



# SHARING

With a view to creating shared value, the Group aims to reduce its environmental footprint, to be a long-term economic partner for local development as well as a responsible employer.





Center Parcs in Moselle

## SUSTAINABLE DEVELOPMENT APPROACH

# ENVIRONMENTAL AND SOCIETAL RESPONSIBILITY

*Our aim: to firmly root nature and the local environment at the heart of the client experience.*

**T**he Group's environmental and societal commitments are based on four priorities: strengthening the operating base of actions aimed at reducing the ecological footprint of the Group's activities, continuing the eco-labelling of our sites, developing tourism projects focused on the interaction between our clients and nature, and ensuring that our activities are increasingly rooted in the local environment.

### STRENGTHENING OUR ENVIRONMENTAL MANAGEMENT, VALUING OUR PERFORMANCES

During 2013-2014, the steering of the sites' water and energy consumption was strengthened. "We are now capable of separately assessing the water and energy consumption for which we are responsible and charges for

owners with no management mandate with the Group" explains Marie Balmain, Sustainable Development Director.

In addition, pursuing the policy started in terms of site labelling remains a priority. The environmental labels and certifications delivered by independent third parties testify to the actions undertaken by the sites in order to limit their environmental impact.

These certifications make our approach more credible with clients and provide leverage to mobilise the teams. "Our clients are increasingly sensitive to our sustainable development actions, which are seen as a sign of quality. This is also an increasingly visible criteria in satisfaction questionnaires" notes Marie Balmain. The share of labelled sites has increased at every brand. So far, 19 Center Parcs Domains

In compliance with decree no. 2012 - 557 of 24 April 2012, detailed information on the Group's CSR approach is set out in the section "Information on social, environmental and societal questions" in the business report.

<sup>1</sup> *Bâtiment Basse Consommation*  
Low Consumption Building

<sup>2</sup> Very High Energy Performance

<sup>3</sup> *Haute Qualité Environnementale*  
High Environmental Quality



are certified ISO14001 and 39 Pierre & Vacances and Maeva sites (including 100% of the Villages Clubs in France and 100% of the countryside residences), while the four French Center Parcs have obtained the Green Key label. In addition, 93% of accommodation delivered during the year was certified or in the process of being certified BBC<sup>1</sup>, VHEP<sup>2</sup> or HQE<sup>3</sup>. Finally, 17 Adagio Aparthotels (or almost 60%), have the European Ecolabel – Tourist Accommodation Services certificate.

#### HOLIDAY OFFERING FOCUSED ON INTERACTION WITH NATURE

The Group's sustainable development strategy also concerns the sales offering. "New projects should not only be exemplary in terms of performances, but should also convey a meaning and a positive view of ecology, in association with nature and valuing the local regions" affirms Thierry Hellin, Deputy CEO.

In this respect, during 2013, Villages Nature signed a partnership with Bioregional, making it one of the members of the international network of One Planet Communities. This partnership is the guarantee of the smooth implementation of commitments to reduce a project's ecological footprint at each phase of its lifecycle. Villages Nature is one of the first private projects certified by the United Nations Environmental Programme under the framework of the Global Partnership for Sustainable Tourism. Furthermore, the new Center Parcs Le Bois aux Daims, in the Vienne department, focused on interac-

#### FOCUS

### EXTRA-FINANCIAL REPORTING

The efforts made to strengthen the Group's extra-financial reporting are paying off. For the fifth year in a row, the Group was among the 70 intermediate-sized companies listed in the Gaia index for their extra-financial performances and increased its rating by four points. It has also become eligible for the Ethibel EXCELLENCE investment register, with its CSR performance considered better than the sector average (C rating).

tion with animals, is to offer guests the possibility of discovering and observing animals from European forests. The relations created with the wildlife provide an opportunity for families to share privileged experiences and see the wildlife in a new and more respectful light.

#### MAKING CLIENTS AWARE OF THE ISSUES FACING THE PLANET

For several years, the Pierre & Vacances-Center Parcs Group has committed itself to making its clients, and especially children, aware of sustainable development challenges. In 2013-2014, in the Pierre & Vacances Villages Clubs and the Maeva Residences Clubs, Eco'lidays events incarnated by the Happyz mascot, were offered in the kids clubs while activities were destined for fami-





**ALMOST**  
**20,000**  
**CHILDREN**

*hosted in the Group's sites in 2013-14 were made aware of sustainable development issues.*

lies (shows, interactive quiz, nature walks, etc.). At Center Parcs, children aged 4-12 are made aware of nature protection by taking part in the "Wanna be..." activities offered in all the Domains in France, Belgium, the Netherlands and Germany in the form of "Wanna be a forest keeper, a farmer, a gardener..."

