



**Royal Champagne Hotel & Spa**

**Corporate Social Responsibility and Sustainable Development Policy**

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## I. OUR HISTORY

The Royal Champagne Hotel & Spa is a historic establishment with a rich heritage. Originally a post house, it served as a stopping point for French kings on their way to Reims for their coronation, with legend even suggesting that Napoleon himself once stayed here.

In 2014, American entrepreneurs Denise Dupré and Mark Nunnely acquired the property, embarking on an ambitious renovation project to both modernize the hotel's aesthetics and align it with contemporary regulatory standards.

A year later, in 2015, the Champagne hillsides surrounding the Royal Champagne Hotel & Spa were recognized as a UNESCO World Heritage Site, designated as a "French cultural landscape."

In 2018, following a complete transformation, we proudly reopened as a 5-star luxury retreat. Today, the Royal Champagne Hotel & Spa features 47 elegantly designed rooms, the refined Le Bellevue bistronomic restaurant, the stylish Bar Abyse, the Michelin-starred Le Royal gourmet restaurant, and an exceptional spa.

Each space within the hotel is designed to showcase breathtaking panoramic views of the Champagne valley and vineyards, offering a front-row seat to stunning sunrises and sunsets.

Our deep connection to nature has driven our commitment to enhancing our environmental and social responsibility. Aware of the impact of luxury hospitality on the environment, we continuously strive to redefine sustainable luxury, blending elegance with eco-conscious practices to minimize our footprint while delivering an unparalleled guest experience.

## II. OUR ESTABLISHMENT

During the renovation of the Royal Champagne Hotel & Spa, it was essential to preserve a part of the building's rich history. While most of the structure was rebuilt, two façades were carefully preserved as a tribute to the former post house.

To ensure longevity and harmony with the surrounding vineyards, noble and locally sourced materials were used, blending seamlessly with the existing regional architecture. The ambitious renovation project was entrusted to Reims-based architect Giovanni Pace.

Given the cultural and historical significance of our establishment, we made it a priority to retain these elements, incorporating subtle nods to its past throughout the design.

Our Michelin-starred restaurant, Le Royal, was conceived as a tribute to the women who played a role in Napoleon's life. In its refined and intimate ambiance, guests will find portraits of the influential women who marked the Emperor's journey.

The hotel's logo features the Cavalier of the Royal Army Regiment, a figure who frequently passed through the Royal Champagne.

Nestled within a Natura 2000 protected area, our hotel benefits from a pristine natural environment, rich in biodiversity. Surrounding us are the Champagne hillsides, designated as a UNESCO World Heritage Site in 2015 as a "Cultural Landscape" a recognition that underscores both the historical and aesthetic value of our region.

In 2025, Champagne will celebrate 10 years since its UNESCO inscription, and the Royal Champagne Hotel & Spa is proud to be among the organizers of this major event.

### III. OUR CONVICTIONS

At Royal Champagne Hotel & Spa, we aim to focus our efforts on causes that are especially close to our heart. For this reason, we have chosen to concentrate our commitment on three main causes:

- The environment
- Women's rights
- Children's rights

The success of our establishment, as well as the appeal of our region, is strongly tied to nature. The success of the hotel is directly linked to the global reputation of Champagne and the Champagne region, so it is our responsibility to contribute to its preservation. We must be aware of environmental challenges and our regional impact.

We are committed to creating more environmentally-friendly operations, as we are convinced that nature will return what we give to it. The view from our rooms over the vineyards, the breathtaking sunrises and sunsets, the birds singing in the early morning... these are all aspects that we hold dear and want to protect, while also sharing them in the hope of inspiring others to follow our approach.

To implement these beliefs, we have a very symbolic motto: "Take care of our World."

As a luxury establishment, guest satisfaction and comfort are our top priorities. We want every moment spent with us to be memorable. To make this possible, we believe that our vision should not be solely centered on our guests, as their experience extends beyond the time they spend in our hotel.

For us, caring for our guests also involves paying special attention to the community, the planet, and our employees. It is essential, therefore, to adopt a 360-degree approach.

