

# **Sustainable development management plan**

## **Parc le Bournat**

**Year 2017**

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# 1 LE VILLAGE DU BOURNAT AND SUSTAINABLE DEVELOPMENT

Built in 1992 on the principles of the living museum, Le Parc du Bournat offers a time travel to the encounter of the rural life in Périgord in the early 20th century. Gradually, the Parc evolved towards a park that would combine entertainment and education by offering visitors an immersion within a period village with its buildings, craftsmen, characters, fairground and roundabouts...

With its thematic and historical time, Le Parc du Bournat is directly linked to sustainable development. Indeed, for farmers of the 19th century nature and environment are on the one hand a biotope that needs to be preserved and respected, and on the other hand the primary source of income in an economy based on primary resources that are rare and expensive, often recycled, optimized and used fully.

Thus, consistent with this natural logic and above it, Le Parc du Bournat wishes today to broaden this action by linking it to a real environmental management and sustainable development policy, which is in adequacy with the site's philosophy and its presentation to the public.

That is to say:

- The handing down of the heritage, expertise and rural traditions within a project.
- An access to the culture and popular education for many.
- A total integration in the activity sector (preference to local employments and activities, participation to the social and economic life, financing of groups and cultural, associative and athletic actions...).
- Valorisation of local products and productions, short circuits and responsible trade.
- Eco-responsible approach in actions, purchases, rejections and choices. Increasing staff and public awareness towards this approach through notably the site scenography and its principles.

## 2 ORGANISATION OF LE VILLAGE DU BOURNAT

The steering committee, based on the board of directors, allows to manage all the actions of Le Village du Bournat on sustainable development. The heads of departments that are available and interested could join in the meetings. This committee is made up of:

- Laurent DELBOS
  - Laurent BERNAT
  - Aurélia NAZAL
  - Marc HEMON
  - Nicolas HESLOIN - refereee
- |                  |
|------------------|
| Véronique Peyrat |
| Nancy Barland    |
| Fabienne Bladt   |

This committee aims to define policies linked to sustainable development, to valid actions taken on the improvement plan, to follow the Green Globe Certification, to ensure the internal and external communications, to analyse annual results and appreciate the progress made.

The steering committee chose Nicolas HESLOIN to be in charge of the sustainable development, therefore in charge of obtaining the Green Globe Certification as well as maintaining it.

- Periodically this committee meets. The approach to sustainable development for the site is explicitly mentioned. The decisions are taken and shared with each department.
- Each year a balance sheet of the approach is made.
- Each year the thematic policies are reviewed based on the results of the previous year as well as the new goals.
- Each year a new action plan is written, aiming to reach the goals established in each thematic policy. This action plan is prepared with the opinions of the managers, the staff, the partnership members, the suppliers and the visitors. The implementation of this action plan is ensured by each head of department.

The documents are available in paper format to be consulted on the spot, but also in numerical format on the website, for the public.

### **3 COMMITMENTS AND VALUES OF LE PARC DU BOURNAT**

The Corp. La Ferme du Bournat has been managing Le Parc du Bournat for 25 years. The concern benefits from a management plan in agreement with the company's regulation. A sustainable development policy has been put in place in the actions of management and in the development strategy. Beyond the service engagement towards visitors, the Corp. La Ferme du Bournat offers here its business philosophy and its engagement.

#### **3.1 Legal compliance**

- Le Parc du Bournat respects the labor law and the french social rights.
- Le Parc du Bournat respects all professional regulations linked to its touristic and cultural activity and to its professional branch.

#### **3.2 Quality approach**

- The satisfaction of our customers is our main concern. We highly pay attention to the comments of our visitors, to social media, to the visitors book and word of mouth. One person on the site is in charge of this and the responses. We self-audit regularly and compare our activities, our services and our offers with the concurrents and other sites that have similar activities.

