



Sustainability
REPORT 2022-2023

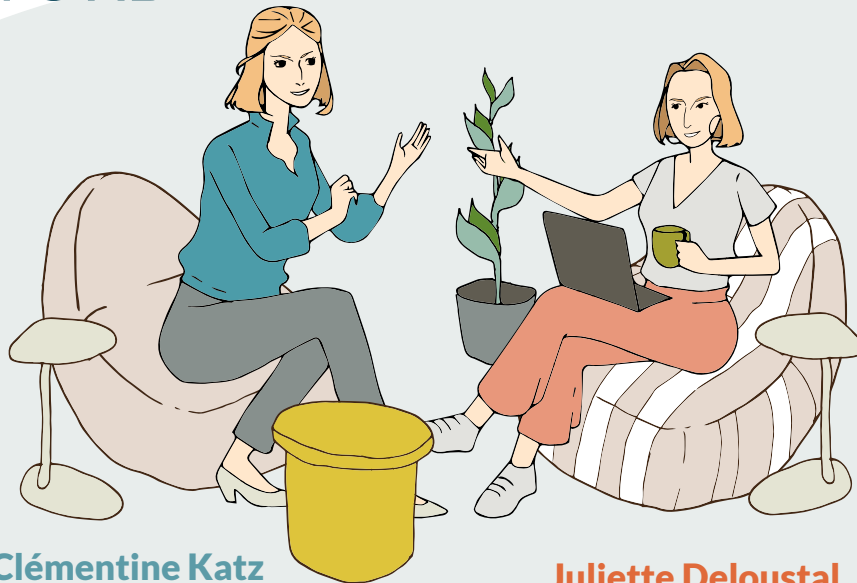
hotels that do **good**

attitude



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FOREWORD



Clémentine Katz
Chief Marketing Officer

Juliette Deloustal
Sustainability Manager

CK **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. Right Juliette?

JD Right! Sustainability practices can't be achieved if we only focus on us and keep them to ourselves. Collaborating and engaging are our priorities to create a common vision and path for a more sustainable island.

CK Our commitment to sustainability has always been strong within our hotel group. Here's 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.

JD Yes, indeed! It's about tangible actions, too. All of the sustainable practices in our operations make a significant impact. Reduced waste and packaging, energy efficiency, promotion of talented Mauritian artists... they all add up.

CK We want to share our commitments with the public, our partners, and stakeholders. From supporting the local economy to helping 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 published in 2021.

JD While we want to prove our actions, we don't want to solely 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 create positive impacts. All of our actions so far have led us to believe we can join the B Corp network, so that's one of our main aims for 2024. It would not only validate our efforts but also inspire others to follow suit. But that's not the end of it; we will continue to improve wherever possible.

ABOUT THIS REPORT

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

This report consolidates figures from all eight Attitude Hotels and the Paradise Cove Boutique Hotel. At times, it includes data from the Head Office, but only for relevant KPIs, as most KPIs are specific to the hotels and may not apply to the Head Office.

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

Family-Friendly Hotels

- 3*: Coin de Mire Attitude, Friday Attitude
- 4*: The Ravenala Attitude, Zilwa Attitude

Adults-Only Hotels

- 3*: Recif Attitude, Tropical Attitude
- 4*: Lagoon Attitude, Sunrise Attitude
- 5*: Paradise Cove Boutique Hotel

Reporting frameworks & standards

This report does not specifically 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.

CEO'S MESSAGE



Vincent Desvaux de Marigny
CEO of the Attitude Group

Attitude's success relies on a strong team with a passion for making a positive difference. Our growth is based on a corporate culture that values commitment, creativity, resilience, intrapreneurship and cross-functionality.

We are the youngest player in the Mauritian hospitality sector, so we had to innovate and focus on our differentiation. Mauritian hospitality has been key to the destination's success, and we have made it one of the cornerstones of our brand.

When we started Attitude in 2008, we wanted to stand out, to craft a narrative, to create a strong Mauritian brand. We didn't just sell a product; we crafted an authentically Mauritian experience and placed Mauritian culture at the heart of everything we do. We also committed to sustainable, responsible and inclusive tourism.

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, putting positive impact over profits.

We prioritise the interests of our stakeholders: our employees, the local community, the island economy and the environment. The focus is on the whole local ecosystem.

What does the future hold? Well, we are looking ahead to take Attitude to new destinations. In 2025, we plan to open in Zanzibar, taking our local brand glocal. We are also working towards B Corp certification, which is considered the gold standard for companies with good practices in terms of social, societal, and environmental impact. Today, B Corp unites over 8000 companies of all sizes and sectors in 90 countries.

In the words of B Corp, Attitude is not striving to be the best company in the world, but the best for the world. //

OUR HIGHLIGHTS SO FAR



100% local shops since 2021



0 single use plastic since 2020



No. 1 Best Place to Work



1,712 Number of smiles in FY 22-23



30% vegan in our 4* hotels since 2023



52% F&B procurement MIM since 2021



1,108 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



439,589 guests in FY 22-23



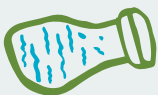
348,327 room-nights in FY 22-23



72,872 kg of recyclable waste diverted from landfill in FY 22-23



32.26% decrease in average energy use per overnight stay in FY 22-23 compared to FY 21-22



40% decrease in average water use per overnight stay in FY 22-23 compared to FY 21-22



Getting
to know us

We are



Our journey

2008



Coin de Mire Attitude
1st 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



Launch of
Green Attitude Foundation
2014

2011



Acquisition of
Tropical Attitude & Récif Attitude



Management of
Friday Attitude



2013



Management & renovation of
Paradise Cove Boutique Hotel

Opening of
Zilwa Attitude Hotel

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



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

2018

First edition of
Konpoz to Lamizik

Attitude celebrates its
10 years anniversary

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 1702 people, known as Family Members, within the hotels and the Head Office.



Coin de Mire Attitude

A haven for curious travellers

On one side lies the picturesque village of CapMalheureux. On the other, the lively town of Grand Baie. Across the way, the iconic Coin de Mire island graces the horizon. The sea (of course) completes this gentle scene. Perfectly located for exploring the island, Coin de Mire Attitude has everything to spark a feeling of adventure and discovery.

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

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



Friday Attitude

Home sweet home - with your toes in the sand

Everything at Friday Attitude is designed to ensure that you feel free and relaxed, as if you were at home – with a Mauritian twist. From the layout of the rooms and the thatched beach huts surrounded by vegetation to the welcoming staff and the gentle atmosphere, you can let your whims and desires lead the way.

- 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
- 57 Family Members
- GM: Ravi Kowlessur (since 2019)



Lagoon Attitude

In tune with the ocean

Located on a pristine coastline in the north of the island, the hotel overlooks the vast lagoon of Anse la Raie. In such an idyllic setting, how can you not be in tune with the ocean? Lagoon Attitude was therefore conceived and designed with a distinctly marine ambiance, from the room layouts to the array of activities offered on and in the water.

An underwater snorkelling trail, stand-up paddleboarding, kitesurfing, kayaking, diving, catamaran excursions: the adults-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 the 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
- Adults-Only Hotel
- 182 rooms
- 5 categories of rooms
- 5 restaurants
- On site: land & water activities, spa, gym, Marine Discovery Centre
- 253 Family Members
- GM: Rubens Mauremootoo (since 2018)



