

2022

# LOOPING'S SUSTAINABILITY MANIFESTO



LOOPING GROUP

# WHAT'S THE JOURNEY ?

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# FOREWORD BY OUR PRESIDENT & CEO

**"If we were to describe our purpose for society, as a business, then I would say we exist to bring emotion to families, creating shared memories while reconnecting our guests with nature in a world where it is more and more important, thus raising awareness on the significance of biodiversity & ecosystems.**

What better feeling is there than being responsible for creating valuable & memorable family fun time with the prospect of preparing a better world for our future generations?

This is exactly what our operational teams are passionate about and fully dedicated to with regards to our guests, in search for authentic experiences in the 'real reality', as opposed to virtually. With our committed teams and parks located in natural surroundings, social and environmental responsibility is at the heart of our project and daily operations.

We are eager to move forward with a structured Sustainable Development Strategy, as we are highly aware of social and environmental issues at stake; and one doesn't go without the other. As a European leader in the operation of regional leisure parks, we do not want to miss the boat, as Sustainability is the guarantee to being attractive and viable in the long run; today's children are tomorrow's parents, especially considering how our parks have been well rooted in their territories for sometimes three to four generations.

One of the consequences of the Covid-19 pandemic was how people are seeking meaning in their lives and in their jobs; ensuring a Sustainable business is therefore an opportunity for Looping Managers to develop employee motivation, attract talent, and serve the interests of both internal and external stakeholders. As a Group, it is important for all parks and support functions to be equally involved in developing CSR initiatives and creating value.



*With this first Sustainability Manifesto, we commit to reducing our negative externalities by conducting CSR based on Sustainable Development indicators, and developing our positive impact on society over time; we need to be inspiring and stand out if we want to continue to provide our guests with the best local and authentic experiences and make them want to come back, therefore engaging in a continuous improvement process.”*

**LAURENT BRULLOY**





# LOOPING GROUP AT A GLANCE



**17** Regional leisure parks

**8** European countries



**6** Milion visitors each year

**184** Million euro revenue

**900** Permanent employees

**+1,000** Seasonal employees

**9** Leisure parks

**3** Animal parks

**5** Water parks

**2** Aquariums



# OUR VISION & VALUES

Our Group, currently operating 17 regional leisure parks across 8 European countries, focuses its strategy on :

- Developing both the attractiveness of existing sites and visitor satisfaction ;
- Offering unique accommodation experiences within animal parks ;
- Integrating new sites with both responsible and positive team leaders.



We have always been driven by the desire to create fun family memories, offering our visitors authentic experiences at affordable prices and within natural settings, thus contributing to raise public awareness about the importance of protecting biodiversity and ecosystems. In this regard, our aquariums, animal parks, amusement parks and water parks, all place at the heart of their project and daily operations, animal wellbeing, preservation of their site's natural settings, and employee & visitor satisfaction.

As a Group, we have recently launched a transformation process in favour of future generations « Our Sustainability Journey » aiming to have a positive impact on our employees, the communities we work in and the wider environment, ensuring we continually strive to build the trust and respect of our internal and external stakeholders.

Looping parks, although strongly anchored in their respective regions, share a strong entrepreneurial culture and common values :

## **Authenticity**

A Looping park is all about its people, who contribute to sharing educational experiences with families within natural settings ;

## **Responsibility, at the heart of our daily operations**

Towards employees, visitors, local authorities & communities & the wider environment ;

## **Generosity**

Our parks are devoted to citizen engagement and develop partnerships with different charities, at the service of biodiversity & local communities.

# GOVERNANCE FOR SUSTAINABILITY

Overall responsibility for Sustainability was delegated by Laurent Bruloy & Stéphane Da Cunha, GM, to Régis Marçais, CFO, who chair the Looping Executive Committee. Régis then created the position of CSR Manager at the end of 2020, appointing Aurélie Méheust to assist him in this important task, the idea being to help Looping managers develop sustainable practices based on a structured approach.



***"We are laying the bricks as we move forward all together as a Group, embedding Sustainability in our business practices. Not only is it the right thing to do, but we are convinced that creating value for society will also further enhance our economic value."***

**REGIS MARCAIS, CFO**



Encouraging action requires animation. We therefore gather every manager online (site managers & cross-functional managers) every quarter to discuss Sustainable Development issues (Social & Environmental), explain CSR methodology, remind specific legislation, encourage reflection & present potential solutions. In addition, Looping parks prioritise issues throughout their own operational & multidisciplinary CSR Committee.



