

# STAY WELL, GIVE WELL

THE LODGE & FOUNDATION

CONCEPT BOOK



PHILOSOPHY, VISION & STORY

STAY WELL - LODGE, LIFESTYLE & SOLUTIONS

FOR ENVIRONMENT, CULTURE, COMMUNITY & WELLBEING

GIVE WELL - FOUNDATION FOR PLANET, SPECIES & PEOPLE

[staywellgivewell.com](http://staywellgivewell.com), [contact@staywellgivewell.com](mailto:contact@staywellgivewell.com)

Adrien & Shinobu

## PHILOSOPHY

We feel grateful everyday.

For the sun, shining us light in day and setting into the horizon.

For the air and water, breathing us life and food to eat.

For the neighbors, gifting us smiles and local wisdom.

We can't ask for more.

At the same time, we see our biodiversity disappearing.

One million species of plants, insects, birds, mammals and amphibians are said to be in imminent danger of extinction as of 2019. Extreme poverty is rising in the world all the more since the pandemic. Yet, we waste around one-third of all food produced globally each year.

We ask ourselves, why?

How can we be more caring to ourselves and others?

How can we be conscious about the impact of our behaviors?

How can we be and make the positive change?

*Go against the tide.*

If we think from an environmental standpoint,  
it's best not to move.

But the efforts to be made can not be done alone.

And we believe travel has a power to bring  
people, species and places together,  
to take action towards a harmonious world.

That's why we strive to recreate paths to  
*stay well and give well.*

# VISION

**Inspire to mitigate the social and environmental pressures for the wellbeing of our world.**

We create transformative and educational lifestyles, solutions and actions.

- **The Lodge** - Lifestyles and solutions to *stay well*, supporting individuals towards simplicity and sustainability for the self, society and environment
- **The Foundation** - Actions and contributions to *give well*, supporting individuals and organizations to alleviate social and environmental issues

# STORY

Although Adrien and Shinobu have a quite different background, their ways met through the values they share and their will to do the most good they can.

Adrien studied Chemistry and ended working in Japan for the Chemical Industry for about 10 years before buying his freedom. At 34 years old, he decided to see the world with his bicycle. For about two years, he cycled more than 25,000km, crossed about 20 countries and volunteered at about 20 farms and NGOs. With his experience on the field and all the knowledge acquired from books and encounters, he made his mind to contribute in the most effective way through effective altruism. He decided to go back home in Tokyo to expand the concept of a sustainable and simple stay being inspired by the story of Shinobu.

Shinobu has been passionate in travel for over 10 years.

Losing an uncle to the war stems in her heart to bridge seas, studying mainly International Relations, Peace and Human Rights. She left the airline after Japan's 2011 earthquake, tsunami and nuclear incident and moved to affected regions where she experienced the power of people coming together and co-exist with nature, resiliently.

Starting from creating camps with local farmers, she has since designed experiences, consulted and trained people from over 30 nations around sustainable travel and development. Activated by Adrien's passion, she is now grateful to be part of the journey to try to give at best.





