

The Brando



SHARING BEST PRACTICES : THE BRANDO SUSTAINABLE MEASUREMENT

ANNE LAURE AMABILE – CSR MANAGER AT THE BRANDO

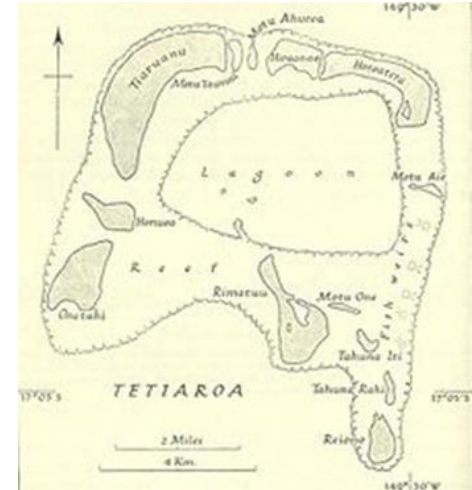
JEANNE BERNARD – CSR MANAGER AT PACIFIC BEACHCOMBER

FRANCK MURPHY – EXECUTIVE DIRECTOR AT TETIAROA SOCIETY

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- 2.** SUSTAINABLE TOURISM – 15 ’
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 - Tetiaroa Society & Te Mana O Te Moana
 - Communities & culture
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1- The Brando



A UNIQUE LUXURY RESORT ON FRENCH POLYNESIA'S BEAUTIFUL PRIVATE ISLAND OF TETIAROA – AN ATOLL COMPOSED OF A DOZEN SMALL ISLANDS SURROUNDING A SPARKLING LAGOON 30 MILES NORTH OF TAHITI.

Tetiaroa : Marlon Brando's private island



- ❖ Opened in 2014 with the LEED platinum certification
- ❖ **Our vision** : a unique luxury eco-resort co-existing with a center for scientific research, education and conservation
- ❖ **Our mission** : offer a luxurious, authentic and enriching vacation experience while protecting Tetiaroa and the planet for future generations
- ❖ **Our values** : sacred destination, life changing experience, legacy, harmony with nature, inspiring

35 PRIVATE VILLAS WITH OWN PRIVATE BEACH & POOL

3 RESTAURANTS x **1** IN HOUSE CHEF x **2** BARS x **1** SPA x **2** BOUTIQUES x **1** ECO STATION

15 258 CLIENTS IN 2022

45 % OCCUPANCY RATE (MAINLY AMERICAN & EUROPEAN CLIENTS)

2 NIGHTS MINIMUM

4,5 AVERAGE LENGTH OF STAY

220 EMPLOYEES





2- Sustainable Tourism

THE BRANDO AND TETIAROA SOCIETY HAVE FORMED A PARTNERSHIP TO PROTECT AND PRESERVE THE ISLAND THAT WE LIVE ON. THIS INCLUDES A LIGHT, LOW CARBON FOOTPRINT FOR THE RESORT, AND SCIENTIFIC AND CULTURAL PROGRAMS FOR TETIAROA SOCIETY THAT PRESERVE AND RESTORE THE ISLANDS NATURAL AND CULTURAL HERITAGE.

Low carbon energy technologies



Sea Water Air Conditioning : a revolutionary low-carbon innovation that uses cold water from the deep sea

- ❖ Up to 90% energy savings compared to a conventional system
- ❖ 16,000 teq of CO2 avoided since its launch - 1500 t eq avoided / year
- ❖ Solar Impulse 1000+ Efficient Solution label in 2021
- ❖ 12 M \$ & 14 years to break this investment

Solar energy :

- ❖ 4744 solar panels
- ❖ 60 % solar energy
- ❖ 80 % domestic hot water from solar energy



100 % LED

- 19 %

REDUCTION IN CARBON EMISSIONS
(SCOPE 1 & 2)
BETWEEN 2019 & 2021

Sustainable resource management



Waste management

- ❖ 4 employees dedicated
- ❖ 36 % diversion rate
- ❖ 29 selective sorting channels
- ❖ 100 % of food waste composted
- ❖ 100% of glass crushed and reused as sand on Village's pathways



Water management

- ❖ 53% water produced from rain and duckweed
- ❖ 47% water produced from lagoon water by our reverse osmosis plant
- ❖ 100% water treated in a water treatment plant by physical filtration and tropical plants