***"Sustainable Development in business, is about reducing our negative externalities, being accountable to society, making sure we are resilient in the long run, and finding ways to develop a positive impact on our local Communities. And despite the difficult task, the best part is...getting everyone excited about it".***

**AURELIE MEHEUST, CSR MANAGER**



# OUR SUSTAINABILITY STRATEGY



As a Group with 17 different subsidiaries, it is important to set a common direction. Aside from different environmental & social legislation from one country to another, different-sized parks, various perceptions towards Sustainability issues, CSR can also be perceived as a vague concept. One of the best ways to start is to have everyone “speak the same language” by providing the appropriate compass for action, which is why it is interesting to rely on a certification process, and more specifically one that is adapted to the industry.

The "Sustainable Amusement" Standard developed by SNELAC (France's Trade Association for leisure parks & cultural spaces) is therefore Looping's compass for action, and not just for site managers but for cross-functional teams as well. The Group therefore uses a common tool, the "Sustainability Checklist"\*, an Excel sheet based on the Standard's 16 Sustainable Development indicators & 97 sets of criteria. The idea of the Checklist being :

- To identify where we stand
- To plan & prioritise our CSR actions
- To acknowledge the progress we have made
- To better serve the interest of our stakeholders

## OUR SHORT-TERM GOALS



For each of our parks, we are aiming to reach at least a similar level of the Standard's minimum « CSR educated » level.

To achieve our goal, we are aiming to have implemented the following :

### 01 - Setting up a structured CSR approach per park

- Defining an annual road-map & planning CSR Committees
- Using the « Sustainability Checklist »\* as a tool to help plan and follow-up on CSR actions
- Engaging in stakeholder mapping to develop dialogue with stakeholders
- Working on a Sobriety Plan for energy & water (i.e. screenshot)

### 02 - Collecting/Analysing HR & Environmental data

- To develop social performance & manage consumptions in order to set targets for water, energy, and waste, an HR Reporting was implemented in July 2021, as well as meter-readings in June 2022 allowing us to monitor both social indicators & consumption levels.

### 03 - Carrying out a thorough regulatory watch

- For Environment, Health & Security regulations to ensure overall compliance

\*The "Sustainability Checklist" is Looping's main CSR tool (1 per park), allowing centralised CSR information and monitoring of overall progression. It is important to note that parks need to provide details on how they justify each Sustainable Development indicator.

# OUR OVERALL COMMITMENTS

By involving all of our internal stakeholders (management, employees, seasonal staff) & external stakeholders (banking partners, shareholders, visitors, suppliers, local authorities,...) we are committed to :

