



*La Sultana*  
MOROCCO

CONSERVATION & SUSTAINABILITY



With your help and our actions behind the scenes, each stay at La Sultana Marrakech & La Sultana Oualidia can help drive positive change towards the conservation of Morocco's natural environment and cultural heritage.

## Our values & engagements

We have gathered our Conservation & Sustainability philosophy below for our curious guests, who like us are concerned by the future of our planet.

Our program is based on the following environmental and cultural principles:

- Reduction of waste and optimization of natural resources
- Compliance with environmental regulations and following of best practices in the field
- Consideration of environmental impacts in decision making
- Regular revision of objectives & performance
- Consideration for guests' environmental concerns
- Sharing environmental concerns with business partners in order to offer sustainable activities through concierge services
- To showcase Morocco's unique natural and cultural heritage







*Eco-Thinking*



## Terroir Cuisine

La Sultana's Terroir Cuisine philosophy is the belief that the flavours and ingredients are directly attributed to the climate, geography and farming practices native to Morocco, to express a sense of place. Honouring this philosophy, local and seasonal ingredients are sourced from a small network of Slow Food producers, including saffron from Taliouine, salt from Zerradoun, cumin from Alnif and Argan oil from Tensift-El Haouz, whilst fish and meat options are also carefully sourced from local-ethical producers.

To bring the best quality to our guests, we handpick the best local suppliers in the field and select organic products whenever possible to encourage sustainable agricultural practices. We have achieved a breakfast selection "organic" at 50% minimum (coffee included).



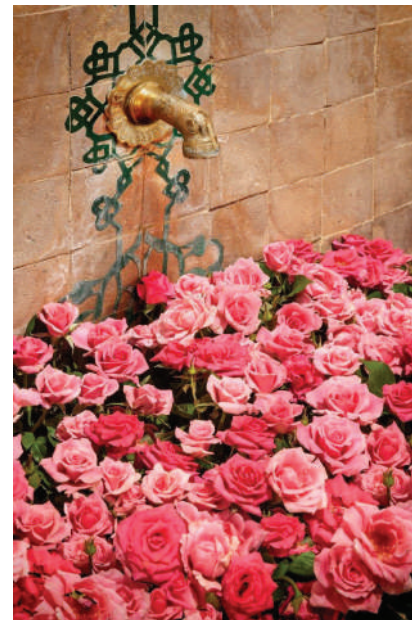
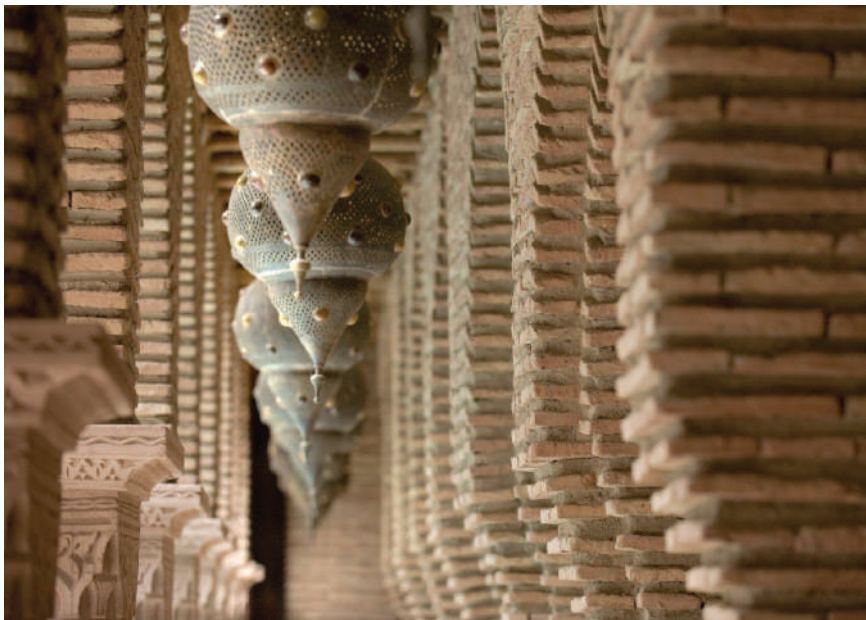
## Source Locally, Made in Morocco

Morocco is our home and we constantly make sure our restaurants serve only local produce, the hotel boutiques stock products from local artisans and our Spas use locally made products, to be true to ourselves and provide a strong sense of place for our guests.

