



« OUR COMMITMENTS »

(updated 05/03/2024)

Les Vedettes de Bréhat, a tourism operator committed in a voluntary approach to transition

A sustainable development/CSR steering committee has just been set up within the company. Les Vedettes de Bréhat has made a number of commitments in all three areas of sustainable development, which are being developed and constantly improved as part of a voluntary, ongoing CSR strategy.

ON THE ENVIRONMENTAL FRONT

Reducing greenhouse gas emissions

- ✓ Renewal of the fleet with two boats equipped with new-generation IMO III engines, reducing greenhouse gas emissions by 30%, and photovoltaic solar panels for the bridge electronics.
- ✓ Organisation of schedules and optimisation of boat occupancy rates to reduce the number of rotations between Bréhat and the mainland on peak days.
- ✓ Eco-steering policy for boats with performance indicators
- ✓ Sober internal instant messaging minimising the environmental footprint
- ✓ Internal communication solutions aimed at reducing the number of emails sent
- ✓ Teleworking charter to avoid certain journeys

- ✓ Encouraging car-pooling and the use of public transport or commuting by bicycle

Selective sorting of waste organised in workshops and offices

- ✓ Reduction, sorting and meticulous recycling of mechanical maintenance waste from boats, collection of used fenders): procedures put in place.

Saving resources and eco-design of products and services

- ✓ Printing of tourist literature with a printer meeting IMPRIMVERT specifications.

Encouraging eco-actions internally and externally

- ✓ Running awareness-raising workshops (zero waste on board policy, eco-driving of boats),
- ✓ Relaying awareness-raising messages for more sustainable tourism (welcome message at each departure encouraging passengers to take their waste back to the mainland).

ON THE SOCIAL FRONT

Development of an employer brand, actions already implemented up to now

Remuneration and other benefits

- ✓ Salary levels are higher than average
- ✓ Employees benefit from an outsourced works council
- ✓ Employees benefit from additional holiday entitlement (6 weeks per year)

Meaning and career prospects

- ✓ Clear, detailed job descriptions
- ✓ There is a training plan adapted to the changing needs of the business.
- ✓ Employee involvement is encouraged: employees are involved in certain decision-making processes, review and projection interviews are held, and regular informal discussions are held to share strategy and results.
- ✓ Values are emphasised: environmental responsibility, social and solidarity commitments, gender equality and diversity, political contribution to local life, openness, innovation, social commitment, sense of community, general interest in the exercise of the public service mandate, proximity, etc.
- ✓ The quality and sustainability of employment is a key concern (fixed-term contracts are used to cope with seasonal activity).

Quality of life at work and work/life balance

- ✓ Measures to preserve work/life balance: existence of a teleworking charter, work schedules communicated 6 months in advance, work organisation voted on by seamen 6 months in advance, etc.
- ✓ A review of the working environment is underway, with a project to build new offices / new premises.
- ✓ Team spirit is fostered through convivial moments and internal collective projects (organisation of workshops on CSR themes).
- ✓ The integration of new employees is carefully thought out: personalised support and in-house training in business software, visits to the premises, introductions to colleagues, organisation of integration days for seasonal workers, provision of a welcome booklet with the "essentials", etc.
- ✓ A quality approach guarantees processes that make operations more secure (saving time and ensuring peace of mind)
- ✓ There is internal solidarity (donations of days off, setting up of funds, etc.).

Social protection, health and safety at work

- ✓ Supplementary health insurance cover exceeds the legal rate (100%)
- ✓ Workstations are being ergonomically adapted

- ✓ Information/training on gestures and postures at work is provided (carrying loads, maritime manoeuvres)

Responsible governance

- ✓ Good leadership practices are implemented in a context of ethics, transparency and sincerity of information: weekly work meetings, monthly and annual reports to the Region, planned internal distribution of reports and key activity figures, transmission of attendance figures to the departmental and regional observatory, etc.
- ✓ Management allows initiatives to be taken: the introduction of a quality approach and processes secure operations.
- ✓ Purchases are made in a responsible manner, giving preference to regional or local companies, on a loyal basis (over 30 years of loyalty with certain suppliers and maritime worksites); priority is given to purchasing from adapted companies for day-to-day administrative supplies.
- ✓ Dialogue is established with external stakeholders, and cooperation exists with local players: the latter are integrated into projects (introduction of visitor regulation, introduction of a joint satisfaction questionnaire with Bréhat town hall, regional ticketing project, etc.).
- ✓ The company is a member of several existing professional networks or associations (tourist offices, professional maritime representation, etc.).

Civic involvement

- ✓ When organising events or festivities, local associations are asked to make a contribution, thereby generating economic spin-offs for the local associative fabric (christening of new boats, etc.).
- ✓ Presentations are made at regional and local meetings and round tables: feedback on the CSR approach, participation in Brittany brand workshops, etc.
- ✓ Support is given to solidarity, cultural, sporting and educational initiatives (donations to school tombolas, sponsorship of sporting associations, etc.).

- ✓ Projects are developed with universities (tutored projects with the Bachelor's degree in tourism at St Brieuc, etc.).
- ✓ The company takes part in regional open days (boat tours).
- ✓ Through the quality of its commentaries, our shipping company acts as an information relay on local culture and heritage for an international clientele. It helps to promote a high-quality image of Brittany.

ON THE ECONOMIC FRONT

Les Vedettes de Bréhat is a **major contributor to the local economy, providing 29 full-time equivalent jobs**, including 21 local jobs all year round.

Les Vedettes de Bréhat uses a virtuous business model to provide a daily service to the island of Bréhat every day of the year, under a public service delegation agreement **carried out at its own risk, without any financial compensation from the regional or local authorities**. Thanks to its agility, La compagnie strives to maintain this economic model despite the ups and downs.

A promotional programme shared with reseller tourist offices has been developed. The company provides all the necessary assistance to the network of tourist offices (information, promotion, after-sales support, etc.). **The method of payment is transparent and fair.**

A constant policy of progress and innovation is in place.

- ✓ Certifications and labels are sought to guarantee the quality of services and maintain sustainable commitments (Bretagne label, Qualité Tourisme, CSR commitment, etc.).
- ✓ Listening to customers is activated (careful monitoring of complaints and consideration of customer opinions)
- ✓ Differentiating and original products and services are developed, and agility is sought: compliance with visitor quotas for the island of Bréhat, investment in real-time counting applications, promotion of tourism at the offshore wind farm in the Baie de St Brieuc.