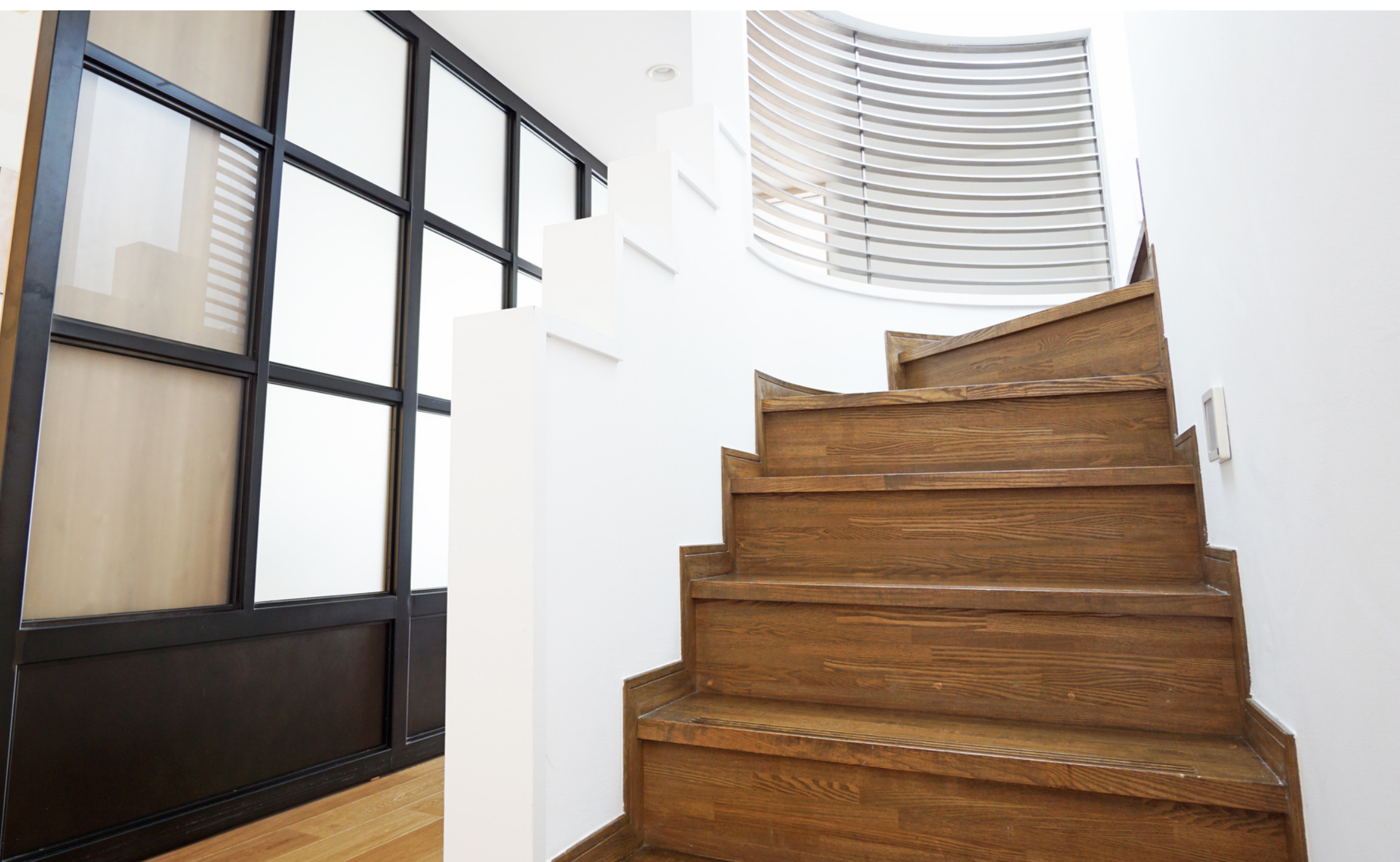
## PRINCIPLES

We strive to *stay well*, valuing

- **Wellbeing** - for the environment and life, mentally, emotionally, physically and spiritually
- **Compassion** - to care for all living beings
- **Justice** - for the environment, animals and people
- **Freedom** - to speak, move and learn based on will
- **Simplicity** - back to basics and cherishing the essence
- **Courage** - to refuse, select, voice and act for the better
- **Integrity** - of heart, words and actions