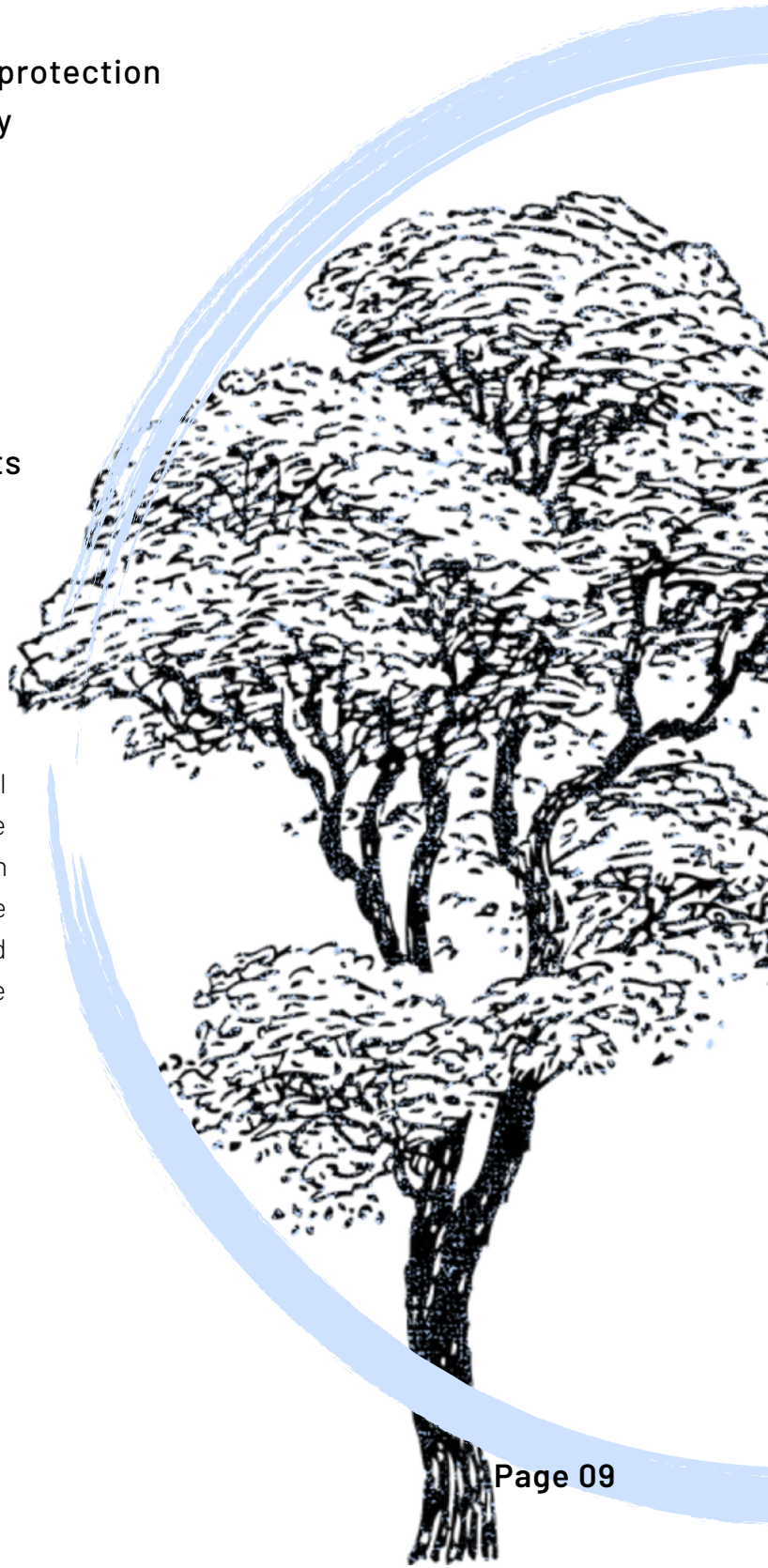
- Involving operational teams in information sharing and developing dialogue with all stakeholders ;
- Engaging in business integrity & ethical practices ;
- Fostering a healthy and secure work environment for all staff & providing security for our guests ;
- Ensuring equal opportunities for men and women, and in favour of diversity ;
- Contributing to local economic and social development, by favouring local products in our purchases, local recruitment, local service providers. Participating in the promotion of local heritage ;
- Measuring and rationalising our Waste Management, whilst ensuring its responsible waste collection ;
- Measuring and rationalising our Water Consumption and ensuring an optimal treatment of our wastewater discharge ;
- Measuring and rationalising our Energy Consumption and looking into renewable energies as a long-term plan ;
- Ensuring the traceability of our purchases throughout our suppliers as part of a responsible purchase process ;
- Protecting soils by reducing risks of pollution ;
- Preserving & promoting our local environment's biodiversity and ecosystems & integrating environmental considerations into our new construction operations ;
- Contributing to preserving biodiversity by participating in conservation programs for endangered species and the protection of their habitats ;
- Seeking to inspire our guests through educational resources & animated programs that will cultivate a shared appreciation for animal welfare & nature preservation.



# **LOOPING'S SUSTAINABILITY CHECKLIST : 16 SUSTAINABLE DEVELOPMENT INDICATORS**

- 01 - Enhancing a CSR policy & promoting it
- 02 - Sustainable initiatives
- 03 - Governance & ethics
- 04 - Accessibility
- 05 - Working conditions & employee protection
- 06 - Staff awareness & training policy
- 07 - Visitor satisfaction
- 08 - Local actions
- 09 - Responsible Purchasing Plan
- 10 - Waste Management Plan
- 11 - Water Monitoring Plan
- 12 - Energy Monitoring Plan
- 13 - Eco-designed projects & products
- 14 - Protecting the environment
- 15 -Pollution prevention
- 16 -Green spaces

There is a long road ahead before reaching full completion for each of these Sustainable Development indicators, but using a common tool will help us plan and prioritise concrete CSR actions to respond to both global and local challenges & lean towards a more contributive & sustainable business.





