



# CSR Report Châteaufarm' 2021.







# DEFINING MOMENTS OF 2021: COVID-19 MANAGEMENT AND BUSINESS RECOVERY

## *The “21 June Appeal”*

*In June 2021, due to the strong upturn in activity, the Talents and Culture team launched the “21 June Appeal”: all the Talents of the family houses (headquarters) were invited to go and lend a hand in giving a warm welcome to participants returning after the Covid-19 lockdown period.*

*This was an opportunity for the Family House Talents to get a taste of what it is like to work in the field and to experience and benefit from the so-called “added warmth” of contact with the participants.*

## **A look back at 2020**

In March 2020, Châteauform' was shut down due to the Covid-19 crisis. All the houses were closed in March for several weeks. In June, when health measures were relaxed, the houses reopened to welcome participants once again.

Business resumed until October 2020, when the second lockdown was introduced and health measures were tightened up once more. The houses were closed again and the teams returned to part-time work.

**From January to June 2021, there was almost no business activity, with the majority of houses in France and Europe closed. However, once the doors reopened in June 2021, the participants were back!**

In order to protect the company, discussions with landlords began in the first half of 2020, to adapt rent payments depending on the turnover achieved.

From the start of the first lockdown in 2020, 95% of the teams were put on part-time activity, and Châteauform' maintained their salaries in order to keep its teams and be ready for the “bounce back”, when activity would resume.

And indeed, when health measures were once again relaxed in June 2021, participants returned and seminars, training courses and events started up again.

**This meant that CSR policy was ramped up, and more and more teams were mobilised, and backed by a management team that is 100% committed to its role as sponsor and protagonist of the Châteauform' ReSpEct project.**

The main objective of this report is to highlight this ramping up within the entire company, particularly as the policy was extended to all the international houses in 2021.





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## A CONVERSATION WITH THE CO-FOUNDER OF CHÂTEAUFORM', DANIEL ABITTAN



### **To what extent has Châteauform' always been a socially responsible company?**

acques Horovitz and I created Châteauform' in 1996 with the deep conviction that the wealth of organisations lies in the men and women within them. That's why we created Châteauform' – to bring “added warmth” to seminars, training sessions and corporate events.

This “added warmth”, as we call it, is something both intangible and yet extremely concrete. It means taking care of each person and showing kindness, thus building connections between all those working in the company. It means an end to B2B and opting instead for H2H (Human to Human).

Jacques and I were idealists who believed that a happy Talent makes for a happy client, who ultimately makes for a happy shareholder!

As the Group has evolved, I have resolved to maintain this strongly humanist culture by surrounding myself — not with managers, who are only concerned with their own career development — but with leaders: those who help others grow, by encouraging boldness and initiative in the service of our clients and who help our Talents in their own development in a spirit of “bienformance” (a contraction of “bienveillance”, or kindness, and “performance”).

### **What factors have led to the expansion of CSR policy at Châteauform' since 2018?**

Firstly, I would say that ever since we started on this adventure, we have chosen to go local, and thus have reduced our carbon footprint without planning it. Often located in small villages, the chateau is the main source of employment. To become fully integrated in the environment, we source our food from the local baker, butcher, cheesemaker, and vegetable producers. It's just common sense.

As is often the case at Châteauform', inspiration came from our clients. By 2018, CSR had become a key element in purchasing policies and our clients began to question us about it. Setting out a CSR policy, making clear and concrete commitments and obtaining certification were becoming essential.

It was our clients' concern which was our original motivation, but I think that what really drove us was, once again, our Talents! Our proactive Talents, who were convinced of the need to change some of our practices, to be more socially responsible, to reduce our carbon footprint and to improve our social impact. The subject was tackled by all our teams and sponsored by Comex. Sustainable development issues are fascinating and involving, and at a time when recruitment is becoming more and more difficult in our business, it is essential that companies bring Talents together to consider issues which give purpose to their day-to-day work.

*" We created Châteauform' to bring  
“added warmth” to seminars, training  
courses and corporate events. "*



### **To what extent has the Covid crisis cemented Châteauform's plan to increase its commitment to CSR?**

During the crisis, most of our teams had to work part-time, but it was important we kept in contact and supported our Talents so that, when the long-awaited moment when we could return to work finally came, they would be ready to welcome and take care of our clients. We had to approach our landlords and negotiate flexible rental payments, and work with our clients and suppliers to get through this difficult period smoothly.

The crisis has clearly shown how essential maintaining healthy and transparent relationships with stakeholders is for the life of a company. It is testament to the trust placed in us by our landlords, our suppliers, our

Talents and our clients that so many of them have returned to our courses as soon as health restrictions were lifted.

The crisis has also made us aware of the need for our organisations to do everything possible to respond to and control risks. While it was almost impossible for us to anticipate the Covid crisis, we are much more aware of the environmental and social crisis we are facing. It is our duty to learn the lessons of the pandemic and to identify and reduce environmental and social risks.

Our sector lost 130,000 out of 400,000 people working in it. Attracting Talents requires a strong employer brand and environmental issues are crucial.

### **What does 2022 hold in store?**

In 2022, after 26 years, Châteauform' will become a Société à Mission (Benefit Corporation)!

While I believe this is what we are, in essence, already, I felt it was important to set this out formally within the (Société à) Mission framework.

This mission will become a part of, and be our compass for, our long-standing business, the hosting of seminars, training courses and corporate events. It will also be relevant for our clients, who will now host Châteauform' within their offices and university campuses, to help rethink ways of working.

Once again, the Châteauform' Talents are the driving force behind this project and they have my full confidence and support.



## **OUR METHODOLOGY**

### **• Regulatory references**

one of the companies in the Châteauform' group is currently subject to Decree 2017-1265 on the extra-financial performance declaration as unlisted SASs. However, as part of the Group's increasing commitment to CSR and its ISO 20121 certification, Châteauform' wished to raise the visibility of its social, societal and environmental performance.

**In their first CSR report, Châteauform' will look back over how their CSR policy has been constructed since 2019 and**

**presents the 2021 report results. At the end of the report there is a summary of key indicators as well as consistency with the 17 Sustainable Development Goals of the United Nations.**

### **• Report scope**

This report covers all activities of the Châteauform' group in France and abroad excluding IME and CERAN. Châteauform' used an internal CSR self-diagnosis tool to collect data. As part of its CSR management system, Châteauform' set up a "CSR self-assessment grid", grouping

together 108 actions to be taken by the houses to contribute to all of the Sustainable Development Goals. This grid was sent to every house in March 2021 to enable them to draw up their CSR action plan.

In December 2021, all Site Managers were invited to return the completed grid with the actions that had been implemented. The analysis of the data received from all the houses enabled the key indicators in this report to be determined.



## CHÂTEAUFORM': AN OVERVIEW

Since 1996, the Châteauform' group has been setting up and running venues exclusively for seminars, meetings and corporate events, where work and leisure blend harmoniously and where people have time to think. The "added warmth", for which Châteauform' is known, enhances the added value of these events. In 2021, with 62 locations in 7 European countries, Châteauform' became the leading European provider in hosting seminars, training courses and corporate events.

In addition, thanks to Châteauform'@Home, which delivers know-how and expertise directly to clients, Châteauform' will become a key partner of companies and organisations in ensuring the well-being of their employees.

Our business activities and the choice of our venues — châteaux, fine mansions and other historical buildings —also help support the conservation of our heritage.

The Châteauform' group (excluding CERAN and IME) consists of a dozen operating companies, each of which manages one or more sites. These operating companies, based in France and the various countries where the Group has a presence, are all managed by the head company of the group, Châteauform' Héritage SAS.

Châteauform' Héritage SAS is a simplified joint stock company, under French company law. Its registered office is located at 49/51 rue Saint Dominique, Paris 75007. It is headed by a chairman and has a Supervisory

Committee consisting of 7 members representing the main shareholders.

They approve the Group's annual accounts and also give prior authorisation for decisions affecting the Group in a structural way, including decisions concerning management, approval of annual budgets, investments, restructuring (site openings/closures), setting up of external funding and/or guarantees, any operation which impacts capital, etc.

Finally, in accordance with commercial company legislation, there is a shareholder meeting at least once a year to approve the accounts. They are also convened to rule on all important decisions as described in the articles of association of Châteauform' Héritage.





## KEY FIGURES OF 2021

11 232



Number of seminars, training courses and corporate events

Number of participants



288 290

€114 M



Turnover

Châteauform' has 62 houses  
available for its clients  
(including 2 opened in 2021)



62  
HOUSES

7  
COUNTRIES



In 7 countries (France, Germany, Italy, Spain, Switzerland, Belgium & the Netherlands) for different experiences: Seminar, Campus, City, and Event Houses; The Learning Lab, Home & Les Maisons de Katy & Jacques.

1 683 Talents of which  
382 were recruited in 2021)  
took good care of our clients this year.



