



SUSTAINABILITY





ENVIRONMENTAL RESPONSIBILITY

In the name of inspiring happiness for generations to come, Grupo Vidanta believes in operating responsibly and with an unwavering commitment to protecting the environment. This commitment is reflected in the environmental responsibility procedures and conservation values that make up our comprehensive Environmental Management System. Read on to learn more about this system and how Grupo Vidanta has integrated its policies and guidelines into every aspect of our business.

ABOUT THE ENVIRONMENTAL MANAGEMENT SYSTEM



EARTHCHECK

The system is an extensive series of goals and programs overseen by EarthCheck, the world's leading environmental benchmarking advisory group for the travel industry.



We've been certified by EarthCheck for the last 12 years, and Vidanta Nuevo Vallarta has achieved Platinum Certification, the highest level EarthCheck awards.

35

Grupo Vidanta employs a staff of more than 35 specialized environmentalists, including 19 at Vidanta Nuevo Vallarta alone, to enforce the system and train others in its operation.



The team tracks a series of ecological indicators in order to closely monitor environmental priorities.

THE ENVIRONMENTAL MANAGEMENT SYSTEM HAS BEEN DIVIDED INTO 6 DIFFERENT SPECIALIZED DIVISIONS:

- Water Conservation
- Energy Conservation
- Waste Management
- Emissions Management
- Ecosystem Care
- Guest, Employee, and Vendor Education

As a result of our efforts, our team has seen outstanding positive changes in all of these areas, including a large reduction in water, electricity, and LP gas consumption.

WATER CONSERVATION



WE BELIEVE REDUCING WATER USE THROUGHOUT OUR RESORTS AND FACILITIES IS ONE OF THE BIGGEST AREAS OF IMPACT WE CAN MAKE ON CONSERVING VALUABLE NATURAL RESOURCES.

We operate water treatment plants in Nuevo Vallarta, Riviera Maya, Acapulco, Los Cabos, and Puerto Peñasco to treat 100% of wastewater. From 2014-2017, **more than 3 million m3 of sewage was processed in Nuevo Vallarta.**

Grupo Vidanta supports the communities surrounding the Nuevo Vallarta, Acapulco, and Puerto Peñasco resorts with the treatment of public water. **That's 4 million m3 of treated water in the last four years alone.**

100% of the treated water is used to irrigate golf courses and green areas.

In Nuevo Vallarta, 75,000 m3 of water per year has been saved thanks to the promotion of towel and sheet reuse. **That's a 47% savings in laundry water consumption.**

Nuevo Vallarta and Riviera Maya have replaced conventional laundry equipment that used 18 liters of water per kg. of clothes with **high-efficiency machines that use only 5.5 liters.**

90% of overall water waste has been reduced using high-efficiency technology.

By 2017, **80% of water valves and taps and 100% of showers were replaced by water-conserving models.**

In Puerto Peñasco, **ornamental gardens have been replaced by native desert species** to greatly reduce water use.

ENERGY CONSERVATION



TO REDUCE THE USE OF
ELECTRICITY THROUGHOUT
OUR FACILITIES, ALL OF
OUR STAFF ARE TRAINED IN
CONSERVATION PROCEDURES
TO IMPLEMENT THROUGHOUT
THEIR DAILY ROUTINE.

We have **saved more than 7 million kWh per year** just by maximizing the use of natural light and using timers to turn facility lights on and off at predetermined times.

Replacement programs are currently in place to exchange regular bulbs with LED technology. Right now, **85% of our facilities have this technology** with the goal to reach 100% by 2020.

In Nuevo Vallarta and Riviera Maya, all laundry equipment has been replaced with the high-efficiency technology, with **an estimated efficiency of 85-90%**.

WASTE MANAGEMENT



IN ORDER TO ENSURE MAXIMUM SUSTAINABILITY, WE'VE IMPLEMENTED
COMPREHENSIVE RECYCLING AND WASTE MANAGEMENT PROGRAMS ACROSS ALL
RESORT DESTINATIONS AND CORPORATE FACILITIES.

By 2017, **71% of the total waste generated by resort developments and corporate facilities was recycled or composted.**

Switzerland has been recognized as leading the world when it comes to recycling with a 52% recycle rate. **Grupo Vidanta far surpasses all country averages with its 73% recycling separation rate.**

Since 2014, **more than 6,700 tons of organic waste has been composted**, representing 46% of the total waste generated.

At the Nuevo Vallarta facilities, **580 tons of compost have been used to fertilize our gardens and golf courses.**

25% of the total waste is sent to recycling-authorized collection centers, totaling **3,400 tons in the last three years.**

We promote the use of non-hazardous or biodegradable materials over the alternative. Any hazardous chemicals or waste are disposed of by companies accredited by SEMARNAT.