# ENCOURAGING INITIATIVES WITHIN THE GROUP



Having implemented a specific policy for disabled people & having been certified "Tourism & Handicap"

## Accessibility

Having designed a summer programme with local schools to help children who have had difficulties during the pandemic



## Corporate Citizenship



Having switched to bicycles for staff as a more sustainable /healthy onsite transportation solution

## Mobility

Having a purchasing policy to sell stuffed animals made out of 100% recycled resources



## Responsible Purchasing



Having started a bee-farm on the premises and selling locally-produced honey

## Biodiversity



Having worked with a partner to help implement waste separation bins & internal staff training

## Waste Management

Having set up job-specific training courses held annually with best practices for seasonal staff



## Employee Training



Having set up a partnership with a well-known brand favouring UK-produced fries for UK Sites

## Local Development

Having challenged suppliers on the traceability of their palm oil products (favouring sustainable-sourced)



## Responsible Purchasing



Having provided funds & support to conservation organisations who protect local wildlife

## Biodiversity



Having a landscape charter with a chemical-free maintenance policy

## Responsible Maintenance

Having decided to use FSC-certified wood in construction for development projects

## Eco-designed projects



Having implemented a rainwater collection and reuse system

## Water Management

Having evaluated a solar project with the goal of developing energy resilience & moving forward with the project

## Renewable Energy



Having organised a local beach clean with teams

## Corporate Citizenship





# LOOPING'S CSR SUPPLIER CHARTER (1/4)



**This Charter formalises Looping's desire to strengthen the consideration for Sustainable Development and ethical practices related to purchasing, in line with the Group's CSR policy and Corporate values. The purchasing function contributes to creating value within the Group and to its Sustainable economic performance. Considering the strategic role of Purchasing, as of 2021, we strongly encourage our suppliers to work with Looping in identifying opportunities to improve the practices they implement in all areas of CSR. Therefore, Looping commits to :**

- Encourage the purchase and use of environmentally-friendly products, related to construction materials, equipment, supplies, consumables, catering,...
- Move away from using disposable products and favour products with a minimum of packaging
- Move away from using plastic
- Decrease the use of hazardous materials (substitute, minimise)
- Prohibit the consumption of endangered species, their products or products from unsustainable practices (Looping commits to purchasing sustainably-sourced palm oil products from Companies who can provide traceability information and will favor RSPO-certified palm oil products)
- Contribute to the development of the local area by promoting the supply of raw materials <150km (eg. for fresh products such as fruits, vegetables, meat,...)
- Favour environmentally-friendly suppliers with strong CSR programmes minimising packaging, implementing responsible transport policies, limiting the use of pallets,...

# LOOPING'S CSR SUPPLIER CHARTER (2/4)



In this regard, the following sections attempt to outline the Group's requirements and expectations in terms of Responsible Purchasing, broken down into three main areas: **Human rights & working conditions, environment and business ethics.** Compliance with these requirements will be a determining factor for Looping in the choice and establishment of its business relationships.

## HUMAN RIGHTS & WORKING CONDITIONS

### Human rights

- Looping requires its suppliers to respect human rights as recognised by the Universal Declaration of Human Rights, and all other applicable international, national and local regulations, as well as the principles detailed in its policy. In particular, Looping will exclude all contractual relations with suppliers who are found not to comply with the regulations in terms of forced labour, child labour or minimum working age, discrimination, violence or who surrender accomplices in violations in these areas.

### Employee health, safety & well-being

- Looping expects its suppliers to provide their employees with a working environment that complies with applicable health and safety standards and to control the health impacts of their activities on local populations as well as the well-being of its employees.

### Labour law

- Looping asks its suppliers to respect, wherever they operate, all local legal provisions applicable in terms of labour law, and in particular those concerning the legal working time, minimum wage, foreign workers, as well as prohibitions relating to covert labour, forced labour and child labour.

## ENVIRONMENT

Through their CSR Policy and given the nature of their activities, Looping expects its suppliers to control the impacts of their activities and that their practices comply with the environmental regulations applicable to them.