1 683  
TALENTS



# CHÂTEAUFORM', A PROJECT, A CULTURE, A SET OF VALUES

**Châteauform' was created in 1996** by Jacques Horovitz, Katy Horovitz, Daniel Abittan and Michael Likierman, based on Jacques Horovitz' original idea. The idea was to *"set up and run venues exclusively for company meetings and seminars where work and leisure time blend together harmoniously and people have room and time to think"*.

While Châteauform' only had one option to offer in 1996 — the so-called "au Vert" or "Green" seminars — it did not take long before the Group was able to develop and offer new options, following client demand. Châteauform' continued to create more options: Les Maisons de Katy & Jacques for family holidays; City for meetings in city centres; Campus for large team get-together; Châteauform'@Home for companies who want the quality service offered by Châteauform' on their own premises; Event and Nomad for personalised events; the Learning Lab for face-to-face training courses and most recently CERAN, a centre for language and cross-cultural training.

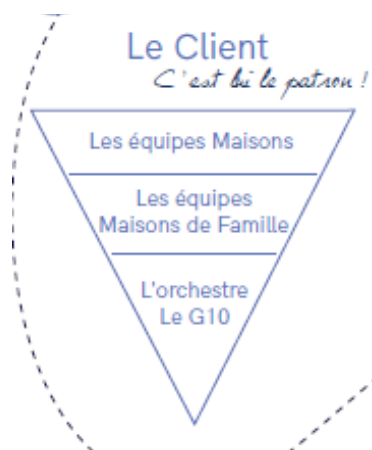
**From the outset, Châteauform' has put human values at the heart of its concerns, through a people-centred culture that respects its Talents as well as its clients.**

This company culture, with its

strong values and principles, has a specific vocabulary and a range of rituals. In 2021, after 25 years of growth, it has been made clearer so that it is "better understood, better experienced and better perceived".

Today Châteauform' culture is demonstrated by its *raison d'être*, unaltered since Châteauform' was founded: *"We created Châteauform' to bring "added warmth" to seminars, training courses and corporate events"*.

This "added warmth" means taking care of each other and demonstrating kindness and generosity as hosts; it means creating bonds between the men and women who work in the company, and it means an end to B2B and opting instead for H2H (Human to Human).



In order for all this to work, Châteauform' operates on the basis of an Inverted Pyramid. The organisation is client-oriented, with House teams supporting

the client, Family House teams (support functions) servicing the Houses and Management at the bottom of the pyramid keeping things on course and supporting the Family houses.

This organisation entails instinctive trust in the Talents and requires everyone to share the same values.

Our 6 values are:

- **Love of the Client**
- **Boldness and Initiative**
- **Loyalty and Honesty**
- **Family Spirit**
- **To grow and help others grow**
- **Performance**



Châteauform' implements **management by values and not by rules**, this allows Talents to be autonomous and confident, because **"Happy Talents make happy clients"**.

With these humanist values, Châteauform' naturally took on its social and societal responsibilities from the outset. However, the company's CSR policy was only drawn up in 2019.



# OUR PHILOSOPHY

## ReSpEcT

Although socially responsible actions have been implemented for many years at Châteauform', the Châteauform' CSR policy was only formalised in 2019, with the goals of: reducing the environmental impact of the business, safeguarding healthy relationships with its stakeholders and ensuring its Talents are happy.

The priority CSR issues were established thanks to an initial materiality analysis carried out by the firm Cabinet Green Evénements.

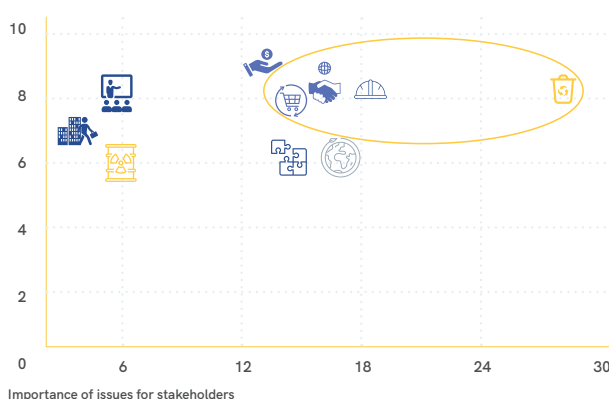
The process started with 35 interviews conducted with the company's internal and external stakeholders.

The issues identified by the stakeholders were then evaluated by the Châteauform' CSR Comex (Executive Committee) in terms of their impact on the strategic objectives of the Group. The results are shown in the materiality matrix

SD issues	Legend	Impact on Châteauform' strategic goals	Importance for stakeholders
Economic performance		9	13
Supplies		7	14
Heritage		8	16
Preservation of resources		6	16
Pollution		6	6
Waste		8	28
Labour rights		7	1
Health, safety, security		8	18
Training courses		8	6
Inclusion		6	17

### Impact on the strategic objectives of Châteauform'

Continue making participants happy  
Continue developing the venues used by Châteauform' Develop the Ideal Meeting agency and potentially a market place Manage the companies' own venues for them



Materiality matrix produced by Cabinet Green Evénements (2018)

IN FEBRUARY 2019, THIS MATRIX FORMED THE BASIS OF THE RESPECT PHILOSOPHY STRUCTURED AROUND 3 AREAS OF ACTION

### We respect our clients and our partners

- By making client satisfaction our driving force
- By guaranteeing the safety of our participants
- By choosing sustainable products and responsible suppliers
- By playing our part in preserving our heritage & in developing the local economy

### We respect our Talents

- By ensuring safety at work
- By promoting training and skills development
- By promoting employee well-being and appreciation
- By enabling inclusion through economic activity

### We respect our environment

- By participating in the circular economy
- By reducing all forms of waste and pollution
- By measuring our environmental footprint in order to reduce it



**Also in 2019, the Châteauform' CSR management system was certified ISO 20121 for all activities in France**, i.e., the 2 "Family Houses" (headquarters), 44 Houses for all events and the Laboratoire de Nomad, la Table de Châteauform'.

In early 2020, Châteauform' was preparing to extend the scope of its certification to the international market, when the Covid-19 crisis brought business to a sudden halt. This led to the closure of almost all the Houses, and the obligation to place the teams on part-time working hours.

Disruptions to normal working conditions in 2020 and 2021 slowed down progress on the CSR project, but did not impact the determination of the teams to continue the implementation of ReSpEct.

In 2021, the CSR Committee doubled in size compared to 2019: Talents from the international side of the business and

different corporate functions that had been under-represented on the Committee

The CSR Comex, the body representing the executive, which sponsored the CSR policy, also changed over 2021 and is now composed of: G rald COUTAUDIER (Managing Director), Magaly GAUDIN (Head of Human Resources and Talents & Culture), Anne GRIFFON (Head of Marketing and Innovation), Emmanuel RUEL (Head of the "au Vert France" experience) and Nicolas GAUDIN (Head of Ch teauform' Germany).

CSR management has also been able to develop with the arrival, in December 2021, of an Apprentice to work alongside the CSR Manager. This was possible thanks to the implementation of a new CSR self-assessment tool for each of the Houses (France and international) and thanks to the introduction of the Tembo-Tool which helped centralise the management of the CSR action plan.

**The continued deployment of the ReSpEct philosophy and the CSR action plan throughout 2020 enabled the company to maintain its ISO 20121 certification** in the context of the follow-up audit No. 1 conducted in March 2021 by SGS Certification Services.

2021 was also the year in which the scope of ISO 20121 was extended to the other countries in which Ch teauform' operates. The second follow-up audit, in February 2022 should make it possible to extend the certification to all Ch teauform' Houses in France and internationally, ensuring uniformity of the CSR Management System across all countries.







## THE ISO 20121 STANDARD, SUPPORT OF GREEN ÉVÉNEMENTS AND CERTIFICATION BY SGS

The ISO 20121 standard is the international standard for event sustainability management systems. It provides a framework and guidelines to enable organisations to integrate sustainable development into their strategy and activities. Like all management standards (such as ISO 9001 or ISO 14001), it is based on a key principle: continuous improvement. As such, the standard does not set specific results for a committed organisation, but puts in place the tools necessary to initiate a process of progressive improvement and to improve its performance (in economic, social and environmental terms).

To put this in place, Châteauform' decided to call on the expertise of Green Événements. Their main challenge was to formalise working methods while maintaining Châteauform' values. In 2018, Green Événements carried out a review with internal and external Châteauform' stakeholders. The aim of this study was to understand how the company operates, as well as the actions already in place and the most important sustainable development issues.

In 2019, the second phase of support consisted in training the teams in the implementation of the standard.

To check the compliance of its Responsible Management System with the ISO 20121 standard, Châteauform' contacted SGS Group, the leading inspection, auditing and certification body and the reference partner for sustainable event management systems. Following the audits carried out by SGS in 2019, Châteauform' obtained its ISO 20121 certification. Follow-up audits in 2021 enabled Châteauform' to retain its certification.