Organic permaculture garden

- ❖ 10% of the vegetables and fruits of the restaurants
- ❖ 70 beehives spread over 4 motus and 1,5 tons / year
- ❖ Salt production from the SWAC water for our gourmet restaurant and vanilla production

Tetiara Society

It is my hope that the island will serve as an ecological model... not only a tourist preserve but a marine preserve as well a place for all manner of scientific research and investigation...
- Marlon Brando

Mission : Ensure island and coastal communities have a future as rich as their past - strengthening their resilience to global change, by restoring their ecosystems, and preserving their cultures

Tetiara's ecostation

- ❖ 2 laboratories (dry and wet)
- ❖ A living room
- ❖ A dormitory (up to 25 people)



Tetiara Society

Research, naturalist guides, rangers and education



❖ **16** entities coming to Tetiara for conservation projects - biodiversity and culture

❖ **6** naturalist guides and **3** rangers

❖ **1163** tours and **5370** guests

❖ **+ 80** students at Tetiara by the education program

❖ **26** conferences for our guests and staff

❖ **303 380 US** dollars donation from The Brando (2021 : Covid year)

Blue Climate Initiative

Solutions for People, Ocean, Planet

Objective: A summit to accelerate ocean-related solutions to climate change

250 scientists, researchers, policy makers, investors, community representatives, environmentalists and youth invited to work on ocean and climate strategies

6 missions :

- ❖ Ocean Carbon Dioxide Removal
- ❖ Blue Climate Change Mitigation
- ❖ Ocean Protection
- ❖ Healthy Blue Communities
- ❖ Sustainable Blue Tourism
- ❖ Ocean Understanding



3 projects selected for acceleration & 1 M \$ prize to support innovations that mitigate climate change : Biopack – SMO – Symbrosia

Te Mana O Te Moana

Research



- ❖ **15** years of scientific monitoring of green turtle nesting sites on Tetiaroa
- ❖ **+100** volunteers involved
- ❖ **+ 300 000** green turtles born on Tetiaroa

- ❖ **277** egg-laying females listed
- ❖ **20 000** kilometers traveled by teams on Tetiaroa
- ❖ **2** full time scientists supported by volunteers

Culture & Communities

* 2022

The Brando x Tetiara Society



- ❖ **45** Polynesian shows
- ❖ **36** employees involved in the troop Tamari'i Tetiaora
- ❖ **8** cultural activities

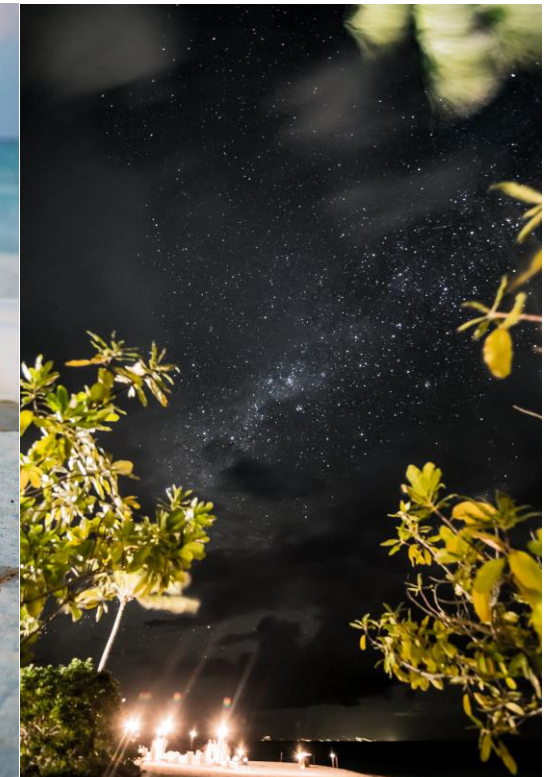


- ❖ **6** scholar unit came at Tetiara
- ❖ **1** Cultural Committee
- ❖ **+100** archaeological sites listed