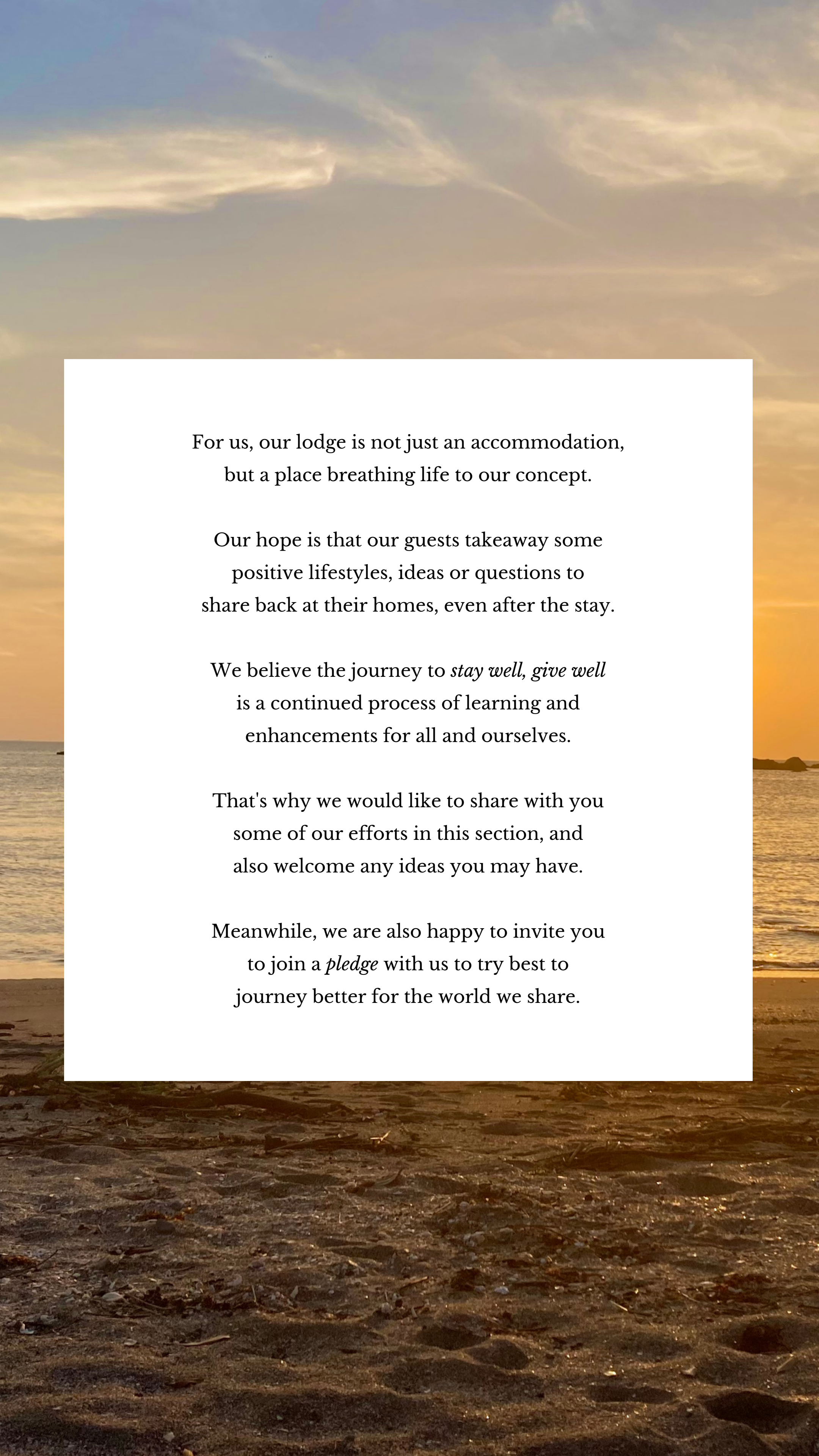
We strive to *give well*, through

- **Effective Altruism** - to give, disperse and allocate resources to pressing causes and suffering of our world
- **Sustainability & Circularity** - to maximize the positive and minimize the negative impacts to our environment, society and wellbeing, for a long term holistic balance



## STAY WELL

ENVIRONMENT, CULTURE, COMMUNITY & WELLBEING  
LODGE, LIFESTYLE & SOLUTIONS

A vertical photograph of a beach at sunset. The sky is filled with soft, golden light and wispy clouds. The ocean is visible in the middle ground, and the foreground shows dark, pebbly sand with some driftwood. A large white rectangular box is centered on the page, containing text.

For us, our lodge is not just an accommodation,  
but a place breathing life to our concept.

Our hope is that our guests takeaway some  
positive lifestyles, ideas or questions to  
share back at their homes, even after the stay.