We capture approximately 41,000 tons of atmospheric CO₂ a year with our golf courses, 513 tons a year with our ecological reserves, and 212 tons with blue carbon ecosystems such as our lakes, making for a **total CO₂ capture capacity of 41,730 tons a year.**

EMISSIONS MANAGEMENT



AS A CRUCIAL PART OF
OUR ENVIRONMENTAL
MANAGEMENT SYSTEM,
WE HAVE SET RIGOROUS
EMISSION REDUCTION
BENCHMARKS AND NUMEROUS
PROGRAMS TO ENSURE WE
MEET THOSE STANDARDS.

Energy efficiency programs have reduced greenhouse gases **by more than 136,000 tons of CO2 a year. That's the equivalent to the use of 53 million liters of gasoline.**

We promote the use of electric vehicles over traditional ones.
The Nuevo Valla facilities have transitioned to all electric vehicles.

All heaters are monitored daily for emissions, **resulting in an output level of 96% below that allowed by Mexican standards.**

We've begun a replacement program to discontinue the use of cooling equipment that emits CFC gases. By 2017, the Riviera Maya, Puerto Peñasco, Los Cabos, and Mazatlán facilities **had exchanged 100% of their equipment for more environmentally friendly options.**



ECOSYSTEM CARE



GRUPO VIDANTA EMPLOYS BIOLOGISTS WHO MONITOR AND OVERSEE ALL OF OUR CONSERVATION EFFORTS IN ORDER TO PREVENT NEGATIVE IMPACT AND ENSURE WE'RE MEETING ALL STANDARDS REQUIRED BY LAW.

Our destination facilities include, on average, **70-85% natural native vegetation.**

We currently operate three Units of Wildlife Management (UMA's) for a **total of 640 acres of protected land.**

Endangered species protected in these UMAs include two crocodile species, three mangrove species, flamingos, green iguanas, saguaro, chit palm, nacax palm, and three rattlesnake species, **totaling 40 species under conservation status.**

We also have wildlife rescue and monitoring programs. In the last 5 years, **a total of 176 animals of different species have been rescued in Nuevo Vallarta**, mainly reptiles which were relocated to the nature areas throughout the resort.

Crocodile, osprey, sparrow hawk, rattlesnake, burrowing owl, chachalacas bird, and iguana populations **have all multiplied since Grupo Vidanta has started monitoring their conservation.**

Grupo Vidanta has rescued **more than 8,000 animals since 2012.**

From 2015-2017, **we protected more than 1.3 million turtle eggs and released more than 1 million hatchlings** thanks to the operation of turtle protection camps in Nuevo Vallarta, Riviera Maya, and Acapulco.

In Nuevo Vallarta alone, **we protected 990,000 turtle eggs and released 796,000 hatchlings**, with an average survival rate of 83%, with up to 90% survival in some years.

In Nuevo Vallarta, **our turtle conservation camp is managed in partnership with the National Commission for Nature Protection (CONANP).**

Our flora and fauna preservation program has **rescued and replanted 6,500 trees and cactus between 2007-2017.**



Since 2010, **a total of 103 acres of mangrove have been protected and restored** in Riviera Maya and Nuevo Vallarta, including 35 acres at Riviera Nayarit.

The Riviera Maya region was previously devoid of vegetation, and today **mangrove massifs have been reintroduced in 94 acres** and more than 600 m2 of coastal dunes in 160 acres have been restored.

In Nuevo Vallarta, **essential mangrove forests on Bird Island have been revived**, thanks to the monitoring of the area by Grupo Vidanta staff.

100% of the products used by our laundry service are biodegradable.

Since 2007, we've managed a research project in Puerto Peñasco, focusing on maintaining biodiversity. **This project has protected osprey, burrowing owls, three species of rattlesnakes, migratory water birds**, with a special focus on the La Pinta estuary.

The bodies of water located throughout Vidanta Nuevo Vallarta **serve as a refuge to many animals, offering feeding and reproduction areas** for birds, reptiles, amphibians, and some small mammals, as well as several species of migratory waterfowl, some of which are endangered.

We have biologists on our staff, including at Vidanta Nuevo Vallarta. They specialize in environmental impact and ecosystem management. Their responsibilities include coordinating and overseeing the implementation of our environmental and conservation programs.

Our gardens are designed to include native species grown in our on-site nurseries, with priority given to rescued species.

Our biologists take a census of flora and fauna species present in the Nuevo Vallarta development in order to document the biodiversity contained within. This information is then shared with the staff and guests in order **to ensure protection of these species and education about their importance in the ecosystem.**

ENVIRONMENTAL EDUCATION



WE'VE PARTNERED WITH LEADING RESEARCH FACILITIES AND GOVERNMENT AGENCIES TO ENSURE THE EDUCATION OF OUR EMPLOYEES, RESORT GUESTS, AND VENDORS ON SUSTAINABILITY PRACTICES.