Our position on responsible purchasing practices is to ban imported goods (except cosmetics as Clarins & Darphin) and to commit to using re-usable, compostable, or environmentally friendly products throughout our properties.

In order to promote Moroccan creativity & design, in the hotel boutiques we display only local and hand-made goods. We also have a display of handmade items supplied by our charities where all the proceeds goes towards supporting their actions.







## Organic Garden

To offer the best flavour in every dish and to reduce our carbon footprint, we produce our own organic vegetables in a communal garden in Marrakech and on our land at La Sultana Oualidia. Our approach is to respect our natural environment with chemical free, nettle fertilizer and some help from our happy hens to grow organic, delicious vegetables. We then harvest their seeds to continue to yield from the land sustainably. Thanks to our vegetable patch we naturally offer more plant-based dish options and we have increased our vegetarian and vegan selections to offer a more sustainable cuisine.



An aerial photograph of a resort complex. In the upper right, a multi-story, light-colored building with arched windows and balconies sits on a hillside. Below it, a large, kidney-shaped swimming pool with turquoise water is surrounded by lounge chairs and a circular structure with a thatched roof. To the left of the pool, a sandy beach area features several white canopy tents and lounge chairs. A small boat-shaped pool is also visible on the beach. The resort is surrounded by lush greenery, including numerous palm trees and rows of crops in the background. The overall scene is a blend of modern resort amenities and natural, agricultural surroundings.

# *Eco-Heritage*

We value our natural & cultural heritage which provides a strong sense of place to the guest experience at La Sultana Marrakech & La Sultana Oualidia.



## Living Architectural Heritage

La Sultana Marrakech has been refurbished using traditional Moroccan decoration techniques, to create an intemporal place of a bygone era with the comfort of present time. The craftsmen experts (Melems), stone and plaster carvers and zellige makers all used techniques and knowledge passed from generation to generation and are highly valuable in today's Moroccan cultural heritage.

Decades after the refurbishment, we are keeping centuries-old techniques alive at La Sultana Marrakech and are using them to tell stories of the present through an Architectural Heritage tour of the property. The tour is led by our Living Architectural & Heritage Curators who walks guests through the different decorative arts zellige, plaster, brick, tadelakt, craftsmanship techniques. The tour includes a stop at their workshop to see them perform and feel the materials and tools they used. In doing so, we keep traditions alive for future generations and nourish an avidity for understanding these local traditions.

## In the UNESCO ancient habitat of Marrakech

La Sultana Marrakech is located in the heart of the UNESCO listed Medina and the souks of Marrakech. The Medina is really what makes the red city worth visiting and the restoration project of La Sultana Marrakech was thought to preserve and promote the city's unique architecture. The neighborhood is very authentic with ancient houses and little shops shaped by time. This is actually one of the reasons the Medina has been listed as World Heritage as it is "an ancient habitat and represents an outstanding example of a living historic town with its tangle of lanes, its houses, souks". Another reason is the decisive role the Medina of Marrakech has played in medieval urban development, as an urban model for other Moroccan cities like Fès. Through excursions like our "Urban Safari" and daily maintenance of properties in the vicinity, we help to maintain a strong cultural local area for future generations.





## Moroccan culinary art

Morocco is one of those countries where the food you eat will be part of your journey and will stay with you as a vivid memory. Through promoting our local cuisine we give guests the opportunity to bring the basics of Moroccan cuisine home through cooking classes. Guests can learn how to prepare a tagine, traditional Moroccan bread and local pastries.

