

Commitments of Mövenpick Mansour Eddahbi Marrakech

I. Mövenpick Mansour Eddahbi Marrakech – Hospitality Rooted in Sustainability

Since the 1990s, Mövenpick Mansour Eddahbi Marrakech has established itself as a pioneer in sustainable hospitality. Designed around a lush garden-museum, the hotel celebrates nature and has, for more than thirty years, inspired neighboring establishments to prioritize green spaces over construction.

Our responsible water management, through the use of a well and a water reuse system for irrigation, reflects our respect for this precious resource.

The iconic “Water Promenade” pays tribute to Morocco’s ancestral know-how in séquia and khettara irrigation systems, reminding us that every drop counts.

Rich in human and cultural diversity, our team reflects the harmony and inclusivity that define Marrakech.

We promote local artists and pass on our values through the Kids Club “Les Petits Sultans”, where children learn the eco-friendly habits of tomorrow.

In this way, our hotel remains true to its mission: to welcome with heart, protect with awareness, and inspire by example.

1. Policies and Procedures

• Sustainable Development Policy

Our hotel is committed to achieving measurable environmental, sociocultural, and economic performance. Annual objectives are communicated to all employees and guests through internal channels (displays, Heartist intranet, and onboarding meetings).

• Zero Plastic Policy

We actively pursue the gradual elimination of single-use plastics across all service points: F&B outlets, guestrooms, spa, and events. Biodegradable alternatives and refillable dispensers are progressively being deployed.

2. Diversity and Inclusion

- **Non-Discrimination**

We ensure equal access to employment for all, without distinction of gender, origin, belief, orientation, or disability. This value is embedded from the signing of the Accor Code of Ethics.

- **Accessibility**

Accessible rooms and access ramps have been installed to ensure comfort and autonomy for all our guests.

- **Well-being and “Art de Vivre El Bahja”**

The “El Bahja” art of living—reflecting the joy and creativity of Marrakech—is at the heart of our identity. It inspires our internal events, well-being programs, and Heartist philosophy.

3. Health and Safety

- **Staff Protection**

Two nurses and a physician provide regular medical follow-up for our employees. All staff benefit from full social coverage and a safe working environment.

- **Sanitary Measures**

Through the Accor ALERT system, preventive checks are carried out regularly to ensure a healthy environment for our guests and Heartists.

4. Environmental Commitment

- **Guest Awareness**

In-room awareness cards encourage reduced linen washing frequency. Messages are integrated into the “Heartist Care” philosophy, linking sustainability with hospitality.

- **Eco-Friendly Products**

Cleaning and hygiene products are progressively being replaced with EcoLabel-certified solutions, both in guestrooms and wellness areas (spa and fitness).

- **Sustainable Laundry**

Water- and energy-efficient washing practices have been adopted, with monthly consumption monitoring.

- **Energy Efficiency**

New-generation, low-consumption washing machines have been installed in the laundry facilities.

- **Educational Green Spaces**

Museum Garden: enhances local biodiversity and serves as an environmental education area.

Water Promenade: honors traditional Moroccan irrigation systems (kettaras, séguia).

Vertical Garden: contributes to improved air quality and urban biodiversity.

5. Community Engagement

- **Charitable Donations**

Unused guest amenities, towels, and linens in good condition are regularly donated to local partner charities.

- **Conservation Support**

Our teams actively participate in preserving surrounding green areas and in the periodic cleaning of public spaces.

- **Sustainable Mobility**

Bicycles and electric vehicles are available for eco-friendly exploration. Our parking area is equipped with EV charging stations and reserved parking spaces.

6. Feedback System

- **TrustYou Platform**

Guest feedback is analyzed monthly, and corrective actions are defined with the relevant departments.

- **Guest Satisfaction System (GSS)**

GSS score monitoring now includes a specific sustainability and social responsibility component.

- **Check-in Philosophy**

Front Office teams systematically present sustainable services (recycling, linen reuse, accessibility) during check-in.

7. Training and Education

- **Continuous Training**

All Heartists benefit from a structured sustainability training program via the INES / Learn Your Way platform, including “Eco Certification & ESG”, ensuring a shared understanding of our Green Globe commitments.

Internal workshops (“Green Champions”) complement digital training, turning theory into concrete daily actions.

- **Local Initiatives**

Training sessions are also offered to local residents and young students, strengthening skills development within the Marrakech community.

8. Continuous Evaluation

- **Performance Monitoring**

Key indicators (water, energy, waste sorting, local sourcing) are tracked monthly through our CSR dashboard. Results are shared during HOD meetings to drive continuous improvement.

- **Support Initiatives**

Regular linen and supply donation drives are organized for partner associations, involving both guests and employees.

9. Cultural Commitment

- **Support for Local Artists**

The hotel actively collaborates with Marrakech-based artists and artisans to promote Moroccan heritage.

- **Ecology and Art**

The Mezzanine Gallery showcases works inspired by nature and sustainable development, linking art with environmental awareness.

- **“Art & Sustainability”**

Each quarter, a local artist is invited to exhibit a creation illustrating sustainability, strengthening the dialogue between culture and ecology.