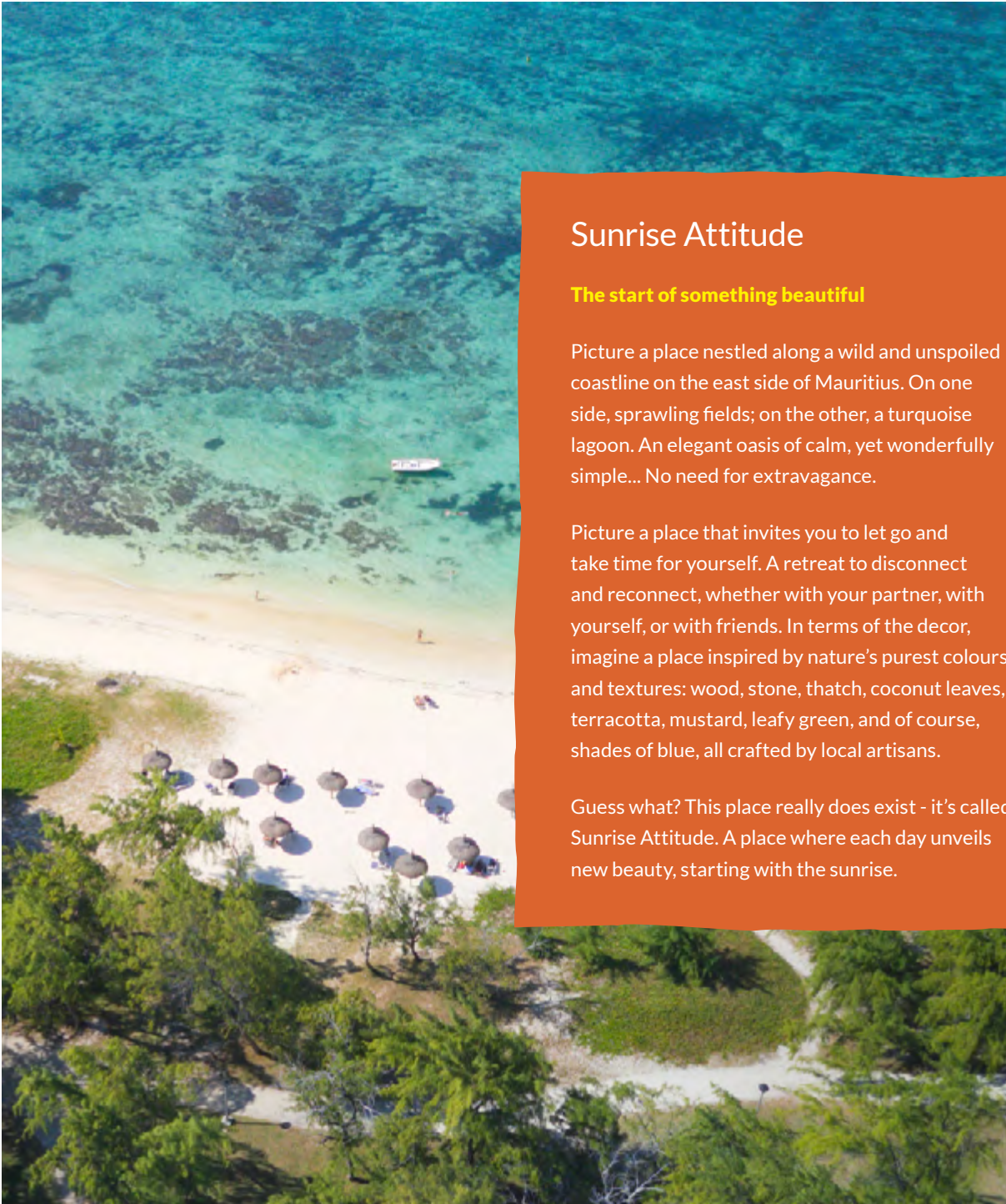
Récif Attitude

Watch stunning sunsets from this peaceful adults-only address

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 relax. Its location makes it easy to visit the capital of Port Louis on one side and the active and trendy north coast on the other.

*Currently under renovation

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



Sunrise Attitude

The start of something beautiful

Picture a place nestled along a wild and unspoiled coastline on the east side of Mauritius. On one side, sprawling fields; on the other, a turquoise lagoon. An elegant oasis of calm, yet wonderfully simple... No need for extravagance.

Picture a place that invites you to let go and take time for yourself. A retreat to disconnect and reconnect, whether with your partner, with yourself, or with friends. In terms of the decor, imagine a place inspired by nature's purest colours and textures: wood, stone, thatch, coconut leaves, terracotta, mustard, leafy green, and of course, shades of blue, all crafted by local artisans.

Guess what? This place really does exist - it's called Sunrise Attitude. A place where each day unveils new beauty, starting with the sunrise.

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

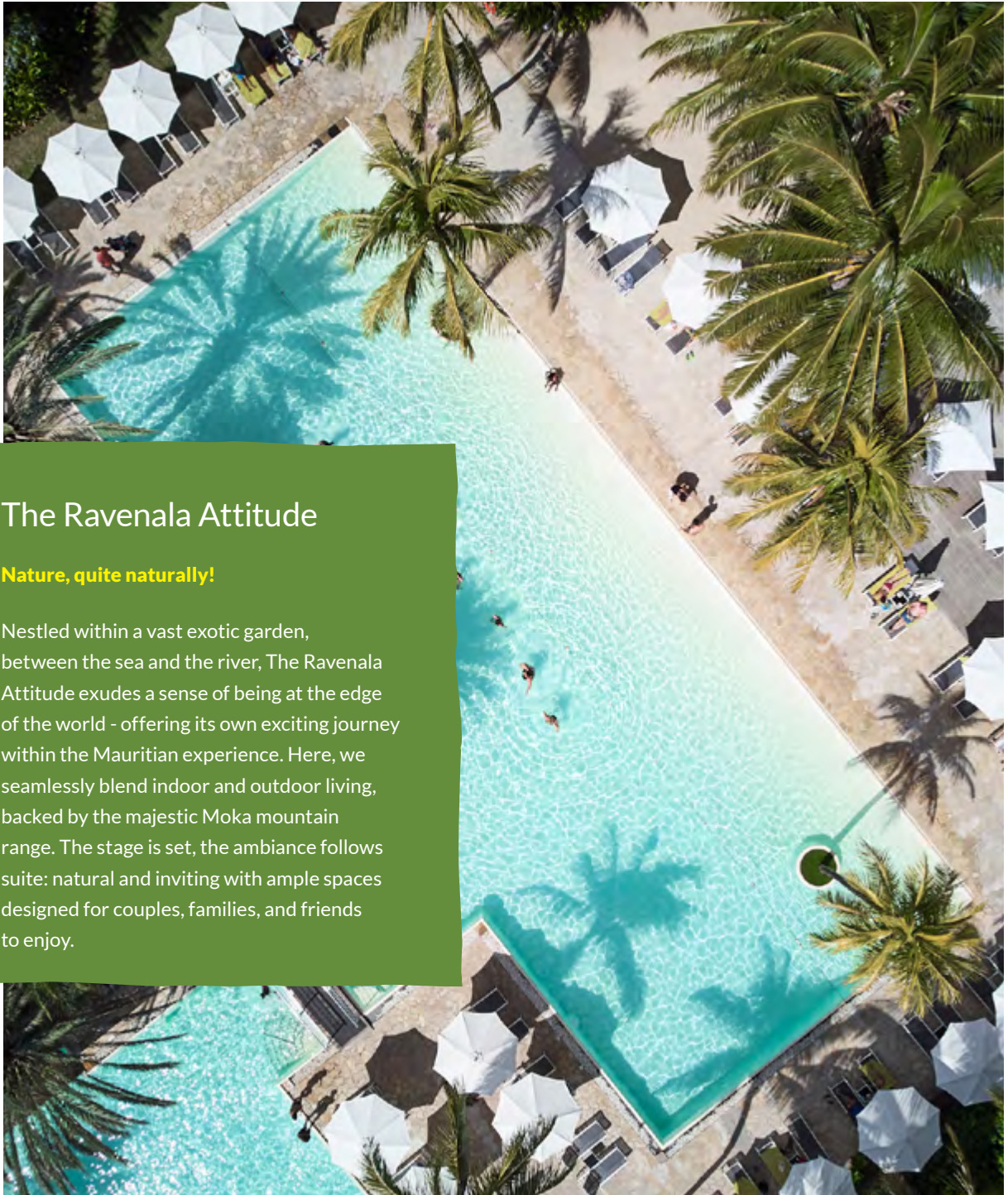


Tropical Attitude

Sea, rest & sun

Leave your watches and alarms behind; at Tropical Attitude, time becomes fluid and minutes stretch to let us enjoy pure relaxation. Under the shade of coconut trees or in the turquoise waters of the lagoon, hit pause and relax, lulled by the island's rhythm. This is the charm of the boutique hotel located seaside on the east coast: an intimate, chilled, and relaxing setting.

- 3*
- 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
- 71 Family Members
- GM: Désiré Prodigson (since 2015)