All our cooking classes start with the mint tea ritual and the possibility to go to the souk to source local ingredients before the course starts. Guests can enjoy their creation at La Table du Souk for Lunch (morning Tagine class – duration 2 hours) or enjoy some Moroccan pastries on the rooftop lounge (afternoon specific topic cooking class – duration 1 hour).

## Beach Clean Up

Every day we clean-up the beach near La Sultana Oualidia and every Thursday with the help of the local boatmen to help bring any litter to the shore. Twice a year before the annual closure every member of the team at La Sultana Oualidia takes part in order to have a significant impact.

Thanks to all our daily guest's excursions in the natural reserve we closely monitor the health of the ecosystem and never leave without a bag to pick up any discarded rubbish we encounter during the excursion.





## Save the Birds of the World in Oualidia

La Sultana Oualidia is in a Natural Reserve which is an international wetland protected under the international RAMSAR convention. Birds migrating from Europe to Africa rest on Oualidia's lagoon and dunes. In recent years, plastic pollution put the life of the birds at risk and we have gathered our efforts to help save the migrating birds. The Bird Infirmary is where we take care of any injured birds we may see with the help of a local vet. Our excursion "Bird Safari" is specifically designed to raise awareness to our valued guests and staff to show the value of the natural reserve and invite everyone to protect it.



Flamingo



Grey heron



Black-winged Stilt



Great egret

# Eco-Building

Made from local stones, La Sultana Oualidia was carefully built in order to blend in with its natural surroundings and minimize its visual impact on the environment. This is the visible part of this eco-friendly building; the main aspect is that it recycles 100% of water used.





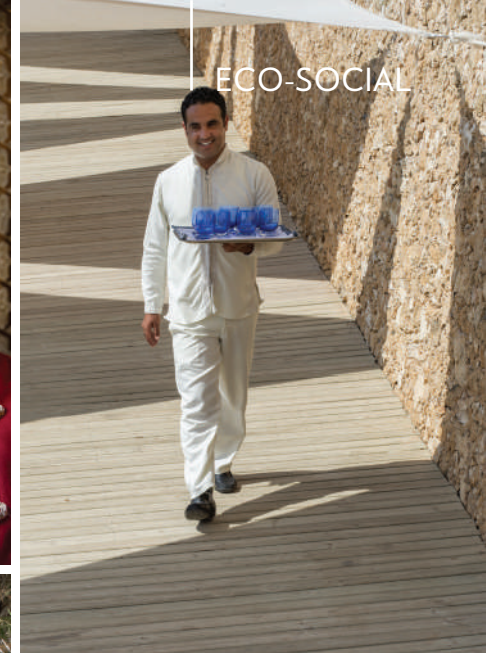
La Sultana Marrakech features a Riad architecture with patios, thick brick walls and fountains keeping naturally some fresh air inside the house and minimizing the need for air-conditioning.

# Eco-Social



## Our People

Since the inception of our company more than 15 years ago, we have been dedicated a level of social and environmental responsibility that begins with our employees. Across La Sultana Marrakech & La Sultana Oualidia, we employ over two hundred people from local communities and offer add-on health, security and retirement schemes, which contribute to a low turnover rate to retaining talent. We provide continued in-house staff training and education towards the environment which benefit their daily contribution to the quality of service and attention to detail at the hotels. Respect for human rights and labour standards are deeply ingrained in our values, in how we run our business, interact with our staff, and engage with our guests. We value diversity and equal opportunity when hiring and promoting staff.



## Empowering Women

Overall 40% of the management at La Sultana Hotels is made up of women and we count a total of 37% of our employees as women. As a company we make sure to provide equal opportunity to everyone.





## Our Communities

Each Stay at La Sultana Marrakech & La Sultana Oualidia drives positive change for natural and cultural conservation in Morocco through our engagements with select local charities. As a company we provide regular financial contributions and promote the actions of national charities, *Les enfants de Dar Boudar* to our guests and business partners. By 2022, we have selected two charities to offset 50% of our carbon emissions. Our financial contribution fosters activities that have positive impacts for Moroccan people and communities.