# CSR GOVERNANCE AND MANAGEMENT

## **The inverted pyramid reflects the Group's organisation.**

### **CSR at Châteauform' concerns everyone.**

Each layer of the inverted pyramid has a role to play and is represented by CSR intermediaries. The majority of the Houses have appointed a ReSpEct Ambassador or a "Green Team", who support the Host Couple in defining and implementing the CSR action plan for the House. This is the top of the pyramid.

At the second level of the pyramid is, **the CSR Committee**. It is made up of representatives of the support functions (Customer Relations, Communication & Marketing, Human Resources, Talents & Culture, Finance, Purchasing, Asset Management); and of representatives of the various activities hosted in France and abroad: Maisons du Séminaire, Campus, City, Home and the caterer Nomad, la Table de Châteauform'.

Chaired by the CSR Manager, the Committee meets every two months. It implements the company's CSR action plan in line with: the ReSpEct philosophy, the expectations of stakeholders and regulatory requirements.

Its objective is to provide concrete and workable solutions for the operational teams. A CSR self-assessment grid has been

provided to guide the operational teams in the implementation of their CSR action plan.

This grid comprises 108 actions to be implemented in the House. These actions are categorised

(Mandatory / Recommended / Makes a difference), which allows the operational teams to prioritise them, bearing in mind that the objective is to work towards 100% of actions to be implemented.



## *This self-assessment addresses the priority operational CSR issues at Châteauform':*

*Management of CSR project*

*Circular economy*

*Food waste*

*Waste reduction*

*Water and energy management*

*Soil and water pollution*

*Biodiversity*

*Transport*

*Safety*

*HR & Talents*

*Responsible Purchasing  
& Table*

*Local integration*

*CSR outreach internally  
and externally*





### Average by country or activity

Activities / Country	Return rate	Average	Best scores
Séminaire (France)	92,3%	61,25%	Domaine de la Voisine - 89%
City (France)	87,5%	60,43%	City Le CNIT - 77%
Campus (France)	100%	67,33%	Campus Les Berges - 77%
Event (France)	100%	63,6%	Le Palais des Congrès Paris Saclay - 89%
Home (France)	100%	75%	Les Dunes - 75%
Germany	100%	72%	Schloss Velen - 82%
Spain	75%	53%	La Arena - 59%
Italy	100%	65,3%	La Cascina - 69%
Switzerland	100%	67%	Montagne Alternative - 75%
Belgium	100%	60%	Abbaye de la Ramée (House certified Clé Verte) - 60%
The Netherlands	0%	/	/
<b>Overall total 2021</b>	<b>91,5%</b>	<b>64,4%</b>	<b>89%</b>

Finally, at the base of the inverted pyramid, is **the CSR Comex**, which meets every 3 months: it is the back-bone of the CSR initiative and custodian of the ReSpEct philosophy and the resulting strategy, in line with the company's over-all strategy. Any major projects for the year are validated at the annual management review and examined at each quarterly meeting.



**The EcoVadis assessment process is a constantly evolving score.** Châteauform' has been using the EcoVadis Assessment process since 2018. In 2021, the score was 58/100 (+2 points vs 2020).



The way in which Châteauform' takes social, societal and environmental issues into account in relation to stakeholder expectations is consistent with SDG 12 (Target 12.6)





**We respect  
our clients  
& our partners.**



## OUR CLIENTS' SATISFACTION IS OUR DRIVING FORCE

At Châteauform' measuring client satisfaction is a core performance indicator.

As part of its continuous improvement process, Châteauform' is providing its participants with a questionnaire to record their level of satisfaction at the end of their seminars ("Billets doux ou acidulés à vos hôtes"). It is also listening to organisers during post-activity feedback discussions.

**Participants' satisfaction** is measured by using the "Billets doux ou acidulés à vos hôtes"

questionnaire. The participant satisfaction rate corresponds to the number of 'completely satisfied' and 'very satisfied' questionnaires in relation to the total number of questionnaires distributed. In 2021, the participant satisfaction score was **94%** with a return rate of 79%.

Furthermore, **overall satisfaction** is measured by taking the feedback from organisers into account as well. This rate is calculated as follows: 0.6\* participant satisfaction rate and 0.4\* organiser satisfaction rate. In

2021, the overall satisfaction rate was **94,1%**.

In addition to these figures, written feedback from participants enables the House teams to identify areas for improvement, if there are any, in relation to both the different spaces in the House as well as the different services provided.

It is this client feedback system that has enabled Châteauform' to grow and improve every day for the past 25 years.

### Who better than clients to talk about Châteauform'?

"It was everything we had hoped for."

"No point in holding back, here is the score I give to this seminar: the highest, 5. All participants agreed. The fact that the House team were able to move the aperitif to the

pétanque pitch for the tournament we had organised was a real bonus."

"It was a magnificent setting and everyone took such good care of us. Fantastic welcome, food and organisation. We will happily come back again and would like to say thank you to the whole team."

"(...) She told me that her participants had told her that everything was fantastic, that they were very happy and that, as usual, everything at Châteauform' is perfect!"

"The team has really taken good care of us."

# HEALTH, SAFETY AND THE ENVIRONMENT: WELCOMING OUR PARTICIPANTS IN HOUSES DESIGNED FOR THE NEEDS OF TODAY AND TOMORROW

Welcoming our participants in compliance with standards of health and safety and with respect for our environment is a priority for all Houses in the Châteauform' group.

To this end, the group has defined and is working to achieve 4 key issues:

1. Accessibility in our Houses
2. Compliance with safety standards
3. Maintenance practices that respect the environment and participants
4. Food safety

## 1 - Making our Houses accessible

At Châteauform', we want to be able to welcome all participants. To this end, we are working to adapt our properties while respecting the history and architecture of the Houses, to make sure they are accessible to all.

In France, in partnership with our landlords, we have submitted some Ad'AP (Agenda d'accessibilité programmée / Programmed Accessibility Agenda) for each House. The objective is to provide 100% access to all

Houses and spaces to everyone.

## 2 - Respect for safety standards

At Châteauform', we ensure the safety of participants through extremely rigorous respect for safety standards in every country we operate in. We work with all local representatives and organisations in order to comply with the legal requirements of each of these countries.

Châteauform' France is working with SOCOTEC in order to carry out all the necessary regulatory inspections, in particular those concerning safety installations, electrical installations, gas and mechanical links.

We are committed to obtaining all administrative authorisations necessary for the operation of our Houses, and, in particular, approval for the operation of our Houses from the various safety bodies concerned with establishments open for public use.

## 3 - Maintenance issues

At Châteauform', the maintenance of technical installations is

a major safety and environmental issue for Talents and participants. We are working on 4 important aspects:

- Air: monitoring of indoor air quality (especially in the context of Covid).
- Water: monitoring the potability and the risk of legionella.
- Health & environment: inspection and monitoring of facilities that may impact the environment, public safety or pollution (heating installations, refrigerants, kitchens, household products, green spaces, etc.).

## 4 - Food safety

At Châteauform', food safety for our participants is an absolute priority. Food safety management is based on 3 areas:

1. Risk management
2. Inspections
3. Continuous improvement

As part of its food safety policy, Châteauform' is supported by ADOCA2 and each Trio (Host Couple + Chef) is responsible for implementing their action plan within their House. To do this, each site has access to:

- The HACCP method

<sup>2</sup> Seules les Maisons Italiennes passent par un autre cabinet, mais la méthode utilisée et les formations sont les mêmes.



- HACCP tools
- Mandatory training in the method and the tools

The audit is carried out by ADOCA during 3 annual visits to each House, during which the auditors undertake a “food hygiene and safety assessment” and “a sample analysis, an ageing test and work surface sample analysis”.

The audits result in a report and recommendations, and an action plan following which the Chef must implement his/her corrective action plans, to be approved at the next audit.

Each audit is given a score, and the objective is to score a minimum of 85/100.

The Trio is responsible for drawing up and implementing the action plan independently.

However, in order to achieve the objective of “100% of Houses scoring a minimum of 85/100”:

- In the event of 2 consecutive scores below 80%, ADOCA is called in to support the Trio in drawing up its action plan.
- In the event of 3 consecutive scores below 85%, ADOCA is called in to support the Trio

in the drawing up of its action plan.

In 2021, 67% of French Houses obtained a score of more than 85/100 in their final audit of the year. Since the objective is to achieve 100% of scores over 85/100, those Houses that have not achieved this performance have implemented operational and structural plans to improve their score.



Although the Covid-19 crisis was an ordeal for Châteaufarm’ activities, the Group was able to adapt to the health constraints by setting up a crisis unit led by a “Mister Covid” in charge of keeping up to date with regulatory changes in order to establish the various health protocols.

Châteaufarm’ had to devise new ways of hosting: a redesigned

organisation to integrate the constraints of distance, total connectivity in order to bring large teams together remotely, and a completely redesigned catering system to respond with agility to the health measures.

In order to ensure the safety of its participants, the Group organised the return to work by setting out a certified Châteaufarm’

Covid-19 Charter in partnership with SOCOTEC.

