



ADAGIO

APARTHOTEL

PRESS KIT ON ADAGIO'S
CSR STRATEGY

Acting for cities
in transition

Adagio's CSR commitments

January 2025

EDIT

Cities: Challenges and Solutions

Our cities are home to an ever-growing share of the world's population and human activities. Unsurprisingly, they are also where major global challenges manifest most acutely—whether it's the impacts of climate change, resource scarcity, or social inequalities. Yet, cities are also hubs of innovation, offering the best opportunities to address these challenges, provided we all take action. Each of us must contribute humbly but steadfastly to this collective effort.

At Adagio, we are passionate about cities. They are our birthplace, our home, and the heart of everything we do. Every day, in our aparthotels, we invite travellers to experience cities in ways that are enriching, human, and positive.

Our love for cities inspires us to make them even more vibrant: bolder, more inclusive, and more inspiring, while also more sustainable and responsible.

This vision aligns with what our clients increasingly expect from us. Many of them want to maintain their eco-friendly habits while traveling, and it's our responsibility to make that possible. For us, this is a key aspect of hospitality.

In recent years, we have amplified our CSR initiatives and implemented numerous concrete actions. Now, it's time to take the next step: formalising a strategy and roadmap for all of Adagio and its employees. We have identified priorities that align with the unique challenges and opportunities of our industry. This CSR strategy reflects our commitment to making sustained, meaningful progress and playing an active role in collective efforts.

We also understand the importance of external evaluation in driving continuous improvement. That's why we chose the Green Key label—the leading international standard for sustainability in hospitality and restaurants. Earning this label marks a significant milestone, symbolising our dedication and recognising the efforts of our teams.

The Green Key label requires regular audits and evidence-based assessments, ensuring that our actions are thorough and reliable. This framework keeps us accountable, helping us consistently do the right thing and improve over time—all for the cities we care so deeply about.