### **Dar Boudar**

The Charity “Les enfants de Dar Boudar” created by Hansjörg Huber supports over 100 abandoned children to provide them with a new home, health check-up and an education. As a company we provide a maintenance and financial contributions and also the team of La Sultana Marrakech dedicate some of their precious time to set up a picnic lunch with the children.

A gift box is displayed at the Front Desk and any donations are given to the charity on behalf of all our guests.



*Eco-Efficiency*



Our aim is to reduce the environmental footprint of operations by conserving resources and adopting the best practices within luxury.

On a daily basis, social responsibility is considered in decision making and discussed by members of the Conservation & Sustainability committee. A gathering of staff from hotel operation, food & beverage, management and purchase departments.

Each year, we perform a carbon footprint calculation which takes into account energy and buildings to benchmark against data from the rest of the industry and find new ways of reducing our carbon footprint.

## Energy-saving

For the implementation of energy reduction practices, La Sultana Marrakech has obtained environmental certification from Green Key every year since 2016. Adopting energy saving practices in the daily activities include:

- ✦ Upgrade 80% of lighting system to LED technology
- ✦ Bedroom key with automatic light switch-off
- ✦ Adequate partial light-cut during night time
- ✦ Bathroom taps and shower heads with water aerator
- ✦ Optional daily towel & bedsheets replacement
- ✦ Water reduction system on toilet flush
- ✦ Drop by drop garden irrigation system
- ✦ Utilization of ecological washing powder for laundry
- ✦ Permanent surveillance of water pipes to avoid water leak
- ✦ Set up of separate water meters per department hotel, Spa, kitchen, laundry, swimming pool and restaurant to review actual consumption
- ✦ Chemical free swimming pools and jacuzzi cleaning system (ionization & UV)