Earth Hour

* 2022

The Brando x Tetiara Society
TE TAU MATA MUA - The Ancient Time



Greentour & Ultimate tour

* 2022



❖ 230 tours

❖ 678 guests



❖ 1h30

❖ Low carbon facilities

❖ Ressources management

❖ Biodiversity and conservation

Nature & Culture



❖ 201 tours

❖ 1420 guests



❖ 2h30

❖ Discovering Tetiara Biodiversity

❖ Archeological site

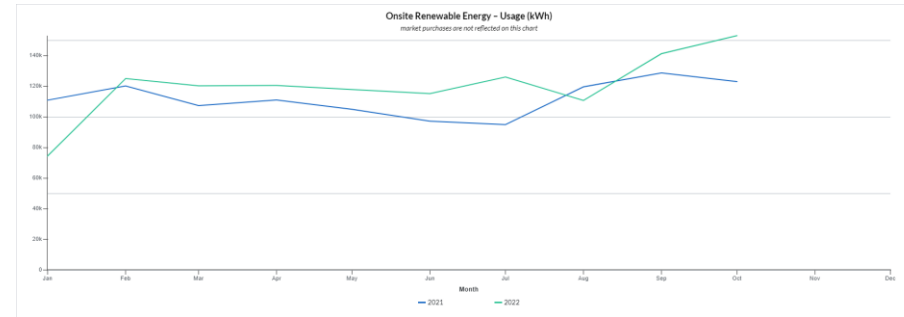
❖ Culture element

Environment

Communities

3 motus, Bird Island, primary forest, maite, queen bath.

SWAC, solar panels, Waste & Water center, garden and Tetiara Society.



3- Our ESG strategy & measurement

“BUSINESS MUST BE RUN AT A PROFIT, ELSE IT WILL DIE. BUT WHEN ANYONE TRIES TO RUN A BUSINESS SOLELY FOR PROFIT, THEN ALSO THE BUSINESS MUST DIE, FOR IT NO LONGER HAS A REASON FOR EXISTENCE.”

HENRI FORD, 1920

Background

Set up a dedicated ESG team & suitable governance bodies

- ❖ ESG Department created in 2018 & regionalized in 2020 with a ESG network managers in each hotel
- ❖ Creation of 3 governance bodies (end 2021) : strategic (2x/year), steering (1x /month) and operational committee (4x/ year)
- ❖ A formalized Group CSR strategy presented to the hotels (end 2021)

❖ A deployment in each hotel

- ❖ A network of ESG managers called 'ESG Leaders' with various functions and scopes
- ❖ Sub-networks called “Green Teams” on a voluntary basis



“

My role as QHSE Manager is to ensure that our ethical values are well respected in our day-to-day decision making while meeting our commitments to sustainable development.

”

Marie Charlotte Jacqueline - Germain

QHSE Manager of the InterContinental Bora Bora Resort & Thalasso Spa

Our ESG strategy : #We Care

1.

WE CARE FOR ENVIRONMENT

1.1. Mitigation and adaptation to climate change

- Measure, manage and reduce carbone emissions (scope 1 & 2)
- Improving the energy efficiency of buildings
- Maximize the share of renewable energies in our activities
- Optimizing water and resource management in our activities

1.2. Minimize, repurpose and responsibly manage waste

- Eliminate “single-use” plastic items from the customer experience
- Reduce, recycle and recover our waste
- Limit and control the amount of food waste
- Raise awareness and involve employees in selective sorting
- Ensure a management plan for green waste

2.

WE CARE FOR NATURE & CULTURE

2.1. Preserve biodiversity

- Limit our impact on local biodiversity and follow good wildlife interaction practices
- Participate in the restoration and protection of natural areas and ecosystems
- Raising awareness, training and mobilizing our stakeholders on local biodiversity issues
- Prevent and actively fight against invasive species
- Sponsor non-profit organization projects and develop awareness programs

2.2. Respect and celebrate Polynesian cultural heritage

- Ensure respect for the sociocultural authenticity of host communities and their traditional values
- Promoting local culture and traditions through innovative activities and experiences
- Promote local and sustainable craftsmanship in all our stores
- Develop new partnerships with local cultural figures

3.

