



PLANÈTE **BARRIÈRE**



P R E S S K I T

# PLANÈTE BARRIÈRE

Working together to achieve sustainable development

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## One vision one approach

Planète Barrière is the Group's CSR initiative. Launched in 2010, based on concerns for the environment and guided by Iso 14 001 (certified between 2011 and 2015), Planète Barrière is now a global CSR approach led by ISO 26 000.

Through its commitments to Planète Barrière, the Group aims to involve its employees and establishments in a bid to prevent and limit its social impact.

**Barrière is committed to five major areas:**

- + Governance & Dialogue
- + Customer Relations
- + Responsible Employer
- + Environment
- + Local Development



## A LONG TERM APPROACH



### Governance & Dialogue

- + Strengthen dialogue with our stakeholders
- + Ensure transparency and brand loyalty
- + Maintain good corporate governance



### Responsible Employer

- + Develop responsible management
- + Make diversity a strength
- + Provide opportunities for our personnel
- + Implement the well-being at work programme



### Local Development

- + Be a driving force in terms of supporting local culture and heritage
- + Develop the local economy
- + Buy local



### Customer Relations

- + Manage customer relations responsibly
- + Ensure all of our properties offer access to those with reduced mobility
- + Develop the Responsible Gaming programme
- + Actively promote our initiative to our customers
- + Introduce sustainable tourism offers



### Environment

- + Reduce our energy use, promote sustainable construction
- + Protect biodiversity
- + Develop circular economy initiatives: reduce, reuse and recycle our waste
- + Promote sustainable food choices, fighting to reduce food waste
- + Encourage the use of eco-friendly cleaning and maintenance products in our establishments

Barrière is committed to meeting the expectations of all stakeholders through constructive and transparent dialogue. On site, Planète Barrière is managed by our General Managers and Sustainable Development Managers, who jointly implement the approach.

## Human actions

The Group's employees support Planète Barrière through innovative initiatives in everyday life.

## Environment & innovation

### **100% natural biogas heating for Ribeauvillé Resort.**

The nearby methanisation plant processes organic waste to provide nearly all of its heating. This is a particularly innovative sustainable partnership for the Group:

- From an environmental point of view, with the production of clean natural energy;
- Economically speaking, with the creation of a sustainable model;
- From a social perspective, with 15 people recruited to manage the project.

Other Barrière properties have been inspired by this model. At Hôtel Barrière Le Naoura Marrakech, the swimming pool is heated by energy generated by olive pits.



## Honey & Hive

### **Protected bees.**

Barrière has also heavily invested in bee protection, having set up hives at several of its properties. The Group is now home to 76 beehives, in the mountains, at the heart of Paris and in our seaside casinos.

Over the course of a year, more than 600 kilos of honey is produced. From gifts for our customers to original mouthwatering recipes prepared by our Chefs, it is used in many different ways.



## Enjoyment & Responsibility

To ensure gaming remains enjoyable, Barrière is committed to Responsible Gaming. Launched by the Group in 2004, this pioneering anti-addiction initiative was the first of its kind in France and has been rolled out into all of Barrière's 34 Casinos and Gaming Clubs.

The aim is to reduce the risks of gambling by providing players with tailor-made preventive solutions. One of them is the Voluntary Access Limitation (VAL), a service made available to Barrière Casino's customers who wish to lower the number of casino visits they make.

This measure was the subject of an independent scientific study which showed its long term effect. 81% of players who subscribed to VAL continued to show reduced gaming a year after the end of the limitation period.

[preferezunjeuresponsable.com](http://preferezunjeuresponsable.com)



## Skills & Disability

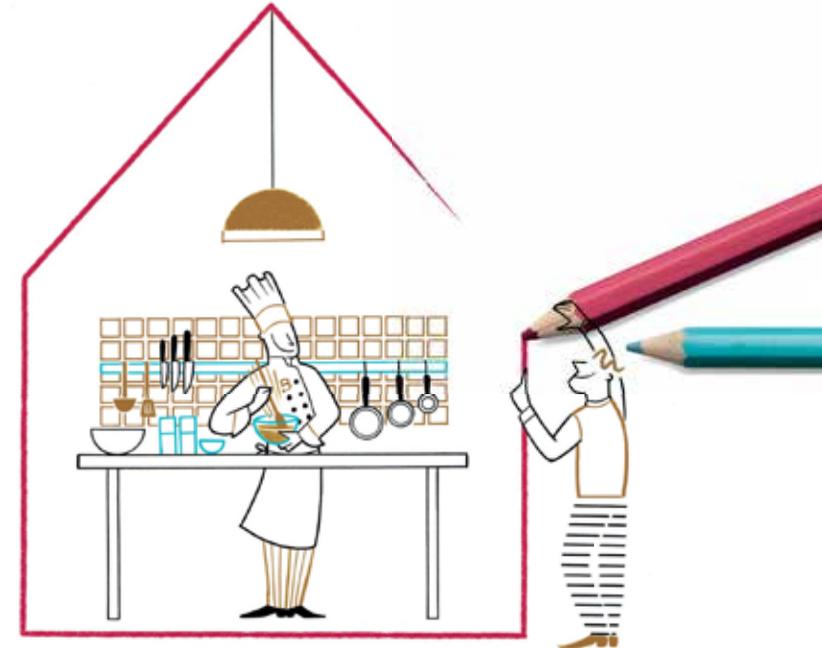
At Barrière, we adapt your position to ensure you feel right at home when you're at work. True to our principles, the Group's 4th agreement relating to employing people with disabilities demonstrates Barrière's willingness to go even further in favour of diversity and to fight all forms of discrimination.

