

GROUPE BARRIÈRE'S COMMITMENT TO SUSTAINABLE EVENT MANAGEMENT, AND THE ACHIEVEMENTS IT HAS MADE IN THAT FIELD HAVE BEEN RECOGNISED WITH THE ISO 20121 INTERNATIONAL CERTIFICATION



A first for a French hotel group, Groupe Barrière has made pivotal progress in the implementation of its «Planète Barrière» strategy by being awarded the ISO 20121 international certification. An endorsement of its CSR initiative and sustainable events approach, this certification – issued by AFNOR Certification (French association for standardisation) – is proof of the commitment taken by the group's establishments and events catering service with regards the sustainable and environmentally friendly management of its events business (seminars, events, and shows). Valid for three years, the certification requires the establishments in question* to demonstrate their continuing commitments every year.

Highlighting the commitment pledged by Barrière's ISO 20121 certified establishments

The ISO 20121 international certification – obtained after an independent audit – allows the group to ensure that the events and shows organised by their establishments are sustainable, in accordance with initiatives aimed to reduce their impact on the environment. By following the standard's requirements, and by implementing a sustainable event management system, the certified establishments have been able to reduce their impact on the environment, optimise resources, and minimise waste.

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In concrete terms, each certified establishment commits to the following:

★ **Encouraging greener transport solutions**

All Barrière's certified destinations are accessible by TGV high-speed train and offer greener transport solutions, such as the loan of bicycles and charging stations for electric vehicles.

★ **Strengthening its circular economy approach**

This includes waste recycling using appropriate recycling systems (waste sorting in seminar rooms, bio-waste management etc.), waste reduction, water fountains, carrying out actions to raise awareness about fighting food waste (staff challenges, site visits etc.), as well as very limited use of single-use goods (replacing plastic cups and bottles with more ethical options).

★ **Promoting an energy-saving policy**

An energy-conserving approach is put in place by means of energy audits carried out on the relevant sites, and follow-up action plans. With access to good practice guides, all the teams are involved and committed to a continuous improvement approach. Energy use is centralised, monitored, and analysed via a dedicated platform, to optimise the establishments' energy performance. Finally, renewable energy comprises 50% of the group's energy supply.

★ **Showcasing the local area**

Establishments are required to carry out at least one sustainable activity in conjunction with a partner agency, and/or a local activity. As an example, Resort Barrière La Baule invites its guests to take part in water-based activities and explore the salt marshes on E-Solex electric bikes.

Locally sourced menus are also available, strengthening regional anchoring through partnerships with local producers, as well as highlighting local crafts - to be used as welcome gifts for example.

★ **Fostering a solidarity approach**

Each establishment works in conjunction with organisations that promote solidarity. All the group's hotels have partnered up with the UNISOAP association, to whom they donate their used soaps. This sustainable and socially responsible initiative aims to fight waste and improve hygiene levels throughout the world. Almost 4 tonnes of soap have been collected, melted down and recycled since the launch of the partnership in 2018. Another example of solidarity is Barrière's partnership with the Café Joyeux association; the group's establishments have already offered almost 78,900 cups of coffee to its guests.

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Press release

June 15th 2023

Adopting a sustainable approach, one of the group's longstanding commitments

Groupe Barrière has been committed to reducing its environmental impact for several years now. In 2020, it launched an ethical and sustainable events approach, setting up a steering committee comprised of many operational stakeholders and members of the business support division. Co-creating a strategy that was rolled out from 2021 through the sustainable MICE charter, each signatory establishment is committed to respecting its principles and to fulfilling the accompanying action plan. Individual training sessions were provided to ensure correct implementation of the charter, with each of the signatory establishments able to implement the approach, considering their specific local characteristics.

Sustainable and Innovative Destinations

Barrière's ISO 20121 international certification complements the Sustainable and Innovative Destination label awarded to the towns of Deauville, Cannes and La Baule – where the group has a strong presence. The label highlights the work the towns put into organising sustainable conferences and seminars, as well as into developing sustainable tourism, of which Barrière is a «committed partner».

“We are very proud to have been awarded the ISO 20121 certification, which reinforces and endorses our Planète Barrière CSR strategy. Far more than a certification, this standard also rewards the commitment of the 6,500 men and women who passionately strive to achieve excellence in the sustainable customer experience that they create. Committed to a long-term social and environmental approach since 2010, Barrière acts daily to support and contribute to the world of tourism and leisure of the future. We are already looking forward to the next steps and intend to continue our efforts.” Explains Agnès Lahana - Groupe Barrière's CSR Director.

“Obtaining the ISO 20121 standard is the fruit of a close collaborative process between Groupe Barrière's different departments and our customers. It's the logical continuation of an internal strategy that has been in place since 2021, with the Sustainable MICE Charter that was signed by all the establishments involved. This certification is of special importance to our professional customers who require tremendous commitment for their events organisation. It renders our French Barrière properties unmissable tourism destinations for business travel and shows.” adds Carine Le Saux - Groupe Barrière's Sales Director for France.

About Barrière

The Barrière brand sells two separate groups of hotels, casinos, and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

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Founded in 1912 by François André, and subsequently developed and managed by Lucien Barrière, Diane Barrière and Dominique Desseigne, Barrière celebrated its 110th anniversary in 2022. Right from the outset, the Group developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none, and French art de vivre. Today, Barrière operates 32 Casinos, 1 Gaming Club, 19 luxury hotels (mainly 5 stars, as well as a luxury Palace in Courchevel), more than 150 restaurants and bars, one of which is the renowned Fouquet's in Paris (rolled out to 11 other destinations, including New York in September 2022 and Dubai in February 2023), and it organises some 3,500 shows and events every year. Barrière's turnover was 1.29 billion euros on October 31st 2022, and it comprises almost 6,500 employees.

Barrière is also well known in the food and beverage industry, serving some 2.5 million meals, in the leisure industry with 16 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.

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