



Hotel du Cap-Eden-Roc commits to a sustainable future for the Mediterranean forest working alongside Région Sud and the Office National des Forêts

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A legendary sanctuary at the very tip of Cap d'Antibes, overlooking the Mediterranean and the Lérins Islands, the Hotel du Cap-Eden-Roc represents the very essence of the iconic French Riviera. A privileged environment where elegance and luxury are always in perfect balance, this Oetker Collection property has been providing guests excellent service for over 150 years.

Beyond its iconic status, the Palace is fully committed to preserving its surrounding environment. Since it was first set up in 2010, the hotel's Corporate Social Responsibility (CSR) department, now led by Amélie Pigeon, Regional CSR Manager, has made a point of developing and running a large number of social and environmental initiatives all year round. These include raising awareness among guests and staff and making the hotel an eco-responsible and environmentally-friendly luxury destination.

Global warming is an important issue for the Hotel du Cap-Eden-Roc and it is working hard to reduce its greenhouse gas emissions. To this end, the hotel has embarked on a reforestation project in the state-owned forest of Les Maures, in Var, working alongside Région Sud and the Office National des Forêts. This forest is facing a certain amount of pressure most of which is the result of climate change (prolonged summer droughts, serious health hazards, very high susceptibility to fire, increased visitor numbers). There is therefore a real need for reforestation with the aim of adapting to new climate conditions and improving carbon sequestration.

Hotel guests can play their part in this project by making donations which will go towards restoring the forest. All participating guests will receive a thank-you bag made from unused and repurposed hotel fabrics given a new lease of life. Unused materials are turned into products of higher quality or greater utility, also known as upcycling.

As part of its «Une COP d'Avance» Climate Plan and more specifically its «5 million trees by 2028» scheme, Région Sud supports adaptive forest planting initiatives. Through the RESPIR fund, it also facilitates the involvement of local businesses, proposing sustainable forest management projects tailored to companies hoping to play a part in ecological transition through CSR.

The Office National des Forêts is responsible for maintaining France's public forests and passing on this important legacy to future generations. Part of an operation to recover scrubland, a «mosaic forest» is being planted to broaden the diversity of tree species and stand structures. The key to forest resilience is diversity. Because existing species are likely to face difficulties in the future, here the Office National des Forêts teams have planted a range of species: Turkish pine, Calabrian pine, Corsican pine, Portuguese oak, maple and sorb trees. These young seedlings are protected from wild animals (roe deer, deer, rabbits, etc.) and their teeth so they can grow into large trees. 1,200 seedlings have been planted on the site where the Hotel du Cap-Eden-Roc site is embracing its project for the future.

Building on the success of this operation, a new partnership has been signed to join the fight against invasive alien plant species. This is a project in the Estérel national forest, in the heart of unique coastal uplands famous for their diverse and beautiful landscapes. Managing invasive alien plant species is an integral part of the 2030 national biodiversity strategy. This operation will help preserve the environment, flora and fauna, and will make the discovery paths through the uplands safer and more secure.

Since 2011, studies by the Conservatoire Botanique National Méditerranéen, INRAe and the Office National des Forêts have provided a better understanding of how these species proliferate and defined an ecological engineering protocol to limit them. The project's site, Cap du Dramont, is prone to these problems, particularly with the invasive prickly pear. Work is needed to protect and maintain biodiversity. The aim is therefore to limit invasive alien species that harm the environment (by competing with native vegetation), biodiversity and potentially human health.

Three areas of intervention have been targeted, corresponding to the 3-year duration of this partnership.

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