We carry out biodiversity censuses at all destinations, then support these efforts with **trainings, courses, and expert talks open to all employees.**

We collaborate with the Research Department of Science and Technology at the University of Sonora to carry out applied research.

We also work with the National Council of Science and Technology (CONACYT) to carry out research throughout Mexico.

In the last three years, **we've hosted more than 75 events dedicated to the care of the environment** with over 2,000 participants.

We provide tours of the turtle conservation camps that promote the protection of sea turtles. **These programs have had more than 5,000 participants in the last 3 years.**

We have a permanent environmental training program for our employees and collaborators. **More than 25,000 people attended these seminars last year.**

In Nuevo Vallarta, there is a permanent training program for personnel who deal with issues pertaining to the environment. The program has performed **20,500 different employee trainings in the last three years.**

In order to inspire guests to join us in participating in environmental efforts, **we have a variety of guest-facing nature programs at Vidanta Nuevo Vallarta**, including guided nature tours and signs and pamphlets educating about our local flora and fauna.

Our crocodile monitoring program in Nuevo Vallarta is registered with SEMARNAT and offers trainings administered by experts in the field to ensure proper management and protection of the species.

We have held 19 beach clean-up events in the last 10 years in Nuevo Vallarta.

At the Nuevo Vallarta resort, concrete walkways are being replaced with wooden pathways that help **promote the conservation of vegetation and wildlife corridors and maintain the natural water absorption of soil.**



ADDITIONAL SUSTAINABILITY AND ENVIRONMENTAL PRESERVATION MEASURES

In addition to our Environmental Management System, Grupo Vidanta employs other environmental measures to ensure its protection and conservation and the maximum benefit of the surrounding communities.

CONSTRUCTION PRACTICES



SINCE GRUPO VIDANTA HAS ALWAYS BELIEVED IN CREATING EXPERIENCES THAT HONOR AND RESPECT THE NATURAL BEAUTY OF MEXICO, VALUES OF SUSTAINABILITY AND CONSERVATION HAVE BEEN BUILT INTO OUR APPROACH TO BUSINESS OPERATIONS SINCE THE VERY BEGINNING. OVER THE YEARS, WE'VE CEMENTED THESE VALUES WITH STRICT POLICIES AND PROTOCOLS CONCERNING DEVELOPMENT AND CONSTRUCTION TO ENSURE THE SAFEGUARDING OF OUR COUNTRY'S MOST VALUABLE RESOURCE: ITS NATURE.

Before we begin any new project, **we carry out specialized studies with the aim of identifying the possible environmental effects** and determining the scope of the project's social and economic influence.

We survey biological diversity before construction and build the preservation of those systems into our development plans, then enact ongoing best practices for conservation throughout project development and after it is complete.

We analyze development plans and ensure that they comply with land use regulations set forth by the appropriate authorities. **We then obtain the required permits for all construction projects** in compliance with the application process and time requirements issued by the state.

In order to ensure the complete compliance of federal environmental law, **our operations have been reviewed and certified by Mexico's Federal Environmental Protection Agency (PROFEPA).**

During and after construction, **we seasonally monitor those species of flora and fauna considered to be crucial to the area or flagged for endangerment.** We also identify the species classified as invasive to avoid their dispersion within our facilities.

We source local materials for all steps of our projects **to minimize our carbon footprint.**



SPOTLIGHT ON THE CIRQUE DU SOLEIL THEATER

Construction in Riviera Maya, an ecologically rich part of Mexico, is subject to stringent environmental controls and restrictions. For example, it is prohibited to build anything above the 12-meter tree line of the lush, low-lying jungle that is not made of natural materials. During construction of the JOYÀ site, trees, rare plants and animals were all relocated. To better preserve the natural habitat, a wooden walkway leading to the theatre was deliberately built above ground, allowing animals to pass freely underneath.

For its groundbreaking design and adherence to high quality standards required for the safety of performing artists and the public, the Cirque du Soleil Theater won the coveted "Building Project of the Year" award in 2015. Given by Grupo Expansión and Obras Magazine, this achievement recognizes the most important construction projects for innovation, development, engineering, technology use, and economic impact.

CIRQUE DU SOLEIL
JOYÀ

17,000 m2 of ecological concrete were used for roads and parking lots, all **100% permeable**.

The Mayan jungle inspired the Cirque du Soleil Theater, and **Grupo Vidanta went to extremes to protect it during construction**.

Every plant that was moved, no matter how large, was relocated and replanted.

Hundreds of new trees were planted in and around the site.

80% of the theater site was preserved as pristine jungle.

