

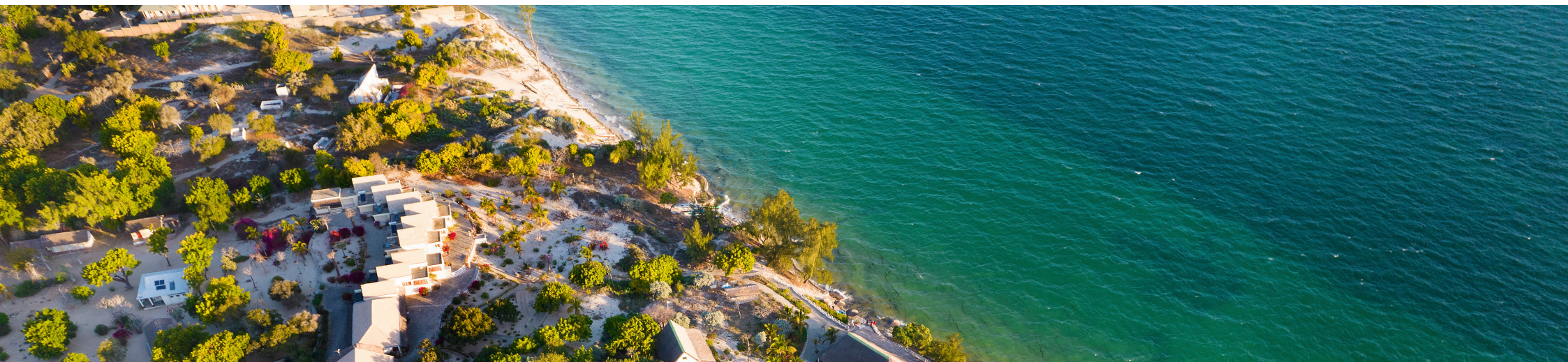
LA MIRA DE MADIORANO

CORPORATE SOCIAL RESPONSIBILITY OUTLINE

Edition 2024



At **La Mira de Madiorano**, we are committed to making a meaningful impact, not only through our sustainable eco-lodge operations but also by contributing to the well-being of the local community.
Our CSR initiatives focus on four key areas: environmental sustainability, community development, women's empowerment, and the preservation of local culture. As a socially and environmentally responsible business, we aim to create positive, lasting changes that benefit our region and the planet as a whole.



Environmental Sustainability

At La Mira de Madiorano, environmental responsibility is at the core of our operations. Situated in a pristine environment on a 7-hectare property overlooking the Mozambican Channel, we have made it our mission to operate in harmony with nature. Our eco-lodge runs entirely on solar energy, harnessing the power of the sun, which shines generously throughout the year in Toliara. By using clean energy, we significantly reduce our reliance on fossil fuels, minimizing our carbon footprint and setting a standard for sustainable tourism in Madagascar.



The buildings at La Mira de Madiorano are constructed using locally sourced, eco-friendly materials, incorporating the craftsmanship of the Vezo people. This thoughtful approach not only reduces environmental impact but also ensures that our structures are in sync with the local climate and surroundings.



Our gardens, filled with endemic plants and vegetables, serve both as a source of fresh produce for our kitchen and a natural habitat for local wildlife.



Additionally, we have implemented strict waste management practices, including recycling and composting programs, to reduce the amount of waste that leaves our property. Water conservation is also a key priority. We encourage our staff and our guests to embrace our approach to a more responsible use of water.



We are constantly exploring new ways to improve our environmental impact, from reducing single-use plastics using to integrating more sustainable technologies as they become available. As an example, we have stopped single use straws and opted for glass and metal ones).
By promoting eco-conscious travel, we hope to inspire our guests to embrace a greener lifestyle both during their stay and beyond.



Community Engagement and Development

La Mira de Madiorano is deeply committed to uplifting the local community, understanding that tourism can play a pivotal role in improving living conditions and providing educational opportunities. Our most significant community initiative is the **adult literacy program**, designed to address the high rates of illiteracy in the region. By providing adults with the tools to read and write, we aim to break the cycle of poverty, open up employment opportunities, and empower individuals to take control of their futures.



In addition to our literacy efforts, we have invested in the local primary school by building a **refectory** where children can enjoy healthy, nutritious meals. Many children in this region face food insecurity, and through this initiative, we ensure that students have the sustenance they need to focus on their education and achieve their full potential. We also provide meals for the children, an effort we believe will improve both attendance and learning outcomes.



