

# SUSTAINABLE DEVELOPMENT

## New strategic momentum



*Formalised in 2012, the Group's Sustainable Development Strategy was reviewed during 2013 and fully integrated into the momentum of the WIN2016 plan.*



Fresh momentum provided by the WIN2016 strategic plan has prompted the Group to define the priorities of its 2012 Sustainable Development Policy.

In June 2013, a workshop brought together all of the Group's divisions. This collective reflection helped produce two priority focuses of value creating actions in line with the WIN2016 plan.

The first focus aims to strengthen the Group's operations in terms of sustainable development and to continue the actions that constitute the fundamentals of its social and environmental responsibility.

The flagship projects already started are therefore set to continue: Green Key labelling and ISO 14001 certification of sites, the BEST! environmental management system, the responsible purchasing policy, the green building policy and finally, the reliability

of extra-financial indicators in order to provide operational steering tools and improve monitoring of the Group's overall performance.

The second focus concerns the holiday offering provided to customers: thinking of new initiatives in order to offer holidaymakers moments to reconnect with nature, to discover the wealth of the sites' natural heritage, or even to make them see the challenges of tomorrow from a new perspective by using discovery and games (in particular by making children aware).

*In compliance with decree no. 2012-557 of 24 April 2012, detailed information on the Group's Sustainable Development approach is set out in the Chapter "Information on social, environmental and societal issues" of the Management Report.*

**100%**  
of sites  
are integrated  
into BEST!\*

\* Internal management system for environmental, social and societal performances.

**21,630**

children who stayed at Center Parcs, Pierre & Vacances villages clubs and Maeva residences clubs were made aware of sustainable development challenges during 2013.

# A LOOK AT 2012/2013

## Kid's Climate Conference

The second Kid's Climate Conference organised in partnership with the Missing Chapter Foundation (foundation chaired by the Dutch princess Laurentien van Oranje), Eneco and the Dutch WWF took place in September 2013 at the Center Parcs Het Heijderbos.

Via workshops and artistic activities, the children reflected on concrete solutions to preserve the environment and submitted their proposals to the local representatives. Among these were collecting recyclable waste rather than buying new materials for art lessons at school, creating more rain water collectors and even doing sports activities at home in order to generate energy, for example by producing electricity for the television using a home trainer!

## A framework agreement for waste electrical and electronic equipment

In 2013, the Group signed a framework agreement with Eco-systèmes for collection of waste electrical and electronic equipment (WEEE) in France. All of the Pierre & Vacances, Aparthotels Adagio® and Center Parcs sites can now organise collection of small and large household appliances with the local Eco-systèmes branch, as well as numerous other appliances associated with site operation (boilers, air-conditioners, swimming pool filters, electrical radiators, etc.). The eco-organism handles the decontamination, recycling and energy recovery for this equipment. A contract with Recupel was also signed during the year in Belgium, whereas in the Netherlands, the Group has been working with Wecycle for three years.



## 24% of sites eco-labelled

During 2012/2013, five new sites obtained the European Green Key label. As such, 47 sites under the Pierre & Vacances and Center Parcs brands currently carry the label, while 17 Aparthotels Adagio® sites have the European Ecolabel and 18 Center Parcs are ISO 14001 certified.

## Managing green areas and nature in other ways

A new step was taken in the differentiated management of green areas. With 25% of the Group's sites including gardens and forest areas covering more than 2,000 m<sup>2</sup>, this approach aimed to limit the environmental impact of maintaining these areas thanks to measured usage of plant protection products, watering systems adapted to weather conditions, late lawn mowing, planting of a diversified selection of plants, biological niches (dead wood), etc.

Managers of green spaces at the French sites with the largest gardens and forestland were trained in establishing the cartography and defining a differentiated management plan. In addition, a signalling system valuing the actions undertaken by each site and the local species has been put in place at 19 sites, with signs stating for example "Here, we are letting nature grow at its own pace".

# 334

youths aged 16-25 followed a training programme in tourism businesses

## SRI INDEX

For the fourth year in a row, the Group was among the 70 companies chosen by the

## 2013 Gaïa index

for its extra-financial performances out of a panel of 230 companies.