WE CARE FOR PEOPLE

3.1. Support employee growth and well being

- Promote parity and gender equality
- Ensuring health and safety at work
- Strengthen well-being at work and the employer brand
- Involve employees in the CSR approach to multiply good practices

3.2. Strengthen relationships with local communities and local development

- Strengthen our territorial roots and our commitment to associations by organizing on-site CSR events
- Involve employees in our CSR approach
- Develop our share of local and sustainable sourcing
- Get involved in communities and networks of companies committed at the local and international level
- Design and implement a responsible purchasing policy

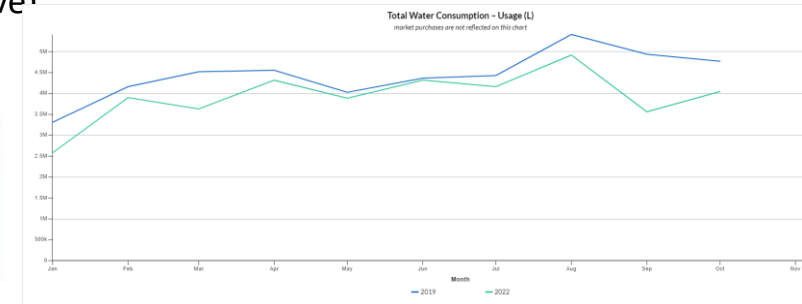
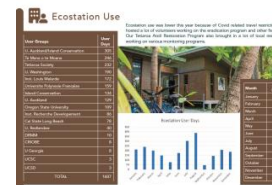
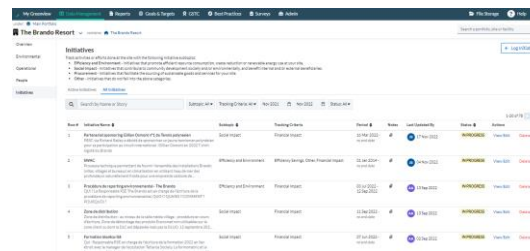
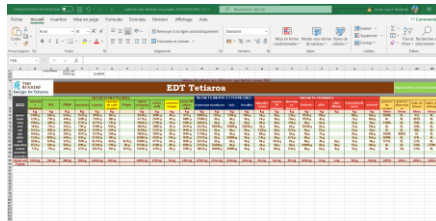
Focus : our ESG measurement

Environmental reporting procedure

- ❖ **Objective** : Define a clear, precise and consistent methodology for collection, consolidation and verification of our environmental reporting process for all contributors
- ❖ **Challenges** : scope definition, ESG metrics & KPI definition, data availability & quality, reporting process contributors identification, roles definition, robust and proof data collection process, internal audit, pedagogy, differences between tool KPI definition, etc.

ESG monitoring & reporting : internal tools & Greenview software

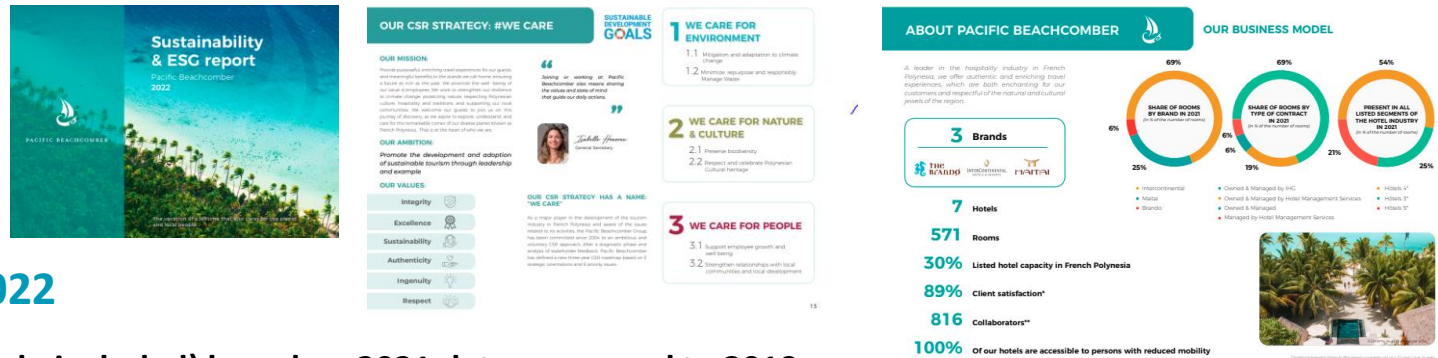
- ❖ **Internal monitoring dashboard** for economic data (profit & revenue, customer satisfaction...), environmental data (energy consumption, water usage, waste production), people data (labor practises, gender, turnover, training & skills development...)
- ❖ **Greenview software** tool investment to collect & monitor ESG data (qualitative & quantitative)