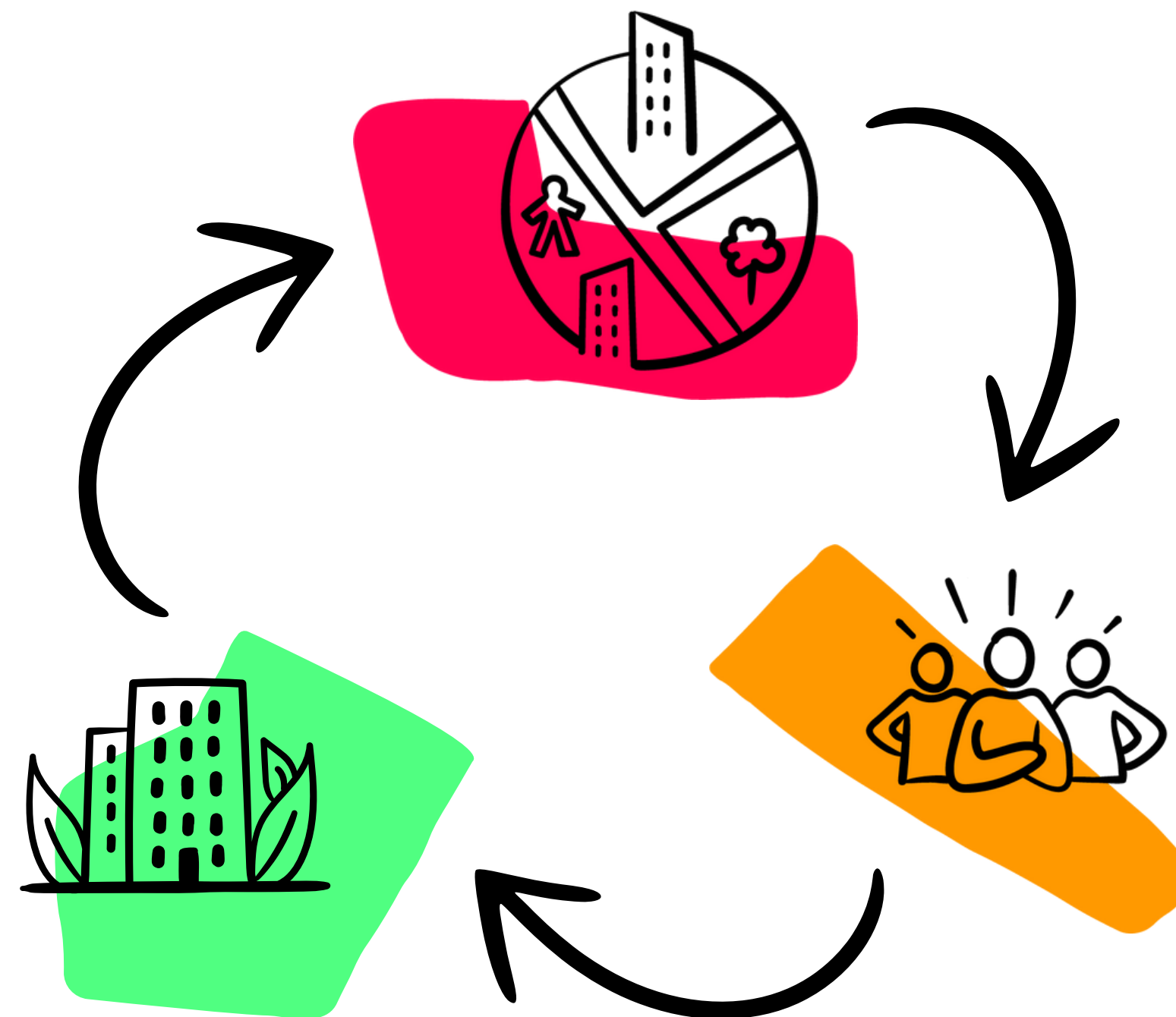
Xavier DESAULLES,
CEO Adagio

Adagio's CSR strategy

Our CSR strategy is the culmination of four years of rigorous and collaborative work conducted internally. It is driven by a dedicated committee comprising 26 employees from both headquarters support functions and operational teams in our apart-hotels.

The diverse profiles within this committee are a significant strength, allowing us to tackle a wide range of topics with a consistently practical and well-rounded approach.

Our strategy is built around three main pillars, designed to tackle environmental, social, and societal challenges.



Reducing our footprint: toward sustainable aparthotels

Optimising resources

We are committed to reducing water and energy consumption in our aparthotels through the adoption of innovative technical solutions and responsible practices. To minimise waste, we have implemented systematic procedures aimed at reducing it at every level. We integrate sustainability into the design and renovation of our aparthotels, prioritising resource-efficient choices from the outset. For new openings, we emphasise rehabilitating existing buildings rather than constructing new ones, aligning with our commitment to sustainable development.

Engaging our guests in energy conservation

We actively encourage our guests to embrace eco-friendly practices during their stay. Additionally, we promote initiatives that support sustainable and soft mobility, such as the "Accueil Vélo" certification in France.



Our collective efforts are focused on transforming our aparthotels into spaces where sustainability and innovation seamlessly coexist.

Strengthening social connections: aparthotels serving cities

Prioritising local and responsible suppliers

When it comes to sourcing, particularly food supplies, we prioritise short supply chains whenever possible to support a sustainable local economy. For example, our breakfast offerings include regional products such as honey, fruit juices, and cheeses.

Supporting community initiatives in our neighborhoods

Through grassroots partnerships, we support projects that create meaningful social and environmental impact.



We are dedicated to creating value in the regions where we operate by fostering connections with local stakeholders and promoting responsibly sourced, local food options.

Acting as a committed collective: teams united for positive impact

Empowering our employees as ambassadors of sustainable hospitality

All our managers and site directors have undergone training in the Climate Fresk, and our teams have access to e-learning programs designed to help them adopt and promote sustainable practices in their daily work.

Enhancing quality of life at work

Through initiatives like the "Well-Being Happy Hour" workshops organised by our partner Windoo—focused on topics such as posture, musculoskeletal disorder prevention, stress management, and digital detox—we are committed to fostering a fulfilling and stimulating work environment.



By uniting all Adagio employees around a shared vision, we strengthen their engagement while amplifying our positive impact on society.

Partners by our side to go further

At Adagio, we understand that while we can make significant strides in CSR, we cannot do it alone. The most effective way to create meaningful progress is by working in partnership with others. We are proud to collaborate with the following organisations:



Too Good To Go

Too Good To Go

A social impact company whose mission is to empower everyone to fight against food waste. Thanks to them, we redistribute uneaten breakfast items instead of discarding them. In France, over the course of a year, this effort saved 12,000 meals, avoiding 32 tons of CO2 emissions (source: Too Good To Go).



Café Joyeux

("Happy Café") A social restaurant that employs and trains individuals, the majority of whom have Down syndrome or cognitive disabilities such as autism. Adagio has partnered with Café Joyeux to provide socially responsible coffee at its sites: Café Joyeux capsules are available in apartments equipped with Nespresso machines and in the shops of participating establishments.