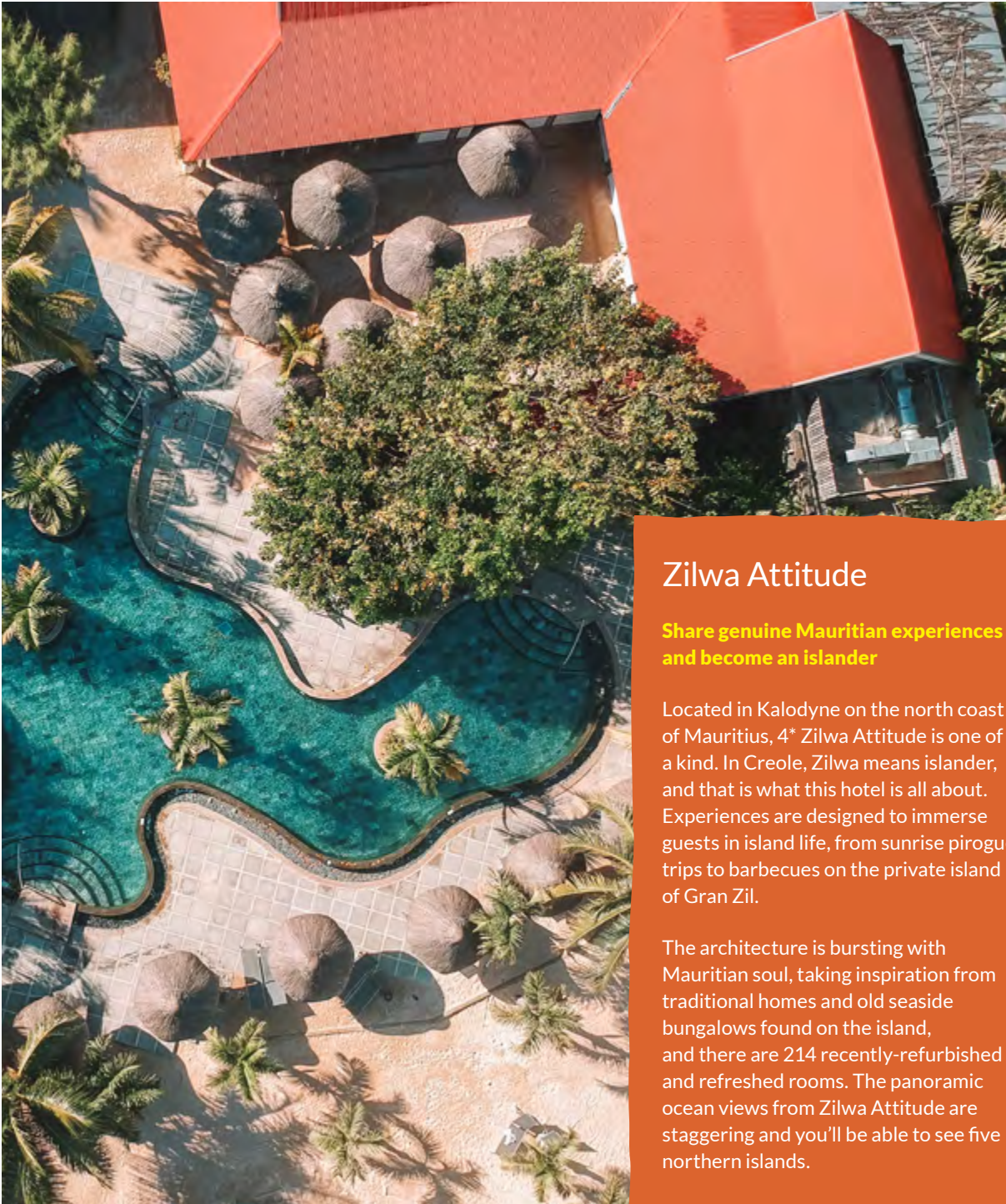


The Ravenala Attitude

Nature, quite naturally!

Nestled within a vast exotic garden, between the sea and the river, The Ravenala Attitude exudes a sense of being at the edge of the world - offering its own exciting journey within the Mauritian experience. Here, we seamlessly blend indoor and outdoor living, backed by the majestic Moka mountain range. The stage is set, the ambiance follows suite: natural and inviting with ample spaces designed for couples, families, and friends to enjoy.

- 4*
- Balaclava
- Family-Friendly Hotel
- 272 suites
- 3 categories of suites
- 9 restaurants
- On site: land & water activities, spa, conference rooms, kids' club, sports village
- 379 Family Members
- GM: Alessandro Schenone (since 2016)



Zilwa Attitude

Share genuine Mauritian experiences and become an islander

Located in Kalodyne on the north coast of Mauritius, 4* Zilwa Attitude is one of a kind. In Creole, Zilwa means islander, and that is what this hotel is all about. Experiences are designed to immerse guests in island life, from sunrise pirogue trips to barbecues on the private island of Gran Zil.

The architecture is bursting with Mauritian soul, taking inspiration from traditional homes and old seaside bungalows found on the island, and there are 214 recently-refurbished and refreshed rooms. The panoramic ocean views from Zilwa Attitude are staggering and you'll be able to see five northern islands.

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

Paradise Cove Boutique Hotel



A Place made of Places.

Paradise Cove Boutique Hotel in Mauritius is a collection of places, each with a story to tell, an experience to live, a moment to share. This peaceful 5* hideaway is one of the acclaimed Small Luxury Hotels of the World and underwent a major renovation in 2019.

Situated along the north coast of the island in Anse la Raie, Paradise Cove Boutique Hotel is an adults-only* hotel perfect for reconnecting. It has been thoughtfully designed so guests can spend precious time together, sharing special You&Me moments.

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

The need for sustainability



THE
GLOBAL
CONTEXT

The Climate Crisis

The Intergovernmental Panel on Climate Change (IPCC, 2023) has identified human activity, specifically greenhouse gas (GHG) emissions, as the principal cause of global warming. Global warming projections imply that 1.5°C and 2°C will most likely be exceeded this century unless GHG emissions are reduced significantly immediately (IPCC, 2023).

The worldwide commitment to reach net zero emissions by 2050, along with pledges to triple zero-carbon energy capacity by 2030 (COP 28), demonstrates a clear trend towards renewable energy sources. Businesses, as key players in this change, can make a substantial contribution by purchasing renewable energy. This will not only promote the scale of global emissions reductions, but also effectively neutralise their Scope 2 emissions (COP 28).

Overexploitation of natural resources

The environmental problems stem from the over-exploitation 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).

Biodiversity loss is primarily driven by human activities. Habitat destruction ranks among the foremost causes, with deforestation, urbanization, and agricultural expansion leading to the fragmentation and degradation of ecosystems (Dirzo et al., 2014). Climate change exacerbates this loss by altering habitats and disrupting species' distributions (IPBES, 2019). Additionally, overexploitation of natural resources, including overfishing and poaching, threatens numerous species worldwide (CBD, 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.

Inequality

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, consisting of only 2208 people, see their wealth increase by \$2.5 billion 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.

Plastic pollution

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

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 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.

Small Island Developing States are on the frontlines of climate change (UNDP, 2024). SIDS are highly exposed to hurricanes and other extreme weather events, which are becoming more frequent and more intense due to climate change impacts, causing significant loss and damage to people, infrastructure and crops.

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, artisanship 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 prioritise issues with the greatest impact on our business, community, and the environment, and those that matter most to our stakeholders.

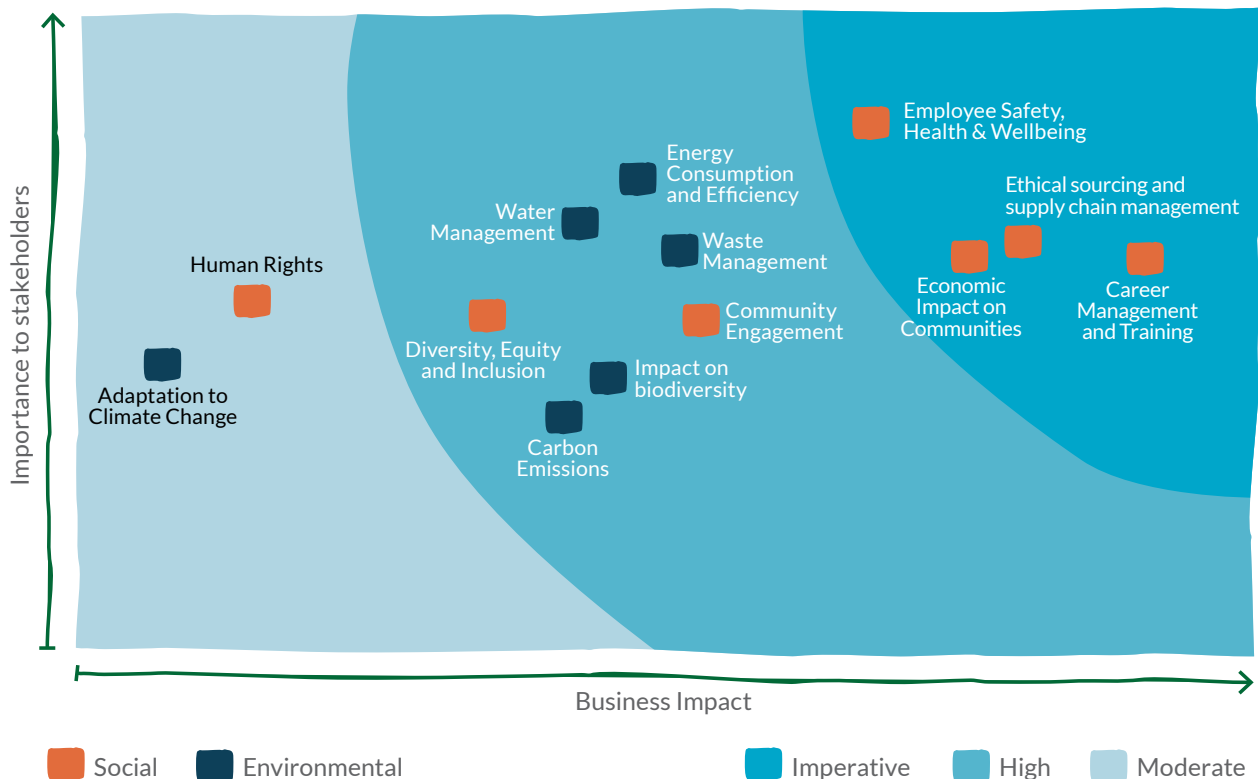
Our Materiality Process

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 enables 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 topic and the most critical topics that require immediate attention and strategic actions.