We believe the journey to *stay well, give well*  
is a continued process of learning and  
enhancements for all and ourselves.

That's why we would like to share with you  
some of our efforts in this section, and  
also welcome any ideas you may have.

Meanwhile, we are also happy to invite you  
to join a *pledge* with us to try best to  
journey better for the world we share.

# PLEDGE

## Lighten my footprint

Pack light, reduce electricity, water consumption and waste.  
Prioritize walking or transportation with less carbon emissions.

## Conserve and enhance wild life and places

Observe instead of touching any wildlife encountered.  
Experience contributing to environmental conservation.

## Empower local community livelihood

Buy and eat locally with a fair price.  
Experience contributing to the wellbeing of community.

## Preserve and respect local cultures

Respect traditions and cultural heritages.  
Experience contributing to cultural preservation.

## Advocate for travel with positive impact

Visit establishments or initiatives with sustainable or good practices.  
Contribute your time, knowledge or ideas.  
Spread the word, talk about your experience with others.



## ENVIRONMENT & BIODIVERSITY

- Carbon offsetting through 1% of booking fee (such as forest conservation, tree-plantation, sustainable project investments)
- Recycling waste as resources, avoiding single-waste materials
- Reducing food waste through composting, guiding guests to leave leftovers
- 100% renewable supplied energy (Minna Denryoku)
- Installment of LED lights, double-glazed windows
- Water efficient toilets (water efficient showers to be implemented)
- Giving guidance to guests on saving water and energy, sharing best practices on air conditioners, heating, devices, lights
- Providing reusable bags, refillable bottles, food storage containers
- Environmentally friendly cleaning and products
- Repairing broken appliances instead of purchasing new ones
- Avoiding coffee makers that use plastic containers
- Promoting less footprint through public transport, walking and cycling
- Towels and linens to be unchanged during the stay unless otherwise stated
- Connecting guests with experiences to learn and contribute to conservation
- Supporting animal welfare, promoting plant-based, vegetarian restaurants
- Having a garden terrace with plants in the building



## CULTURE

- Located in the heart of cultural Tokyo, 3 minutes by foot to Tokyo's oldest temple Senso-ji, built in the 7th century dedicated to Kannon (the bodhisattva of compassion) and Asakusa Shrine, built in the Edo Period with the annual Sanja-matsuri, one of Tokyo's 3 largest Shinto festivals
- Connecting guests with experiences to learn and contribute to local culture, tradition and arts which empower local craftsmen and artisans
- Supporting local craftsmen and businesses through value chain
- Preserving tangible and intangible cultural heritage through interior design (e.g. 3F Japanese hemp "noren" partation curtain, locally made in Asakusa) and in-kind contributions





## COMMUNITY

- Connecting guests with local experiences, restaurants and shops to empower local community livelihood
- Giving priority to local and fair trade suppliers, supporting local businesses, giving equal opportunity without discrimination by gender, race, religion, disability or in other ways
- Sharing the accommodation space at times with the local community (e.g. making the space available for medical personnel from nearby hospitals during the covid pandemic)
- Supporting local livelihood, not adversely affecting local access to livelihoods including resource use, rights, transport and housing



## WELLBEING & SAFETY

- Supporting physical and emotional wellbeing through designing and offering a "Stay Fit Room", bedroom with private gym (physical inactivity is highly prevalent worldwide, with 23% of adults failing to meet international exercise and physical activity guidelines established by the World Health Organization)
- Enhancing ventilation throughout the building by opening windows
- Placing hand sanitizers throughout the building
- Providing evacuation measures and map incase of natural disasters
- Providing information on hospitals or police in the vicinity
- The building is not adapted to wheelchairs at the moment aside 1F

# STAY WELL ASAKUSA



## Stay Fit Room

Feel rejuvenated in our Stay Fit Room, a bedroom and private gym to support your wellbeing, a healthy mind and positive emotions.  
(1st floor)



## Complementary Dry Fruits & Herbs

Nourish your health with organic dry fruits and homegrown herbs from the terrace garden.  
(4th floor)



## Complementary Social Coffee

Enjoy fresh coffee supporting good causes (e.g. Social Good Roastery in Tokyo, made by local people with disabilities supporting direct trade from farmers in the world such as India).  
(4th floor)



## Conscious Cleaning Products

Stay clean with detergents made from 100% natural ingredients, environment and skin friendly, and plant-based kitchen sponges preventing micro-plastics.