**Having demonstrated our commitments and assumed our responsibilities as a business operator, our clients have been reassured and have shown their confidence in us by once again organising their seminars and events in our Houses.**



*Châteaufarm’ is committed to making its sites accessible and safe for all its participants, in line with SDG 3: Good health and well-being (Target 3.9)*

# RESPONSIBLE PURCHASING

## We are benefiting from the Purchasing expertise of our partner ACCOR.

With the aim of giving the Houses more autonomy and of helping them to optimise their expenditure, Châteauform' formed a partnership with Accor in 2018. We thus have the added benefits of:

- strong synergies on products and volumes while securing our supplies,
- access to a large pool of 1,200 approved suppliers with negotiated conditions. This partnership is fully in line with our digitalisation strategy with access to online ordering tools.

The partnership also ensures management of supplier risks, compliance with CSR criteria and not being economically dependent on suppliers.

## Committed supplier partners:

The commitment of the suppliers with whom Châteauform' has a direct relationship begins with the signing of the Charte Fournisseur Responsable (Responsible Supplier Charter). By signing this charter, suppliers undertake to comply with the principles of the ReSpEct philosophy of the Châteauform' group.

In addition, Châteauform' has reviewed the CSR practices of 37 of its largest suppliers by means of a questionnaire which checks the whether their commitments are consistent with those of Châteauform'. This first

stage demonstrates to suppliers that Châteauform' is committed to ensuring that its sustainability policy is reflected throughout its value chain.

Thus, when selecting a new supplier, their commitment to CSR is a decisive factor in the decision.

## Local purchasing for non-standard purchases.

Each Châteauform' House is responsible for its own purchasing, which it must carry out in accordance with the Group's Guide des Achats Responsables (Responsible Purchasing Guide). While 59% of Châteauform' purchases in France are made from suppliers listed in the central database or from Accor suppliers, Houses are encouraged to diversify their purchases by using local producers.

Châteauform' has built up a local presence by setting up partnerships with local farmers. Thus, 51% of Houses in France state that they offer their participants at least 20% local produce every day (namely, yoghurt, cheese, jam, honey, vegetables and poultry). This percentage exceeds 75% internationally.

## Sheltered employment sector

The diversity in our purchases is also achieved through the use of the sheltered employment sector. Indeed, in 2021 in France, 23 Houses used ESAT (Etablissements ou Services d'Aide

par le Travail) for service provision: mainly laundry work and landscape maintenance services. In 2021, purchases from the sheltered employment sector amounted to €193,975 excluding tax (for France).

This approach is in line with the Châteauform' commitment to promoting inclusion in business activities and the integration of people with disabilities into economic life (see paragraph on equal opportunities p26).



*Through its responsible purchasing practices Châteauform' is ensuring that its partners provide decent work for their employees and subcontractors. Furthermore, by buying from local farmers, Châteauform' is playing its part in supporting sustainable agriculture and in developing the productivity of small farmers. Châteauform' is thus contributing to SDGs 8 (targets 8.7 and 8.8) and 2 (targets 2.3 and 2.4).*



## "ADDED WARMTH" FOR EUROPEAN HERITAGE SITES

For 26 years, Châteaufarm' has been seeking out unique sites of French and European heritage and giving them a new lease of life.

The châteaux and mansions in which Châteaufarm' welcomes participants are exceptional places that are part of French and European history. Some of the buildings are listed or registered as Historic Monuments.

Once selected, the châteaux are renovated, with the aim of adapting them for Châteaufarm' activities. The Heritage & Technology team supports the landlords in these renovation projects, with the help of architects and landscape designers who are experts in old or historic buildings. All this is made possible thanks to funding from the owners of the premises.

Once on site, the Host Couple do their utmost to maintain the premises for the enjoyment of their participants and to ensure the long-term future of their House.

Thanks to Châteaufarm' and its activities, hundreds of thousands of participants are able to discover these cultural and historical sites.

### **An example: the Château de Herces, opened in summer 2021**

Prior to the opening, the renovation of the Château de Herces, in Berchères-sur-Vesgre in the l'Eure-et-Loir, was carried out in close collaboration with the owner, who is passionate about history and extremely attached to his Château. His considerable financial support enabled

Châteaufarm' to employ architects of the ABF.

(Architectes des Bâtiments de France) and experienced landscape designers to renovate the Château and gardens with absolute respect for the site and its history.

Surveys were carried out to study the site's history as far as

possible, and to find out what was behind the layer upon layer of paint or wallpaper found on the walls. In this way, it was possible to conserve everything of archaeological value below what is visible today.

Just as in every other House, the Host Couple enjoy telling participants and visitors all about the history of the Château.



*Through its commitment to heritage conservation, Châteaufarm' is contributing to SDG 11 (target 11.4)*



**We respect  
our Talents.**





## WE SAFEGUARD THE **HEALTH** **AND SAFETY** OF OUR TALENTS

At Châteauform', the safety and security of people and property is one of the most important aspects contributing to the efficiency and sustainability of our activities. As part of the implementation of an occupational safety management system Châteauform' adheres to the following principles:

- Assessing the occupational risks inherent in the activity in order to eliminate hazards and reduce risks.
- Ensuring safe and healthy working conditions by preventing work-related injuries and illnesses, by eliminating the material, organisational and behavioural causes of accidents, in accordance with the priorities established during the assessment of occupational risks.

- Systematic analysis of any incident or accident in order to implement effective corrective actions.
- Consultation with, and participation of, Talents so that they are involved in the decision-making process. Soliciting their opinion on the methods to be adopted in order to improve their implementation.

More specifically, Châteauform' is committed to making progress in the follow:

- Raising Talents' awareness of safe working.
- Improving feedback on actual and potentially dangerous situations.
- Improving our risk management.

Everyone's well-being is contingent on everyone's safety. Every

Talent is involved, whatever their job. They each play an active role in this process of continuous improvement of results and performance in terms of health and safety at work, whether they are operational or administrative staff.

Management is committed to safety at work, and to: taking full and complete responsibility for it; ensuring that the policy, objectives and actions undertaken are consistent; guiding and supporting all Talents who contribute to the effectiveness of the system; and developing and fostering a true safety at work culture.



*Through its actions in support of the safety of its Talents, Châteauform' is contributing to SDG 8 (target 8.8)*

## WE PROMOTE TRAINING AND SKILLS DEVELOPMENT FOR ALL, THROUGH OUR COMPANY UNIVERSITY: THE TALENT INCUBATOR

*Growing and helping others to grow: this is one of the 6 Châteauform' values. At Châteauform', we are very keen to see our Talents develop, grow and thrive. To achieve this, we pay particular attention to team training, transmission and interactions. All means are made available so that each one can make their mark within the company.*

### **Châteauform' therefore set up The Talent Incubator, our company university.**

One of our strong points is that this University benefits ALL Talents. In 2021, it was open to all 1,683 Châteauform' talents, enabling each one to progress and grow within the Group. Whether it's a question of advancing in one's job or making a new start by changing jobs. Everything is possible!

The Talent Incubator is designed to support the growth of the Group, to pass on its culture and to strengthen its know-how and soft skills.

The training provided focused on the following areas:

- The orientation of new Talents, called "Welcome to the family".
- Job-related training: these courses enable participants to experience jobs and create communities among manager

gardeners hosts/hostesses, housekeepers, etc.

- Customer Relations training for all sales personnel.
- Leadership and Support training for all team leaders. Châteauform' has developed a programme called the "Happyculteurs", to identify Talents with high potential and provide them with support. Thanks to this initiative, each "Happyculteur" benefits from a personalised development plan that highlights their strengths and areas for improvement, the actions that need to be taken, and the resources needed to make this development successful.
- Châteauform' also provides Talents with a digital platform that enables them to complete the face-to-face training programme.

There are around fifty classroom-based training modules. The Talent Incubator is evolving and new training sessions are regularly added. 60% of training courses are led by internal trainers thanks to the expertise of some of our leaders. Where we lack expertise, we turn to external trainers.

The Châteauform' University is "nomadic" thanks to the 62 Houses that Châteauform' has at its disposal for the sessions! The Talent Incubator has singled out

and created training courses for each job, as well as cross-trade pathways, for the benefit of all Talents.

In parallel to the career path put forward by the Talent Incubator, each leader puts together an individual development plan for his or her Talents.

In 2021, 83 Talents in France changed jobs within Châteauform', including 24 Talents working in the kitchen were able to move up to a higher grade.

Emphasis is on ever more useful and relevant training programmes that meet a real need, identified during the development interview.

In addition to the training courses offered by the Talent Incubator, all forms of learning are encouraged, and certain rituals have been set up to ensure people are always learning and developing: the best training is learning on the job on a daily basis, professional experience, tasks and challenges, the professional environment, working with other people, networking:

- • "Live my life" or taking the place of another Talent.
- • "Back to basics": once a year the Talents of the Family Houses (head office) come to work on site for 2 to 3 days.
- • "A Week another way": once a year "A Week another way" is a chance for House teams to spend a week doing

things that they do not get the opportunity to do the rest of the year. Discovering other Houses and experiences; exchanging with other Talents; doing a "Live my life" of their job or a different one; training (via the Talent Incubator, via leaders or externally); working on a team project; team building activities; helping at a House opening; visiting the Family House; improving the House, etc.