The Materiality Matrix

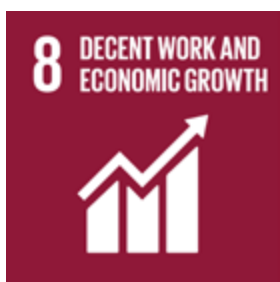
Our analysis, drawing from input from employees (43%), board members (11%), and guests, suppliers, and partners (46%), identified key focal points for our business. Environmental concerns - specifically climate change adaptation, energy efficiency, and water management - emerged prominently. Likewise, 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.



SUSTAINABLE DEVELOPMENT GOALS

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 evolves around all SDGs, our group focuses 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 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.



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.

We started an exercise using the SDG Impact Standards, which is a voluntary internal management standards designed to help businesses and investors integrate sustainability and the SDGs into our management systems and decision-making practices. This will enable us to develop an impact assessment system to measure our progress toward achieving the SDGs.

SUSTAINABILITY CHARTER

Our sustainability charter represents our strategy, which 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 visualise our efficiency in achieving OGs.

Our commitments



#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.



#2











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






#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

SDGs	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	Rate of energy consumption per overnight stay	kWh/GN
			Increasing our veg and vegan food offer	1.1.3	Percentage of vegetarian and vegan dishes in our 4-star hotels	%
	1.2	Set up an effective water management strategy	Reduce the volume of water used	1.2.1	Rate of water consumption per overnight stay	m3/GN
 	1.3	Set up a sustainable waste management strategy	Reduce the amount of waste generated from our operation	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	Unit
 	1.4	Promote environmental advocacy	Guest engagement on sustainability	1.4.1	Guest awareness of sustainable commitments	Pax
				1.4.2	Miray Lespwar tie rate	%
			Employee engagement on sustainability	1.4.3	Percentage of training linked to sustainability	%
				1.4.4	Number of Family Members who participated in the Climate Fresk workshop	Pax
 	1.5**	Conservation of biodiversity	Promote the protection of marine & coastal ecosystems via the Marine Discovery Centre	1.5.1	Total number of visitors at the MDC	Pax
				1.5.2	Total number of persons trained on marine & coastal environment	Pax
				1.5.3	Total number of scientific projects	Unit
				1.5.4	Total number of educational tools created	Unit

STRATEGIC GOAL 2 We support the local economy

SDGs	No. OG	OG	Main Work Axis	No. KPI	KPI Description	KPI Unit
  	2.1	Amplify the contribution to the local economy	Increase the share of local purchases	2.1.1	Percentage of local F&B suppliers labelled 'Made in Moris'	%
			Showcasing local artisans in our hotels	2.1.2	Number of local artisans who sold their products in Otentik Bazar	Pax

*In progress
**Located in GAF-report section

STRATEGIC GOAL 3 We care about the local community

SDGs	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	Participation rate for the label 'Great Place to Work' at group level	Pax / %
				3.1.2	Score obtained for the label 'Great Place To Work'	%
			3.1.3	Family Members benefits in numbers at group level	Pax	
 	3.2	To provide a fair and equitable environment for all FMs	Promoting gender equality	3.2.1	Percentage of female employees at managerial and executive level at group level	%
				3.2.2	Number of days given for paternity leave	Days
  	3.3	Encourage career management and training of our Family Members	Provide our Family Members with training	3.3.1	Total training hours at group level	h
				3.3.2	Support the progress of our Family Members	Percentage of FMs getting an internal promotion within the group
  	3.4	Enhancing the local culture	Encourage our guests to explore and discover the Mauritian culture	3.4.1	Percentage of guests' awareness of our Otentik experiences at group level	%
				3.4.2	Percentage of participation in the Otentik Experiences at group level	%
  	3.5**	Supporting projects in the local community	Contribute to local culture projects that support Mauritian communities and projects that help in the preservation of the island's coastal and marine environment via GAF	3.5.1	Total number of cultural and environmental projects supported	Unit
				3.5.2	Total number of partnerships with local & regional stakeholders for biodiversity preservation	Unit
				3.5.3	Number of cleanup campaigns organised and financed by GAF	Unit
				3.5.4	Total amount invested for marine & coastal biodiversity preservation	Rs
				3.5.5	% of contribution from guests	%

** Located in GAF report section
Please note that not all KPIs are displayed in graphs or tables; some KPIs may be found within the text. We have ensured that these are clearly highlighted for easy identification.

An aerial photograph of a rocky coastline. The water is a vibrant turquoise color, transitioning to a darker blue-green as it approaches the shore. The rocks are dark and jagged, with patches of brown and orange algae or coral. White surf is visible where the water meets the rocks on the right side of the image.

**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

The hospitality industry represents around 1% of the carbon emissions on a global scale (UNWTO, 2008). As this is expected to increase, the hospitality industry must take part in managing its impact on the planet just like other industries.

In Mauritius, the Central Electricity Board (CEB), a government-owned agency, is the sole organisation for the transmission, distribution, and sale of electricity. As of 2022, the electricity sector was dominated by fossil fuel energy sources, accounting for 80.8% of electricity production, while renewables represented only 19.2% (Statistics Mauritius, 2023).

Since we are fully dependent on the CEB for electrical supply, the purpose of monitoring our energy consumption and carbon emissions is to have a detailed insight into our environmental impact as a hotel group.

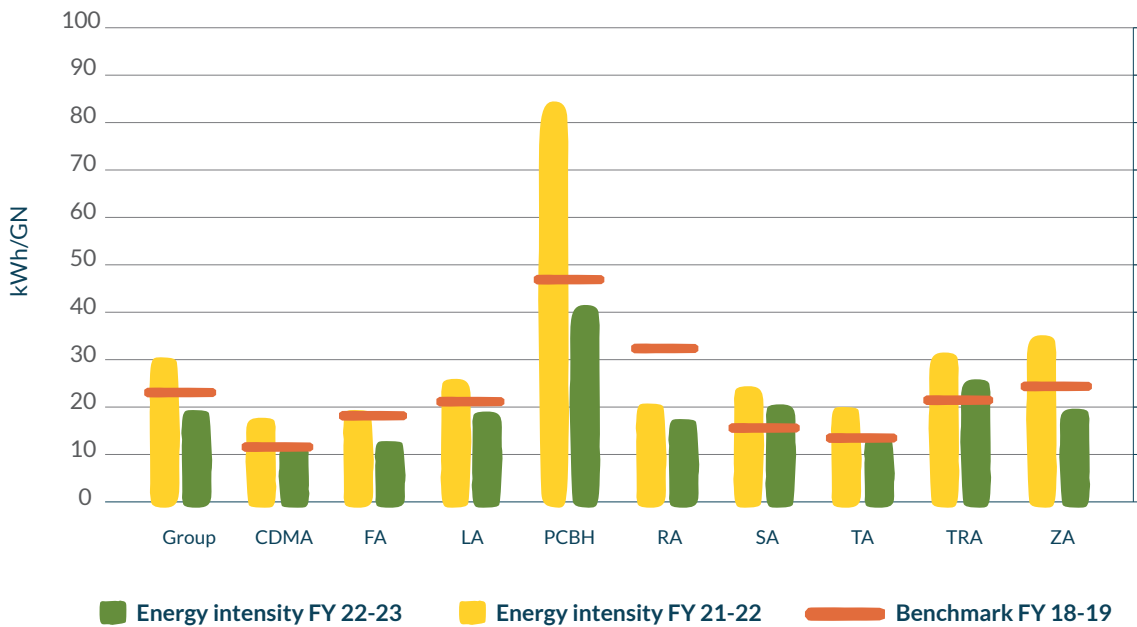
Measuring our Carbon Footprint

In 2022, an initial evaluation of the carbon footprint was carried out for the FY 18-19 to measure our environmental impact in terms of carbon emissions scopes 1 and 2. This year, we sought the assistance of an external service provider for a carbon footprint measurement exercise covering scopes 1, 2, and 3 for the FY 22-23 for all hotels and the Attitude Head Office. At the time of this report writing, the exercise is still being validated by our service provider, and the report delivery is expected by August 2024.

Energy efficiency strategy

Hotels, being energy-intensive establishments, require significant amounts of electricity and fuel to power their operations. From lighting and air conditioning to kitchen appliances and laundry services, energy is consumed in abundance (CarbonGate, 2023). Embracing energy efficiency not only benefits the environment but also allows us to meet the growing consumer demand for sustainable and eco-friendly travel options. As per the carbon footprint exercise carried out in November 2022 for the FY 18-19, we initially identified our electricity consumption as the major contributor to the group's scope 2 carbon emissions. Therefore, a primary target of at least a 5% energy use reduction in 4- and 5-star hotels and 3% in 4-star hotels was set to lower our carbon emissions. Below is an overview of energy use intensity for financial years 21-22 and 22-23 with data from the year 2019 used as reference values:

1.1.2. Rate of energy consumption per overnight stay (kWh/GN)



Energy monitoring data from FY 18-19 was chosen as the baseline as hotel operations were shut down in March 2020 due to COVID-19. The following year, hotel occupancy was only 18% due to clients staying for a mandatory 14-day stay as a quarantine period. It was only during the FY 22-23 that hotel operations were back to normal with a group occupancy rate of 80%.

