



Ecolodge d'Andzaha
Quality tourism in favor of sustainable development

“Andzaha Ecolodge” and “Andzaha Health”: one vision, one project, one act against poverty

Our project in a nutshell

We want to finance a medico-surgical center – in a sustainable development philosophy – through a hotel-type structure, such as an ecolodge. In a practical way, we will use part of the profit and the dividends generated by the hotel to finance the operation of the medico-surgical center and offer quality care to the 20,000 Sainte Marie Island inhabitants, in Madagascar, in priority to the poor people living nearby, but also to tourists in need for care. This project, whose goal is to achieve United Nations [Millennium Development Goals](#) (MDG), will allow Sainte Marie to massively and sustainably jump into an economical, sanitary and social way by creating local jobs, allowing a better access to health care and education, transmitting knowledge, etc.

“Andzaha Ecolodge” and “Andzaha Health” :

Allowing the 20,000 inhabitants of Sainte-Marie, Madagascar to have access to quality care

4th island in the world by its size, Madagascar lies in the Indian Ocean in front of Africa's coastlines. Madagascar is one of the poorest countries in the world. According to the Human Development Index (HDI), Madagascar is ranked 143th out of 177 countries. HDI measures the mean level of three essential criteria of human development: the ability to live long and in a good health, to receive an education and to benefit of decent living conditions.

In the Gross Domestic Product (GDP) ranking, Madagascar comes 191st out of 203 countries. In spite of the huge potentialities of the country and efforts made these last years by the authorities and many NGO, the majority of the Malagasy population still lives below poverty line. In 2005, the rate of poverty in urban environment was of 52%, 73.5% in rural environment and 68.7% nationwide.

Madagascar has taken resolutions with the [Millennium Development Goals](#) (MDG). By 2015, it wants to lower the poverty line to 35% of the population. Aware of the extent of the challenges to take up, the authorities have started an ambitious program of economic and



social transformation called Madagascar Action Plan (MAP). This program, whose goals are to achieve MDG and bring faster sustainable growth, will allow the country to make a big step on economical and social quality levels.

On the basis of these reports, and eager to contribute to the MDG for Madagascar, we have decided to create the “**Andzaha Ecolodge**” company and association “**Andzaha Health**”.



Our goal :

To finance a medico-surgical center – in a sustainable development philosophy – through a hotel-type structure such as an ecolodge. Our will is to establish economical links between both structures in order to promote a way of development aiming at bringing together social and economical progress, environment preservation and cultural values. In a practical way, we will use a part of the profit and the dividends generated by the hotel to finance the operation of the center and offer quality care to the 20,000 Island inhabitants. First of all to poor people living nearby, but also to tourists in need for care.

We are going to build this innovative project on the North East part of Madagascar, one hour away from capital Antananarivo by plane. There you can find **Sainte-Marie, or Nosy Boraha**, a small, 40 by 3 miles big island. We are owners on this island of a more than 7 acres of land, called “*Andzaha*”, which we inherited from our mother’s father. Behind the postcard side of Sainte-Marie, poverty also stands as an unavoidable reality. Like on the Big Island, it manifests itself through many ways :

- Insufficient medical structures: alarming lack of medical and paramedical personal, lack of training, often inefficient care, bad quality equipment, high mortality, ...
- Lack of job opportunities on the island
- A big deficit in terms of education and professional training
- Degradation of the resources related to non-environment-respectful constructions and especially to the practices of clearing-denshering for the culture of rice in a demographic context of strong growth and reduction in cultivated areas.

Beyond the fifty local jobs that this project is going to create, it will also contribute to match the essential needs of the present and future human communities: access to education, access to medical care and training (medical staff). In order to preserve the environment, we