#### **3.3 Health and Security**

- All of our installations benefit from maintenance contracts. Follow-up notebooks are put in place to check the rhythm of controls and condition of the installations.
- We put in place security procedures and protocols in each sector, proper to its configuration, organization and specificity.
- The site has company rules. These are adapted to employees, to external stakeholders (companies) and to the public.
- The site has, in accordance with the ERP regulation, an emergency and evacuation plan with displays and informations at the view of the public.

- The site has its own security register. It records the various controls of the fire organs (fire extinguishers, fire hose cabinets, BAS) and explains emergency procedures.
- We practice at least once a year an evacuation drill. This simulation takes place with all the staff members. A debriefing is held at the end of the drill and is recorded in the site's security register.
- We carry out, in accordance with the ERP regulation, an electrical check annually.
- We have one or more employees that received the SST training (rescuer and first-aid worker at work) or sometimes even more. We have staff members trained for the fire safety (SIAP 1 & 2).
- The site is equipped with a fixed internal communication system (telephone network) and a mobile internal communication system throughout eight mobile phones distributed in different places according to the different activities.
- The site is equipped with several first aid kits that are distributed in different places.
- The site is equipped with a defibrillator and has staff members that can operate it.
- Our restaurant offers balanced meals for the children, guaranteeing primary nutritional needs.

### **3.4 Social issues**

- The site respects, every time it is possible, accessibility standards for all publics thanks to its exterior configuration. We regularly put in place complementary services for disabled publics (hearing loop, erasable slates, special guided visits for mental handicap, wheelchair loan,...). We adhere to the tourism and handicap label and are regularly controlled on this label for which we follow its recommendations.
- We develop on our site adapted pricing policies in order to give access to culture and heritage to many more. We have a real policy on family prices with degressive packages including a second free visit. We also have student and unemployed prices.
- Equally, we privilege local citizens. Most of our employees are local. This policy also applies to our numerous seasonal employees.
- A training plan exists for all employees. This plan lists all the trainings done by our employees as well as the qualification level obtained. Each employee can claim and benefit from the individual right to training. Seasonal employees also benefit from an integration training at the start of each season.

- Incomes and social advantages are in accordance with the national regulation and our Collective Convention.
- We do not discriminate against the hiring of an employee. No job application or employee is discriminated against because of his sex, ethnicity, sexual orientation or handicap.
- We apply the men/women parity.
- We respect the labor law regarding the hiring of seniors and disabled workers.
- We develop our activity in the respect of cultures and local heritage. The content of our site with its high educational value is based on the history of the local culture, the heritage, the transmission of the expertise, customs and rural traditions in Périgord Noir.
- We participate in the social development of the area by sponsoring numerous local associations and sport clubs (rugby, cycling), charities (French Red Cross), emergency services (volunteer firemen) and cultural events (Music Festival of the Périgord, Festival of theater games of Sarlat)...These donations approximatively represent 10K€ each year.
- We distribute for many schools and associations free tickets allowing them to organise events to their advantage (bingo, fair, school trips). This represents approximatively 3000 free tickets each year.

### **3.5 Economy**

- Our purchase policy, either for construction works, purchases linked to the operation of the holding or products from the shop privileges local firms and productions. We favorise short circuits every time it is possible in terms of price/performance ratio.
- Our catering spaces work at 80% with local producers and productions. We favorise local products through an approach “locavore” (less than 40 kilometers away).
- Our product purchases preferences are turned towards fair and ecological practices certified every time it is possible.

