



# CSR

CSR (Corporate Social Responsibility) initiative

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# INTRODUCTION

3A La Collection has always been committed to exploring new paths, anticipating the changes in the world around us.

The history of 3A is marked by significant changes, and we find ourselves at a pivotal moment in our transformation.

After the latest COVID-19 pandemic and the energy crisis, our economic model has evolved, redefining our sphere of responsibility. At present, we place at the core of our commitment the values of environmental respect and social responsibility.

It is imperative for us to reduce the impact of our activities on our beautiful region, to support and recognize the talents and expertise around us, to go further in satisfying our international clientele, but also our employees, without whom none of this would be possible!

To further our commitment to improvement, our four establishments have embarked on a certification process with the Green Key label.

The Green Key label distinguishes tourist accommodations and restaurants engaged in a voluntary, effective, and dynamic environmental approach. For two years now, an independent panel of experts and tourism and environmental professionals has awarded us this distinction.

Because this new vision is upheld and implemented by passionate teams. We share it with partners who trust us, and suppliers who proudly associate with our brand.

It is essential to emphasize the ambitious and demanding nature of this vision: every one of our actions, behaviors, every step we take bears our responsibility.

Our commitment to social, societal, and environmental responsibility, our integrity, and our respect for traditions, are key elements for the sustainability of our project. It is imperative that we continue our development in an ethical, committed, and respectful manner.

Beyond performance, 3A has always distinguished itself by selecting partners and suppliers capable of supporting us in these endeavors. This set of values constitutes our legacy and remains at the heart of our collective commitment.

The 3A Charter and our voluntary CSR approach now serve as our guide, accompanying us in each of our daily decisions.

I am convinced that you will be able to adopt and put it into practice daily, with a perspective of sustainable growth beneficial to all.



*J.F. Richomme*  
**Jean-François RICHOMME**  
**Administrateur Groupement GIE 3A La Collection**





# WELCOME TO 3A LA COLLECTION

With 384 rooms, 1,420 square meters of seminar spaces spread across 18 rooms, a private beach, 3 restaurants, and 3 bars, the 3A Hotels La Collection group establishes itself as one of the most influential hotel consortia in Nice.

It brings together the Hotel West End\*\*\*\*, the Hotel Aston La Scala\*\*\*\*, and the Hotel & Beach Beau Rivage\*\*\*, each contributing its unique style to the tourist landscape of the French Riviera, enjoying the most iconic locations in the city of Nice.







# HOTEL WEST END



The first establishment built on the legendary Promenade des Anglais in 1842, the Hotel West End boasts Belle Époque architectural style.

Its 121 rooms successfully blend contemporary conveniences with the charm of yesteryear. Half of its rooms provide a view of the Mediterranean Sea.

In its restaurant, "Le Siècle," Mediterranean cuisine harmonizes with a respect for traditions and the sounds of opera.







# HOTEL ASTON LA SCALA



The Hotel Aston La Scala was granted the most beautiful urban view in the city of Nice during the creation of the Promenade du Paillon in 2013.

In addition to its 149 rooms, the establishment offers three dining spaces: the L'Horloge restaurant located on Avenue Félix Faure, a rooftop where the people of Nice gather every summer, and the Moon Bar, a panoramic bar and restaurant offering breathtaking views year-round.







# HOTEL & PLAGE BEAU RIVAGE



Finally, the Hotel Beau Rivage is the most "arty" on the French Riviera.

Since its establishment in 1860, it has seen the most famous artists and intellectuals, such as Fitzgerald, Chekhov, and even Henri Matisse, who stayed there for several months in 1917.

Today, the Hotel Beau Rivage continues to welcome artists from all walks of life through temporary exhibitions.

Just 50 meters away, the Beau Rivage Beach is open year-round, in harmony with the sun's rays.





# OUR VALUES

The three pillars of our commitment revolve around the values at the core of our profession



## SATISFACTION

The satisfaction of our customers & our employees is the ultimate goal of our core business.

Hospitality thrives through teamwork, and our ability to collaborate is our major asset!

It is our establishments' strength & success in the region



## CLIM'ACTION

Our commitment to sustainability guides our actions.