Every day, we strive to strengthen our commitment to the aforementioned causes by implementing meaningful actions and supporting local programs that help preserve our environment and promote the well-being of the local community.

#### IV. OUR ACTIONS

As we are unable to participate in every key event throughout the year related to our three main pillars, we make an effort to donate to charities that are dear to us and support causes we care about.

The associations we support, through financial or material donations, include:

- Champagne Ardenne Nature Environnement
- Ressourcerie Récup'R
- L'institut LISE
- Polyclinique de Courlancy
- Institut Godinot
- La Fondation des Femmes
- Centre Européen Gustave Roussy
- Solid'Hair
- Hôpital Américain des enfants de Reims
- Innocence en danger
- Action enfance
- Lycée Stéphane Hessel
- Ecole élémentaire et maternelle Hautvillers
- Les Restos du Cœur
- France Cancer
- Association des Gouvernantes Générales de l'Hôtellerie
- L'Agence de Développement Touristique de la Marne

## 1. Waste sorting

Environmental protection goes through small daily gestures that can seem insignificant but that can still have a major impact when added to each other. The entire hotel is equipped with DEL lightbulbs allowing us to reduce our energetic demand. We also added motion detectors in public spaces and staff only areas to avoid energy waste.

Waste sorting is mandatory, but we decided to go further than regulations by collecting cigarette ends and cork caps.

As our approach is still young, we prefer to move slowly but surely to ensure respect of our actions. That is why we are only collecting employees smoking areas cigarette ends for the moment.

To do so, we partnered with the French company Tchaomégot® specialized in ashtrays production and revalorization of cigarette ends. We owe an ashtray to collect all cigarette ends that are going to be treated waterless and chemical less in Tchaomégot®'s factory. This treatment allows to get rid of all harmful substances and recover 97% of matter, corresponding to the filter. That material is then reused to create thermal insulation for construction or textile industries. In 2024, after a 9-month use, we collected 32040 cigarette ends, allowing the fabrication of 9 kilograms of thermal insulation and saving 16020 square meters of water and avoiding the emission of 113 kilograms of CO2!

For cork caps recycling, we partnered with France Cancer. The association has several representative volunteers in most regions in France to allow cork caps collection. Once France Cancer has received the cork caps, the association sells them to recycling companies specialized in cork and uses the profits to finance cancer research.

Since March 2024, we have collected a total of 36 kilograms of cork caps.

## 2. Local highlights

We believe the best way to reduce our environmental impact and strengthen our approach is to take part in special local events dedicated to our environment.

Since 2022 we have taken part in different events we value and seem to have a great impact on raising consciousness regarding Earth's health and the need to take great care of it.

Amongst those actions, there is Coteaux Propres in September, aiming to collect waste material found in hillsides and vineyards.

Each year, we reiterate Earth Hour participation in partnership with Champillon's Townhall. During this event, the city's lights are shut off for an entire hour. On our side, we turn off the lights for the whole evening, offering a warm atmosphere thanks to

candle lights. For the occasion, our Chef crafts a seasonal and locally sourced menu.

Earth Day allows us to mark our commitment towards the environment through the donation of 10% of our revenues for the day.

Environmental subjects being large, we wish to sensitize our guests and employees regarding waste production. To do so, we participate in the European Week for Waste Reduction in partnership with Champillon's Townhall through textile collection such as house linen, clothes or even shoes. The result of the collection is donated to Récup'R recycling center in Dizy, favoring inclusive employment, recycling and reuse of electronic devices, offering a low priced resell for people in need.

In 2023, we collected 128 kilograms of all types of textiles, shoes and books from our employees.

To make sure our approach makes sense, it is essential to aim for continuous improvement through participation in new events.

In 2024, we participated in the Digital Cleanup Week, extension of the Digital Cleanup Day. The goal is to raise awareness concerning the environmental impact of digital technology, invisible but still very real. For the occasion, we challenged our employees to spend an internal e-mail free day. We also offered awareness raising sessions on digital devices' impact ending with a quiz to encourage them to use technology in a responsible and sustainable way.

