

# Grand Case Beach Club Sustainability Report





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## Preface:

### Who We Are

Grand Case Beach Club offers spectacular views of Anguilla and a unique insight into Caribbean culture. Located in the fishing village of Grand Case on the northwest coast of Saint-Martin, our small, intimate, and unpretentious establishment provides an authentic and relaxed atmosphere that attracts guests year after year, since 1978. As part of our commitment to delivering an exceptional experience, sustainability has become a core focus of our operations.

### Our Vision

For us, sustainability in tourism and hospitality is not just a trend; it is essential. We recognize that our success is closely tied to the health of the environment and the well-being of our local community. Our efforts go beyond merely conserving resources—they reflect our responsibility to protect and preserve the unique natural and cultural heritage of our location.

### Working Towards Green Globe Certification

We are actively working towards achieving Green Globe certification in 2025, a globally recognized standard for sustainable tourism. This certification process guides our approach to improving energy efficiency, reducing waste, and supporting the local community. Our aim is to align our operations with best practices that enhance sustainability and ensure that Grand Case Beach Club remains a responsible and conscientious choice for travelers.

### Our organization:

We have established a Green Committee dedicated to guiding our sustainability initiatives. The committee is composed of Jean Francois Billot, President; Alexandra Chirlias, General Manager; and Lynn Taylor, Rooms Division Manager. Together, we work to ensure that our sustainability goals are met and that we continue to improve our environmental performance.



## 1-Our Commitments:

### 1-1. Sustainable Water Consumption and Use:

At GCBC, we produce our own water using a reverse osmosis system, demonstrating our commitment to responsible management of this resource.

We also treat grey water through our wastewater treatment plant in an eco-friendly way, reusing it to irrigate our gardens and reduce overall water consumption.

To further conserve water, we encourage our guests to reuse towels through signage in the rooms, and bed linens are changed every three days, helping reduce water and detergent use.

By raising awareness among our customers and staff about the importance of water conservation, we reinforce our commitment to protecting this vital resource.

### 1-2. Electricity consumption:

We strive to reduce our energy footprint by encouraging energy-saving practices and raising awareness among our customers and staff.

We have taken several measures to reduce energy consumption:

- \* New equipment purchases are chosen based on their energy efficiency, opting for the best available.
- \*We use LED and solar powered lighting.
- \*We have signs in the rooms encouraging guests to save energy, including reminders to turn off the air conditioning if they choose to leave the sliding doors open.
- \*Our Housekeeping team is trained to close curtains in empty rooms and check air conditioning settings.

### 1-3. Waste management:

Grand Case Beach Club is committed to adopting a waste reduction and recycling approach.

✓ Glass:

On the island, recycling options are currently limited, with glass being the only material recycled. We are therefore in the process of implementing a selective sorting system to maximize our positive environmental impact, by installing sorting bins and continually educating our staff and guests about this practice.

✓ Paper:

In addition to recycling glass, we have taken several steps to reduce paper usage:

- We print on both sides of the paper.
- Daily reports are sent digitally instead of being printed, reducing night audit printouts from 15 pages to just 3 pages.
- Only employees without an email address receive printed wage bills; those with email receive them electronically.
- Our Finance department has implemented a digital processing system for all invoices, eliminating the need for printing. Outgoing invoices are also sent via email.

✓ Furniture and other items:

When furniture, air conditioners, refrigerators, and other items are no longer needed, we first offer them to our staff at a very low price. Any remaining items are then donated to charities and foundations. We also collaborate with a local thrift shop to sell any items that are left.

✓ Waste Tracking:

We are introducing a new system to improve our waste management. For one month, we will weigh all outgoing garbage, tracking both the total weight and the number of bags. This data will allow us to calculate the average weight per bag. With this information, we will set targets to reduce our overall waste and enhance our waste management practices.

We are globally committed to implementing measures to measure and reduce our waste.

#### **1-4. Customer Satisfaction:**

We firmly believe that customer satisfaction is central to our collective success. We value the contributions of every staff member and respect the importance of our colleagues. Every guest who stays at our hotel is important to us, and we are committed to providing excellent service at every opportunity.

Feedback from our guests is crucial for our continuous improvement. To collect this valuable input, we send out email satisfaction surveys to our guests. These surveys include questions about their experience and any concerns they may have. Our management team and department heads review these surveys weekly to address any issues promptly and maintain high service standards.

Additionally, we communicate information about local culture, environment, and practices through our website and other channels. We use our social media platforms to promote the island, support local businesses, and share common practices through initiatives like "Discover the Island" and "Experience Local Life with Niki" (Niki is one of our valued employees). We also engage with our guests on Facebook through interactive posts such as "GCBC is for you if..." and photo contests featuring memorable pictures.

#### **1-5. Staff and Training**

We take pride in the fact that over 100% of our employees are local residents, and we prioritize hiring from the local community whenever possible. All our employees fully comply with local labor laws.

We provide both in-house and external courses and workshops to support the continuous development of our staff. Every employee has access to these opportunities to enhance their skills and knowledge in their respective fields.

Our commitment to developing the local community includes offering internships to students. While we prioritize local students, we also welcome international students to foster intercultural exchange. Additionally, we engage in educational projects with neighboring schools to support and contribute to the local education system.