At the group level, the average energy use intensity was 31 and 21 kWh per guest night for the financial years 21-22 and 22-23 respectively. Across all hotels, the % decrease varied from 17% to 51% from financial years 21-22 to 22-23, thus corresponding to a 29% overall decrease at the group level. A comparison of the trend for both financial years shows at least 5% decrease, hence complying with the target set. The energy use intensity for PCBH was significantly higher in FY21-22 due to exceptionally low occupancy rates for the first four months of the financial year when the hotel was re-opened post-Covid.

The below initiatives were implemented in hotels as part of a group effort to mitigate the environmental impact of energy consumption:

Smart utility monitoring

The first step towards achieving energy efficiency is having an ample understanding of current energy consumption patterns. Earlier, we had manual record-taking in terms of using log sheets. The transition to an IoT-based utility monitoring system started in 2022, allowing us to have improved accuracy over usage measurements as electricity consumption values were measured in real-time using sensors. This new electricity monitoring system enhanced the transparency level regarding our daily energy consumption due to regular analytics updates. Using an online dashboard, we have more detailed feedback on energy use such as identifying the peak hours and areas of high consumption thus providing valuable insights for devising energy-saving measures.

Energy-efficient lighting systems

Lighting systems represent a major source of energy consumption in hotels. Over the years, traditional lighting via incandescent bulbs and tubes has been replaced by low-energy lighting in all hotels, covering 80% to 100% of guest and back-of-house areas. LED lighting is more environmentally friendly as it consumes less energy, has a lower carbon footprint and has a longer lifespan than traditional lighting sources.

Moreover, solar-powered lights are used for outdoor pathways in selected hotels. During the day, the in-built solar panels are charged, and the units are automatically switched on to illuminate all pathways in common areas at night. Some are equipped with motion sensors and adjust the light intensity according to movement in the outdoor pathways. The solar-powered pathway lights are an ideal addition to our current lighting system as they produce significantly lower carbon emissions by depending on a renewable energy source.

Solar water heating

Earlier, all hotels used to be solely dependent on gas boilers for domestic water heating for guest rooms. To reduce our fossil fuel dependency and our energy consumption, the transition from using traditional boilers to using solar water heaters for the supply of domestic hot water started in early 2019 but continued in FY22-23 as normal hotel operations resumed. Electrical heaters or gas boilers (depending on the hotel) are occasionally used for top-ups.

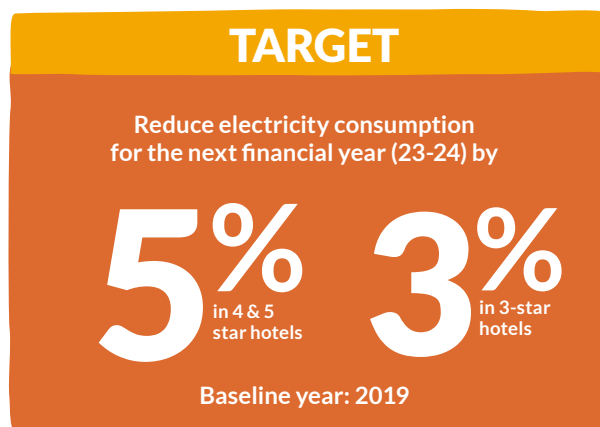
Vegan menu

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.

Smart room controls

In selected hotels, our rooms are intelligently equipped to activate and deactivate the electricity, depending on room occupancy. The AC units are moreover shut off within seconds whenever the room terrace doors are opened in all hotels. Using this smart technology has allowed us to optimise energy consumption in guest rooms as these contribute to reducing unnecessary energy use as well as enhancing the guest experience.



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.



From left: **Babbo Sadaseewoo**, Executive Chef at Paradise Cove Boutique Hotel, **Clementine Katz**, Chief Marketing Officer at Attitude and **Alexis Gauthier**, Michelin Starred Vegan French Chef.

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 (Buckley, 2023). 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%**. How did we do this? We analysed all the menus at our various points of sale, calculating the percentage of vegan/vegetarian dishes compared with those containing meat and fish. Once this calculation had been made, we were able to increase the percentage of vegan and vegetarian dishes by replacing meat and fish dishes. In our three-star hotels, we ensure all vegetarian and vegan guests receive personalised menus to cater to their dietary preferences.

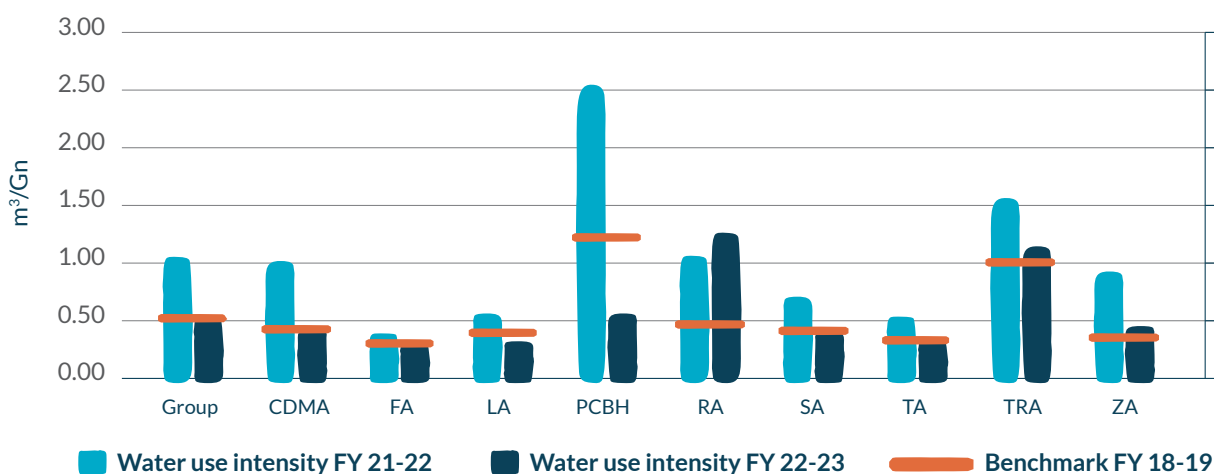
EFFICIENT WATER MANAGEMENT STRATEGY

Reducing water consumption

Water scarcity affects more than 40% of the global population and is projected to rise. Being such a critical issue and ranked as one of the top five global risks, the hospitality industry has a role in managing its water consumption to protect the communities in which it operates and the future of its businesses (World Sustainable Hospitality Alliance, n.d.) An efficient water management strategy integrates water usage monitoring, setting water intensity targets, and reporting water usage, ultimately leading to defining areas for improvement. Having an integrated water management strategy makes us accountable for the efficient use, conservation, and protection of water resources as well as helping us manage our water consumption sustainably as a hotel group.

An overview of water use intensity for financial years 21 - 22 and 22 - 23 is given below with data from 2019 used as reference values. Using the FY 18 - 19 as the baseline, we set the target of reducing our water consumption by 5% at the group level.

1.2.1. Rate of water consumption per overnight stay (m³/GN)



The average water use per overnight stay was 1 and 0.6 m³ per guest night for the financial years 21-22 and 22-23 respectively at the group level. When comparing the water intensity rates, it can be noted that the target of at least 5% reduction was achieved for all hotels except for RA. The % decrease varied from 22% to 77% from financial years 21-22 to 22-23 across all hotels, thus corresponding to a 42% overall decrease for the group. However, for RA we noted 14% increase in water use caused by major leakage issues found in the hotel building. Similar to the trend in energy use, the water use intensity for PCBH was significantly higher in FY 21-22.

Below listed are various initiatives implemented to optimise our water consumption across all hotels:

Smart utility monitoring system

The new smart utility monitoring system also allows us to monitor our water consumption more accurately, apart from electricity consumption. Due to real-time updates, we have better insight into the peak hours and zones of high water consumption to define areas of improvement and implement water-saving measures.

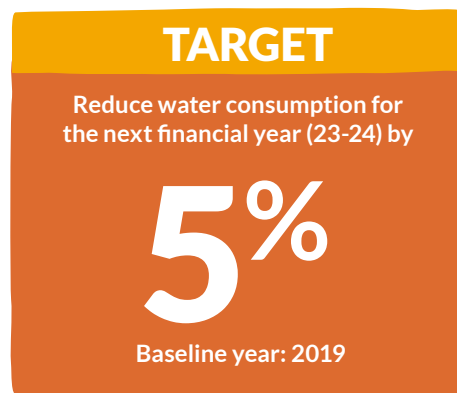
Water-efficient taps and showers

Low-flow showerheads, aerators on taps, and dual-flush toilets are installed across guest rooms and common areas. We also have sensor taps in all common washrooms in one hotel. These fixtures ensure that water use is significantly reduced without compromising guest comfort.