In partnership with the French representative of Birdlife International, LPO (*Ligue pour la Protection des Oiseaux*), Center Parcs Les Trois Forêts launched a new activity "Exploring Nature" as a pilot project run by two nature guides and based on bird-

watching and taking part in identifying all of the species on the site. This is a fun way for holidaymakers to discover the Domain's forestland.

#### **PARTNERSHIPS FIRMLY ROOTED IN THE LOCAL ECONOMY**

Taking part in local economic momentum is a major driver of the Group's sustainable development approach. With a view to firmly rooting the Group in the local economy and optimising the economic impact of its sites, the Group is developing a local partnerships policy right from the site construction phases. For the Center Parcs Le Bois aux Daims in the Vienne department, 71% of the building work contracts were attributed to companies from the local area or region. In addition, in order to meet the needs of holidaymakers looking for authenticity and keen to discover the local region, the sites are setting up partnerships with local tourism players. For example, the Pierre & Vacances Villages Clubs offer the possibility of meeting local artisans and discovering specialities from the region produced locally under the framework of a new partnership "*Rendez-vous chez nous*".

The "Center Parcs Excursions" programme enables guests to reserve day trips and visits with regional partners located near the domains: guided tours of the main local tourism sites, historical monuments, exhibitions, amusement parks, etc.

#### **FOCUS**

### **KID'S CLIMATE CONFERENCE: THE CHALLENGES OF CLIMATE CHANGE**



In September 2014, Center Parcs organised the third Kid's Climate Conference at the Dutch domain Het Heijderbos, in partnership with the Missing Chapter foundation, chaired

by the Dutch Princess Laurentien van Oranje, Eneco and WWF The Netherlands. The aim is to make the younger generation aware of the issues of climate change via workshops and artistic activities. As such, more than 100 children put forward solutions for preserving the environment. A book of proposals was given to the Dutch government delegation responsible for sustainable development. Two new conferences are planned for 2015 in France and in Germany.



## SOCIAL RESPONSIBILITY

# A GROUP HR POLICY UNDERWAY

*The aim for European coherence in the Group's Human Resources was reached at the end of the year.*

**T**he Group's Human Resources Department gained fresh momentum by integrating the Group's Executive Committee and by participating in the Management Committees of each brand. The creation of a pan-European HR function, bringing together 14 nationalities, accompanies the search for a transversal view of challenges and values.

#### PEOPLE AT THE HEART OF OUR PERFORMANCE

"During 2013-2014, our priorities focused on the management of staff performances, talent management, establishing an employment model and the development of a Group culture," explains Loïc Delboubé, Group Human Resources Director. The work undertaken especially helped define and roll out HR policies harmonised on a Group level, but taking into account the specific culture of each country and each brand. The aim is to provide reference bases that are common to several HR levers: the integration process for new recruits, assessment of staff performances with the creation of a new supporting document, talent management launched as a priority for digital profile recruitments in order to accompany the Group's digital transformation. The Human

# 12,400

**EMPLOYEES**

*or 8,000 FTE*

*(full-time equivalent)*

Resources Department also opened the Happy@work survey to all employees with the aim of measuring their well-being and commitment to work, and to create the most widespread HR coverage possible. "Our working focuses in 2015 are the major recruitment campaign for the Center Parcs in the Vienne department, adjusted management of our jobs under the framework of responsible flexibility and the ongoing roll-out of a Group training policy", states Loïc Delboubé. Placing people at the heart of our performance requires a genuine policy of coherence".

#### FOCUS

### 600 JOB CREATIONS IN THE VIENNE DEPARTMENT

The Center Parcs, Domaine du Bois aux Daims, due to open in summer 2015, is set to create 600 new jobs, 85% of which on undetermined duration contracts. To carry out this recruitment campaign, the Human Resources Department has set up a public-private partnership with the Loudun Employment Agency (Pôle Emploi), the General Council of Vienne, and the Regional Council of Poitou-Charentes. After the public meetings that helped meet almost 3,500 people, the recruitment campaign was launched in September 2014 and involved 5,000 candidates. Recruitments were made using the simulation method, which favours ability rather than qualifications. 80 internal candidates have already been interviewed.