- Tutoring via "Talent trainers" and our "godparents".

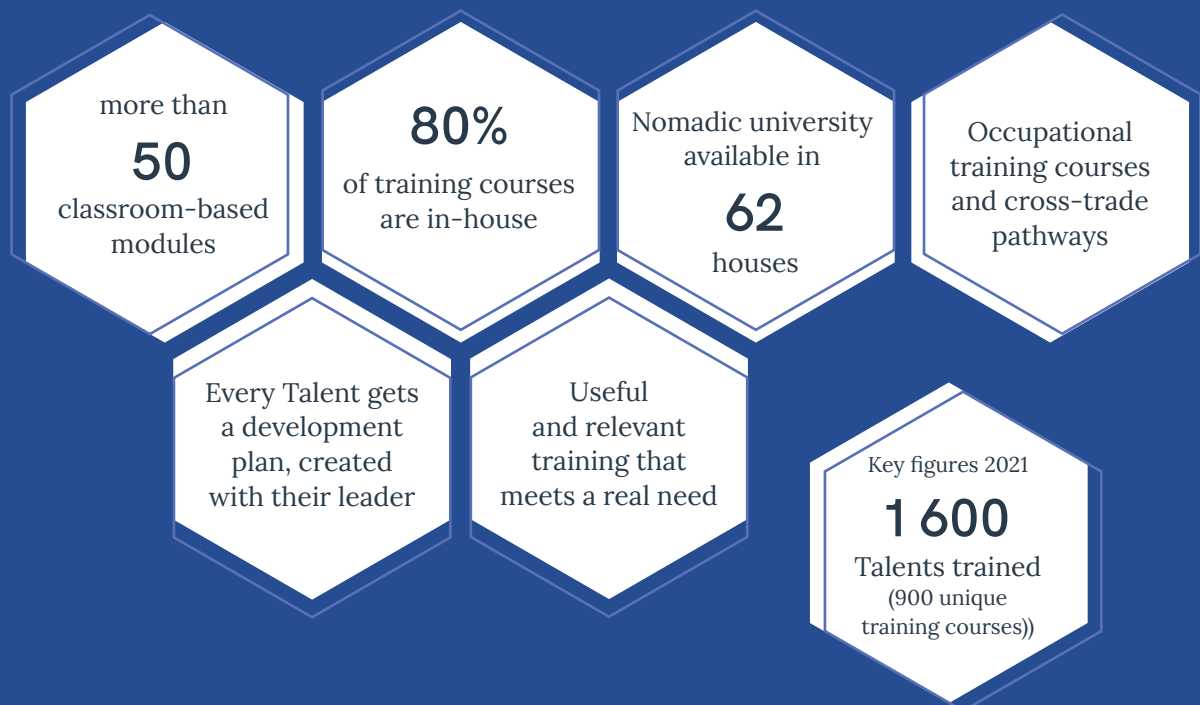
Lastly, Châteauform' fully supports **mobility** between Houses, countries and jobs. Mobility

contributes to the dissemination of our culture among different countries and different activities.

With each internal move, we support the Talent and the "Travel diary" (Carnet de voyage) details all the help we offer them in each country.

At Châteauform' we believe that "Happy Talents make happy clients". Talents feel happy and fulfilled when they feel appreciated, in particular when we offer them training. This is how they become stakeholders and contribute to the essential development of the company.

*" des Talents heureux  
font des clients heureux "*



At Châteauform', we help Talents develop and train throughout their professional careers, which demonstrates the Group's commitment to SDG 4 (target 4.4)



# PROMOTING WELL-BEING AND RECOGNITION

**“A happy Talent makes a happy client” and happiness at work greatly depends on Talents feeling appreciated and recognised.**

## RECOGNISING EVERYONE

At Châteauform', we celebrate our Talents' loyalty. In 2021, 155 Talents were celebrated for their 5, 10, 15 and 20 years of loyalty to Châteauform'.

And every year since 2017, Châteauform' has measured the happiness of its Talents through a Happy@chateauform survey. The results of this survey are used to implement action plans to improve well-being at work. In 2021, 86% of Talents took part in the survey and 87% of them said that they enjoyed working at Châteauform'.

## RECOGNISING INDIVIDUALS

Throughout the period of partial activity due to the Covid-19 pandemic, Châteauform' maintained the salaries of 87.5% of the Group's Talents.

The 636 Talents whose gross salary was less than €2,000 were offered gift certificates at the end of the year.

As with every year, the 525 Family Houses Talents and Leaders of the different activities were invited to the Summer Party, which celebrated the successes of the company. On this occasion, 12 “étoiles de la Bien-performance” for outstanding performance were awarded to 43 Talents in recognition of their commitment and their results.

For the first time in 2021, 250 Châteauform' Talents, along with their families, were invited to the “Goûter des familles”. During the event they visited the Serres de Ronqueux and learned about ecology and market gardening.

## RECOGNISING MOBILITY:

Within the internal mobility framework, Châteauform' organised the moves of 20 Talents in 2021.

## RECOGNISING OUR TALENTS to help them GROW

*Growing and helping others grow* is one of the values of Châteauform'. Supporting Talents in their development within the company or towards other external projects is an essential element of recognition and well-being at work.

That's why 25 Talents were able to benefit from personalised support based on the DISC personality test.

11 Talents benefited from individual coaching; 900 Talents benefited from at least one in-house training course and 460 from external training (see 2.2 Training).

## RECOGNISING our HOST COUPLES

1. Intrapreneur bonuses awarded to 164 members of Host Couples and Chefs
2. External telephone coaching "bubbles": 12 Talents
3. Service vouchers for domestic help: between €100 and €150 per member of the Host Couple

## FOCUS ON THE "WELCOME TO THE FAMILY"

We have a culture that is tangible to any newcomer, due to the language we use and the rituals that we share; rituals that are relevant to us, of which we are proud, and through which we bring to life the magic of being together.

Each Talent who joins Châteauform' therefore takes part in an orientation that we call the "Welcome to the family". Each Talent gets acquainted with:

- their team and working environment;
- their job and the jobs that they will interact with. This allows for a better understanding of each other, in order to work better together;
- our organisation and our "family portrait" (this is our internal "Who's Who?").

This course helps everyone to understand the raison d'être of

Châteauform', its culture, its values, its rituals, its symbols and its vocabulary that we call "nos mots pour le dire" (our way of saying things). It helps everyone to understand our Business and our Clients.

It is also a time when the Talent's initial training takes place, focusing on their job and understanding their work tools.

This voyage of discovery of Châteauform', the welcome we give to our Talents, was designed according to the same principles as the welcome we give to our clients. The future Talent should feel expected before their arrival; when they do arrive, everything is ready and organised so that, over the following weeks, they feel at home, confident and supported all times.

Every Talent receives their Welcome "bundle" on their first day. This consists of a canvas bag containing all they need to join the team: "official" papers such as the employment contract, as well as all the elements of our culture that their leader will explain to them.

The orientation process ends during the first year with a "Welcome to the family" seminar. There are 2 types, chosen depending on the Talent's profile: :

- La Fable: over 2 days for all House Talents.
- Le Conte: over 5 days for all the leaders of the Houses & Family Houses and Talents of the Family Houses (Headquarters).



## INCLUSION AND EQUAL OPPORTUNITY

Châteauform' is a committed and responsible company, as shown by our inclusion of Talents with disabilities, young people on work-study contracts, young people under 26 and people living in a priority urban district (QPV).

We are aware of the difficulties encountered by people with disabilities. We have made a point of including people with disabilities at Châteauform'. We are committed to supporting and employing Talents for their skills and not for their disability. We want to ensure fair and equal treatment.

We are committed to the inclusion of people with disabilities within our teams, as shown by:

Nomad & Châteauform' have signed a partnership with the

charity LADAPT in order to integrate people with disabilities into our teams, whether through internships, fixed-term contracts or employee leasing agreements.

- We work with the DIRECCT of Val d'Oise with regard to equal opportunities. In 2019/2020 we were recognised by the prefect of Val d'Oise for our strong commitments to the inclusion of young people and people with disabilities by working with the "1 jeune 1 solution" platform.
- Talents with disabilities are hired as interns, on permanent contracts, or on apprenticeship contracts.
- We support our Talents who already have administrative procedures in progress with the French government (via the

MDPH) with a view to obtaining official recognition of disability (RQTH) when a health concern impacts their work.

- We want to support them so that they do not deal with their health concerns alone.
- As soon as a health concern affects their work, we adapt the workstations of our Talents in order to keep them in their position.
- We go further in our commitment and our support because the health problem of our Talent does not go away when they leave work. Our Talent may need help with their home. When a Talent with a disability works remotely, we help them set up their home so that they can work easily.