Linen change frequency

Across all hotels, we have adopted a bed linen and towel change policy aiming to reduce water and chemical consumption while balancing guest comfort and environmental responsibility. For bed linen, the group policy states that bed linen is changed every 3 or 4 days depending on the hotel. For bath towels, we recommend clients hang their towels for reuse.

For hotel staff to follow through, we have separate policies that ensure that bed linen and towels are only replaced according to the above criteria and upon client request.



SUSTAINABLE WASTE MANAGEMENT STRATEGY

According to Statistics Mauritius (2022), the solid waste landfilled at Mare Chicose weighed 501,167 and 494,073 tons in 2021 and 2022 respectively. Through sustainable waste management, we aim to minimise the amount of solid waste disposed of in our landfill while targeting a lower environmental footprint. Effective waste management in our hotels additionally leads to higher operational efficiencies and cost reductions in waste handling and transportation.

To sustain an efficient waste management strategy, the below key measures are in place:

- Segregation of wastes at the source with dedicated bins for the numerous waste categories, such as recyclables (paper, plastic, glass, metal cans), organic (food scraps), and non-recyclables in public areas and back-of-house areas
- Recycling program for nine standard materials such as glass, paper/cardboard, plastic, metal, used oil, batteries, bulbs, small e-waste, and buffet food remains
- Sustainable purchasing and dispensing of certain items like coffee, snacks, milk, and tea in reusable glass jars in our Bulk Shops
- Waste reduction strategies, including encouraging guests to reuse towels and linens, using hand dryers in common washrooms, in-house water bottling, using refillable dispensers for bathroom amenities, portion control for restaurant menus, and prompt guests to opt refillable Dopper water bottles
- Hazardous waste management for chemical, gas, and paint containers
- Client awareness and employee training programs about waste reduction and recycling
- In progress tracking of general waste generation and recycling rates

Waste Recycling

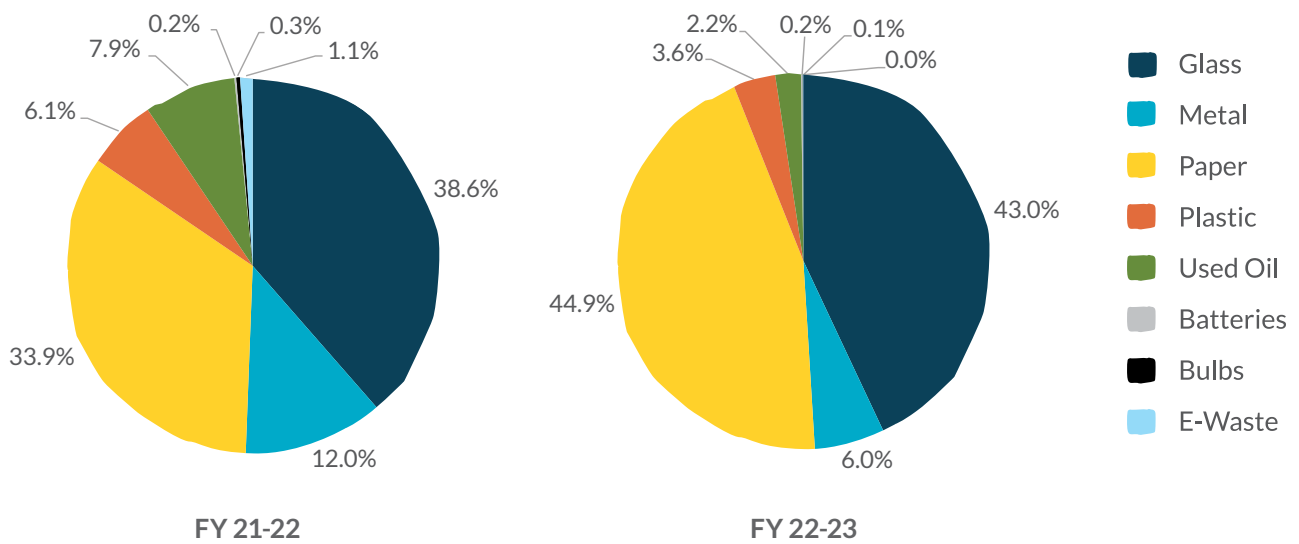
Our waste recycling program was initiated in early 2022. We have an agreement with a dedicated service provider who collects, weights, and transfers nine material categories from our hotels to recycling companies. On the other hand, food remains from buffets are collected by animal breeders for repurposing into animal feed.

Below is an overview of the quantities of wastes recycled for FY 21-22 and FY 22-23:

1.3.1. Amount of recyclable waste diverted from landfill (kg)

	Glass	Metal	Paper	Plastic	Used Oil	Batteries	Bulbs	E-Waste	TOTAL AT GROUP LEVEL
FY 21-22	6,126	1,912	5,388	964	1,250	29	48	170	15,887
FY 22-23	31,337	4,390	32,753	2,643.50	1,599	113	36.5	0	72,872

1.3.2. Percentage of recyclable waste by category



The total quantities of waste recycled for FY 21-22 and FY 22-23 were 15,887 kg and 72,872 kg respectively. Glass is the first largest recyclable waste type due to the large number of alcoholic drinks purchased on a non-deposit system by certain hotels. Paper and/or cardboard represent the second largest recyclable waste type, because of the high amount of packaging boxes.

No 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 used throughout their stay, with the option to refill it with ice-cold water from the complimentary fountains situated around 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 minimise individual packaging wherever feasible. Our supplier management strategy revolves around several core principles:

Bulk Purchasing: We prioritise bulk purchasing to diminish packaging waste and lessen the environmental footprint associated with packaging materials. Through bulk procurement, we optimise resource utilisation 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 our suppliers of chemical products. Their product containers are returned for refilling, effectively reducing the necessity for new packaging. This practice extends to products utilised in Housekeeping, Laundry, Stewarding, and Maintenance departments
- In a bid to curtail packaging waste, we've transitioned to receiving coffee beans, amongst others, 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.

PROMOTING ENVIRONMENT ADVOCACY

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 enquire 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.



1.4.1. Guest awareness of sustainable commitments (Pax)

FY 22-23	TRA	RA	ZA	CDMA	LA	TA	FA	SA	GROUP LEVEL
Number of responses	905	305	958	626	902	419	299	575	4,989
Rating out of 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 upcycled fishing cord 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.



1.4.2. Miray Lespwar tie rate (%)

FY 22-23	TRA	RA	ZA	CDMA	LA	TA	FA	SA	GROUP LEVEL
Number of responses	1,329	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 recognise that sustainability is not only a commitment, but also a collective effort that involves every member of our team. That's why we prioritise 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, minimising 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 emphasise 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.

1.4.3. Percentage of training linked to sustainability (%)

	FY 21-22		FY 22-23	
	Total hours	Average hours per FM	Total hours	Average hours per FM
CDMA	40	0.38	30	0.26
FA	17	0.33	25	0.43
LA	75	0.38	60	0.24
RA	10	0.14	35	0.54
SA	65	0.43	55	0.29
TA	29	0.36	26	0.37
TRA	37	0.10	57	0.15
ZA	25	0.09	55	0.19
PCBH	27	0.16	29	0.17
GROUP LEVEL	325		372	

The climate Fresk



To show our commitment and empower our staff members in their engagement towards sustainability, we implemented an in-house Climate Fresk program to educate and raise awareness about climate change issues worldwide. The Climate Fresk is a 3-hour workshop that uses a card-based format to summarise the IPCC climate report in a fun and interactive group activity. It was created by French lecturer in energy and climate, Cedric Ringenbach in 2018, to compensate for the lack of understanding about the link between our actions and consequences on the world climate.

Led by the Climate Fresk Association, Climate Fresk quickly gained popularity among individuals and organisations since its launch in 2018. The program gained more than 1 million participants worldwide in more than 130 countries in early 2023 and has been translated into more than 45 languages. As the original workshop materials were introduced to us in the French language, we had the opportunity to collaborate with Diane Salmon, the local representative of the Climate Fresk and experienced workshop facilitator, and anthropologist Daniella Bastien, to translate the card-based game to Kreol Morisien (Mauritian Creole) to target a maximum number of Mauritian participants.

As Attitude Hotels wanted to take part in raising public awareness of climate change, we set an initial objective of having 200 staff members participate in Climate Fresk workshops at the group level to be achieved by December 15th, 2023. Since only **134 staff members** were successfully engaged by this deadline, the target timeline was extended to the end of June 2024.





Rs 125.00
Demi kilo/2 KG

We support the local economy

INTRODUCTION

Tourism is one of the biggest and fastest growing economic sectors around the world. In developing countries, tourism is considered as a tool that 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.

AMPLIFY THE CONTRIBUTION TO THE LOCAL ECONOMY

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. Analysing 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 the 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, our average percentage of Food & Beverages purchased with the “Made in Moris” label reached 52%.