Focus : our ESG measurement

Committees & stakeholders involvement

- ❖ Waste committee (4x /year) - Biosecurity committee (annual) – Cultural committee (2x / year) - ESG operational Committee (4x /year)



Sustainability & ESG Group Report 2022

- ❖ **Scope & methodology** : 7 hotel properties (Brando included) based on 2021 data compared to 2019
- ❖ **Process** : define goals & priority issues of ESG report, define relevant ESG metrics linked to commitments, create a task force committee, project outlines (retroplanning, project team, meetings frequency, roles definition, ESG framework, a good railroad vision and construction, 1-to-1 interviews...), economic, environmental & social data collection and consolidation, drafting the ESG report
- ❖ **Challenges** : ESG understanding, differences between relevant ESG metrics vs ESG metrics availability, different definitions of the same indicator in different entities, first consolidation of HR data, time, teams availability, information reliability, etc



THE BRANDØ

THANK YOU !

Appendices

Our ESG strategy & measurement

1.

WE CARE FOR ENVIRONMENT

1.1. Mitigation and adaptation to climate change

- Carbon footprint measurement (- 19 % since 2019) & environmental reporting procedure
- Eco-installations : SWAC, solar panel, solar water heater, 100% LED
- LEED Platinum Certification
- Water management (rainwater, desalinated water, recycled water)
- Blue Climate Initiative Summit w/ Tetiaroa Society

1.2. Minimize, repurpose and responsibly manage waste

- Eradication of plastic water bottles with outdoor water fountains and bottling station La Natura
- Plastic straws, glasses and cutlery, single use toiletry kits, 100 % ecofriendly alternatives
- Food waste committee & employee cafeteria satisfaction survey
- Workshop and training on sorting awareness : employee waste class, sorting center visit, clothing drive, beach clean up ...

2.

WE CARE FOR NATURE & CULTURE

2.1. Preserve biodiversity

- Tetiaroa Society : birds inventories, restauration program : rat, mosquitoes, ants etc. (ILM and Island Conservation)
- Te Mana O Te Moana : nesting turtles protection
- 100% Tetiaroa resident trained to biosafety program
- 100% sunscreen reef friendly
- 16 conferences for guests and staff about biodiversity

2.2. Respect and celebrate Polynesian Cultural heritage

- Guest cultural activities : pareu, ukulele, tahitian, dance etc.
- 10 conferences for guests and staff about Tetiaroa legacy and culture
- 8 traditional and tahitian wedding
- Ceremony for the PaePae opening - traditional place
- 21 private shows
- Cultural committee at tetiaroa Society

3.

WE CARE FOR PEOPLE

3.1. Support employee growth and well being

- 45% woman / 55% man
- 68 % long term contract
- 60 staff trained in first aid
- 34 staff promoted
- 2 top employee monthly elected (front and back)
- CSR newsletter for resident: green, HR and Village actuality added to 1 service and 1 stakeholder highlight.

#WE CARE

3.2. Strengthen relationships with local communities and local development

- Launch of our eco-responsible directory
- ESG strategy presentation to HoD
- +10 interviews / documentary about our sustainable measure (local and international)
- Part of the FrenchTech & speakers for the Tech4Island Summit 2022 (SWAC)
- 5 events : health, culture and environment
- Local partner maximised in our boutique