- We worked with the Paris authorities' "1 jeune 1 solution" policy by signing a partnership in connection with the 2023 Rugby World Cup. This consists of signing apprenticeship contracts for young apprentices in our Houses for 2 years. To date, 2 young apprentices joined us on 17/02/2022.
- In May 2021, we signed the "l'égalité des chances 1 jeune une solution" charter, with DIRECCT.
- We have completed our DIAGNOSTIC ACTION with the Val d'Oise CAP EMPLOI in order to structure disability action

within Chateauform' and formalise our commitments.

- With the CAP EMPLOI, we can recruit our young Talents.
- We find young Talents using the CVthèque AGEFIPH portal.
- We have been present on the DUODAYS platform since 2019.

Châteauform' is committed to always being present and demonstrating that disability is not an obstacle in the world of work. Our Disability Coordinator works with the leaders to support Talents encountering health

concerns and assists them in their requests for RQTH.

At the start of the school year in September 2021, Châteauform committed to the inclusion of young people on work-study programs by signing:

- 13 apprenticeship contracts for Châteauform' France
- 2 contracts for Châteauform' Paris
- 2 contracts for Nomad
- 1 contract for Châteauform' Groupe

The future of companies also depends on employing of young apprentices. These young Talents will take over from us.

## 31 DECEMBER 2021

	Number of Talents with disabilities	Number of Talents with health concerns affecting their work supported	Number of work station adjustments for the Talent
Châteauform' France	27 (including 12 supported in their RQTH)	24	12
Châteauform' Paris	1	/	/
Château de Méry	1 (supported in their RQTH)	4	1
Châteauform' Groupe	1	1	/



Châteauform' wishes to reduce inequalities in access to employment and thus contribute to SDG 4 (target 4.5).

## Gender parity

Since the French law of 5 September 2018 on the freedom to choose one's professional future came into effect, businesses are required to publish an index which helps track the efforts made in terms of equal pay between women and men.

This index of 100 points is calculated on the basis of 5 objective criteria:

- Pay gap between women and men, at comparable position and age
- Difference in individual pay rises
- Promotion gap between women and men
- Pay rise upon return from maternity leave
- Gender distribution of the 10 employees with the highest salaries

Châteauform' France obtained a score of 80/100 for the year 2021.

We want to emphasise that our company took all necessary measures to protect the health of Talents and the company by rolling out a furlough scheme in order to deal with the effects of global Covid-19 pandemic.

This meant that employees on furlough for more than 6 months could not be counted as part of the workforce when calculating the 2021 Index. Thus, the Index represented only half of our usual workforce. Only 2 indicators failed to obtain all the points.

All other indicators were awarded 100%, demonstrating Châteauform's commitment to the equal treatment of its Talents.

🟡 The main obstacle to the best possible score is due to the raise indicator on return from maternity leave. This indicator measures whether all women returning from maternity leave during the reference period received salary rises equal to the average of those granted during their absence to employees of the same category. This indicator is not graded, it can only score either 0 or 15 points. Thus, the 15 points are awarded if, and only if, all women returning from maternity leave received these rises.

Our philosophy advocates pay equity which translates into rises that are managed individually and not through a collective increase. In order to achieve the objective of 100% for this indicator, we ensure that leaders are made aware of fair distribution of increases in their teams, taking into account women returning from maternity leave. This is accomplished mainly through our "Knowing how to talk about our remuneration principles" training course as well as when increases are issued.

🟡 The second indicator with a 5-point improvement margin is the gap in the promotion rate. As many men as women must be promoted during the reference period, based on a change in coefficient. In 2021, 24 men for 19 women obtained a promotion according to this indicator.

However, the indicator measuring the difference in the individual rate of increased pay, based on salary rises, showed perfectly equal treatment of women and men in terms of rises.

In order for the promotion rate indicator based on coefficients to be as positive as the indicator based on salaries, we will ensure that the coefficients allocated systematically take salary rises into account, in compliance with the categories defined by the collective agreement.

Châteauform' reaffirms its commitment to diversity as a core value. The company is part of a process of improving openness and equality. It has demonstrated its desire to respect the principle of equal treatment between women and men and more than 57% of its workforce are women.



*Châteauform' actions in favour of equal opportunities demonstrate the Group's contribution to SDG 5 (target 5.5), SDG 8*

## SOCIAL DIALOGUE

We build our social philosophy mutually, by working and sharing together.

The company has a remuneration monitoring system, made up of Talents from various jobs, which brings a collaborative approach to subjects related to the remuneration of our Talents. Subject-specific workshops are conducted in order to make suggestions for improvement.

Châteauform' France and Châteauform' Paris have CSEs (Comité social et économique), bodies within which Talents are elected to deal with the social concerns of the company. 12 meetings for Châteauform' France and 6 for Châteauform' Paris were held in 2021.

Over the course of the year, the second edition of the Remote Working Charter was implemented with the participation of the CSE.

Talents can make themselves heard by their leaders by various means. Through our local management, our values management, and also via our survey aimed at measuring well-being at work, which is carried out each year (the Happy@chateauform survey).

Other private exchanges between the Talents and their leaders take place regularly. Indeed, within our Houses and Family Houses, operational and general information is shared during weekly meetings.

Within the Family Houses, each team participates in monthly Co-working meetings to deal with subjects related to their activities. There are also breakfasts organised every 2 months in the Family House, providing further opportunities for information sharing.

During Co-working sessions which are also organised every 2 months by region, the Site Managers of our Houses (our Host Couples) work together on their daily issues, the organisation of their House and management of their teams. One weekend a year, a meeting specifically dedicated to Host Couples takes place, where they explore issues affecting the Houses.

Finally, any Talent in the company can have a private conversation with their leader during their Annual Development Interview. It is an opportunity for the Talent to share their successes and lessons, as well as their future ambitions or their need for support.





A photograph of a well-maintained garden. A stone path leads from the foreground into the distance, flanked by low hedges and various trees, including a large tree on the left and tall cypresses on the right. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text "We respect our environment." is overlaid in white on the lower left portion of the image.

**We respect our  
environment.**



## WE PARTICIPATE IN THE CIRCULAR ECONOMY

Châteauform' is committed to the circular economy, starting with waste reduction, in particular plastic waste, especially water bottles.

### **Building a plastic bottle free workplace**

For 3 years, Châteauform' has been looking for effective alternatives to individual plastic bottles. Although the Covid-19 crisis

has considerably slowed down this work, many Châteauform' Houses have managed to replace plastic bottles in meeting rooms with reusable glass bottles.

This not only significantly reduces waste, but also avoids wasting the water left in opened but unfinished bottles.

By December 2021, 60% of Houses declared that they had

removed small plastic bottles from their meeting rooms.

In addition, 62.5%<sup>3</sup> of City houses are equipped with water fountains. These also reduce significantly, if not completely, plastic consumption.

The water fountains will continue to be installed over the next 3 years in order to completely eliminate plastic bottles by 2024.

### FOCUS ON CHÂTEAUFORM' CITY LA MANUFACTURE

In this House, located in Issy-les-Moulineaux, plastic bottles have been completely eliminated. The Host Couple offers each participant a glass water bottle that they are invited to fill at the fountains available on each floor of the House.



### **Less waste thanks to upcycled and recycled furniture.**

In addition, the Houses' furniture is chosen with care, with quality as a guiding principle, with the goal of reducing waste. Damaged

furniture is renovated to have a second life.

Once renovated, the furniture can be reused in its original location or moved to a new House.

<sup>3</sup> Source : Self-assessment carried out by all Châteauform' Houses in December 2021



## UPCYCLING FURNITURE AT THE CHÂTEAU DE HERCES

One of the main challenges of the spaces we design is to generate a response by immersing the participant in a real experience, by telling them a story. This is all the more important in places with an outstanding heritage, such as the Château de Herces, where it becomes almost a duty.

This is evident in the building's architecture. We are restoring and preserving as many elements as possible that seem

to us to carry the history of the place, and this is also true in the interior design. Indeed, it is not uncommon for such locations to be already furnished with older furniture and decorative objects. In these cases, we love giving a second life to the items that are of interest by upcycling them.

By repainting a vintage sideboard in a bold colour or re-upholstering a sofa with a designer fabric, not only do we give them a new

lease of life which means they will be used for longer, but we give also the site a unique character, without betraying its history.

Rather, we are writing a new page that is consistent with the site's heritage, not diverging from it. This is how we are able to provide our participants with exceptional spaces, spaces with distinct character, spaces which will plunge them into the heart of history.



*These actions to reduce waste contribute to SDG 12 (targets 12.3 and 12.5).*

### **The daily fight against food waste.**

Châteauform' offers delicious and generous meals. We make our buffets plentiful in order to delight the taste buds of our participants and meet everyone's expectations. While generosity can sometimes be associated with waste, action plans have been put in place to reduce it.

First, the site teams dine after the participants and can enjoy whatever has not been consumed.

In addition, our Chefs rework ingredients so that they can be used in new recipes as soon as possible.

