate Fresk into Mauritian Creole. A team of seven workshop leaders have been trained and are now equipped to make it (this educational tool? these educational workshops?) accessible to everyone in Mauritius, contributing to increased awareness about climate change.



## Music festivals & album



MAMAJAZ, Anba Pie, La Isla Social club... Music festivals bring local artistic creation to life and make it resonate - we sponsor several of them each year.

## Social initiatives

To mention a few: solidarity library for a literacy association, women entrepreneurship training, professional training for underprivileged persons.

As our activities continue to expand and the impact of our work becomes more visible, we plan to implement an accountability strategy with well-defined guidelines for projects sponsored or funded by GAF. Additionally, we aim to seek external funding through calls for proposals focusing on environmental protection and social projects, further amplifying our efforts and maximizing our impact in these crucial areas.



## WHAT'S NEXT?

With the growth of activity and the increased visibility of the work carried out, an accountability strategy with clearer guidelines for the projects sponsored/funded by GAF will be set up, and external funding will be sought/applied for via call for proposals for environmental protection and social projects.

# MAJOR UPCOMING PROJECTS

## KARIBU ZANZIBAR



Attitude Hotels is set to open a new eco-hotel in Zanzibar. It will be the first hotel for the brand outside of Mauritius.

Attitude has entered into a binding agreement with Asilia Lodges and Camps Ltd (“Asilia Africa”) to take over Matemwe Bungalows Zaswi (Z) Ltd in Zanzibar, the company owning and operating Matemwe Lodge, Matemwe Retreat and Matemwe Beach House.

The final approvals by local authorities are expected to be completed by November 30 2023.

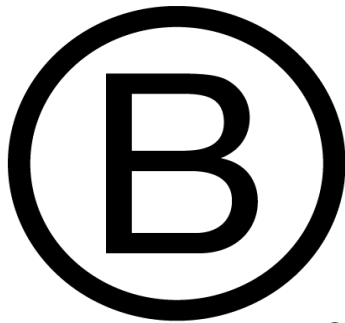
The property spans 20 acres of land and is located on the northeastern tip of the island, opposite the diving and snorkelling reefs of the protected Mnemba Atoll. Attitude Hotels is planning to renovate the existing property into a hotel with 65 rooms.

Since 2008, Attitude has demonstrated a commitment to the sustainable development of Mauritius, promoting and supporting the local economy, community and environment. The brand’s focus on sustainable tourism has grown over the years to become central to the company’s purpose.

“Asilia and Attitude are brands built on genuineness and a vision to benefit the local people and nature, so it feels like this project was meant for us,” said Vincent Desvaux de Marigny, Deputy CEO of Attitude Hotels. “We have eight eco-committed hotels in Mauritius and we are looking forward to launching the Attitude Hotels brand in Zanzibar and creating strong ties with local stakeholders, continuing the positive momentum that Asilia Africa has created. **B CORP**



# Certified



®

# Corporation

We have applied to become B Corp certified! Our goal is to join this community of committed businesses. Why? Because we believe in their vision that companies should be a force for good.

B Corp measures a company's entire social and environmental impact:

- We answered 280 detailed questions about wages, suppliers, the environment and governance
- We have submitted 400 supporting documents
- The report took us a year to complete

Along the way, we found room for improvements and finally submitted our report at the end of June 2023. It's now in the hands of the B Corp auditors and we are hoping to hear the final results in May 2024.

## EHL

Attitude Academy is proud to announce its partnership with l'Ecole Hoteliere de Louisiane, a renowned institution in the field of hospitality education. Together, we are offering Award Courses at the diploma level, accredited by EHL.

Our primary aim is to elevate our employer brand, not just within our organization but also in the broader industry landscape. By collaborating with such esteemed partners, we are demonstrating our commitment to excellence in training and development.

One key aspect of this collaboration is the recognition of our current employees' experiences. We understand the value of hands-on learning and aim to acknowledge and validate the skills they've acquired through their work.

Furthermore, our goal is to establish our hotel group as a beacon of world-class training and certification for hospitality professionals. Through this partnership, we aim to set new standards in employee development and certification within the industry.

Ultimately, we aspire to cultivate a culture of growth and development that is unparalleled within our group. By offering the best-in-class development programs, we are investing in the success and advancement of our employees, ensuring that they have the tools and support they need to thrive in

their careers.



## MINERAL SUNSCREEN

Attitude is committed to conserving marine life and reducing the risks of damage on coral and underwater life.

In collaboration with a local supplier, we have created our own natural-based sunscreen, available free to our guests staying at Lagoon Attitude. After testing out our mineral-based sunscreen at Lagoon Attitude, we are going to roll it out to all our Attitude Hotels.

Most sunscreens are chemical-based and pollute the water and the coral reef ecosystem. Every year, up to 14,000 tons of sunscreen residue makes its way into the ocean and contaminates coral reefs. Chemical sunscreen can disrupt coral's natural cycle and lead to bleaching.

By the 1st July 2024, we aim to have free natural and mineral sunscreen available in our Attitude hotels by 1st July 2024, expanding coverage from 1 out of 9 hotels to 7 out of 9 hotels\*

\*Excluding RA which is under renovation and PCBH.



## INSTALLATIONS OF PHOTOVOLTAIC PANELS

In line with our commitment to reducing our carbon footprint, we aim to decrease our dependence on fossil fuels by 20% of the group level, compared to 2018 through the installation of photovoltaic panels.

### **Project Scope:**

- Installation of PV panels on the rooftops of private villas of Sunrise Attitude and Tropical Attitude
- Installation of PV panels in the parking area of The Ravenala Attitude
- Installation of PV panels on the roofs of the main restaurants of Lagoon Attitude
- In all remaining hotels, we will install solar water heaters to reduce dependency on gas consumption.

## PLANT-BASED TRAINING COURSE

Veganism stands as a cornerstone of our strategy in combating greenhouse gas emissions. In this endeavor, we will collaborate with ECOSHE, a non-profit organization dedicated to fostering global awareness of plant-based living with compassion and care. Through this collaboration, we aim to provide comprehensive training on plant-based practices to our Family Members. Our goal is to ensure that our team grasp the profound impact of veganism on the environment and possess the knowledge needed to effectively communicate this message to our valued guests.