## Recycling & Composting

Recycle waste as resources through segregation. We are also working on putting food waste back to the soil. We appreciate your cooperation!



## My Cups & Eco-bag for Use

Avoid single-use plastics by taking out eco-bags and cups made from plant-based plastic, melamin-free and no BPA.

(4th floor)



## Social Gallery & Shop

We have selected through our travels, goods which support social or environmental wellbeing through fair direct trade, locally and globally. Your purchase supports the livelihood of communities, wildlife or environment.



## Share Used Books & Items

We welcome guests to donate any used books, clothes or items supporting our concept on social and environmental topics, for our library and gallery, or for us to share with our global community and children in need.



## Continue to Stay Well, Give Well Be Part of Our Global Community

Why not plan your next travel where you can make your footprint positive - meet the organizations you are supporting through your stay, volunteer or share your knowledge?

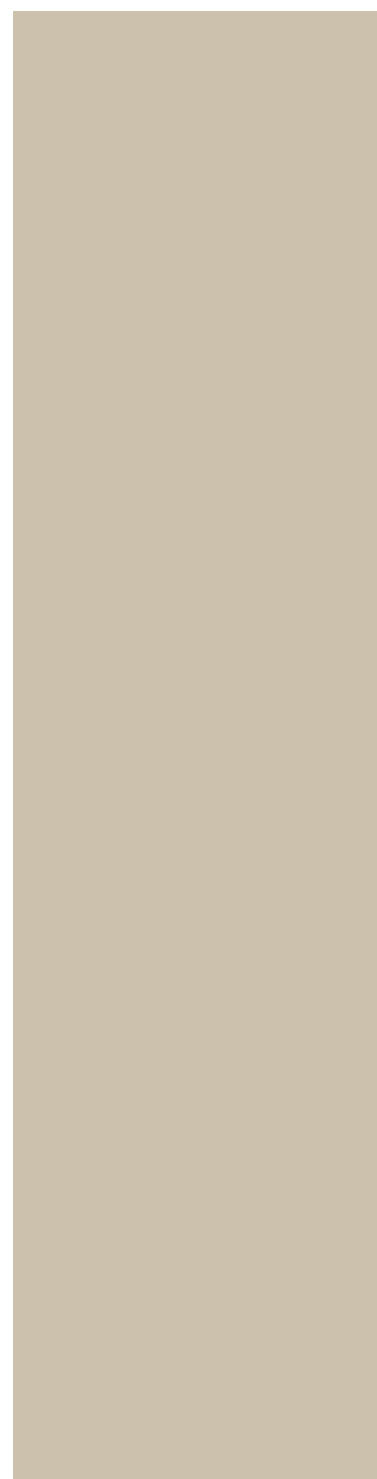
(For all of the above, please ask us!)



GIVE WELL

PLANET, SPECIES, PEOPLE

FOUNDATION TO ALLEVIATE SOCIAL & ENVIRONMENTAL ISSUES



# OUR FOUNDATION

The core purpose of our business is to create the world we envision, for the wellbeing of our environment, species and people.

We do this by supporting mainly 3 causes we believe are especially pressing and effective to address today: climate change, animal welfare and poverty alleviation.

This is why every 5% of your accommodation fee is donated to these causes. While we continuously strive to do more, the foundation exists to welcome you if you would like to give more for a cause that matters to you, through monetary donations. We also inspire guests to give in other ways, such as purchasing goods supporting the causes and organizations sharing our values, or traveling there, even volunteer, or simply share time with them.

Our foundation is supported by your donation, enabling us to contribute to our local and global community. We welcome you to stay with us and continue to be a part of the movement, to positively transform lives for the wellbeing of our world.

