



LUX* Le Morne Leads Community-Focused Environmental Actions for World Environment and Ocean Days



From left to right: Young and old alike come together for a good cause. Children from Le Morne community participate in the cleanup efforts, native tree planting by hotel guests and the Le Morne mangrove nursery, and team members of LUX Le Morne cleaning the beach.*

Mauritius, 16 June 2025 – In celebration of World Environment Day (June 5) and World Ocean Day (June 8), LUX* Le Morne hosted a week-long series of community-focused sustainability initiatives. These activities, part of the resort's ongoing Circle of Care programme, underscore its enduring commitment to environmental stewardship and social responsibility.

Nestled along the preserved southern coast of Mauritius', LUX* Le Morne has long embraced its responsibility to protect the region's natural beauty, rich biodiversity, and surrounding communities. The resort's dedication to sustainability is deeply rooted in its ethos, ensuring that preservation and awareness remain integral to its daily operations and broader mission. This year's environmental week brought together a wide variety of participants, including team members, local residents, students, hotel guests and key conservation partners to drive meaningful, lasting impact across the region's delicate ecosystem.

Ashok Bhugoo, General Manager of LUX* Le Morne says "The southern part of the island is renowned for its unspoiled beauty, pristine beaches, mountains, and lush greenery that draw many guests from around the world. As a small tropical island vulnerable to the impacts of climate change, Mauritius faces increasing environmental challenges. It is our duty, both as Mauritians and as hoteliers, to ensure these ecosystems are preserved and respected for our community, our guests, and future generations."

Highlights – A week of action

1. Beach clean-up

As part of its ongoing environmental efforts, LUX* Le Morne regularly organises beach clean-up initiatives. During the environmental activity week, dozens of team members from the hotel, local residents, the Boat House crew, and hotel-affiliated taxi drivers joined forces to clean the surrounding beach areas. The collaborative effort was more than just a beach clean-up, it was a reminder of the importance of collective action to make even the smallest change matter.

Findings: Around 20 bin bags of 100L of waste were collected.

"During our beach clean-up, we noticed that cigarette butts were the most common type of litter, along with bottle caps in metal and plastic and beer cans. Even though the beach is cleaned regularly,

cigarette butts are so small that they get stuck in the sand and can't be swept up easily. They often stay there for a very long time. According to scientific research, cigarette butts are the most common waste in the world. They are mostly made of plastic, not paper or cotton, and can take up to 10 years to break down. The beach is a place where we Mauritians enjoy spending time, and smoking is allowed. But we hope more people become aware of the damage this type of pollution causes and take more responsibility for keeping our beaches clean," affirms Ashok Bhugoo.

2. Mangrove restoration in partnership with Odysseo Foundation and Association pour le Développement Durable (ADD).

As part of the Varuna Project, a regional biodiversity initiative funded by the Agence Française de Développement (AFD), LUX* Le Morne partnered with Odysseo Foundation and the Association pour le Développement Durable (ADD) to raise awareness about the critical role of mangroves and to launch long-term reforestation efforts.

Mangroves and seagrasses play a critical role in maintaining ecological balance. As vital carbon sinks, they help mitigate the effects of climate change and enhance coastal resilience. Mangroves act as natural buffers for coastal zones during storms, while seagrasses filter runoff waters, supporting coral health and providing crucial nurseries for marine species essential to local fisheries.

"The South coast is experiencing increasing erosion, with both residents and fishermen expressing concern over the threat to their livelihoods," says Raju Ragoonaden, founder of the Association pour le Développement Durable (ADD). "In this context, mangrove restoration is regarded as an effective long-term solution. Mangrove roots stabilise the soil, prevent erosion, and filter sediment washed down from Le Morne Brabant mountain during rainfall, thereby protecting lagoons and coral reefs from sedimentation. By retaining soil, mangroves create a favourable environment for fish to lay eggs, which are protected from predators, leading to increased fish populations and improved livelihoods for fishermen" he adds.

The ADD is directly involved in the planting of Mangroves in the Le Morne coastline. As environmental specialists with extensive knowledge of native plant species and coastal ecosystems, the NGO brings with it critical expertise to the restoration process, ensuring the effectiveness and sustainability of the project.

