

The Société des Bains de Mer's Environmental Charter celebrates its First Anniversary: Assessment and Perspectives



Launched in April 2007, the Société des Bains de Mer's (SBM) Environmental Charter was implemented a year ago, so now it is time to look at the first results. They prove the SBM's ambition and the way in which the personnel have participated in this important initiative.

The Société des Bains de Mer's Environmental Charter

During his inaugural speech on 12 July 2005, HSH Prince Albert II expressed a collective wish to preserve the environment. In order to respect the Sovereign's wishes, the Board of the Société des Bains de Mer set up a Sustainable Development Commission to find real ways to reduce its activities' negative impacts on the resort's environment. It was thus that, in 2007, a five-year environmental protection charter was created; it includes thus far 23 tangible measures which should, in turn, lead to others being implemented.

Convinced that at the beginning of the 21st century, trust in a company is not limited to its economic profitability, the SBM drew up an action plan aiming to meet international sustainable development targets. This shows its commitment to general interest goals for the Principality and beyond, as well as its determination to encourage worthy ethics not only for its own staff but also for its economic partners.

Making staff aware of the environment

Getting staff to commit wholly to this project was necessary for its success and continuity. This measure has drawn on a recurrent campaign for energy saving awareness and the creation of an internal blog. There are now between 350 and 400 hits a month. Articles have been added frequently over the last year and, soon, it will be possible to leave comments and suggestions. The eco-advice it offers targets, in particular, saving waste and energy, and staff daily usage. Its success has been proven.

Energy consumption

In 2007-2008, the effectiveness of the test measures has been confirmed and proved by the action taken for the lighting on the facades around the Place du Casino, night mode at the Monte-Carlo Bay Hotel & Resort and in the corridors of the Sporting d'Hiver. The energy saving is, depending on the sites, between 3% and 4%. As for the Monte-Carlo Bay Hotel & Resort, the saving is the equivalent of the annual energy consumption of 51 homes. A project to use energy saving light bulbs for some lighting will be put into action in 2008/2009.

Reinforced by the staff motivation campaign for eco-citizen reflexes, the occasional measures in this domain have proved their effectiveness.

Saving water

Test measures for the recovery of grey water have been set up in nine bedrooms in the Excelsior Wing at the Hôtel Hermitage. The result since July 2007 has been a saving equivalent to the daily consumption of 302 four-member families — 180.000 litres. This has paved the way to implementing similar measures for the renovation operations in the Group's hotels.

The SBM is now reaping the benefits of its previous technical choices in support of installing cooling loops. This has been done at the Café de Paris and will be implemented at the Hôtel de Paris this year. This, together with other water saving measures, has seen the SBM's water usage decrease globally by 18% in 2007; this positive direction will be borne out again in 2008.

Collections, waste separation, recycling

All the collections planned for 2007 have been put into action except for one which depends on elements exterior to the Company. Eight domains are involved.

There is now monthly tracking of the quantities of recycled matter.

Cooking oils: Increased from 56% last year to 63% this year. There are seven collection points for **glass** representing collection potential of 402 tonnes during 12 months. Beyond in-house stocks, 100% of **ink cartridges** are recycled, ergo an annual reduction of 1,5 tonnes of pollutant waste. Fifteen collection points for **batteries** have resulted in recuperating almost seven containers per month, ergo 717 kg of batteries per year, used by clients or in-house. There are also four collection points for **light bulbs** and **neon tubes**. The Ténao printing works centralises the collection of **toxic products**. It was awarded the "Imprim'vert" label by the Chambre Régionale de Commerce in Marseille for its efforts in waste recycling and recuperation. As for the collection of **office paper waste**, this has reached 3.6 tonnes. By including the newspapers and magazines which did not figure in the original goal of office papers only, the annual potential is more than 43 tonnes, and could be higher in 2008. All these collections and their controls are increasing.

Carbon footprint

A carbon audit — a particularly complex exercise given the many activities of the SBM — was drawn up for 2007. Constructive operational results were obtained about employees' home-to-office transport, energy consumption, purchases of raw materials and products, staff transport and supplier deliveries. The greenhouse gas emissions resulting from the Resort's activities were thus calculated. Even if this audit could not take past emissions (from previous construction and renovation work) into consideration, it is still a precious element for the choice of domains to be treated as a priority within the SBM's general environmental protection plan.