Finally, if there is a cancellation, we ask the company SavR to collect the meals so that they can be donated to charities.



## FOCUS ON SAVR



In December 2021, Châteauform' faced a series of cancellations because of Covid-19 health measures. In order to avoid waste, Châteauform' called on SavR, a logistics company that redistributed the foodstuffs to charities.

In 2021, during this wave of cancellations, 10 collections were able to take place for the benefit of 3 charities: Association Aurore, Soupe de la Paroisse de la Trinité, and Bus des Femmes.

The Châteauform' teams understand that the best way to reduce waste is not to create waste to begin with, as reducing waste takes time and some waste is inevitable.

This is why the teams are made aware of waste sorting with a view to recovering or recycling waste. Paper, cardboard, cans and bottles are sorted for recycling (46.5%

of Houses are sorting this waste). Food waste resulting from preparation and end of service is, if possible, composted or turned into biogas in an increasing number of Houses (43% of Houses have their organic waste collected for recycling).

Nespresso coffee capsules are collected through a service provider commissioned by the

supplier so that the coffee grounds are composted and the aluminium is recycled (100% of Houses using Nespresso have their capsules collected).

Batteries and light bulbs are sorted and taken to collection points by the House staff.

## A NEW PARTNER FOR HOUSES NORTH OF L'ILE-DE-FRANCE

At Châteauform', standardisation is rarely the solution. Even when it comes to the treatment of organic waste, the Houses are opting for the most local solutions possible, to be the most relevant and adapted to their reality.

Thus, in 2021, the Château de Méry-sur-Oise, flagship of CSR at Châteauform', began a collaboration with ValOrbioCompost, a new company from Val d'Oise specialising in the collection and composting of catering waste.

The partnership was launched in the summer of 2021 and has gradually been rolled out to other Châteauform' sites in Oise.



## OUR FIGHT AGAINST ALL FORMS OF POLLUTION OR WASTE

While it is not always possible to install double glazing or insulate the walls of the Châteauform' Houses, there is nevertheless room for manoeuvre and certain actions have been implemented for a few years.

- All our Châteaux are equipped with LED lights: 46.5% of Houses have at least 70% LED lighting and 69% of Houses are already equipped with occupancy sensors in hallways and toilets.

- Insulation work is carried out as soon as it is possible, to avoid energy loss..
- The Heritage & Technology team is in charge of works and renovations. It is committed to using low-consumption equipment whenever possible.

When it comes to water consumption:

- 73.5% of Houses have already installed water-saving shower

heads and/or water aerators on taps.

- 71.6% of Houses only change towels on participants' request.

In order to reduce water pollution, the housekeeping teams are trained to use fewer chemicals when cleaning. In 2021, we created an online training module for green cleaning techniques (such as using vinegar-based products).

### ENVIRONMENTAL DIAGNOSIS WITH BETTERFLY TOURISM IN OUR MONCEAU RIO CITY HOUSES AND THE CHÂTEAU DE ROMAINVILLE

In 2020, Châteauform' commissioned Betterfly Tourism to carry out a complete Environmental Diagnosis of 2 Houses: Monceau Rio City (Paris 8) and the Château de Romainville (78).

The objective of this diagnosis

was to give an "environmental score" to these 2 Houses and to identify the impacts and action plans to reduce it.

This comprehensive study covered energy, water, and greenhouse gas emissions, which

enabled Châteauform' to define a series of actions to be implemented in each House in order to lessen its environmental impact.



*These actions in the fight against waste contribute to SDG 12 (targets 12.3 and 12.5).*

# FIRST STEPS IN THE FIGHT AGAINST CLIMATE CHANGE WITH PLANÈTE URGENCE & TIME FOR THE PLANET

Thanks to the Environmental Diagnosis carried out by Betterfly Tourism on our Château de Romainville and Monceau Rio City Houses in 2020, as well as the regulatory GHG Emissions Report (BEGES) carried out in 2019, Châteauform' was able to obtain an estimate of the carbon impact of a participant (excluding travel) and identify the main sources of emissions and the action plans needed to reduce them.

**1 participant  
in Maison du Séminaire  
= 40 kg CO2-eq / day**

**1 participant in City  
= 11 kg CO2-eq / day**

*(Estimate based on the diagnosis carried out at Château de Romainville and Monceau Rio)*

In parallel with the actions carried out in the Houses to reduce

energy consumption, increase vegetarian menus and use local and seasonal products, Châteauform' has committed to 2 initiatives to fight global warming.

**Partnership established with Business4Earth, which, this year, became part of Planète Urgence, a Groupe SOS NGO.**

Through this partnership, Châteauform' contributes to the rehabilitation of Indonesian mangroves by financing 7,000 trees for the 7,000 seminars that took place in 2020 (despite the closure of the Houses linked to Covid-19).

Through the planting of these 7,000 trees, Châteauform' has contributed to the maintenance and development of biodiversity as well as the capture of 210 tonnes of CO2 from the first year!

Through this partnership, Châteauform' also committed itself

to funding one mangrove tree per seminar held in 2021. That means 11,232 trees, leading to 340 tonnes of CO2 captured in the first year.

**Since July 2021, Châteauform' has supported Time for the Planet,** a company created in April 2019 to fight against climate change in France and abroad. Châteauform' has become a shareholder of this modern non-profit start-up.

While no dividend is paid, Châteauform' will benefit, like all shareholders of Time for the Planet, from a "Planet Rate of Return (PRR)" or "climate dividends", the quantity in tonnes of gas emissions that was not emitted or was captured, which is returned to shareholders each year in proportion to the money they invested.

## WHY MANGROVES?

Reforestation makes it possible to effectively combat global warming, protect and develop biodiversity and produce the oxygen we breathe. We chose to help plant mangroves in Indonesia. These tropical trees grow quickly thanks to high rates of photosynthesis, capturing the CO2 present

in the soil, the air and the oceans.

The trees act as a nursery for fish, shrimps and crabs, and directly impact biodiversity while forming a barrier against extreme climatic events.



*These actions assimilated to carbon offsetting contribute to the fight against climate change and to SDG 13.*



# PRESERVING BIODIVERSITY, SINCE THE CREATION OF CHÂTEAUFORM'

**By making use of already established places, we avoid new constructions which spoil the landscape and destroy biodiversity.**

The main cause behind declining biodiversity is habitat destruction. At Châteauform' however, our sites are already part of the landscape and we develop them while respecting existing ecosystems.

We refurbish the Châteaux before welcoming our participants. This means renovating and securing the premises, creating social spaces, as well as

meeting rooms and bedrooms, while avoiding an increase in footprint.

We carry out the maintenance of green spaces with respect for biodiversity by using chemical products as little as possible.

We have also set up beehives in most of our Maisons au Vert and a few Houses have already created vegetable gardens where the Chefs can help themselves to make delicious fresh meals.

- 56% of Maisons au Vert have beehives
- 20% of Maisons au Vert have insect hotels

- 24% of Maisons au Vert have birdhouses or bat shelters
- 28% of Maisons au Vert have a regularly maintained vegetable garden
- 48% of Maisons au Vert have fruit trees



*These actions help maintain and develop biodiversity in the parks and surrounding areas of the Maisons Châteauform' and contribute to SDG 15 (target 15.1)*

## FOCUS ON THE RONQUEUX GREENHOUSES

Within the park of the Château de Ronqueux we created Les Serres de Ronqueux. These 2 greenhouses, made up of seventeen 25- to 30-metre-long plant beds, provide a total 400 m<sup>2</sup> of sheltered space where fruits and vegetables can grow, as well as 7 outside plant beds spread across 150 m<sup>2</sup>. All located on fairly clayey soil, which favours the development of many vegetables. As for the beds, these are made up of topsoil and organic compost, a rich mixture that is also good for growing vegetables and fruits.

In order to optimise crop development, an ecosystem was created using, among other things,

insect releases to facilitate pest control as well as ladybugs and bumblebees for pollination.

A wide range of vegetables is grown using market gardening techniques in the greenhouses: white and black aubergines, beetroot, carrots (three different colours), cucumbers, squash, courgettes, strawberries, sweet potatoes, onions, leeks, peppers, tomatoes and more.

Fanny, a gardener working at the Serres de Ronqueux, has been making the most of the greenhouses with support from NeoFarm. This start-up, located in Yvelines, develops micro-farms by combining agro-ecology and

technology, thereby creating an ecological, profitable and attractive production model for the people working on these farms.

It is certainly a fruitful collaboration: the Serres de Ronqueux produced around 4 tonnes of vegetables in 2021! Jean-Luc, the Chef, is delighted to be cooking with organic vegetables from the garden, and Emmanuelle & Alexandre, the Host Couple, are completely invested in the project. They are committed to bringing the Serres de Ronqueux to life for participants, who are increasingly sympathetic to this approach.







## WE ENCOURAGE SPONSORSHIP AND DEVELOP OUR LOCAL INTEGRATION

**Due to its strongly humanist culture, Châteauform' has always encouraged sponsorship in different ways:**

- Financial donations
- In-kind donations
- Providing access to spaces
- Skills sponsorship and pro bono work to a lesser extent.