100% permeable ecological concrete was used for roads and parking lots.

Local woods were used for pergolas and decorative elements.



COMMITMENT TO COMMUNITIES



RESPECT FOR THE ENVIRONMENT AND THE COMMUNITIES THAT SURROUND AND SUSTAIN US HAS ALWAYS GUIDED OUR ACTIONS AS A COMPANY. TO US, THIS MEANS NOT JUST MAKING SURE OUR RESORTS AND OTHER DEVELOPMENTS ARE IN STRICT COMPLIANCE WITH ENVIRONMENTAL POLICIES, BUT ALSO GOING ABOVE AND BEYOND TO PROTECT PUBLIC LAND.

ENVIRONMENTAL PROTECTION AND PRECAUTIONS

As part of the preventative measures against floods brought on by the rainy season, **Grupo Vidanta has paid for and carried out dredging work to remove silt from the Ameca River**, and has paid for the rights established by law for the removed material. Likewise, we have built a protection wall, authorized by Mexico's Environment Ministry (SEMARNAT), that safeguards the town of Jarretaderas from rising river waters. The protection wall consists of flood barriers that stretch more than 3 kilometers in length. Its construction began in 2005 and since then, **multiple floods have been prevented and flood damage has been avoided—an issue that previously plagued the area.**

The desilting of the Ameca also minimizes flooding as silt and other rocky materials can accumulate at the mouth of the river, causing the water level to drastically rise. The government used to perform this maintenance, but was unable to do so with regularity, so **Grupo Vidanta took over the responsibility at our own cost.** Before doing so, we obtained authorization from Mexico's National Water Authority (CONAGUA), for the extraction of these materials. We also **worked with an outside party to carry out an unbiased hydrological study** that confirmed that the work did not represent any risk for the Ameca River, nor for the inhabitants and developments in the surrounding areas.

Grupo Vidanta has also recently constructed **two new lakes to help regulate water flow of the area and protect against flooding of the Ameca River.** All necessary permits were obtained in development of the project and the lakebeds were dug in an area that was previously devoid of vegetation. The lakes are not fed by the Ameca, except in the case of flooding. In such situations, **the lakes will collect overflowing water that would otherwise affect neighboring towns and properties.** Their design was modeled and validated using a software created by an independent institute based in Denmark that specializes in hydraulics and hydrology of rivers, coasts, and lakes. The fact that the lakes help mitigate and delay any flooding is numerically verifiable.

We regularly invest in the **reforestation of hundreds of acres affected by livestock grazing.**

The Mexican government tasked Grupo Vidanta with the care and preservation of Bird Island, which is federal land. Since its concession, **the 101-acre island has remained uninhabited and its flora and fauna have recovered and flourished.** We monitor the area with ongoing surveillance which has helped promote the health of the river crocodile, green iguana, black iguana, boa, migratory waterfowl, and mangrove species who live there.

ADDITIONAL MEASURES



ADDITIONAL COMMUNITY SUPPORT

We strive to support and promote the economic betterment of the communities surrounding our developments and facilities through employment opportunity. **Grupo Vidanta is proud to provide competitive wages and robust benefit packages, along with a safe and progressive workplace, to all 17,000 of its employees.**

Perhaps most essential to our goal of inspiring generations of happiness is ensuring the health and education of the next generation of children. That's why we founded the Delia Morán Vidanta Foundation. **This state-of-the-art facility provides low-income children from the Riviera Nayarit region with the academic curriculum and extracurricular activities to set them up for a future filled with opportunity.** The foundation also provides medical and counseling services and nutritional meals for participants. So far, 600 low-income children and 2,000 families have benefited from the foundation's services.



ENVIRONMENTAL CERTIFICATIONS AND PARTNERSHIPS

WE ARE PROUD TO WORK WITH THE HOSPITALITY INDUSTRY'S LEADING NAMES IN
SUSTAINABILITY AND MEXICO'S ENVIRONMENTAL AGENCIES, COMMITTEES, AND
UNIVERSITIES TO ENSURE THE ENVIRONMENT'S PROTECTION.



EarthCheck Gold and
Platinum Certification



Recipients of "Level 1"
certification by Mexico's
Federal Environmental
Protection Agency (PROFEPA)



Vidanta Nuevo Vallarta is the
only destination in the
Nuevo Vallarta area to have
7 PROFEPA certifications



CONACYT
Consejo Nacional de Ciencia y Tecnología

Partnering with the National
Council of Science and
Technology (CONACYT)
to carry out research
throughout Mexico



Collaborating with the
Research Department of
Science and Technology at the
University of Sonora to carry
out applied research



Partnering with the National
Commission for Nature Protec-
tion (CONANP) to manage our
turtle conservation camp in
Nuevo Vallarta



GRUPO
VIDANTA®