Un toit pour les abeilles

("A roof for bees") A network of nearly 100 beekeepers advocating for sustainable, local, and respectful beekeeping practices. Twenty of our sites sponsor hives in their regions, contributing to the preservation of local biodiversity. Adagio also provides support to beekeepers in times of need, assisting eight beekeepers and sponsoring approximately 800,000 bees.

Partners by our side to go further



Sunchild

An organisation that supports families affected by a child's serious illness. This partnership allows Adagio to contribute to a local Brussels-based organisation. Specifically, Adagio provides direct financial support, organises material and financial collections, and offers access to the group's hospitality infrastructure, subject to availability, along with the skills and talents of its employees.



Café des femmes

("Women's Café") A community space dedicated to empowering women in vulnerable social situations. It helps them regain self-esteem, overcome barriers to progress, and guides them towards financial autonomy through employability or entrepreneurship. Adagio supports the Café des Femmes by raising awareness of the organisation among employees and clients, notably through the "We Are All Heroines" initiative at its sites and headquarters every 8th of March. Adagio also provides direct material and financial support throughout the year.



Les Alchimistes

("The Alchemists") A social and environmental impact company focused on the recycling of food waste. Together, we work to repurpose our organic waste. Currently, 23 of our sites are part of this partnership.

Partners by our side to go further



Enfance et partage

("Childhood and Sharing") A public-interest organisation committed to upholding children's rights, preventing all forms of physical, psychological, or sexual violence against them, and providing legal and psychological support to victims. Through the Pierre & Vacances - Center Parcs Group's Foundation for Families, Adagio provides financial support.



Un Petit Bagage d'Amour

("A Small Bag of Love") An organisation that works to improve the lives of women in precarious situations and supports them in welcoming their newborns with dignity. The organisation distributes complete maternity kits to mothers with babies aged 1 to 18 months. In Lille, we organise events such as dance classes for mothers, solidarity Christmas celebrations, toy collections, and hygiene product donations. In Paris, we provide skills-based sponsorship (grant applications and partnership development with major brands) and organise collections. We also offer direct financial support to the organisation.



The Green Key label: an unrivaled standard for sustainable tourism



Clef Verte

Present in 68 countries across five continents, the Green Key label is the leading international standard for sustainable tourism in hospitality and restaurants.

Green Key recognises establishments committed to a continuous and dynamic environmental strategy, aiming to reduce their ecological footprint while providing a healthier and more natural environment for visitors. To earn the Green Key label, an establishment must meet a set of strict criteria, established internationally by the Foundation for Environmental Education and reviewed every four years to incorporate technological advancements and current environmental challenges.

150 criteria

of which 75 must be strictly adhered to under the international framework.

The remaining optional criteria are designed to guide a process of continuous improvement.

Demanding evaluation criteria that drive progress

The criteria currently in place for Green Key certification are heavily inspired by the Sustainable Development Goals (SDGs) adopted in 2015 by the United Nations (UN). Covering several key areas of environmental management, Adagio's commitments are designed to meet these standards.

1 Sustainable resource management

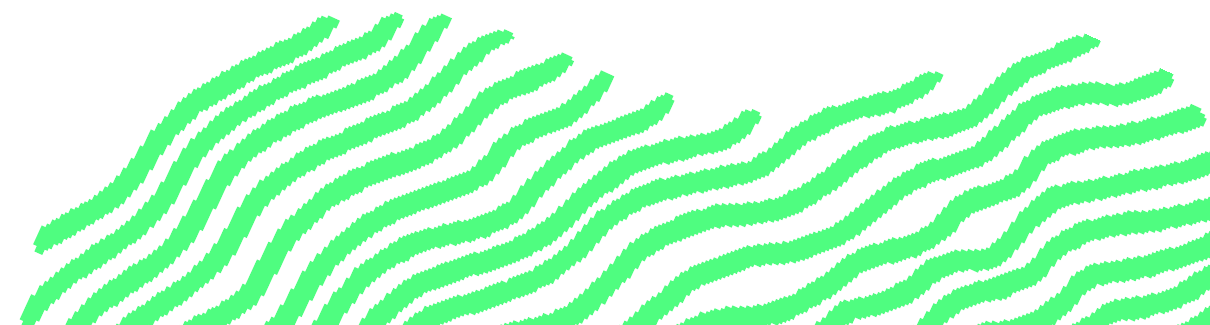
The Green Key label requires rigorous management of resources such as energy, water, and packaging. Adagio is deeply committed to this area, implementing various conservation measures such as the installation of water-saving taps, limiting heating temperatures, and phasing out single-use plastics.

