



2025

MAGORA

Odalys  
VACANCES

Odalys  
CITY

# The Charte Verte, the CSR label of our Odalys Vacances and Odalys City establishments



As a leading player in managed real estate and aware of its environmental impact, **MAGORA wanted to provide a solid framework for its CSR approach by creating the Charte Verte**, its own CSR label made up of **30 demanding criteria**.

The Charte Verte is part of MAGORA's CSR approach and follows **3 main objectives**:

- 1. Raise awareness and train** our employees and our customers on environmental issues and eco-friendly actions to adopt on a daily basis
- 2. Measure and reduce the impact** of our establishments, by acting on energy and water consumption, waste management, etc.
- 3. Favour responsible consumption** by promoting local purchasing and eco-labeled products.

# The Charte Verte, 30 criteria structured into 3 main axes

## Axis 1 : Governance, Training, and Awareness

### Gouvernance

1. Draft and distribute the Charte Verte to establishments
2. Define and put into place a multi-faceted CSR strategic plan (environmental, social, and societal)
3. Appoint a CSR representative within each establishment
4. Organise meetings between the CSR representative and management to monitor the establishment's CSR actions

### Staff training & awareness

5. Train the CSR representative on CSR issues, including environmental ones
6. Train and raise awareness among establishment staff on CSR issues, including environmental ones
7. Annual meetings between management and establishments on the CSR approach to encourage the sharing of ideas
8. Raise staff awareness about welcoming guests with disabilities

### Information & client awareness

9. Raise client awareness on reducing water and energy consumption and waste management
10. Promote sustainable mobility to clients
11. Provide clients with clear information on the accessibility of establishments



# The Charte Verte, 30 criteria structured into 3 main axes

## Axis 2 : Energy, water and waste management

### Energy and water management

12. Implement regular monitoring of our energy and water consumption to identify areas for improvement
13. Have at least one water meter per inlet in establishments
14. Implement at least one measure to reduce energy consumption
15. Implement a procedure to limit energy consumption in unoccupied accommodation and meeting rooms
16. Implement a measure to reduce water consumption
17. Implement a second measure to reduce water consumption
18. Raise awareness among clients about responsible usage of washing machines

### Household linen management

19. Propose a measure to reduce the amount of towels to be washed

### Sorting, Recycling & Waste Reduction Measures

20. Follow the local government's environmental policy regarding waste sorting systems
21. Implement at least one measure to reduce waste



# The Charte Verte, 30 criteria structured into 3 main axes

## Axis 3 : Responsible Purchasing & Food



### Equipment, cleaning & publishing products

- 22. Prioritise energy-efficient electrical appliances when making new purchases
- 23. Prioritise the use of eco-certified cleaning products
- 24. Prioritise the purchase of office supplies with an ecological label or from the social and solidarity economy
- 25. Raise staff awareness to limit paper printing

### Food

- 26. Prioritise local products, from French production, in our breakfast selection
- 27. Offer products from organic farming or fair trade in our breakfast selection
- 28. Expand our breakfast selection by providing at least one vegetarian and/or vegan option
- 29. Raise client awareness on food waste
- 30. Limit the use of individual packaging and containers on breakfast buffets

# 36 certified establishments, an ongoing deployment



Since the 1<sup>st</sup> of January 2025, **27 Odalys Vacances residences** as well as **9 Odalys City apart'hotels** have officially been labeled Charte Verte. The label was gradually rolled out throughout 2024.

The implementation of the Charte Verte will then be gradually extended to other Odalys Vacances and Odalys City establishments. This approach will allow MAGORA to strengthen its driving role in the evolution towards more sustainable tourism while promoting its establishments and teams.

# MAGORA, a committed actor



The deployment of the Charte Verte **is part of MAGORA's overall CSR approach**, which is based on 3 main pillars:

## **Preserving the environment while operating our activities**

*Deployment of a Climate Trajectory and the Tertiary Decree, implementation of measures to promote soft travel, installation of equipment to limit energy consumption, protection of endangered pollinators, etc.*

## **Bringing solidarity to life within society**

*Support for access to holidays for all, protection of women victims of domestic violence, participation in collections and solidarity actions, etc.*

## **Encourage employment and responsible governance**

*Support for professional integration and educational support associations, implementation of an action plan in favour of employment and people with disabilities, participation in the DuoDays day*

# MAGORA

Places to travel, learn and live together