2.1.1. Percentage of local Food & Beverages suppliers labelled ‘Made in Moris’ (%)

	CDMA	FA	LA	RA	SA	TA	TRA	ZA	PCBH	GROUP LEVEL
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 prioritise 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 minimising 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 flavour profile that is both refreshing and indulgent. It's the perfect accompaniment to a variety of dishes, from spicy curries to savoury 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 artisanship. By featuring this unique creation in our hotels, we aim to give a spotlight to Mauritian flavours and provide guests with an authentic taste of the island during their stay.

SHOWCASING LOCAL ARTISANS IN OUR HOTELS

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, jewellery, 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**.

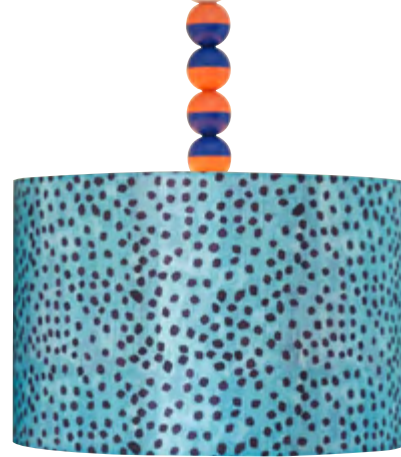
10 years of Zilwa!

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

Magalie Avignon shares our ethical and committed vision in Provence, France! She has hung a series of bright, decorative plates on our walls which have been made by talented Mauritian potters.

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, Hélène 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

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 from the feedback process provide an understanding about how the Family Member perceives the organisation 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 organisation. 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, personalised 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 organisations with more than 250 employees.

3.1.1. Participation rate for the label ‘Great Place to Work’ at group level (Pax and %)

	FY21-22	FY22-23
Number of respondents (Number)	1,298	1,276
Participation rate (%)	94%	91%

3.1.2. Score obtained for the label ‘Great Place to Work’ (%)

	CDMA	FA	LA	RA	SA	TA	TRA	ZA	PCBH	HO	GROUP LEVEL
FY21-22	86.0%	98.0%	88.0%	88.0%	97.0%	78.0%	78.0%	84.0%	76.0%	81.0%	82%
FY22-23	85.0%	99.0%	77.0%	97.0%	98.0%	94.0%	82.0%	73.0%	91.0%	86.0%	85%

Family Members benefits

Attitude has made a strategic decision to place its employees at the core of its business strategy, recognising 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 the commitment to prioritising 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 recognise the actions of our Family Members who show consistent and exceptional behaviour towards the Personal Progress Team Success (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 Family Members 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 Family Members 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.

3.1.3. Family Members benefits in numbers at group level (Unit and Pax)

	FY21-22	FY22-23
Number of Mari Top given	480	3,336
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 six Attitude Family Members. The aim was to put in place strong and tangible actions that remove gender stereotypes and 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

TARGET

300
Family Members

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

3.2.1. Percentage of female employees at managerial and executive level at group level (%)

	FY21-22	FY22-23
% of female employees at managerial level	23.4%	29%
% of female employees at executive level	11.1%	11.1%

Child's right and protection policy

The hotels within the Attitude Group are committed to respecting and promoting the rights of children, including protection from sexual exploitation of children and adolescents in tourism, protection from child labour 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 and indecent photographs of children
- Abandonment of a child
- Abducting a child
- Child trafficking
- Selling or serving any liquor, rum, any compounded spirits, or tobacco to a child

Emphasis is put on the reporting process, which is as follows:

- Family Members 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 intervene 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). The Chief Security Officer 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 Family Members

At Attitude, we firmly believe that investing in the growth and development of our Family Members is essential for achieving organisational excellence and fostering a culture of continuous improvement. This investment also enhances the personal and professional fulfillment of our team members, equipping them with the skills to thrive in new roles. Therefore, we are committed to providing comprehensive training programs aimed at equipping our Family Members with the knowledge, skills, and competencies necessary to excel in their roles and contribute effectively to our collective success.



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 centre, 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 Group Attitude's hotels. quality wherever possible

3.3.1. Total training hours at group level (hours)

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

Support the progress of Family Members

Before publishing any external advertisements, it is crucial to first analyse 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 organisation, 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.

3.3.2. Percentage 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 providing support 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 organise at least three activities per year in collaboration with non-governmental organisations (NGOs), actively involving our Family Members (FMs) in the process.

During FY 22-23, our hotels undertook several initiatives, including beach clean-up campaigns and partnerships with organisations such as Caritas and nearby community centres. We also invite our guests to participate in this charitable endeavor by offering them the opportunity to contribute gifts at 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 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.



Otentik Music

Our clients are offered Segha 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 talent.



Otentik Discovery App

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.



3.4.1. Percentage of guests' awareness of our Otentik experiences* at group level (%)

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

3.4.2. Percentage of participation in the Otentik Experiences* at group level (%)

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

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

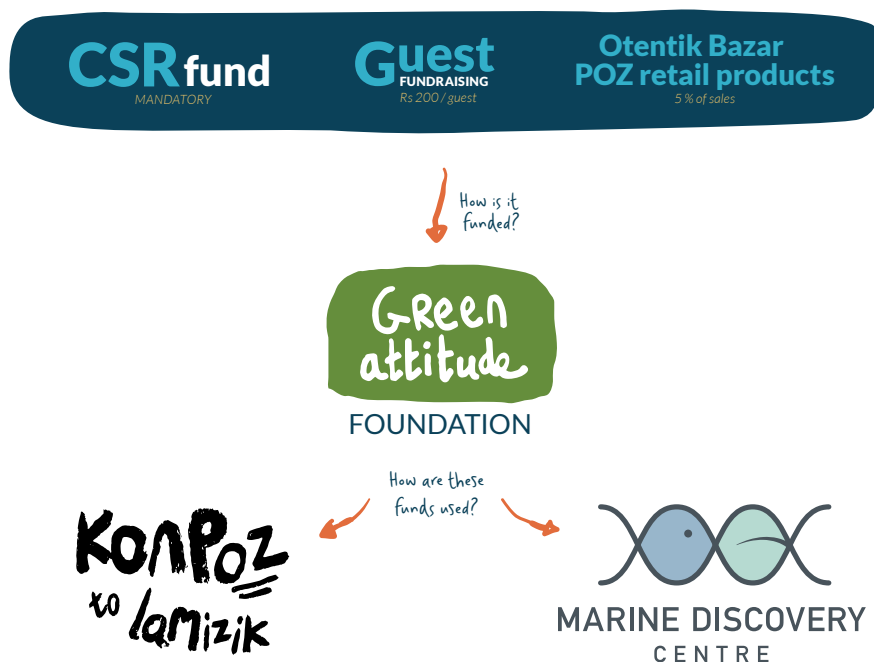
GREEN
ATTITUDE
FOUNDATION
REPORT

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.



3.5. KPIs linked to Green Attitude Foundation

	Unit	FY 21-22	FY 22-23
Total number of cultural and environmental projects supported	Unit	5	16
Total number of partnerships with local & regional stakeholders for biodiversity preservation	Unit	1 ¹	1 ²
Number of cleanup campaigns organised and financed by GAF	Unit	-	4
Total amount invested for marine & coastal biodiversity preservation	Rs	-	2,468,000
Percentage of contribution from guests*	%	24	31

(1) With ERA

(2) With Odysseo

*We set ourselves of reaching 40% of contributions from guests as from FY 23-24

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 at 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.

Citizen science (participatory science) is when community members/members of the public can help collect (and analyse) scientific data to increase scientific knowledge. Most often, this is part of a collaborative project lead by professional scientists. There is no need for specific qualifications; everyone can share and contribute in their own time, pace and capacity to research and conservation, resulting in a greater impact.

Examples of data collection areas:

- Whale spotting and photo ID (contributes to research on the populations and their behaviour patterns, migration, etc.)
- Sea turtle nesting tracking (important for species protection)
- Marine debris monitoring (what type, amount, etc.)
- Coral reef monitoring (coral bleaching surveys, etc.)
- Mangrove survey (density, health, etc.)
- Sea bird spotting (species id, behaviour, activity, etc.)
- Terrestrial flora and fauna surveys

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

1.5.1. Total number of visitors at the MDC (Pax)

	FY21-22	FY22-23
Total number of visitors at the MDC	483	2,891
• Number of guests	290	2,257
• Number of pax from local community (children, adults)	170	436
• Others, such as journalists, eductours	23	198

1.5.2. Total number of persons trained on marine & coastal environment (Pax)

	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 at boat houses)	3 diving centres	1 diving centre
	8 boathouses	8 boathouses

1.5.3. Total number of scientific projects (Unit)

	FY 21-22	FY22-23
Total number of scientific projects (whales, sea turtles, etc.)	2	2

1.5.4. Total number of educational tools created (Number)

	FY 21-22	FY22-23
Total number of educational tools created	6	13

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.



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 use them to teach others 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 minimise these 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 song 'Koste,' available on Apple Music, iTunes, and Spotify.

NUMEROUS NEW PROJECTS EACH YEAR

Little Marine Discovery Centre in our family hotels



Our main Marine Discovery Centre was launched in 2010 at Lagoon Attitude in collaboration with a local NGO. It is funded by the Green Attitude Foundation and is run by marine biologists dedicated to the exploration and preservation of Mauritius' marine and coastal environment.