Purchases

Buying green is now favoured by the SBM's suppliers.

The Company has also decided to buy eco-friendly vehicles; opting first for electric energy but not excluding hybrid vehicles or those using diester or bioethanol if fuel supplies can be guaranteed.

Over the last two years, the use of **herbicides, insecticides and pesticides** in the gardens has been reduced to a minimum which is presently incompressible.

The SBM used 95% recycled paper in 2007, compared to 3% in 2006. The slight additional cost resulting from this is largely offset by a rationalisation of paper utilization. Thus, costs have been reduced by 8%. These good results encourage staff to continue their efforts to reduce or even suppress printing. The digitised invoice project (VALFACT) which is being tested should also enable us to do away with paper for supplier invoices.

Works and applying HEQ standards

The projects for renovation and construction of new buildings now take into consideration the HEQ standards. This will be the case for the work carried out on the new Balmoral where the design choices are guided by the systematic application of new isolation techniques and new materials and coverings which meet these requirements. Their use is being applied gradually to all the ongoing projects.



The results after a year's implementation of the Environmental Charter are particularly significant and encouraging. Awareness and intensified communication, notably for the Group's personnel, should lead to further and even more important developments.

In order to widen the environmental protection policy's field of action, it has been decided to increase the number of intranet terminals for use by staff as well as displaying information in staff-only areas.

Several investments — amounting to 5.3 million Euro — targeting energy saving and the reduction of greenhouse gasses will be made in 2008/2009:

- Purchase of specialised software to improve the decentralised management of monthly energy consumption data.
- Installation of solar panels at the Vigie greenhouses to produce domestic hot water.
- Replacement of light sources and floodlights with low-power equipment at the Hôtel de Paris, Hôtel Hermitage and Casino
- Energy improvements to the air conditioning in the gaming rooms at the Casino
- Installation of a centralised management system for lighting, with remote programming
- Creation of a cooling loop for the kitchen at the Grill in the Hôtel de Paris
- Setting up refrigerant fluid leak detectors and the purchase of a fluid recovery station
- Replacing old vehicles with electric or hybrid models
- Transfer of the Casino's power plant and replacement of the production groups.

Controls of these measures and collections will be increased. The suppliers and clients will be made aware systematically of environmental protection and they will be requested, in the interest of all, to respect the measures.

These voluntary measures, taken following the concern voiced by HSH Prince Albert II, will continue at the instigation of the SBM Board assisted by the Task Force set up by the CEO. They already benefit from the Group staff mobilisation.

LIST OF THE 23 MEASURES IN THE SBM ENVIRONMENTAL CHARTER

INFORMATION AND CONSCIOUSNESS RAISING

- * 1 Make staff aware of the environment.

ENERGY

- * 2 Implement a plan to control energy consumption.
- * 3 Strengthen our energy production policy whilst respecting the environment.

WATER

- * 4 Implement a plan to control water consumption.

SEWAGE

- * 5 Collect cooking oils.
- * 6 Collect food fats.
- * 7 Recycle grey water.

WASTE

- * 8 Recycle office paper.
- * 9 Recycle glass.
- * 10 Collect and recycle batteries (clients and in-house).
- 11 Recycle electrical and electronic equipment.
- * 12 Recycle ink cartridges.
- * 13 Treat neon-compact tubes and bulbs.
- * 14 Collect toxic waste.

ATMOSPHERIC EMISSIONS

- * 15 Establish carbon credits in order to identify areas of progress.
- * 16 Get rid of installations containing Chlorofluorocarbons (CFCs).
- * 17 Support vehicles using new energies.

BIODIVERSITY

- * 18 Reduce the use of insecticides, herbicides and fungicides in green areas.

BUY GREEN

- * 19 Use ecologically recycled paper.
- * 20 Use "eco-friendly" products.
- * 21 Use Fair Trade networks for textile and food purchases.

HIGH QUALITY ENVIRONMENTAL TESTS

- * 22 Carry out tests on new materials and concepts at construction and renovation sites.

SUPPLIERS

- 23 Implement an ethical charter for suppliers.

* : *Action already in use or about to be implemented.*