Our ambition is to go even further in our commitment to improve.

Thus our four establishments are committed to the international Green Key label.



## TRADITION

We place our focus on our region, which is our greatest asset.

By valuing its traditions, we create a unique experience for our customers and play our part in preserving the authenticity of our region





Gathering employee satisfaction is essential to maintain a positive and productive work environment

Our customers guide our decisions and actions, holding a paramount place in our concern.

Their satisfaction is our driving force, and we are fully committed to meeting their expectations



# SATISFACTION

OF OUR TEAMS & OUR CUSTOMERS



# OUR TEAMS

Open communication with our employees is essential to understand what motivates them the most

In order to maintain a good quality of work life, we implement several initiatives that motivate our employees, and in return, benefit customer satisfaction



## RECOGNITION & MOTIVATION

The Employee of the Month or of the Season is publicly recognized for their outstanding work, which enhances their motivation, commitment, and job satisfaction



## PROFESSIONAL DEVELOPMENT

Motivated and continuously trained staff contribute to providing an exceptional customer experience, which helps us retain our customers and enhance the reputation of our establishments



# SATISFACTION

## OF OUR TEAMS

### Collecting employee satisfaction is essential to maintaining a positive and productive work environment

We have implemented several methods for gathering employee feedback and responding to it

- 1. Satisfaction Surveys:** We conduct surveys with both open-ended and closed-ended questions to evaluate various aspects of their work, the work environment, benefits, development opportunities, and more. We ensure that the surveys are anonymous to encourage candid feedback.
- 2. Suggestion Boxes:** Each establishment has a suggestion box in the workspace where employees can anonymously submit their ideas and concerns. We always ensure to respond to these suggestions transparently.
- 3. Team Meetings:** During team meetings, we allocate time to discuss employee satisfaction. We encourage them to share their feedback or raise questions. We then make sure to take their opinions into account.
- 4. Continuous Listening:** We strive to demonstrate our willingness to listen by establishing a continuous listening system, where employees can ask questions or share their ideas at any time.
- 5. Individual Meetings:** During regular meetings within the framework of the Employee Committee (CSE), we discuss employees' satisfaction levels, concerns, aspirations, and suggestions. These meetings enable personal and confidential communication.



**For us, tourism is much more than just an industry;  
it's an art of hospitality, a science of welcome**

# OUR CUSTOMERS

When we talk about excellence, we're referring to much more than just a typical stay.

It's a promise of unparalleled service, attention to detail, and a commitment to the well-being of our customers.

More than just a concept, it's a way of life.



## HOSPITALITY & EXCELLENCE

Providing excellent customer service means delivering a friendly, efficient, and attentive service. It involves listening to the needs and responding promptly to customer requests and complaints.



## SUSTAINABILITY & SOCIAL RESPONSIBILITY

Our commitment to sustainability and social responsibility, along with our Green Key certification, are appreciated by our customers who are concerned about these issues



# SATISFACTION

## OF OUR CUSTOMERS

**Our customers guide our decisions and actions, holding a paramount place in our concern**

**Their satisfaction is our driving force, and we are fully committed to meeting their expectations**

We collect feedback and employ AI tools to analyze our customers' sentiments on various evaluation channels to guide our corrective measures. Indeed, gathering and assessing customer satisfaction in a hotel is crucial for improving services, retaining customers, and enhancing the establishment's reputation. Here is our multi-step process to achieve this:

### **Satisfaction Surveys**

- **Design:** We create detailed satisfaction surveys tailored to our establishment. The questions cover various aspects, such as reception, rooms, food, services, cleanliness, and more.
- **Methods:** We design online surveys using specialized platforms or software.
- **Frequency:** We send surveys after guests' departure, ideally in the days following their stay.

### **Direct Feedback**

- We encourage customers to provide verbal feedback directly at the front desk or over the phone. We ensure that our staff is trained to collect this feedback in a positive manner.

### **Satisfaction Dashboards & Analysis**

- We use satisfaction dashboards to track satisfaction scores over time and identify trends.
- We analyze feedback and survey results to identify specific areas requiring improvement.