2 Waste management

Adagio has adopted an ambitious waste sorting and reduction policy, fully aligned with Green Key criteria. A solution for sorting organic waste has been implemented in the 37 aparthotels that have been granted the Green Key label this year and is being rolled out to other aparthotels.

3 Promoting sustainable consumption

The label emphasises the importance of local and sustainable sourcing. In line with this approach, Adagio offers local and/or organic products on its breakfast buffets and in its shop areas.



4 Energy efficiency and emissions reduction

By implementing actions to optimise energy consumption and promote sustainable modes of transportation, Adagio meets Green Key requirements and contributes to the ecological transition of cities.

5 Employee training and stakeholder awareness

The label encourages raising awareness among both guests and employees about eco-friendly practices. This is a central aspect of Adagio's initiatives, which include efforts to promote the use of public transport, soft mobility options, and eco-gestures to reduce the environmental impact of guests' stays.

6 Local engagement and solidarity

Green Key also values the social impact of businesses on their local communities. Adagio's collaborations with local organisations (see pages 7 to 9), participation in charitable runs, waste collection days, and various solidarity initiatives reflect our commitment to this area.

The labelling process involves a rigorous evaluation, including the submission of a detailed application outlining the establishment's practices, evidence of compliance with the criteria, its local action plan for improvement, and an on-site audit conducted by independent experts to verify the effective implementation of commitments. The final decision to grant the label is made by a jury composed of tourism and environmental professionals.

The Green Key label is therefore a guarantee of credibility and transparency, providing reliable assurance that the labelled establishment adopts environmentally responsible practices and actively contributes to the development of sustainable tourism.

Find out more on greenkey.global or laclefverte.org

Our labelling strategy: a tangible recognition for our commitments, making them visible

Adagio contributes to the ecological, social, and societal transition of every city where our aparthotels are located. This is our commitment, and we fully align with the goals and criteria promoted by the Green Key label. We aim to achieve recognition for the actions carried out by each of our aparthotels while also striving to make their positive impact more visible and measurable, in line with our vision of making life in the city more beautiful and sustainable.

As of January 22nd, 2025, 37 of the establishments that we operate have already been granted the Green Key label, in addition to 10 franchised or master-franchised sites within our network.

Our ambition is to label all directly managed sites, in every country where we operate, and to encourage our franchised sites to obtain this label as well, supporting them in the process.

This initiative is gradually being rolled out across our network, with 20 new applications planned in France and Europe in 2025 for labelling in 2026, and a goal to label all directly managed sites by 2028. Our new development projects incorporate our sustainability ambitions, and applications for labelling will be initiated progressively as new sites open.



EDIT

Delivering a responsible hospitality experience

At Adagio, we believe in sustainable tourism and strive to provide our guests with the opportunity to travel responsibly. This commitment is brought to life through the Green Key label, awarded to 37 of our aparthotels. Recognised for its rigorous criteria and audits conducted by independent experts, this label ensures that every action taken meets high environmental, social, and societal standards. For our guests, it is the guarantee of a stay aligned with their values.

What does staying in a Green Key-labelled aparthotel mean? Above all, it promises a living environment designed to combine comfort, conviviality, and sustainability. By choosing one of our certified sites, guests benefit from practical and accessible solutions to effortlessly maintain their daily eco-friendly habits while supporting a sustainable, local, and community-driven economy.