Our planet's protection passes through biodiversity balance, widely permitted thanks to pollinators insects such as bees. To take part in the protection of those essential animals, we owe a total of three beehives allowing us to produce our own honey, available in our boutique, at breakfast and in our Pastry Cheffe's deserts. We have decided to expand our swarm by adding four beehives for Spring 2025. Thanks to that, we should provide and auto-sufficient honey production.

### 3. For the women's cause

As we mentioned before, taking care of our customers goes with taking care of our community.

In October, we put in the spotlight women suffering from breast cancer. In 2023, we offered a discussion session between our female employees and Emilie Daudin alias The Brunette, business owner, blogger and podcaster hit by a triple negative cancer in 2020 to untie tongues on that taboo subject, and the importance of simple gestures to detect first signs of the cancer.

For the whole month, a signature desert is offered as well as a special cocktail crafted for the occasion. Part of the sales of those articles, as well as our boutique's Pink Corner items, Spa treatments, rosé Champagne and nights are donated to associations supporting cancer research, such as COMPASS program for Gustave



Roussy center, first facility to fight cancer in Europe, or even LISE institute as well as women suffering from breast cancer.

We wish to strengthen our commitment through more than financial donations. That is why we deliver our signature pastries to Gustave Roussy Center and Courlancy's polyclinic for women suffering from breast cancer and caretakers supporting them in a lifetime fight.

In 2024 we also collaborated with the association #DonneTonSoutif to collect our female employees' bras to donate to women suffering from breast cancer and caretakers with financial difficulties. A total of 55 bras were collected at the Royal Champagne Hotel & Spa!

At Royal Champagne Hotel & Spa, we want to put women in the spotlight for more than one day. According to that, we dedicate them the entire month of March. In 2024, our pastry Cheffe, Clair Santos Lopes, worked with 5 feminine figures in the hotel to craft a special desert for each of them. To mark our commitment, 1€ per desert is donated to La Fondation des Femmes, association fighting against domestic violence and gender equity.

We take time to master our actions on strong and impactful events, but we still have progress to do, and a great number of actions can still strengthen our commitment.

#### 4. Children's rights

Children are our future. It is essential to protect their rights and give them the keys to continuing the work we start today.

At Royal Champagne Hotel & Spa, we believe that every child has the right to enjoy end-of-year festivities.

To help that, we organize a toy collection in November for our partner Restos du Coeur® so that every child can have a magical Christmas. That toy donation is accompanied by a financial donation to support the association fighting for minorities protection.

We also wish to support children suffering from diseases. To provide a joyful and festive environment, each year, we deliver Christmas trees to decorate the American Hospital for Children in Reims.

We are working on our participation to Golden September in 2025, month dedicated to children cancer, in collaboration with the American Hospital for Children in Reims.

#### 5. For our guests

##### a. Energy

Environmental and societal issues are increasingly affecting more people, including our guests. In response to their growing interest in sustainability, we have implemented

a series of actions to demonstrate our commitment and offer them the opportunity to participate in this journey during their stay.

To begin their eco-friendly experience, we offer guests the option to request an electric or hybrid vehicle for airport transfers. We also highlight environmentally conscious activities, such as electric bike rides and horseback riding, to explore the Champagne region while respecting its natural beauty. In 2024, approximately 3% of our guests rented electric bikes, and less than 1% booked a horseback ride. For 2025, we plan to increase communication about these eco-friendly activities, encouraging more guests to choose these sustainable options.

To further support this initiative, we have dedicated an entire page in our concierge book to "Green" activities, making it easier for guests to discover and engage with the eco-conscious experiences we offer.

### *b. Water*

At Royal Champagne Hotel & Spa, we understand water is a precious resource and are committed to its preservation. To minimize water usage, we strategically water our hotel plants only during early morning or late evening, avoiding rainy days and the hottest parts of the day. In our bathrooms, we've installed aerators on all sinks and showers to regulate water flow, reducing consumption without compromising comfort. Additionally, our toilets feature dual-flush systems to further conserve water.

We encourage responsible usage by changing bed linens and towels every three days. However, guests preferring more frequent changes can simply place a compressed capsule block on their bed. These eco-friendly blocks are locally made just minutes from the hotel and are available for purchase in our boutique. This approach not only helps conserve water but also supports local artisans and craftspeople.