### **Feedback Meetings & Action Plans**

- We regularly hold meetings with our staff to discuss feedback and satisfaction scores, defining corrective actions if necessary.
- We establish action plans to address identified issues, improve processes, and provide training to staff if necessary.

### **Staff Training**

- We ensure that our staff is trained to deliver quality service, treat customers with respect, and meet their needs.

**We emphasize that our process of collecting and evaluating customer satisfaction is continuous and evolving. By taking feedback into account and making constant improvements, we can create an exceptional customer experience and build customer loyalty.**





# CLIM'ACTION

With the Green Key label



Our climate action is a testament to our commitment to a sustainable future

We strive to reduce our carbon footprint, preserve natural resources, and actively participate in environmental protection initiatives

Our goal is to leave a cleaner and healthier planet for future generations by reducing our carbon footprint !





# OUR ACTIONS

Among the initiatives taken to save energy, three projects, partly supported by C2E credits, have helped us reduce our energy costs.

First, through energy audits, followed by the reinforcement of insulation, and finally, in the installation of water reducers for faucets and showers

01 Energy Audits



02 Insulation



03 Water Aerators





**The Green Key certification is certainly an asset, both from an environmental and commercial perspective. Here are some reasons why this certification is beneficial for our tourist establishments:**

## **1.Environmental Responsibility**

The Green Key certification is awarded to establishments that meet strict criteria for environmental management. Obtaining this label demonstrates the commitment of our four establishments to sustainability, reducing environmental impact, and protecting the planet.

## **2.Energy & Cost Savings:**

Sustainable practices encouraged by the Green Key certification help us reduce energy, water, and resource consumption, resulting in significant long-term savings, despite fluctuations in the energy market.

## **3.Staff Awareness & Customer Loyalty**

The Green Key certification motivates our employees to adopt more environmentally-friendly practices and actively participate in our establishments' sustainability mission. Waste sorting and anti-waste measures are now part of their daily routines.

Customers who prefer eco-friendly establishments are more likely to return to our establishments, as they perceive them as aligned with their values.

## **4.Strong Community Relations**

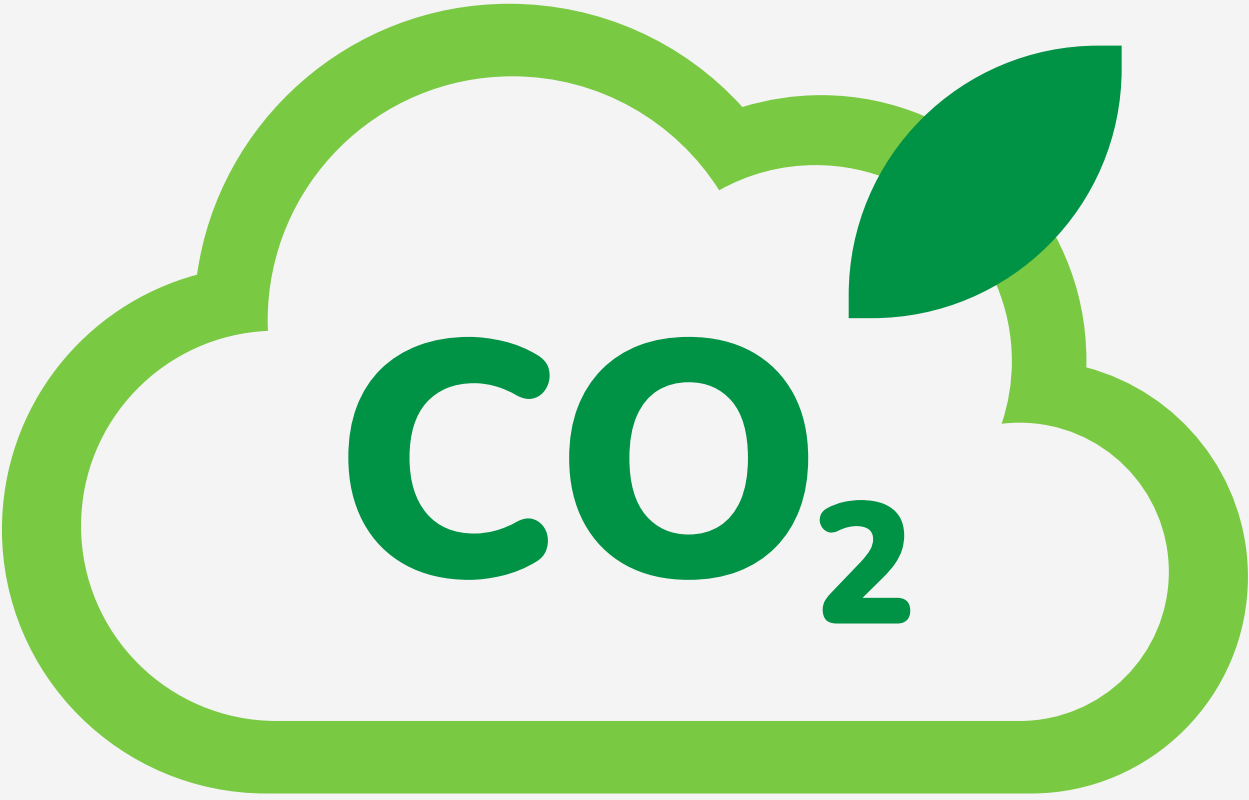
By engaging in local social and artistic initiatives, 3A La Collection strengthens its ties with the local community, local businesses, culinary traditions, and other cultural aspects of our heritage.