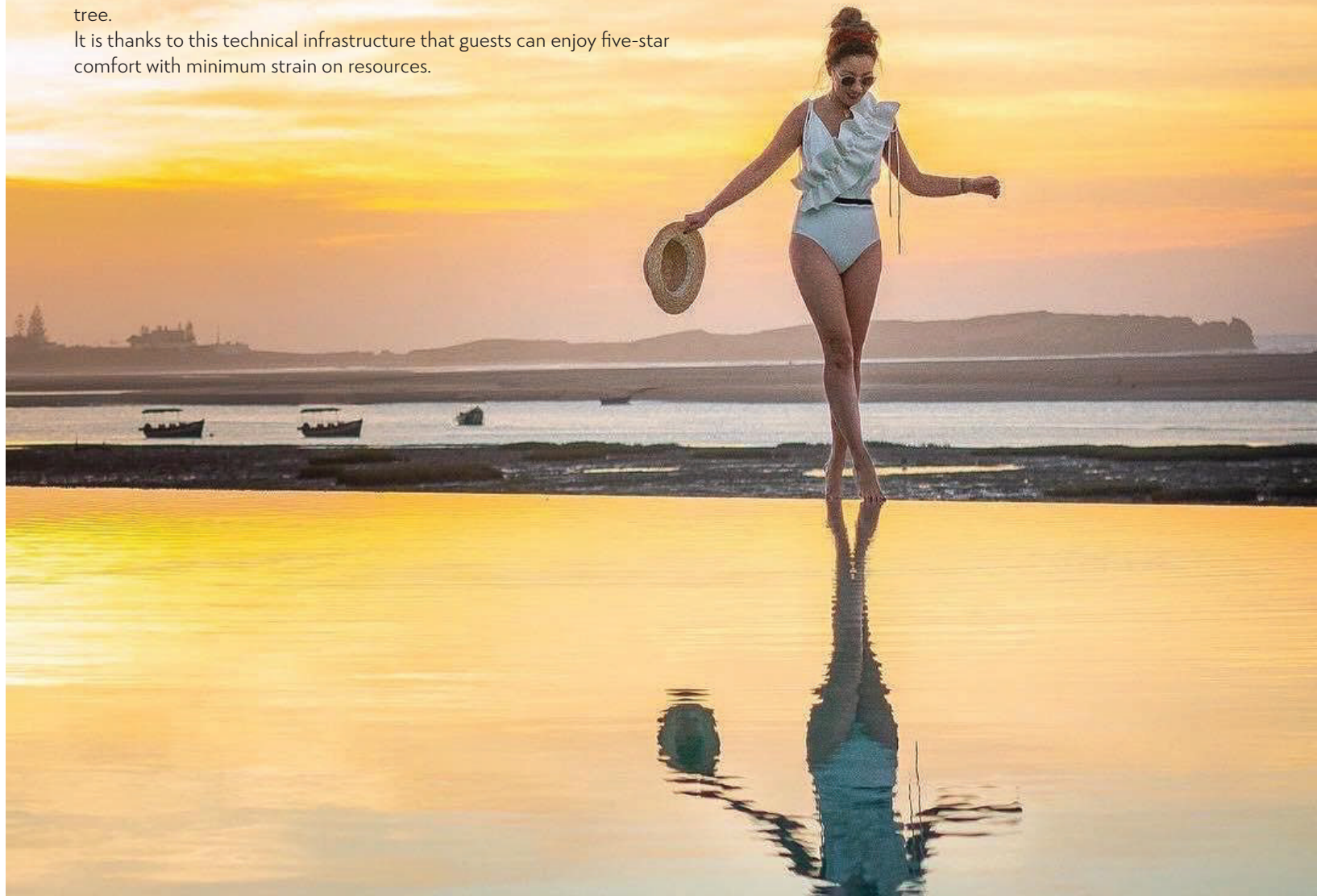


## Water Conscious

La Sultana Oualidia is proud to be 100% sustainable in its use of water. Below ground runs a technical infrastructure consisting of miles of pipework. Grey water (shower and kitchen) is degreased, oxygenated, homogenized, UV sterilized and filtered. This provides 40m<sup>3</sup> of water a day to irrigate the garden.

Sewage water is recycled along underground conduits which use vegetation to break down bacteria. This age-old system, updated for modern needs, gives the garden nutrients to help it to flourish. The final part of the recycling process is evaporation, which takes place through the leaves of the plants. 200 liters of water per day can be evaporated by a single mature eucalyptus tree.

It is thanks to this technical infrastructure that guests can enjoy five-star comfort with minimum strain on resources.



## Water table production by the end of the year 2021

Both La Sultana Marrakech & La Sultana Oualidia are located away from roads and so access is a challenge. It is impossible to bring enough glass bottles of water to cover 100% of our water consumption. Morocco is also a country where it is unadvisable to offer guests tap water. Our project is to develop the hotels to accommodate our own bottling unite for still and sparkling drinking water (in glass bottles). By establishing on-site filtration and bottling facilities, each property eliminates the transportation impacts and use of plastic water bottles. This project has been delayed by the COVID-19 pandemic as it was originally scheduled to be implemented by the end of 2020, with all borders closed & lock down, we feel it is wiser to push this project back by one year to 2021.



## Waste management (Plastic Free 2022)

In each property, waste is recorded, sorted and recycled (compost, oil, glass, paper, batteries, plastic).

Adopting best waste practices in the daily activities include:

- Supply of 100% recycled paper
- Printing reduction measures
- Eco label toilet paper
- Utilization of non-toxic & biodegradable cleaning products certified "Eco label"
- Recycling of oils with professional company Kilimandjaro ENVIRONNEMENT
- Battery disposal containers
- Recycling of ink cartridges
- Provide bakery waste to a local farm in exchange of natural fertilizer

Our main focus now is to reduce waste, so we replaced plastic straws by stainless steel straws in 2018 and invested to complete by the end of 2021 our new project of producing and bottling our own drinking water (in glass bottles) on site.

Plans are now to eliminate the rest and we encourage our guests to join in too. Our goal is to be completely free of plastic by the year 2022.

In order to promote our actions and engage with our guests about our waste impact down the line, we are in the process of creating a "Waste Management Center" by 2022 to handle recycling & compost, aiming to have 95% of our waste recycled.





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