#### **1-6. Local support:**

We actively favor local and environmentally friendly businesses in our choice of partnerships.

By promoting local trade, we strengthen our links with the community, particularly that of Grand Case, while contributing to the economic development of our immediate environment. The criterion of regional proximity is paramount for us in the selection of our partners, with the aim of promoting sustainable collective prosperity.

We actively support local entrepreneurs by promoting their products and services. Explanatory brochures and local packages have been developed to promote this initiative.

### **1-7. Respect for the traditions and customs of Saint-Martin:**

We respect and value the unique traditions and customs of Saint-Martin. By incorporating these elements into our offer, we preserve the cultural identity of the region and offer our customers an authentic experience.

We provide our guests with detailed information about the natural setting, local culture and cultural heritage through literature and guided excursions, fostering a greater appreciation and respect.

### **1-8. Conservation of Local Wildlife:**

We are committed to raising our customers' awareness about the importance of respecting local wildlife.

While we work towards partnering with organizations that promote biodiversity and island cleanliness, we currently focus on internal practices.

Historical and archaeological objects are neither sold nor displayed, and we adhere to all laws and regulations related to the protection of historic sites and cultural heritage.

Grand Case Beach Club values its integration into the local environment, supporting cultural and social activities, and using local food products and services.

### **1-9. Our Commitments for the Future:**

Even though we have made significant progress, we recognize that sustainability is an ongoing journey. Here are our goals for the near future:

- Improve the monitoring, recording, and comparison of energy and water consumption and costs.
- Explore new methods to strengthen our waste reduction program.
- Begin tracking greenhouse gas (GHG) emissions.
- Set targets to conserve water and energy, reduce waste, and lower GHG emissions.
- Consider environmental factors (such as energy and water use, and CO2 emissions) in our investment decisions.
- Provide additional staff training to better achieve our sustainability goals.
- Continuously work to reduce our environmental impact.
- Seek innovations that can further reduce the hotel's ecological footprint.

## **2- Grand Case Beach Club policies:**

### **2-1. Communication strategy:**

GCBC actively communicates its sustainable initiatives through various channels such as social media, its website and local events. We believe in transparency to inspire others to follow our example.

## **2-2. Accuracy of promotional materials:**

All communications regarding Grand Case Beach Club promotional materials are rigorously reviewed for accuracy and comply with local regulations and cultural norms. Any customer dissatisfaction is monitored through customer feedback posted on multiple channels.

## **2.3. Health and safety:**

GCBC follows strict environmental, health and safety laws, regulations and procedures to conserve and protect the environment and create a workplace where we get the best from our colleagues while avoiding the risk of injury. Staff are properly trained in high standards of cleanliness and hygiene, with detailed plans for cleaning of premises, regular maintenance, safety at work and emergency preparedness.

## **2.4. Building design and construction:**

Our construction projects comply with strict environmental standards, favoring the use of sustainable materials and energy-efficient technologies to minimize our environmental footprint.

## **2.5. Our Sustainability Commitment Report:**

The main objective of the sustainability management plan is to guide the company's decision-making, management and day-to-day operations in a sustainable manner.

- To develop the business in a sustainable way, considering environmental, socio-cultural, quality, health and safety issues.
- Demonstrate management's commitment to complying with environmental laws and local regulations.
- Define mitigation measures to minimize the impact of business activities on the surrounding environment.
- Present mitigation strategies and actions for pollution control, waste minimization and resource conservation through effective reduction, reuse and recycling wherever possible.
- Establish an environmental management framework to ensure the implementation of identified mitigation measures

## **2.6. Regulatory Compliance:**

The hotel operates under a French license and complies with all relevant international and local regulations, including health, safety, labor, and environmental standards. Our insurance policies and other protective measures for guests and staff are current and in good standing. We encourage our partners to adopt sustainable practices, and some partners such as Allianz Insurance have already implemented these initiatives. Future partners will be chosen based on their commitment to similar responsible management and environmental standards.

## **2.7. Commitment to Diversity, Equality and Employee Protection:**

At Grand Case Beach Club, we promote diversity and equality at all levels of our business. No employee or applicant is discriminated against under any circumstances. All positions are filled based on competence. We strictly adhere to all local employment laws and regulations. Our working conditions and the wages we offer far exceed the minimum requirements set by law.

Salaries and benefits are in line with national regulations. We make all payments required by law to insurance and leave funds for the financial well-being of our employees. Overtime is paid in accordance with French law for any hours worked more than established hours. Although we respect

legal weekly limits and working hours, being in the hospitality industry, overtime may be necessary and is compensated for in accordance with our internal policies.

We are also pleased to provide a revenue-based incentive bonus to each employee in recognition of their efforts and commitment.

### **2.8. Recruitment and training:**

We actively promote local employment and are committed to ensuring that the recruitment and training of our employees is aligned with the specific skills and high standards of our business. This ensures a skilled and committed workforce, ready to meet our customers' expectations and contributes to our continued success.

### **2.9. Commitment to Ethical Employment and Community Impact:**

Grand Case Beach Club complies strictly with current labor laws and regulations. The employment of children, sexual harassment and exploitation are strictly prohibited.

The company's activities have not negatively impacted or endangered the resources or services of the region or neighboring communities. The company's activities generate a number of secure jobs and reflect a positive influence in the community.