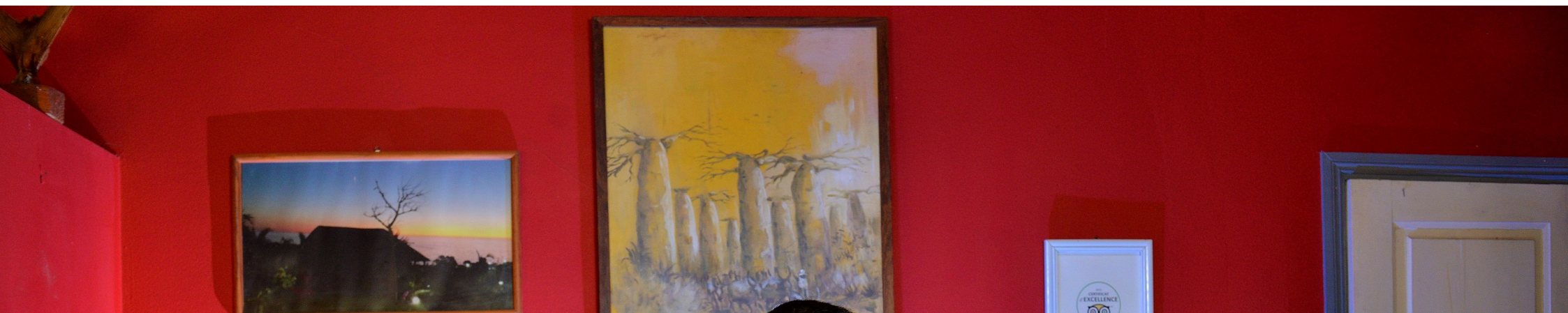
Understanding the importance of economic opportunities in rural areas, we constructed a **local market** that serves as a hub for commerce and social interaction in Tsifota. This market provides local farmers, artisans, and entrepreneurs with a space to sell their goods, supporting economic growth in the region. Markets are a cornerstone of rural life, and by creating this space, we are fostering entrepreneurship and giving the local community a platform to thrive.



As part of our efforts to improve the quality of life in the village, we have **gifted solar lights** to the community. These solar-powered lights provide much-needed illumination, particularly in areas with limited access to electricity, enhancing both safety and productivity after dark.



Our staff, most of whom are from the surrounding villages, are trained extensively and offered opportunities for professional growth. We believe that local empowerment starts with employment, and we are proud to be a significant source of jobs in the area, hiring local talent and encouraging upward mobility.





We also provide ongoing training programs to help our employees grow both personally and professionally. These training sessions focus on hospitality skills, language proficiency, and eco-tourism, ensuring that our staff are equipped with the knowledge and tools needed to deliver exceptional service to our guests. By investing in our team, we ensure that our lodge continues to be a place of warmth and hospitality, where guests feel welcomed and cared for.

From 2023 to 2024 all our staff members have enjoyed language training, practical training such as cleaning, cooking, hospitality reception techniques and many more!



We are especially proud of our efforts to promote women into leadership roles and provide them with opportunities to advance their careers. Through training and mentorship, we empower our female employees to reach their full potential.
This year, 5 talented women were promoted and reassigned to a higher position.



Activities and Responsible Tourism

We believe that tourism should not only provide guests with unforgettable experiences but also contribute to the conservation of the local environment and the well-being of the community. At La Mira de Madiorano, we offer a range of **eco-friendly activities** that allow guests to explore the natural beauty of Madagascar in a responsible and sustainable manner



Guests can enjoy **kayaking, snorkeling, and whale watching** in the Mozambican Channel, all of which are conducted with minimal impact on the environment. For those who prefer land-based activities, we offer guided tours of the nearby **spiny forest** and the iconic **baobab park**, where guests can learn about the unique flora and fauna of the region. Traditional Vezo canoe rides are also available, giving guests a chance to experience the local way of life while supporting the preservation of this centuries-old tradition.

Our commitment to responsible tourism ensures that our activities not only provide our guests with an authentic experience but also protect the environment and benefit the local community.



Madagascar is a land of rich cultural heritage, and La Mira de Madiorano is dedicated to preserving the traditions of the Vezo people, who have lived in this region for generations. Our **cultural preservation** efforts extend beyond architecture. We collaborate with local artisans to create authentic experiences for our guests, offering them the chance to learn about Vezo customs, art, and cuisine. We also support local musicians and performers, providing them with a platform to showcase their talents and share their stories with an international audience.