ESG Governance

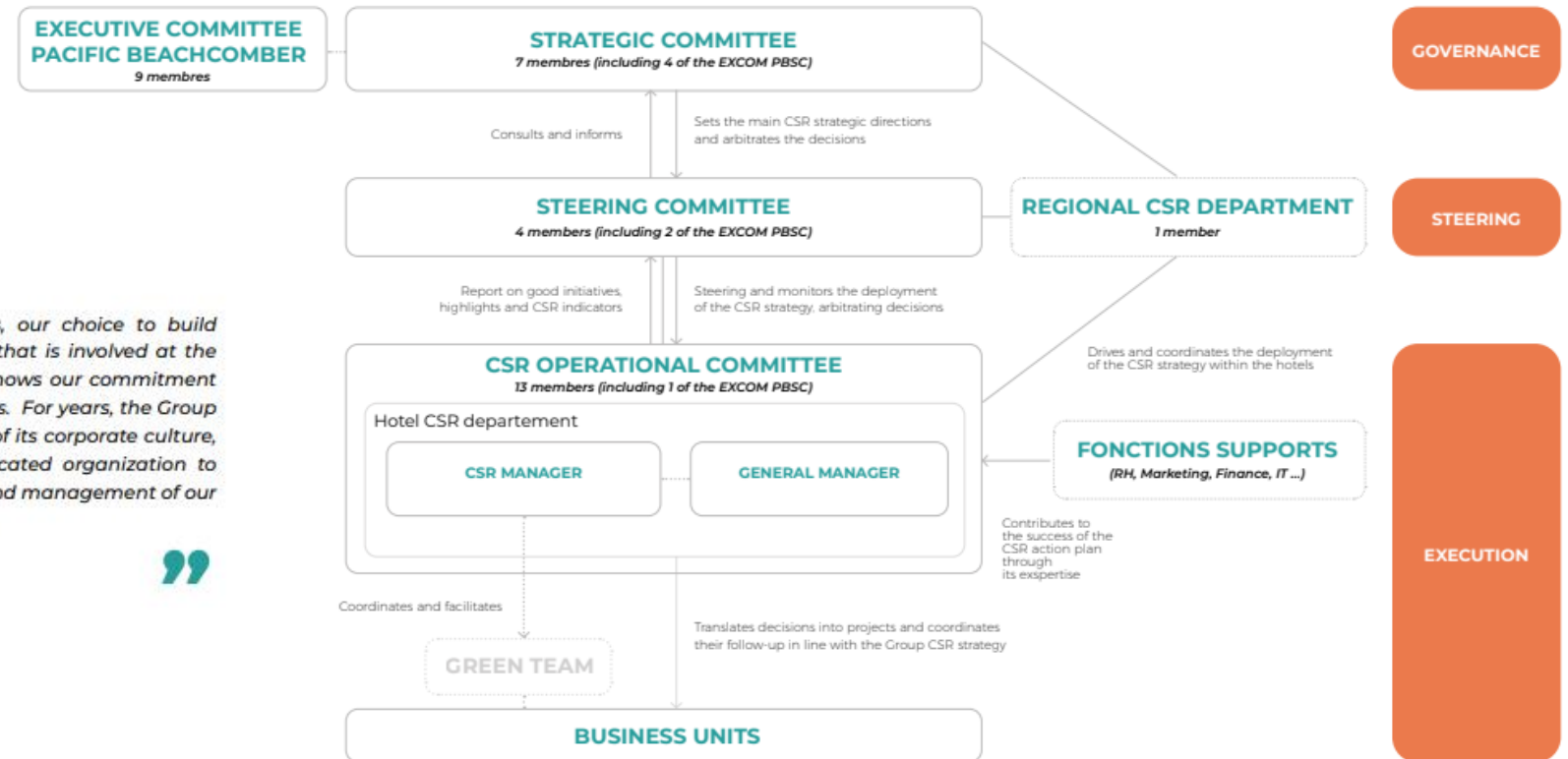


“

Aware of our responsibilities, our choice to build a CSR governance structure that is involved at the highest management level shows our commitment to our actions and their results. For years, the Group has placed CSR at the heart of its corporate culture, and we have set up a dedicated organization to ensure the implementation and management of our «We Care» 2025 CSR strategy.

”

Guillaume Epinette
Chief Hotel Operations Officer



SWAC

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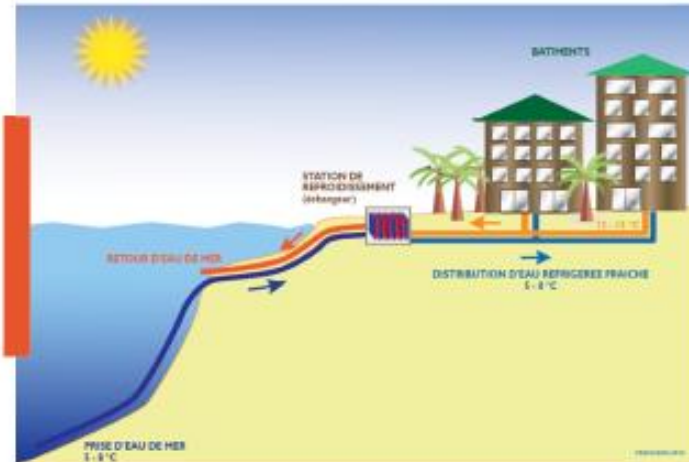
SWAC : A revolutionary low-carbon innovation

How does it work ?