### **3.6 Ecology**

- We make our employees and visitors aware of the eco-gestures to adopt in order to reduce water and energy consumptions. We put in place regular follow ups for our water and

- electricity consumptions. We set up pushbuttons on the sinks in our sanitation. Several urinals are automated. Water bottles in the flush can bring back the volumes from 10 liters to 6 liters. We progressively replace and every time it is possible light bulbs by led bulbs.
- Our restaurant offers many products coming from organic agriculture.
  - The “locavore” (less than 40 kilometers away) strategy of our restaurant thus offers products that have a small carbon cost with zero intermediates.
  - Our aromatic garden and our vegetable garden offer many organic products sold to the visitors and served in our restaurant.
  - All the drinks in our restaurant are served in glass bottles that are returnable and recyclable.
  - We make our visitors aware of waste separation. The park is equipped with trash bins provided by the SITCOM (Intercommunal trade union for the treatment and collection of domestic waste) and which shows the different waste separation with the help of specific identification plates.
  - We print on recycled paper.
  - Every time it is possible, we select our suppliers according to their practices and ecological engagements, and their quality label.
  - We privilege “green” cleaning products or that have ecological labels.
  - Due to our park and landscaped park activities, we lead a policy in the management of green spaces. We avoid the use of phytosanitary products that are dangerous for the environment. This approach also extends to the different maintenance products (paints for example).
  - In the framework of the ecological Green Globe Certification we put in place a monitoring committee that meets once a year in order to determine the coming policies and strategies. We also named a Green Globe referee within our company who is in charge of the follow up and respect of this policy.

These actions were carried out in 2015 and 2016 and some of them sometimes since several years or even since the creation of Le Parc du Bournat. They participate in the identity of our structure. We aim to maintain them and develop them in the years to come.



## 4 ETHICAL CHARTER

### 4.1 Towards its staff members:

- The company defends the well being of its employees. It respects the labor law and listens to the expectations of its staff members;
- The company invests each year in its training budget and also exerce internally training sessions for its staff members;
- The work stations take in account ergonomics and the painfulness of the tasks;
- Each collaborator behave politely, professionally and fairly, with its colleagues and the board of directors as well as with the visitors and copartners of Le Bournat. Relations between collaborators must be, first of all, trustworthy. Communication is the key to prepare any decision;
- The organisation is transverse, the information moves along between employees who take part in the decisions making of the board of directors. Periods of time and exchanges and dialogues are available;
- The company is lenient and does not accept any discrimination, neither racial, religious nor sexual in the hiring process, the employee's career and its wage. Each one of us has the right to respect and human dignity. The place of work must be exempted of any forms of discrimination. We do not accept any digression to this moral principle in any form possible;
- The company is upright to its moral values. Values of respect, taking initiative, sense of welcoming are regularly spread throughout the staff body. Any act of harassment is banned and will be punished;
- The company has a CHSCT (committee of hygiene, security and conditions of work) in which the board of directors, staff representatives and employees meet regularly;
- It is expected that each collaborator executes his missions with equity and integrity. Each collaborator must be aware of the impact his behaviors can have, on its internal and external relations, on the company and therefore on its reputation;
- All collaborators must be absolutely quiet regarding confidential data of the institution, visitors' and commercial copartners' personal data, and must treat them with great care;
- All collaborators must not accept any advantage in exchange of an execution of its functions. A risk of conflict of interests arises as soon as a collaborator's interest can

influence an impartial and objective exercise of his professional activities. No situation of corruption, active or passive, coming from the company, its employees or caused by a copartner will be tolerated. Prospective presents sent by copartners will be distributed among all the members of the company;

- All collaborators know and actively participate in the sustainable development approach of the Parc. Each person has to apply the eco gestures of his own department and is welcome to give suggestions;
- We make sure that the labor fundamental rights described by the International Labor Organisation (ILO) are well respected and that our site is not directly or indirectly accomplice of these rights violation;
- The quality and richness of social dialogue can allow the improvement of diverse performances within our organization as well as a decrease in risks of social conflicts. Dialogue is any type of consultation, informations exchange and negotiation.

#### **4.2 Towards its activities:**

- The company is careful to offer quality performances towards its customers and constantly looks for improving and developing it;
- The company defends and values the local cultural heritage;
- Le Parc du Bournat does not sell/exchange/expose archeological objects without approval;
- The company privilege working with copartners and suppliers that are socially responsible as well as sensitive towards protecting the environment;
- The company privilege local employment and partnership with local entrepreneurs.