A significant number of hotel employees come from the Southern region, making the mangrove restoration efforts especially meaningful. The project targets mangrove planting along Le Morne shores, areas that have suffered considerable ecosystem degradation. To deepen the impact, the ADD will be conducting regular awareness sessions with hotel employees. These sessions aim to empower each person to learn and increase their own understanding so they may pay it forward. Thus creating a ripple effect of education and empowerment within the broader community. The collaboration started one and a half months ago and was designed to increase the awareness along with the number of volunteers to plant the mangroves. This will help the local community to preserve the mangroves and deter them from cutting down trees. The locals often believe that the mangroves and marshy lands were encouraging mosquito proliferation and were against the presence of mangroves in the region.

The long term goal is to plant 10,000 mangroves through the Varuna project.

Beyond restoration, the project aims to promote mangrove-based entrepreneurship, such as honey production from mangrove flowers, creating sustainable income streams for nearby communities.

3. Endemic tree planting across communities

To safeguard Mauritius' unique biodiversity, endemic plants were planted at LUX* Le Morne and La Gaulette SSS. Organised in collaboration with the Mauritian Wildlife Foundation, who also sponsored the event, the ceremony took place on June 5 and brought together hotel team members, guests, and students for a shared environmental purpose.

The initiative aimed to restore native vegetation, establish safe havens for biodiversity, and raise awareness about the ecological value of Mauritius' endemic flora. Participants planted a variety of local species, including Bois Gaulettes, Bois Tambour, Bois Boeuf, Bois d'Olive, Palmiste Bouteille, Latanier Bleu and Bois Poupart. By involving both youth and visitors in hands-on conservation, the event served as a platform for education, connection, and environmental stewardship.

Sustaining an ecological future

These initiatives form part of LUX* Le Morne's broader Circle of Care programme, which integrates sustainability into both day-to-day operations and long-term strategy. The hotel's unwavering commitment extends beyond single events: it is a living, evolving pledge to protect the island's environmental treasures for generations to come.

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About The Lux Collective

The Lux Collective ("TLC") is a Mauritian-born global luxury hotel operator and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*.

At the heart of its purpose, TLC makes each moment matter and cares about what matters. Putting people first is the core of TLC's culture as well as staying true to the values of being passionate, responsible and innovative in all that it does. By providing comfort through thoughtful and exquisite designs, TLC creates experiences that make each moment matter for all guests. It is committed to operating in a considered and respectful manner that is mindful of future generations.

Through its signature Groupwide sustainability project Tread Lightly, The Lux Collective promises an eco-conscious stay throughout its hotels. Its partnership with Altruistiq, a group of CO2 experts, focuses on the environmental footprint and ensures that emission sources are tracked using the highest international Science-Based standard.

Growing the global presence, TLC currently manages 18 operating resorts and hotels in Mauritius, Maldives, Ile de la Reunion, China and Tanzania, and with 13 more hotels in its development pipeline in Asia and the Middle East.

An affiliate member of IBL, a major economic player in the Indian Ocean and a public-listed leader of the "Top 100" Mauritian companies, IBL is active in key sectors of the Mauritian economy, with a global portfolio of approximately 300 subsidiaries and associated companies.

About LUX*

At [LUX*](#), time is luxury. LUX* helps people to celebrate life by delivering consistently on the promise of a different kind of luxury; hospitality that is Lighter. Brighter. In a world where a deeper sense of connection can be hard to reach, even on vacation, it enables guests to break from the ordinary. Staging exceptional experiences in different locales – whether on the Beach, in the City or in Nature, it transforms the everyday into the extraordinary through elevated service, contemporary spaces and crafted escapes to truly disconnect and relax - with Life Extraordinary.

Media Relations

Mauritius:

Danielle Ramchurn, Senior Account Manager, BLAST, +230 5258 64 88, danielle.r@blast.mu

Nootan Jhugroo-Goder, LUX* Le Morne, PR & Marketing Manager, +230 5 255 48 74, nootan.jhugroo-goder@luxlemorne.com

Global: Renee Lim, The Lux Collective Vice President, PR & Corporate Communications, +65 9680 5233, renee.lim@theluxcollective.com