The principle is remarkably simple :

A primary circuit of frigid deep seawater (-960 meters) flows through a titanium thermal exchanger and transmits the cold to a fresh water secondary circuit which provides air conditioning throughout the property : from the over water bungalows, restaurants, kitchens, Thalasso Deep Ocean Spa centre to staff housing.

The sea water released from the thermal converter is simply returned to the ocean. The thermal exchanger is like a radiator with 200 honey combed titanium plate compressed together into a sort of sandwich. Sea water flows on one side of each plate, and fresh water on the other. The cold energy passes through each titanium plate from the sea water into the fresh water. Titanium is an excellent thermal conductor and is highly corrosion resistant. The fresh water circuit acts as a coolant, carrying the cold energy throughout the resort.



2

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Technical characteristics of the SWAC

How long is the pipe and how deep does it go ?

- Cooling capacity : 2.4MWt
- Ocean pipe length : 2600 meters
- Depth : - 960 meters
- Diameter : 450 mm

How long is the pipe and how deep does it go ?

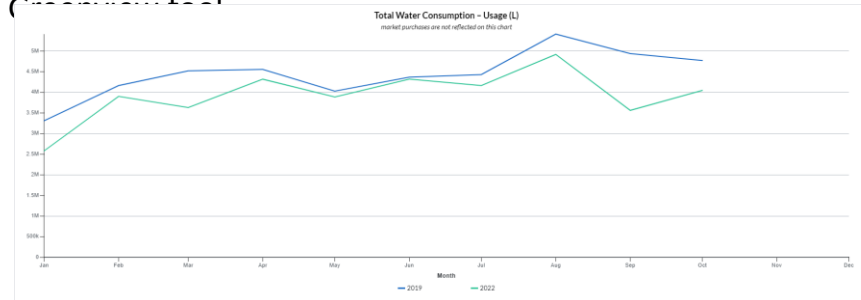
- Investment : 7,2 ME (in 2011)
- Private sponsor : 100%
- Return on investment : 11 years



Focus : our ESG measurement

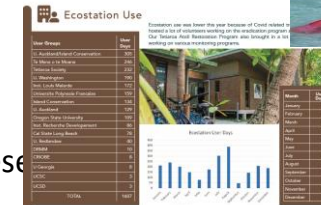
Environmental data : internal boards from maintenance & consolidation on Consumption tool

- ❖ Energy (butane, diesel, gasoline, solar electricity)
- ❖ Water (desalinated water, rainwater captured, water recycled)
- ❖ Waste (29 sorting channels)
- ❖ Carbon footprint (scope 1 & 2)



Nature & Culture data : mostly with our associations and partners organizations

- ❖ Tetiaroa Society & Te Mana O Te Moana CCfees, biodiversity & cultural data linked to these NGO
- ❖ Many scientific & cultural programs : turtles nesting, bird inventories, rat eradication, mosquito control
- ❖ Financial monitoring of cultural spectacles




People data : progress to be made on this part


- ❖ Social : 180 employees - 68% long term contract - X % local contract – X % formés - Politiques & procédures ?
- ❖ Governance : 1 ESG Manager within the EXCOM & 1 ESG trainee dedicated w
- ❖ Well being & employer brand : convivial moments ; employee cafeteria satisfaction survey ; employees workshops & events dedicated to sustainability (biosecurity, waste reduction, beach cleanup, scientific conference, ...)

Our ESG strategy & measurement

#WE CARE

1. WE CARE FOR ENVIRONMENT

 1.1 Mitigation and adaptation to climate change

 1.2. Minimize, repurpose and responsibly manage waste


2. WE CARE FOR NATURE & CULTURE

 2.1. Preserve biodiversity

 2.2. Respect and celebrate Polynesian Cultural heritage

3. WE CARE FOR PEOPLE

 3.1. Support employee growth and well being

 3.2. Strengthen relationships with local communities and local development