#### **4.3 Towards its public:**

- Towards the large public, Le Village du Bournat is a place of discovery where the cultural heritage and expertise from the early 20th century are valued;
- Towards schools, the educational offer touches upon the different topics of sustainable development through a practical and historical approach;
- Towards its suppliers, Le Village du Bournat is committed to sensitize and select as much as possible local professionals and/or committed to sustainable development;

- Towards its copartners (collectivities, touristic stakeholders, associations,...): Le Village du Bournat is committed to value positive relations in favor of the local development;
- The quality of our performances is the foundation of a successful experience for our visitors
- The security and health of our visitors are a priority. The informations available to them and the trainings of our teams must ensure an optimal security and guarantee everyone's health.

#### **4.4 Towards its suppliers and its partnerships:**

- With our RSE (Social Responsibility of the Companies) approach, we have to encourage the other local organisations to follow the same principles of the social responsibility. Thus, Le Parc du Bournat encourages some of its suppliers to follow the same approach, mostly to avoid any corruption case and child labor;
- All property rights: intellectual and physical properties,...must be guaranteed. Therefore, no forgery must be tolerated.

#### **4.5 Towards the environment and the area:**

- The company masters the use of resources, especially in water and energies but also in raw materials.
- The company sensitize its customers and staff members on the sorting of waste as well as water and electricity consumptions.
- The company actively fights against pollutions created by its activity.
- The company preserves its biodiversity and does not buy or commercialize (or expose) threatened or protected living species without approval.
- The company is active in the fight against greenhouse gazes emissions linked to its activities.
- The company values the old expertise and traditions respectful of the environment.

- The activity of Le Bournat participates in sharing the knowledge and valorization of the local cultural richnesses, but also of its history and good manners. Our team particularly cares about the preservation of the local culture and its heritage sites.
- Our whole team permanently cares about the respect for the neighborhood and maintaining good relations with all the stakeholders of the area.
- Le Parc du Bournat must contribute to the development of the area and of its communities through employment mostly.

## **5 THEMATIC POLICIES**

### **5.1 Environmental policy**

#### **5.1.1 Water**

Our objectives:

- Reduce water consumption by 10% compared to 2016.

Follow up indicators:

- Monthly and annual total water consumption (drinkable and undrinkable) in liters.
- Monthly and annual total water consumption ratio in liter/visitor.

#### **5.1.2 Energies**

Our objectives:

- Reduce energy consumption (electricity + gas) by 5% compared to 2016.

Follow up indicators:

- Monthly and annual energy consumption of the site (in kWh).
- Monthly and annual global energy consumption ratio in kWh/opening day of the site.
- Monthly and annual global energy consumption ratio in kWh/visitor.
- Monthly and annual electricity consumption ratio by under electric meter in kWh/opening day of the affected sectors for each under electric meter.

### **5.1.3 Waste**

Our objectives:

- Optimization of the sorting of packaging and reduction of domestic waste compared to 2016.
- Elimination of dangerous waste by the approved spinnerets by 100%.
- Reduction of the paper consumption (in tons) compared to 2016.

Follow up indicators:

- Monthly DIB statement (domestic waste, packaging, glass, others,...) produced in the site (in volume or weight).
- Monthly statement of the dangerous waste produced on the site (in volume or weight).
- Annual statement of the paper purchases based on the ÉcoFolio declaration (in tons)
- Monthly and annual ratio of the domestic waste and selective sorting/visitor.

### **5.1.4 Greenhouse gases**

Our objectives:

- Annually evaluate and maintain the evolution of the greenhouse gases emissions (Scope 1 and 2).

Follow up indicators:

- Balance sheet of greenhouse gases emissions (in ton equivalent of CO<sub>2</sub>) on SCOPE 1.
- Balance sheet of greenhouse gases emissions (in ton equivalent of CO<sub>2</sub>) on SCOPE 2.