**As a result, our establishments stand out from the competition by being recognized as socially responsible.**



# CLIM'ACTION

IN NUMBERS  
comparison years 2019 & 2023



**3 tons**  
of CO<sub>2</sub> emissions avoided







# TRADITION

Enhance Nice reputation



Valuing traditions in the hotel industry in Nice is an excellent way to create a memorable experience for our customers while contributing to the preservation of the authenticity of our beautiful region.

From the gastronomic experience to festive events and major sports events, we are always there !





# OUR ACTIONS

## **Valuing traditions includes, for example:**

- 1- Supporting local artists with exhibitions and vernissages (private viewings) in our establishments
- 2- Introducing the flavors of Niçoise cuisine on our tables
- 3- Informing our customers about the diversity of carefully selected products from the circular economy

01 Local cuisine



02 Cultural events



03 Regional products





## We celebrate cultural diversity and take pride in our identity

As we deeply care about preserving the planet and its wealth in terms of biodiversity, it is only natural for us to value traditions in our tourism activities.

This is an excellent way to create a unique experience for our customers while contributing to the preservation of the authenticity of our region. Here are some of our actions in favor of Tradition:

- 1- **Art & Architecture:** We regularly organize exhibitions of local artists in our four establishments to introduce new talents.
- 2- **Local Cuisine:** We offer an authentic gastronomic experience by highlighting Niçoise cuisine. We feature traditional and simple dishes made from locally sourced and seasonal ingredients (purchased from local farmers in the hinterland).
- 3- **Cultural Events:** We frequently organize themed evenings or cultural events that highlight the Niçoise identity. This includes performances or activities related to regional events such as the Nice Carnival, the Monaco Grand Prix, the Cannes Film Festival, as well as major sports events like the Tour de France, the IRONMAN Triathlon in Nice, the HOPMAN CUP tennis tournament, the Nice-Cannes Marathon, or the Book and Ciné Roman Festival... opportunities are abundant!
- 4- **Local Craftsmanship:** We regularly collaborate with local artisans to introduce handmade and unique products in our establishments, such as Comté lemonades & beers, Socca chips, Nice Macarons, Pastis de Nice, and more.



Social commitments for causes dear to our heart...



**Fundraising** : Through our Pink October campaigns, our mission is to support this association of women affected by **breast cancer or gynecological cancer**, as well as their families, in living with the disease as best as possible.

This association was created and is managed by women who have had breast cancer, making them better equipped to understand, listen to, and assist other women in similar situations



**Animal Welfare** is not forgotten; we are **PET FRIENDLY** certified: a personalized welcome for our furry friends.

The city of Nice has chosen to highlight this dedication to dogs & cats by developing its own label dedicated to pet-friendly accommodations



**Toy Collection** : Through the **Green Santas** and the French charity organization Secours Populaire, 3A supports the cause of the less fortunate by collecting toys during the holiday season.