### *c. Paper*

At Royal Champagne Hotel & Spa, we wish to reduce our paper consumption. Upon guests' arrival or departure no paper-made documents are used. Every information is transmitted through a tactile tablet and invoices are only printed upon customer's request.

To give our customers the opportunity to follow our paper consumption reduction will, we offer newspaper reading using Press Reader®, app allowing access to different digital newspaper.

### *d. Packagings and other products*

In order to reduce our waste's impact, we give priority to package-free or compostable packaging amenities. We are currently working on coffee and cream packages that are not yet biodegradable.

To maximize our impact, we are looking for a new collection of bathroom products available in large containers with an environmental certification.

## 6. To go further

The implementation of an environmental policy induces working with service providers involved in such an approach.

That is why we naturally decided to collaborate with MyBlend and Clarins Precious in our spa. Like us, the group supports environmental cause, women's rights and children's rights.

The Royal Champagne Hotel & Spa not only shows a strong commitment to the environment but also to culture and local community, allowing to bring to life our region and our hotel.

That is why we encourage every guest discovering the Champagne region to respect its terroir and population. We drive them towards guides sharing Champagne and its monuments story.

## V. IN THE KITCHEN

Our Chef works with our food suppliers on a delivery pallets recovery system in order to limit our waste production.

As we wish to give priority to short food channels and reduce pollution, an aromatic garden was installed on our terrace, allowing our chefs to harvest their own aromatic herbs.

We care about our customers' commitments, that is why both our restaurants, and our bar offer vegetarian and vegan options to content animal defenders customers.

Commodities' responsible consumption is important to us. We adapt bread and pastries orders to our occupancy rate. Leftovers are made available for employees to end their meal, or to eat a snack during a break.

A daily weighing was made to build an action plan to reduce wasted bread production. In 2024, the average loss of bread was around 9 kilograms per week. To limit that phenomenon, we are reflecting on a partnership with Pain de Minuit, a French company brewing beer from wasted bread.

Our gourmet customers can order take-away dishes, in order to reduce food waste or to enjoy our Chef's generous cuisine surrounded by beautiful vineyards. To respect this precious environment, we choose recyclable tableware.

## VI. FOR OUR EMPLOYEES

We are aware that our employees have a major part to play in the success of our approach. It is essential to involve them in every step of it. Upon their arrival, they are given a reusable bottle to stay hydrated all day without generating waste and spoiling water by use of multiple glasses.

We are convinced that their participation and respect for our approach passes through the comprehension of it. We take advantage of the integration day to introduce our commitments, as we do all year round.

Additionally, our employees are invited to awareness raising sessions about environmental subjects as well as training sessions to help improve expertise.

Aware of students' difficulties finding accommodation, every trainee and apprentice are offered accommodation near the hotel.

As our employees' well-being is our priority, we make sure that every one of them is held informed of safety rules in risky areas. We regularly offer sitting relaxing and revitalizing massage sessions to provide a short break during a work day.

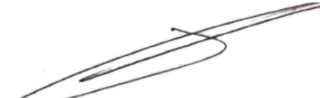
## VII. FOR THE FUTURE

It is important that our clients trust us in the building process of our CSR policy. To allow that, we aim for Green Globe certification, one of the fullest hospitality certifications, reputed worldwide. Our environmental, social and corporate performance will be assessed to highlight every effort.

We also plan to do a carbon footprint evaluation. Undoubtedly, we are doing everything we can to meet legal obligations existing in France regarding CSR et Sustainable Development, but we wish to go further. It is clear that what is mandatory today for a small number of companies will be mandatory for all companies tomorrow.

During the hotel's renovation, the environmental approach, still in progress, had not emerged and some points were not thought to merge with such an approach. For example, our heating system works through an oil pump. For future years, we aim to start more environmentally-friendly renovations.

We are convinced that a CSR policy development is essential. But we also think it can grow faster through a virtuous circle. If each individual takes care of our planet, the collective effort will end up paying and our impact will only be wider.



Vincent Parinaud

General Manager