Through these initiatives, we hope to keep the vibrant traditions of the Vezo people alive, ensuring that their knowledge and way of life are passed down to future generations while providing our guests with an **immersive cultural experience.**



At La Mira de Madiorano, we recognize the critical role that women play in the economic and social development of Madagascar. As part of our commitment to women's empowerment, we have launched initiatives aimed at improving the lives of women in the local community. One of our key programs is focused on **supporting women-led businesses**, especially in the areas of agriculture, crafts, and hospitality services. By providing women with training and resources, we help them grow their businesses, ensuring they can contribute to their households and community



Our commitment to women extends to **health and education**. We run workshops that focus on women's health, financial literacy, and entrepreneurship, aiming to equip women with the knowledge and skills needed to succeed. Through these initiatives, we hope to create long-lasting change, enabling women to become agents of transformation in their community. .

We understand that mothers are the cornerstones of a Malagasy family. Through a **partnership with a local NGO** called RENITSARA, we aim to **improve the well being of mothers** within our community and help them to thrive.



In line with this, we are working to establish a **community garden**, which will be entirely tended by women. This garden will not only provide fresh produce but also serve as a source of **additional income** for the women, who will sell the products to nearby hotels and local markets, including our own. This initiative empowers women to become entrepreneurs and strengthens their financial independence.



Future Goals and Continuous Improvement

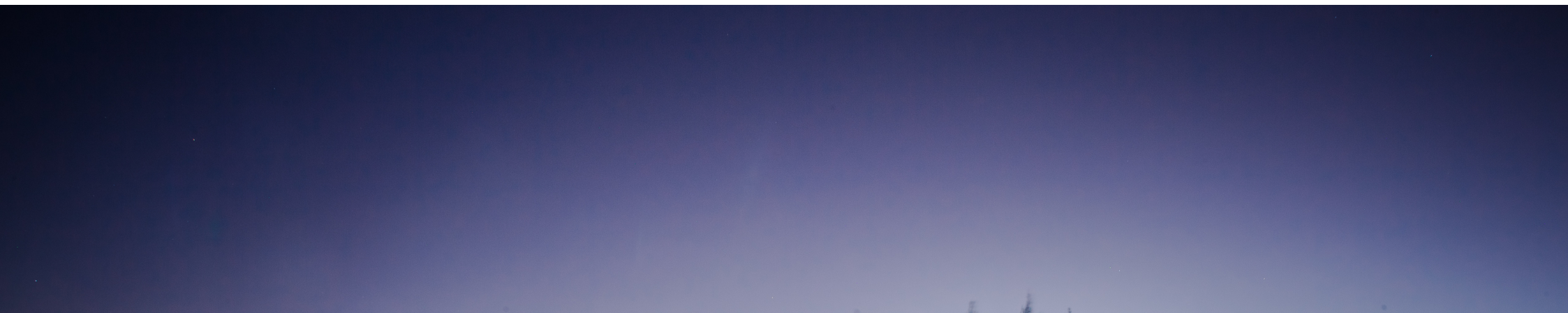
We understand that corporate social responsibility is an ongoing journey, and we are dedicated to continuously improving our practices. Moving forward, we aim to **expand our literacy programs**, offering more educational opportunities for adults and children alike. We also plan to deepen our community partnerships, working with local organizations to tackle pressing issues such as access to clean water and healthcare.



On the environmental front, we are committed to **further reducing our waste** and **improving our water conservation** efforts. We are exploring **new technologies and techniques** that will allow us to operate even more sustainably in the years to come. Our goal is to not only meet but exceed the expectations of what it means to be a responsible and sustainable eco-lodge.



We also plan to continue expanding our **women empowerment programs**, offering more training and leadership opportunities for women in the community and within our lodge. By doing so, we hope to create a ripple effect that will lead to broader social change.



At La Mira de Madiorano, our corporate social responsibility efforts are driven by a deep respect for the environment, a commitment to uplifting the local community, and a desire to preserve the rich cultural heritage of Madagascar. We are proud of the positive impact we have made thus far and remain dedicated to growing our CSR initiatives in the future. Through responsible tourism, sustainable practices, and community engagement, we strive to create a better world for future generations.