This helps ensure that those facing life's hardships do not suffer further exclusion during a time of celebration



Social commitments for causes dear to our heart...



**Patronage** : Providing support and becoming a patron of the Opéra Nice Côte d'Azur means targeted involvement in its activities. Encouraging lyrical, symphonic, and choreographic productions, enabling the acquisition of new equipment, funding tours by the Nice Philharmonic Orchestra or the Nice Mediterranean Ballet, and enhancing its heritage through restoration programs are among the projects carried out by the members of the **Red & Gold Circle**.



**Supporting associations** : Founded in 2015 following the inauguration of the restoration works of the Cathedral of Sainte-Réparate in Old Nice, the "Les Moments Musicaux des Alpes-Maritimes" association invites the world's leading international ensembles to raise public awareness of the aesthetics of Baroque music: the repertoire of 17th and 18th-century music, including Bach, Handel, Vivaldi, Pergolesi, Charpentier, and more.

**From book to screen...** The must-attend event dedicated to novels and films in Nice!



With the evocative theme of "Literature in Cinema," we passionately celebrate the adaptations of literary works on the screen. We have been partners for the 5th consecutive year!

The program includes films in competition, previews, screenings of cult films, masterclasses, meetings, debates, and readings that bring together publishers, writers, producers, directors, actors... all to the delight of cinephiles and book lovers



Social commitments for causes dear to our heart...



**Supporting the Nice Theatre (TNN):** is about promoting a fair, spectacular, and impactful program. It's about highlighting the great texts from the repertoire of Europe and the Mediterranean. As Jules Renard once said, "We want life in the theater, and theater in life."



**Supporting local artists with DISTING'ART,** a project by three passionate individuals from the French Riviera who have launched a website to showcase local artists and promote the news in the field of visual arts on the Côte d'Azur!



**OVNi...** The OVNi rendezvous is 18 days of festivities, spanning three weekends from November to December, with the participation of over a hundred artists! It's pure madness every year! OVNi and its partners put together around thirty video art programs in various locations (museums, galleries, curators, hotels...).

OVNi is not just a moment for showcasing works; it's also a time for sharing and exchange, with international encounters that transcend generations, attracting a diverse audience of enthusiasts, the curious, and professionals.



## Our ambition? Realize our full potential

This is an ongoing process of growth and development, so here are our goals to continue moving forward



1- **Innovation:** Voluntary CSR encourages us to innovate by pushing us to find creative solutions to social & environmental issues while remaining profitable.

2- **Employer Attractiveness:** Our CSR policy also aims to attract new talents who want to work for a socially responsible company & provide an ethical working environment.

3- **Risk Reduction:** CSR helps us reduce legal, environmental, & social risks by ensuring that our structures comply with current regulations and standards.

4- **Strategic Partnerships:** Our CSR policy promotes strategic partnerships with companies, NGOs, & local institutions, which can open up new business opportunities.

5- **Environmental Impact Reduction:** Our commitments to reducing our greenhouse gas emissions inspire us to adopt more environmentally friendly practices, contributing to the preservation of our planet.

# LET'S GO FURTHER

Take further steps in the voluntary CSR approach ...



**Every link in the chain, whether it's the kitchen staff, reception, housekeeping, or management, plays a crucial role in the success of our project and the satisfaction of our customers**



To do this, setting common objectives and recognizing individual & collective achievements are key elements in strengthening the commitment & cohesion of our teams.

At 3A La Collection, we also support causes that are dear to us, such as environment and health, the less fortunate & animals, as well as the cultural influence of the region & all the traditions of our beautiful region.

Our desire to ensure exceptional quality service, satisfy our customers, & create a memorable experience are valuable assets for fostering customer loyalty and long-term success.

# IN CONCLUSION...



# JOIN-US

We are looking for passionate individuals who are eager to contribute to our mission

**By joining us, you will have the opportunity to be part of a dynamic team  
where your skills & commitment will be valued !**

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