## Why "Effective Altruism"?

Although giving has its positive effect of its own, we have also found the dilemma that most donors do not have accurate or research-based information before deciding where to give, supporting charities that are emotion-based, therefore, the impact being not as effective. This is why we select some organizations we trust to donate as effectively as possible.

Cause	Organization	Details	%
Climate Change	Ecologi	Ecologi is a B Corporation certified NGO for Climate Action, helping individuals, families and businesses become Climate Positive. It has already funded more than 60 millions trees and avoided more than 2.500,000 tonnes of CO2.	1%
Animal Welfare	The Human League	The Humane League is a nonprofit, tax-exempt 501(c)(3) corporation existing to end the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates.	3%
	Bloom	BLOOM is a non-profit organization founded in 2005 that works to preserve the marine environment and species from unnecessary destruction and to increase social benefits in the fishing sector.	
	L24	L214 is an association for the defense of animals used as food resources (meat, milk, eggs, fish). Since its inception in 2008, it has made public over 100 investigations revealing the conditions under which animals are raised, transported and slaughtered. These videos have revealed the routine practices and malfunctions of an industry that considers and treats animals as commodities.	
Poverty Alleviation & Education	Street Action	Street Action was founded in 2007 as a response to the global phenomenon of street children around the world. The charity partners with local agencies in Africa working directly with street children, where former street children play meaningful roles in activities, strategy development and advocacy.	1%
	Pagna Cambodian Education Fund (PCEF)	PCEF offers free education to children of the village, beginning in Kampong Phluk in 2010, with the aim of breaking the cycle of poverty and helping to build a brighter future for everyone.	

## CLIMATE CHANGE

1% for carbon offsetting to offset our guests' footprint.

"Climate change refers to long-term shifts in temperatures and weather patterns. Such shifts can be natural, due to changes in the sun's activity or large volcanic eruptions. But since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels like coal, oil and gas. The main greenhouse gases that are causing climate change include carbon dioxide and methane. Energy, industry, transport, buildings, agriculture and land use are among the main sectors causing greenhouse gases. Consequences of climate change now include, among others, intense droughts, water scarcity, severe fires, rising sea levels, flooding, melting polar ice, catastrophic storms and declining biodiversity."

Direct impact: Tree plantation and conservation, financing renewable energy plant. As of 2022, we have supported 715 trees to be planted and 43 projects funded for a total of 40.16 tons of CO2 equivalent avoided.

Source: UN (<https://www.un.org/en/climatechange/what-is-climate-change>)

## ANIMAL WELFARE

3% for animal welfare and biodiversity conservation.

Through our learning so far, we have come to a perspective that tackling animal welfare and the issue of animal suffering seems to be one of the most effective forms of altruism in our current world. This is because most importantly, it not only benefits the animals but also the health and wellbeing of humans and our society as a whole. At the same time, it is a cause that is currently least supported through donations globally, therefore making it the "low-hanging fruits".

Below is our further logic.

Direct impact: Improving wellbeing of animals, supporting meat alternative solutions, promoting moral progress and animal rights

Indirect impact: Mitigation of environmental footprint, climate change, Benefits to the human health and wellbeing, reduction of green house gas emissions (GHG): Less meat production means less forest clearing for farming, lessening the chance of pandemics

## POVERTY ALLEVIATION

1% for poverty alleviation and education.

"The effects of the COVID-19 pandemic have reversed much of the progress made in reducing poverty, with global extreme poverty rising in 2020 for the first time since the Asian financial crisis of the late 1990s. Before the pandemic, the share of the world's population living in extreme poverty fell from 10.1 per cent in 2015 to 9.3 per cent in 2017. This means that the number of people living on less than \$1.90 per day dropped from 741 million to 689 million. The pandemic has compounded the threats to progress raised by conflict and climate change. Estimates suggest that 2020 saw an increase of between 119 million and 124 million global poor, of whom 60 per cent are in Southern Asia."

Source: UN (<https://unstats.un.org/sdgs/report/2021/goal-01/>)