Convinced that company life means recognising and enhancing expertise and life skills, as well as differences, the Group has put a great deal of focus on integrating and supporting employees with disabilities.

The matter of disability is a key part of the Group's global CRS. The commitment made by its Human Resources has been rewarded with the "Tourisme & Handicap" certification for its Lille and Ribeauvillé Barrière hotels.



**CHEZ BARRIÈRE,  
ON AMÉNAGE VOTRE POSTE  
POUR QUE VOUS VOUS SENTIEZ  
AU TRAVAIL COMME CHEZ VOUS**



## Recycling & health

### **A vital partnership with UNISOAP**

In line with both its CSR policy and its commitment to disability and the environment, Barrière has undertaken to donate all of its used hotel soaps to the UNISOAP association. The aim of this sustainable and charitable initiative is to combat wastage and help improve hygiene standards throughout the world. In conjunction with all of its 14 partner hotels in France, the Group aims to do its bit by donating used soaps, whilst raising awareness of the issue to its employees and encouraging them to get involved.

In La Baule, the first UNISOAP partner Resort, the collection of used soaps from the L'Hermitage, Le Royal and Le Castel Marie Louise Barrière hotels has given a second lease of life to 320.9 kg of soap since October 2018 (around 30kg per month). Due to the importance of this initiative and the commitment of its employees, all of the Barrière hotels have now joined UNISOAP in an aim to continue taking action and increase soap collection.



## Well-Being & Work

The way Barrière sees it, employees who are happy are likely to do better at their job, which is why the Group decided to offer coaching sessions to deal with any problems caused by the fluctuating work patterns that are part and parcel of a career in the hospitality industry.

To make this initiative as personalised as possible, each establishment has developed its own local strategy. This enables them to fulfil their employees' needs according to the particular features of each job and the workplace.

The United Nations declared 2017 the International Year of Sustainable Tourism for Development. To celebrate this, and also to acknowledge the major role the tourism industry plays in the fight against poverty and intercultural understanding, Barrière committed to showcasing the creativity of its personnel by launching a photography competition.

*«Jury's favourite» in the sustainable development photography competition - Humanity & Diversity category.*



## Rhyme & reason of wine

### **The Vendanges Solidaires Barrière initiative.**

For seven years, employees from Fouquet's Paris have taken part in wine-maker Marie Laure Lurton's grape harvest. Sold at auction, the funds raised from the «Fouquet's Barrière» cuvée was put towards redeveloping the Landes d'Armagnac. This project enabled reforestation after the devastation caused by storm Klaus in 2009, as well as sustainable development of the area, with the creation of two youth centres, the purchase of a minibus adapted for people with reduced mobility etc.

Today, Barrière has taken the project to a national level, involving other regions and more Barrière employees. The aim is to finance sports adventure holidays organised by the 'Comme Les Autres' association for the disabled.

The Vendanges Solidaires Barrière grape harvest now also takes place in the Gulf of St Tropez at the Roger Zannier vineyard for rosé wine, in the Bordeaux region at the Fourthe vineyard for red wine and in Alsace at the Gustave Lorentz vineyard for white wine.

SCAN,  
VISIT,  
HARVEST!



## Food & the Planet

The Group is committed to the «Bon pour le Climat» agreement formed at the COP21 conference. Every year, during Sustainable Development week, Barrière restaurants create seasonal, local and vegetable-based dishes, in a bid to reduce their environmental footprint.

In 2018, the Group extended the experience by creating their own Month of Sustainable Development, with local and national actions to increase awareness to its customers and employees. In 2019, the Group came up with its own sustainable restaurant charter which encourages establishments to respect the «bon pour le climat» criteria all year-round.



**Meaux chicken supreme with thyme,**  
jus, pumpkin mousseline,  
pan-fried oyster mushrooms  
803g CO<sub>2</sub>e



**Méréville trout meunière,**  
red cabbage,  
cream of watercress  
519g CO<sub>2</sub>e

## Our Anti-Food Waste Challenge

Committed to protecting the environment, the Barrière Group launched the «Anti-Food Waste Challenge» 3 years ago, which encourages their Restaurant teams to find creative ways in which to reduce food waste in its 140 restaurants and bars. For the event's first year, the focus was on food waste whilst preparing meals.

Committed to protecting the environment, the Barrière Group launched the «Anti-Food Waste Challenge» 3 years ago, which encourages their Restaurant teams to find creative ways in which to reduce food waste in its 140 restaurants and bars. For the event's first year, the focus was on food waste whilst preparing meals.



## 10 key figures 2019 vs 2018

- 01 **+26%** customer meetings to discuss Responsible Gaming..
- 02 The CSR approach is addressed increasingly in new staff induction sessions **81%** ↑ **89%**  
2018 vs 2019
- 03 A Vélo Solidaire cycling charity event:  
1,000 kms, 35 cyclists **10 000 €** raised
- 04 The **70** Barrière bee hives are producing increasing amounts of honey. **514 kg** ↑ **595 kg**  
2018 vs 2019
- 05 **41%** of properties offer a dish made from organic produce (VS 32% in 2018)
- 06 Our properties now offer more sustainably sourced fish **45%** ↑ **54,5%**  
2018 vs 2019
- 07 **78%** of our properties have set up local actions.  
↑ up 5 percent.
- 08 Increasing numbers of our hotels now offer in-room recycling bins. **20%** ↑ **37,5%**  
2018 vs 2019
- 09 **45%** of permanent employees recruited this year are under the age of 26.
- 10 Almost **1 ton** of soap donated to the UNISOAP association.





**CONTACT & INFORMATION**

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