### **5.1.5 Biodiversity**

Our objectives:

- Knowledge of the wildlife and flora on the site.
- Prohibition of planting and using exogenously invasive plants over the site.

- Prohibition of exploiting in any way (consumption, sale and marketing) endangered or protected wildlife (IUCN red list).
- All developing and activities of the site should not significantly have an impact on the local wildlife as well as on the natural environments and habitats.
- Call out external organisms to strengthen the knowledge of the internal team and to identify and put in place actions of preservation and valorization of the biodiversity.

Follow up indicators:

- The number, type, conditions, and exploitation of the species (wildlife) and ecosystems identified on the site.
- The number and type of partnerships led upon the thematic of biodiversity.

### **5.1.6 Purchases**

Our objectives:

- Identification of the recipients and suppliers committed in good environmental and social practices.
- Reach at least 80% (in euros) of eco-certified products on at least 2 categories of products.
- Inform the heads of sectors on sustainable eco-labels and certifications so that they can take them in account as purchase criterion.

Follow up indicators:

- Number of recipients and suppliers committed in good practices, and amount in € of these purchases with these recipients and suppliers.
- Categories and share (in €) of eco-certified products.
- Signed certificate of the heads of sectors for having been informed on sustainable eco-labels and certifications.

## **5.2 Social, Sanitary and Local Policies**

### **5.2.1 Local development**

Our objectives:

- Increase the share (in €) of the suppliers and recipients located in Dordogne or in neighboring counties (33, 16, 87, 19, 47).
- Increase the number and/or weight in € of partnerships with local stakeholders outside of the economic area (associations, clubs, cultural patronage,...).
- Increase the number and/or weight in € of the partnerships with economic vocation (touristic network,...) on the county.

Follow up indicators:

- Share of the recipients and suppliers (representing 80% in € of the purchases) located in Dordogne or in the neighboring counties.
- Number or volume in € of the partnerships outside of the economic field.
- Number or volume in € of the economic partnerships in the county.

### **5.2.2 Social development**

Our objectives:

- Develop the skills and the versatility of the employees through internal and external trainings.
- Develop conditions of social dialogue in the company.
- Maintain a remuneration level in the time and equal pay between men and women for the same job.

Follow up indicators:

- Diversity of the thematics, number of hours of the trainings offered, number of hours of the probationers (that participated in the trainings), % of the employees that have been trained.

- Number of topics addressed in the staff meetings, CHSCT (committee of hygiene, security and conditions of work) meetings, personal interviews, sectors meetings, ...
- Occupations parity rate (global and by status).
- Remuneration level (wages, bonus,...) and level (in € equivalent) in the wage benefits of the employees by following the collective convention.

### **5.2.3 Risks prevention and security**

Our objectives:

- Reduce the number and severity of labor accidents.
- Improve the employees' work conditions.
- Exceed the legal minimum number of trained and skilled employees to be part of the rescuers team.

Follow up indicators:

- Number and severity of labor accidents and work stopping.
- Appreciation level of the work conditions by the employees during the individual interviews.
- Number of employees trained for first aid.

### **5.3 Reception, service and communication policies**

Our objectives:

- Improve the annual satisfaction rate of the visitors (individuals, schools, groups,...)
- Treat all reclamations.

Follow up indicators:

- Rate of satisfied visitors based on an investigation.
- Rate of responses to the reclamations and time limits of the responses.



#### 5.4 Cultural and heritage policies

Our objectives:

- Value local products.
- Value in an educational way the traditional expertises, the culture and the traditions of the Périgord.

Follow up indicators:

- Shares of producers and suppliers of food products (representing 80% in € of the purchases) located in Dordogne or neighboring counties.
- Number of children participating in educational workshops.
- Number of persons outside of the academic field participating in educational workshops.
- Number of persons taking a meal at the restaurant.

The Managing Director  
Laurent Delbos