Opening a Little Marine Discovery Centre inside our hotels widens the reach of our research and education. The Ravenala Attitude is set in Turtle Bay, so guests can learn about the lifecycle of a sea turtle and the different ecosystems found along the island's coastline. Our aim is to help guests understand the actions we can all take to protect our natural world.

Coming soon is a sea urchin-themed Little Marine Discovery Centre at Friday Attitude; and a coral-themed centreat Zilwa Attitude.



Climate Fresk

The Green Attitude Foundation funded the translation of the Climate Fresk into Mauritian Creole. A team of seven workshop leaders have been trained and are now equipped to run these educational workshops, which are 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, so we sponsor several of them each year.

Social initiatives

We support social initiatives. To mention a few: solidarity library for a literacy association, women entrepreneurship training, professional training for underprivileged people.

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 the Green Attitude Foundation (GAF). Additionally, we aim to seek external funding through calls for proposals focusing on environmental protection and social projects, further amplifying our efforts and maximising our impact in these crucial areas.

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.



WHAT'S NEXT?

Opening in Zanzibar in 2025

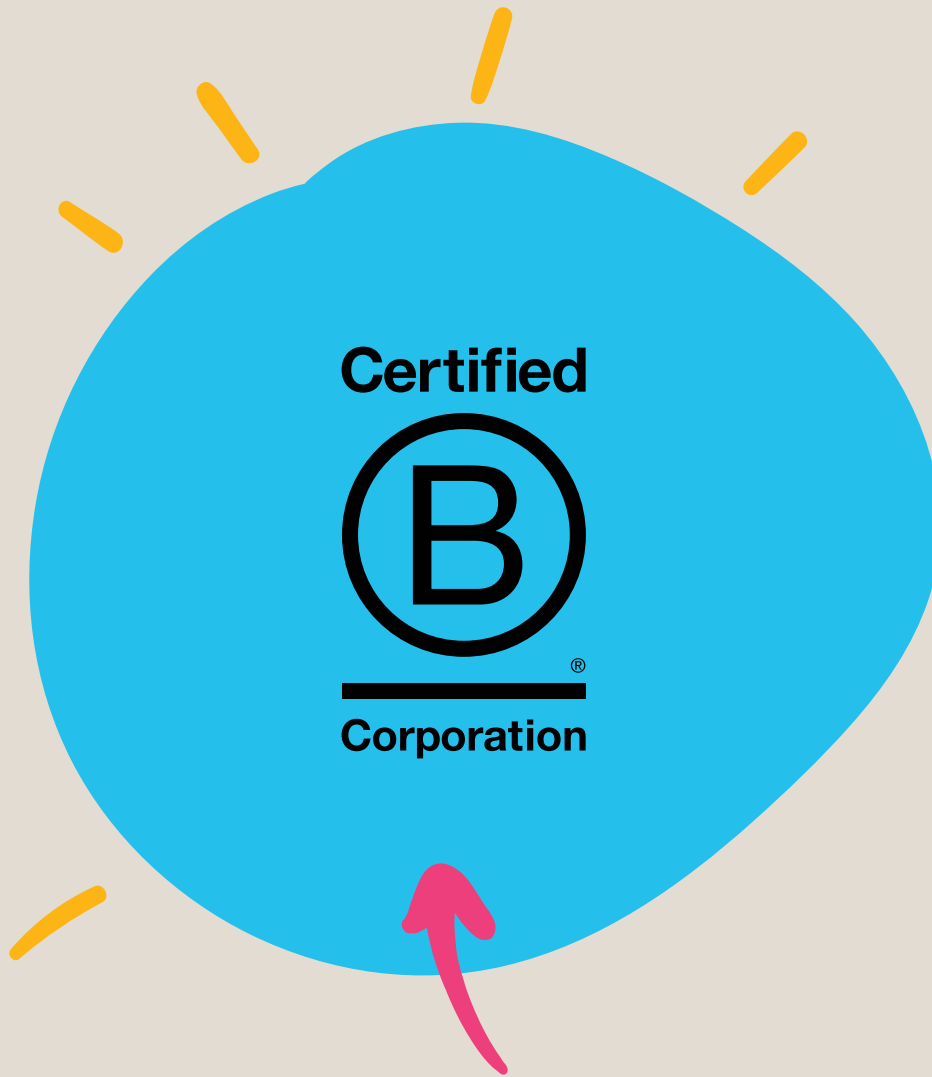
Attitude Hotels is set to open a new hotel in Zanzibar in 2025. It will be our first hotel outside of Mauritius, so we are aiming to take everything we have learnt in our sustainability journey so far and create a committed holiday experience in a different country. We will need to switch from a local (Mauritius-centric) business model to a 'glocal' strategy, adapting to Zanzibar's local culture, traditions, food and lifestyle.



Matemwe Lodge, Matemwe Retreat and Matemwe Beach House in Zanzibar are being redeveloped to create the next Attitude hotel. The hotel is located on the northeastern tip of the island, opposite the diving and snorkelling reefs of the protected Mnemba Atoll. The property spans 20 acres and the renovation of the existing properties will create one hotel with 65 rooms.



We are looking forward to launching the Attitude Hotels brand in Zanzibar and creating strong ties with local stakeholders.



In June 2023, we submitted our report to B Corp. Our aim is to become a B Corp-certified company and join a worldwide community of committed businesses striving to be a force for good.

B Corp measures a company's entire social and environmental impact and, over the space of a year, we answered 280 detailed questions about wages, suppliers, the environment and governance. We also submitted 400 supporting documents and, throughout the application process, found ways to improve our business.

At the time of writing (May 2024) we are waiting to hear if we have been awarded B Corp certification.

World-class hospitality training

In March 2024, Attitude Hotels partnered with EHL Business School, the world's leading hospitality school. This collaboration resulted in the establishment of Attitude Academy VET by EHL, a new vocational education and training (VET) opportunity in Mauritius. The centre offers three diploma courses: Culinary, F&B Service, and Hotel Rooms Division.

Attitude Academy VET by EHL is the first of its kind in Mauritius. The training program follows the Swiss Competency Framework, renowned as one of the best education models globally. Students will gain technical expertise, develop interpersonal skills, and enhance self-development through campus-based learning and internships. Graduates will have practical experience managing real-world operations and teams.

This partnership enables Attitude Hotels to create accessible and appealing learning courses for individuals interested in the hospitality industry. It reflects Attitude's commitment to the local community, economy, and the broader hospitality sector. The collaboration aims to establish new standards for employee development and certification in Mauritius, inspiring future generations to pursue careers in the hotel industry while supporting the growth of current employees' careers.

"This partnership is important for the Attitude Group, for the realization of our ambitions in Africa, and for the Mauritian hotel sector. We are proud that the EHL Group and the Attitude Group are entering into a partnership because we share the same values and have the same approach to training. The Attitude Group aims to give a boost to rekindle interest in the hospitality field, and employability through this partnership" Vikram Luchmun, Learning & Development Manager.



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 100% natural 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, expanding coverage from 1 out of 9 hotels to 7 out of 9 hotels*.

*Excluding Récif Attitude, which is under renovation and Paradise Cove Boutique Hotel.



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 organisation 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 grasps the profound impact of veganism on the environment and possesses the knowledge needed to effectively communicate this message to our valued guests.

Appendix

LIST OF ACRONYMS

AET	Attitude Ena Talen
CDMA	Coin de Mire Attitude
ESA	Ecologically Sensitive Area
DHW	Domestic Hot Water
F&B	Food & Beverages
FA	Friday Attitude
FM	Family Member
FY	Financial Year
	FY 21-22 Financial Year 2021-2022, from 01/07/2021 to 30/06/2022
	FY 22-23 Financial Year 2022-2023, from 01/07/2022 to 30/06/2023
	FY 23-24 Financial Year 2023-2024, from 01/07/2023 to 30/06/2024
GM	General Manager
GN	Guest night
HO	Head Office
HOD	Head of Department
HR	Human Resources
IPCC	Intergovernmental Panel on Climate Change
KPI	Key Performance Indicator
KTL	Konpoz To Lamizik
LA	Lagoon Attitude
MDC	Marine Discovery Centre
NA	Non Applicable
OG	Operational Goal
PCBH	Paradise Cove Boutique Hotel
PNEE	Programme National d'Efficacité Énergétique
PPTS	Personal Progress Team Success
RA	Récif Attitude
SA	Sunrise Attitude
SDGs	Sustainable Development Goals
SG	Strategic Goal
SIDS	Small Island Developing State
TA	Tropical Attitude
TRA	The Ravenala Attitude
UN	United Nations
VMXA	Voluntary Marine Conservation Area
ZA	Zilwa Attitude

UNITS OF MEASUREMENTS

kWh	kilowatt hour
L	Litre
m ³	Cubic metre
kg	Kilogram
pax	Person, people (per pax: per person)
h	Hour

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