# LOOPING'S CSR SUPPLIER CHARTER (3/4)



## **Energy & environmental impacts**

- Looping asks its suppliers to implement actions aimed at improving their energy efficiency and reducing their environmental impacts.

## **Natural resources & Biodiversity**

- Looping asks its suppliers to optimise the use of natural resources, and to control their impacts on biodiversity.

## **Emissions & Waste Management**

- Looping asks its suppliers to control the emissions and discharges associated with their activities, including those related to the production and management of waste. Looping encourages initiatives aimed at limiting the production of waste as much as possible, in particular hazardous waste, and implementing all forms of reuse and recycling.

## **Product regulations**

- Looping asks its suppliers to comply with the regulations in force concerning products and market access and attaches the greatest importance to knowing and controlling the toxicological impacts of the products it uses.

## **BUSINESS ETHICS**

Looping has made commitments to protect the integrity of its business. These principles are:

### **Corruption & conflicts of interest**

- Looping condemns all forms of corruption and forbids conflict of interest situations involving its employees as well as its suppliers. The Group's relations with its suppliers will be conditional on the latter refusing any act of corruption or money laundering, any situation of conflict of interest or any other violation of the legal provisions applicable in the countries where they operate.



# LOOPING'S CSR SUPPLIER CHARTER (4/4)



## **Compliance with competition rules**

- The Group establishes procedures to ensure respect for equal treatment between suppliers and ensures that purchasing decisions are based on an objective and comparative assessment of the integrity and reliability of suppliers. The criteria of price, quality, performance, delivery times and the adequacy of the services offered to the needs of the Group are the foundations of all its purchasing decisions. In addition, the Group strictly complies with regulations which prohibit any agreement, concerted practice or abuse of a dominant position on the market vis-à-vis its suppliers.

## **Product traceability**

- Looping, as part of its CSR policy, asks its suppliers to ensure the uncontroversial origin of the materials and products delivered to any Group entity and their good traceability, in particular with regard to products. consumables (example: products made from 100% sustainable palm oil and committed against deforestation). Looping favours working in partnership with suppliers who proactively provide information justifying the traceability of its products.

By adhering to the principles of this Charter, the suppliers and subcontractors of the Looping Group undertake to support Looping in the deployment of its CSR strategy and agree to be assessed by Looping or a third party on their CSR practices and the principles set out above. They undertake to put in place the necessary means to comply with them and also undertake to pass on the content to all of their own suppliers and subcontractors.

*Company Name*

*Name & title of the Signatory*

*Date*

*Signature*

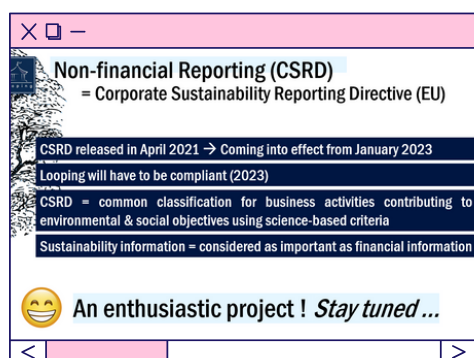
# OUR LONG-TERM AMBITION

We deeply believe non-financial Reporting - with the EU's upcoming CSRD Directive - will help us structure our Sustainability Strategy. In April 2021, the European Commission adopted the Corporate Sustainability Reporting Directive (CSRD) that will radically improve the existing reporting requirements of the EU's Non-Financial Reporting Directive (NFRD). This ambitious package of measures is likely to have a significant impact on our organisation; we will be subject to the Directive as of 2025, using the information from the 2024 financial year. The CSRD will cover all relevant Environmental, Social and Governance (ESG) elements and aims to increase investments in truly sustainable activities across the European Union.



***"Collecting & analysing data in a structured approach will therefore allow us to determine where we stand, measure progress & create value. In this respect, we consider Sustainability information as important as financial information."***

**AURELIE MEHEUST, CSR MANAGER**



We also believe that Corporate Social Responsibility is about being honest, fair and responsible. CSR & Sustainable Development is quickly becoming the scorecard by which shareholders, consumers, and employees measure an organisation. Even though there are a few disparities from one site to another, we are all in the same boat, and collective action is efficient action; we look forward to making a difference in the regional leisure industry.

