

The Lux Collective Leads The Way In Sustainability Leadership

The first luxury hospitality group in Mauritius to partner NGO Eco-Sud for marine biodiversity conservation



Photos (L-R): Ms Evita Fakun, The Lux Collective Chief Sustainability Officer delivering a presentation entitled "Towards Turtle-Friendly Beaches"; MOU Signing by The Lux Collective Chief Operating Officer (EMEA) Mr Ashish Modak and Eco-Sud Chief Executive Officer Mr Sébastien Sauvage; Group Photo featuring Mr Ashish Modak, Ms Celine Lemmel, Acting United Nations Resident Coordinator for Mauritius & Seychelles, Ms Evita Fakun and Mr Sébastien Sauvage.

Singapore, 9 June 2023 - Leading the way in sustainability leadership, The Lux Collective is the first luxury hospitality group in Mauritius to sign a Memorandum of Understanding (MOU) with the NGO Eco-Sud to establish a conservation plan for marine biodiversity. Commemorating the World Environment Day and World Oceans Day this June, the partnership signed on 8 June 2023 aims to raise awareness among a wider audience about the importance of oceans and promote sustainable and environmental-friendly practices to protect marine ecosystems.

Aligning with United Nations Sustainable Development Goal #14, which is to conserve and sustainably use the oceans, seas and marine resources, turtle-friendly habitats will be developed on the beaches of the Group's six hotels in Mauritius, namely **LUX* Grand Baie**, **LUX* Belle Mare**, **LUX* Le Morne**, **LUX* Grand Gaube**, **Tamassa Bel Ombre** and **SALT of Palmar**.

Oceans are the key source of life. Producing at least 50% of the oxygen for breathing, they are an important source of food and medicine, protect humans from climate change, and absorb about 30% of global CO2 emissions. The oceans are in great danger due to overfishing and pollution. It is imperative to protect them, as the survival of all species depends on their preservation.

"In Mauritius, we are fortunate to be an island destination: our beaches are easily accessible, making it easier to implement initiatives to protect our marine ecosystem. However, this is a concern that affects us all, in every corner of the world. And everyone can contribute by reducing overconsumption and eradicating pollution. Our oceans face many threats, and their good health ensures the proper balance of life on Earth, even human survival. That is why we must mobilise. Let's work on solutions to combat the degradation of the oceans. We would like to thank Eco-Sud for allowing us to be a part of this noble project," emphasised **Ms Evita Fakun, Chief Sustainability Officer of The Lux Collective**.

"For over 23 years, the Eco-Sud association has existed thanks to the determination of the residents of Blue Bay to protect the marine park and biodiversity found there. Today, the collaboration established between The Lux Collective and Eco-Sud clearly demonstrates that it is worthy standing up for our natural heritage. The urgency to change our relationship with nature is very real. Species extinction, the environmental and climate crisis present us with a challenge that we must face together, without compromising our values!" said **Sébastien Sauvage, Chief Executive Officer of Eco-Sud**.

A series of initiatives and activities adapted to each hotel will be implemented under this agreement. These include awareness campaigns, workshops for students, the promotion of ecotourism, and fundraising for blue carbon projects encompassing mangrove reforestation, coral nurseries establishment, oyster cultivation, seagrass meadow preservation and other impactful endeavours.

The Lux Collective and its resorts also regularly welcome marine biology experts to study the lagoons and provide recommendations for blue carbon projects' implementation - aimed at restoring biodiversity. Exhibitions will be organised to showcase the blue carbon projects.

Fishing communities in the regions where the Group's hotels operate will have access to training in ethical fishing provided by Eco-Sud, and will be integrated into the resorts' sustainable supply chains. Interactive workshops will be organised to educate children and involve them in marine conservation activities, creating a sense of ownership and responsibility towards the environment.

Additionally, individuals will have the opportunity to contribute to data collection during their dives around the island by sharing images and geolocations with the NGO. It is important to note that the hawksbill turtle is an endangered species. Despite the observation of specimens in Mauritian waters, it is difficult to confirm the status of their population due to the lack of nesting attempts. So far, only 20,000 females have been successfully identified and tracked worldwide!

To this end, collective action is crucial because when it comes to environmental protection, unity is strength! **With this in mind, The Lux Collective and the NGO Eco-Sud aim to rally the world on ocean and climate action in countries where the Group is operating, one country at a time.**

To learn more about the Group and its resorts, please visit [LUX*](#), [SALT](#) and [TAMASSA](#) websites.

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For photos, please click [here](#).

LUX*
RESORTS & HOTELS

tamassa

salt

SOCIO



About The Lux Collective

[The Lux Collective](#) ("TLC") is a global luxury hotel operator headquartered in Singapore and manages brands [LUX*](#), [SALT](#), [TAMASSA](#), [SOCIO](#) and Café LUX*. Other properties managed by TLC include Hotel Le Recif, Reunion Island and Ile des Deux Cocos, Mauritius, a private paradise island.

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.

Growing the global presence, TLC currently manages 16 operating resorts and hotels in China, Maldives, Mauritius and Ile de la Reunion, and with 10 more hotels in its development pipeline in Asia and 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.

Media Relations

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