Since the summer of 2018, Châteauform' has been a **partner of Bibliothèque Sans Frontières**. As part of this partnership, Châteauform' provides the association with a House for its annual internal event. This allows BSF teams to experience a team building and reunion event. For its part, BSF provides Châteauform' with enough books to fill its libraries, as the charity no longer needs them. This prevents them from being destroyed.

**Since 2021, Châteauform' has also been a partner of Unisoap**, the first French charity to recycle hotel soaps in order to distribute them to people in need. The soaps of 2 of our French Houses are collected and then transformed to be distributed to disadvantaged people.

The Unisoap project responds to challenges that are environmental (fight against waste), humanitarian (providing access to hygiene for as many people

as possible) and social (since the recycling is done by people with disabilities).

Other more local initiatives are encouraged and supported by the Talents of Châteauform'.

Nomad, La Table de Châteauform', is the Group's environmentally responsible caterer, and has been supporting various charity initiatives for several years:

- **Collection of plastic caps for the Bouchons d'amour charity.**

This charity collects, transports, sorts and sends plastic caps to a recycler. The money earned from the recycling scheme is used for: the acquisition of equipment for people with disabilities (wheel-chairs, disabled sports equipment housing developments support vehicles, setting up one-off humanitarian operations or helping other charities.

Caps are collected in several Houses in France.

- **Collecting used pens for neurofibromatosis charities**

The charity "Association Neurofibromatoses et Recklinghausen" collects used pens in order to resell them to a recycling company. The profits

are used to fund research on neurofibromatosis (genetic diseases).

This initiative, started by Nomad several years ago, was also carried out within our Family Houses (head office) in 2021.

**The Persan and Saint-Ouen Family Houses** also stepped up their commitment in 2021 by organising a collection of toys for Christmas in aid of the charity Restos du Cœur, which distributes food packages and hot meals to those in need. In addition, the Talents of the Saint-Ouen Family House were invited to create gift boxes made up of small gifts and treats, as well as hygiene products, for disadvantaged people. This was undertaken in partnership with the City of Saint-Ouen.

However, at Châteauform', the majority of initiatives come from Talents and it is almost impossible to list all of them. As an example, in 2019, a Magic Planner (Logistics Manager) from the Persan Family House initiated a collection of empty plastic pouches (fruit purée and dessert containers) for recycling to help AFSR, a Rett syndrome charity. Since 2019, the system has been renewed every year, always under the impetus of this same Talent full of audacity and



initiative, one of our 6 values.

**Châteauform' is committed to making local connections other than through local purchases, and uses its Houses to strengthen ties with regional stakeholders. Several Houses have set up partnerships with schools and nurseries, thanks to which local children can, for example, come and enjoy the Château's park. It is a way**

**of introducing them to their regional heritage.**

Some Houses have also opened their doors to the general public in recent years during Journées du Patrimoine.

Other initiatives are also being set up following the example of the Château de Crécy-la-Chapelle, which, since 2021, has allowed painters to bring their

easels, paints and canvases to come and paint in the park.

Through this type of initiative, Châteauform' aims to give the public access to its unique places and strengthen its commitment by ceasing to speak of BtoB (Business to Business), and opting for HtoH (Human to Human) instead.



## NOMAD, LA TABLE DE CHÂTEAUFORM', OUR ENVIRONMENTALLY RESPONSIBLE CATERER. ZERO WASTE!

We produce just what we need!

We adjust the quantity of food 5 working days before events. We advise our clients about the meal choices so that they are adapted to the format and the participants.

- We recycle or recover all of our waste!

- Organic waste is recovered thanks to our partnership with Love Your Waste, which turns it into biogas (7.7 tonnes of organic waste recovered in 2020)
- Non-organic waste: paper/ cardboard, metal, plastic, wooden crates, glass, ink cartridges, etc.

- We give what we don't use!

In partnership with Le Chainon Manquant, Les Restos du Cœur and SavR, we donate unused products to charity.



# OVERVIEW

SDG	Pages	Indicators	Unit	2021	Target	Scope
<b>Governance and management of CSR</b>						
SDG 12	12	Return rate for the CSR self-assessment	Average % return rate	90,7%	100%	France & International
SDG	12	Overall average for CSR self-assessment	% of overall average	64,4%	100%	France & International
SDG 12	13	Ecovadis evaluation carried out for Châteauform'	Ecovadis rating	58/100		Châteauform' France
<b>Respect for clients &amp; partners</b>						
SDG 3	14	The satisfaction rate of participants measured by the "Billet doux ou acidulé à vos hôtes"	% satisfaction	94%	100%	France & International
<b>Food Safety</b>						
SDG 3	16	Percentage of Houses that reached 85/100 on Adoca's assessment	% of Houses	67%	100%	French Houses
<b>Des achats responsables</b>						
SDG 8 ; 2	20	% of houses offering at least 20% local products	% of Houses	51%	100%	France
SDG 11	20	Percentage of houses using ESATs (supported employment)	% of Houses	58%	100%	France
<b>Respect for Talents</b>						
SDG 4	21	% of Talents having received at least one training course	% of Houses	50%	100%	France & International
SDG 4	26	Number of Talents with disabilities	Number of Talents	31	Not defined	France
SDG 4	26	Number of talents with health concerns affecting their work supported	Number of Talents	29	Not defined	France
SDG 4	26	Number of workstation adaptations made to maintain the Talent's employment	Number of Talents	13	Not defined	France
SDG 4	26	Number of apprenticeship contracts	Number of apprenticeship contracts	17	Not defined	France
SDG 8	23	% of talents declaring that it is good to work at Châteauform'	% of Talents	87%	100%	France & International
SDG 3 ; 8	24	% of talents who had salary continuance during the COVID pandemic	% of Talents	87,50%	NC	France & International

SDG	Pages	Indicators	Unit	2021	Target	Scope
<b>Respect for Talents</b>						
SDG 3	24	Number of osteopathy sessions covered by Châteauform'	Number of sessions	161	Not defined	Offices in France
SDG 5	26	Calculation of the gender parity index	Index score	80/100	100/100	Châteauform' France
<b>Environnement</b>						
SDG 12	29	% of Houses having eliminated plastic bottles	% of Houses	60%	100%	France & International
SDG 12	29	% of City Houses with water fountains	% of Houses	62,50%	100%	France City Houses
SDG 12	30	% of Houses compliant with Décret 5 flux law	% of Houses	46,50%	100%	France & International
SDG 12	30	% of Houses that recycle organic waste	% of Houses	43%	100%	France & International
SDG 12	30	% of Houses that collect Nespresso capsules	% of Houses	100%		France & International
SDG 12	31	% of Houses with at least 70% LED lighting	% of Houses	46,50%	100%	France & International
SDG 12	31	% of Houses with presence detectors in passageways	% of Houses	69%	100%	France & International
SDG 12 ; 6	31	% of Houses with water-saving shower heads and/or water aerators on taps	% of Houses	73,50%	100%	France & International
SDG 12 ; 6	31	% of Houses that change towels only on request	% of Houses	71,60%	100%	All non-City houses
SDG 13	32	Number of trees financed with Planète Urgence	Number of trees	11 343		
SDG 15	33	% of Maisons au Vert with beehives	% of Houses	56%	100%	Maisons au Vert France
SDG 15	33	% of Houses with insect hotels	% of Houses	20%	100%	Maisons au Vert France
SDG 15	33	% of Houses with nesting boxes or bat shelters	% of Houses	24%	100%	Maisons au Vert France
SDG 15	33	% of Houses with a regularly maintained vegetable garden	% of Houses	28%	100%	Maisons au Vert France
SDG 15	33	% of houses with fruit trees	% of Houses	48%	100%	Maisons au vert France





## GOALS 2022

### Focus on ISO 20121



In 2022, the Châteauform' CSR process will continue and intensify within the framework of the ISO 20121 standard. Châteauform' will enter its 2nd certification cycle with the aim of renewing its certification at the end of 2022. In this context, Châteauform' will conduct a new stakeholder survey in the first half of 2022 in order to update its materiality matrix and its ReSpEct philosophy.

### Application of CSR best practices to all Houses



For this, in 2022, all the "Trios" (Host couples & Chefs) will have to be trained in accordance with CSR. Each House will undertake to increase its CSR self-assessment score to reach the goal of a 70% average for the entire European operation.

### Improvement of the Group's environmental approach



At the level of each seminar or event, by offering the LEAD certificate to clients.  
At the global level, by defining a global environmental strategy, action plans and indicators associated with energy and climate issues.

### Châteauform', a Company with a Mission



At the same time, in 2022, Châteauform' aims to become a 'société à mission' in order to both define its long-term direction and to align its strongly humanist culture, its CSR commitment and its desire to help clients to "reveal their talents".

### Start of the B Corp certification



The road will be long and 2022 will see the start of the B Corp certification process.