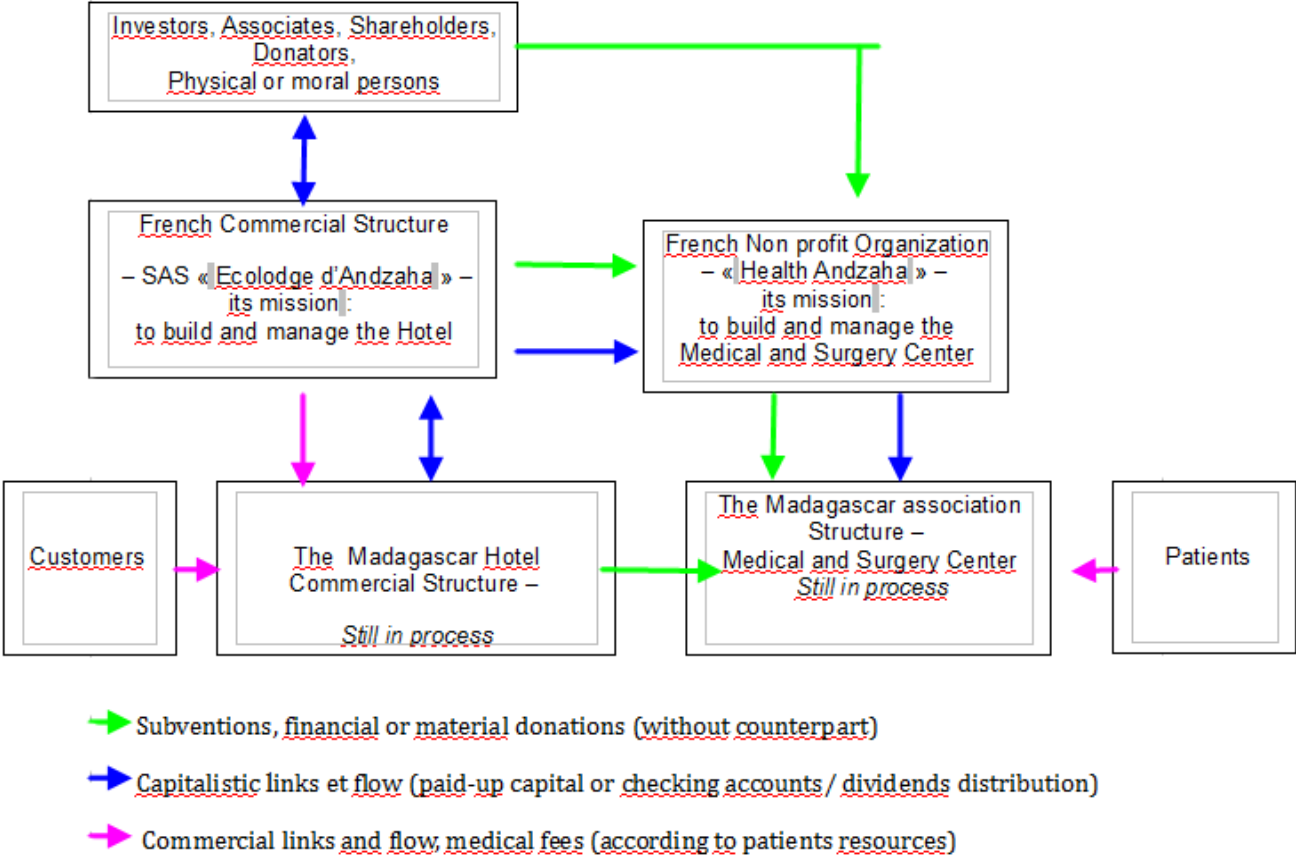


will use solar energy to produce electricity and hot water. Our goal is also to – humbly – contribute to the economic activity in France, mainly through investments in high technologies (anticyclon study carried by the « Centre Scientifique et Technique du Bâtiment » (Scientific and Technical Building Center) in Nantes, means of sustainable energies production, computer and network, etc.).

The structure

The vision and the project of Andzaha Ecolodge Company and Andzaha Health Association are mainly supported by the Andzaha property heirs. The consequent legal, associative and commercial structures have been set up with a large number of experts, in Europe and in Madagascar.

SIMPLIFIED DIAGRAM OF LINKS AND FLOWS BETWEEN THE DIFFERENT STRUCTURES



A space of sustainability, diversity, knowledge, and... well-being.

The originality and specificity as well as the value added to this project come from the fact that, in the same way we aim at precise targets in terms of profitability (peculiar to a touristic organization), we set ourselves to the following goals :

- Promote preservation and development of cultural diversity
- Increase visitors and Sainte Marie inhabitants awareness of the environment preservation and of the growth of the local knowledge
- Contribute to the inhabitants social and human development and thus reduce their poverty and vulnerability.
- Offer the inhabitants as well as tourists a permanent access to medical, surgical, obstetric, dental et pharmacy care (epidemiologic surveys will allow us to analyse the specific needs of the island in terms of health)
- Develop tourism in the Analanjirofo area improving the medical, economic, and social infrastructures

The conception, the construction, and then the management of this ecolodge will be based on a global analysis in which the environmental and social matters are the heart and the engine of this project. It is not here to use the phrase « sustainable development » as a simple communication tool, but rather to turn this concept into reality and follow a consistent and proactive path, based on christian values. Therefore, we wish to offer our future customers quality service, matching well-being and the opportunity to fully enjoy the natural resources of the place, and even, depending on the customers wish, the ability to dive into the discovery of the local « know-how».

To the sponsors, donators, investors and backers !

For more than a decade, the concept of « sustainable development » has become familiar and many social and economic actors advocate for it. Through this project, not only do we want to make this concept an actual process but also to allow each person who would join us to live an extraordinary human adventure.

We believe that it is possible to have the three aspects (economic, social, and environmental) of human activities fit in together. Three pillars that we want to put in perspective, and that we define as :

- **Economic** : « classic » financial result, but also the ability to contribute to the economic growth of the area where the company is settled.



- **Social** : social consequences of the company activity for the employees (work conditions, income level, access to health and medical care...), for suppliers, for customers, for local communities and for the society in general.
- **Environmental** : find the balance between the company social activity on one hand and biodiversity and ecosystems on the other. It includes a study of the consequences of the companies social development, in terms of resources consumption (no, few, hardly or slowly renewable) and waste or pollutant emissions production.

This project – that we will achieve with Europeans and Madagascar actors in tourism, health, finance, building and project management – adds up today to **1 100 000 €** This amount includes the hotel, restaurant and medical and surgery center construction– all estimates are available on simple request – and allows the structure to be fully operational. Our will is to cover 85% of the investment by humanitarian associations gifts or NGO, as well as the financial participation of the family heirs, and partners, and friends eager to join this vision. Our project will be regularly evaluated by independant experts – among them an Auditor in Paris – in order to measure the economic and social efficiency and the actual local effects. Each donator or investor will be considered a full-fledged associate.

**We invite you to become partners of the project
« Andzaha Ecolodge» and « Andzaha Health » !**

*“To dream, to hope, to want,
What we dream, we hope for it,
What we hope for, we want it,
What we want, we can do it.
And the dream is given to those among men
Whom a vigilant soul prevents from sleeping.”
Ed KAISER*