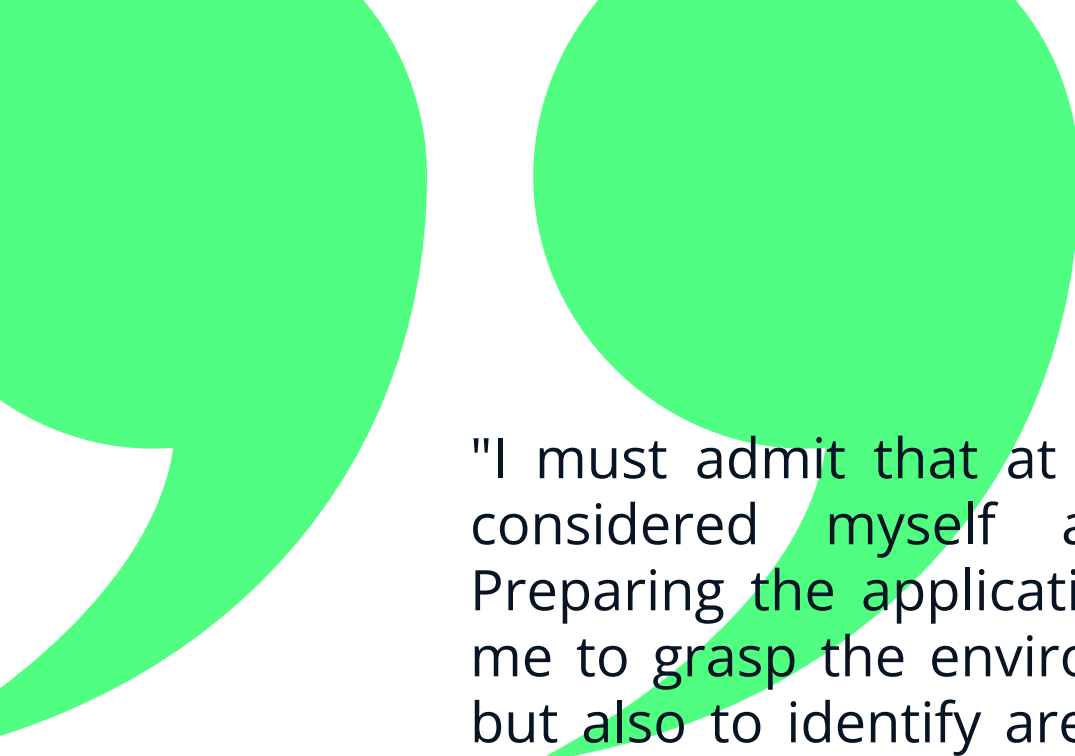
They can also reduce their stay's carbon footprint through water and energy conservation measures implemented at our labelled sites, as well as by taking advantage of soft mobility options that allow them to explore the city in a different way.

Of course, some of these commitments may require travellers to adjust their habits slightly. Simple actions that contribute to creating more sustainable cities, where life is enjoyable.

It is truly a new vision of travel that we promote, and a new "guest experience" that we aim to deliver, aligned with the demands and aspirations of our time. This is our way of contributing to the development of an aparthotel offering that is truly at the heart of cities... and with cities at heart!



Virginie Barboux,
Senior Vice President Client and Marketing Adagio




"I must admit that at first, I had my doubts. I never considered myself an environment activist [...] Preparing the application was a revelation. It allowed me to grasp the environmental challenges around us, but also to identify areas where we can improve. The label provided us with a framework and clear objectives, and above all, it made our message to clients much more credible. Today, we feel legitimate in raising awareness among our employees, partners, and clients about more responsible practices.

Beyond this recognition, it is particularly rewarding to see the tangible results of our commitment. Receiving the honey from the bees we sponsor, or the rich, fertile soil produced by our compost is a real reward. These small actions, these little victories, show that every effort counts and yields results.

This work was not just an administrative challenge; it has transformed how we perceive and live our professional daily lives. Being sustainable isn't about being perfect – it's about moving forward, every day, with greater awareness."



Fanny JUSTINE,
General Manager Adagio Access
Marseille Saint Charles



"Being awarded the Green Key label, which reflects our company's strong commitment to promoting responsible tourism, reducing our ecological footprint, and contributing to a healthier and more sustainable planet, would not have been possible without the support and dedication of the entire team at the Adagio Original London Stratford.

Together, we worked hard to share best practices and collaborate on high-impact initiatives. I look forward to continuing discussions and exchanges with the Green Key committee to develop even more initiatives driven by our team's passion for sustainability.

This collective success is also a call to action for our partners and clients to join us in protecting the environment for future generations. Together, we can make a difference!"



Frederic LE BRAS,
General Manager Adagio Original
London Stratford

A customer base increasingly sensitive to environmental initiatives

Over **50%** of travellers are attentive to environmental initiatives

55% are concerned about energy savings

53% about waste reduction and sustainable waste management

47% about sustainable water management

What eco-friendly actions do travellers take daily to reduce their environmental footprint?

Turning off lights when leaving a room: **91%**

Sorting and reducing waste: **90%**

Reducing electricity consumption: **78%**

Reducing water consumption: **71%**

Supporting the local economy: **51%**

Survey conducted by Discurv for Adagio in France, Germany, and the United Kingdom, from August 22nd to September 17th, 2024, with a sample of 1,893 individuals who stayed in a hotel or aparthotel in the past 12 months.

A customer base increasingly sensitive to environmental initiatives

Are travellers sensitive to environmental preservation during their stays as compared to the rest of the year?

More sensitive than usual: **6%**
Less sensitive than usual: **10%**
As sensitive as usual: **84%**

46% pay attention to environmental labels

44% pay attention to social labels (inclusion, disability, etc.)

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ADAGIO

APARTHOTEL

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