



Sustainability as a relevant topic for global players in the tourism economy





Overview Accor worldwide



**Accor operates
in more than 90
countries**

**Our locations
in the world**
92 countries
4,426 hotels
531,714 rooms



Environmental footprint

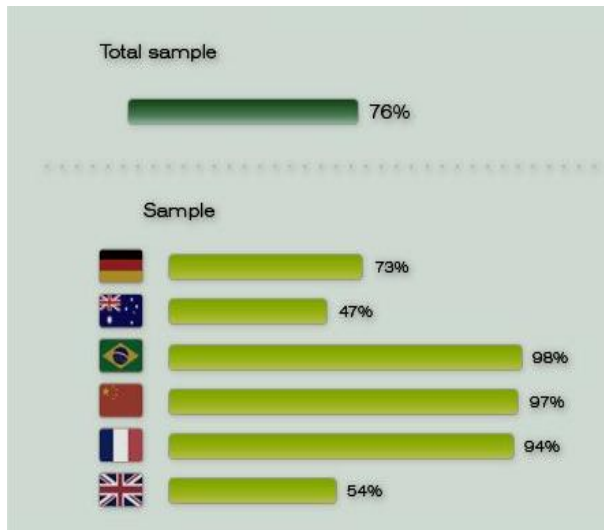




Guest tracking study – Key learnings

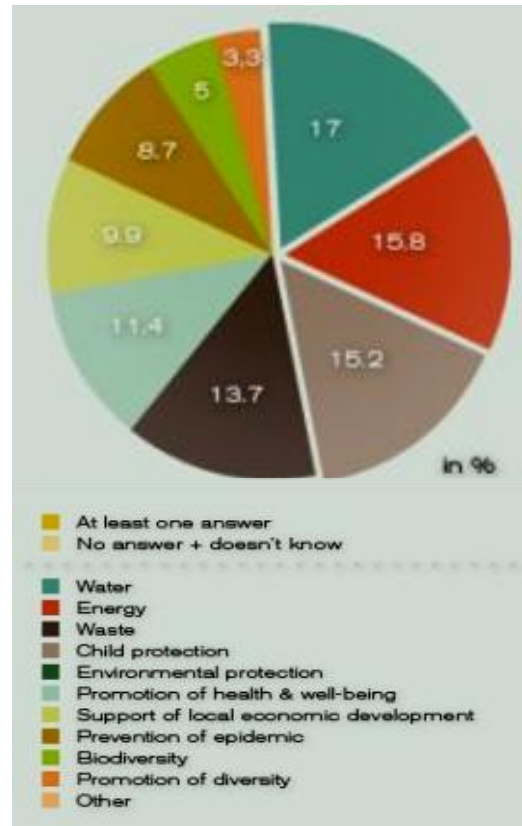
Key learning #1

All hotel guests feel concerned by sustainable development.



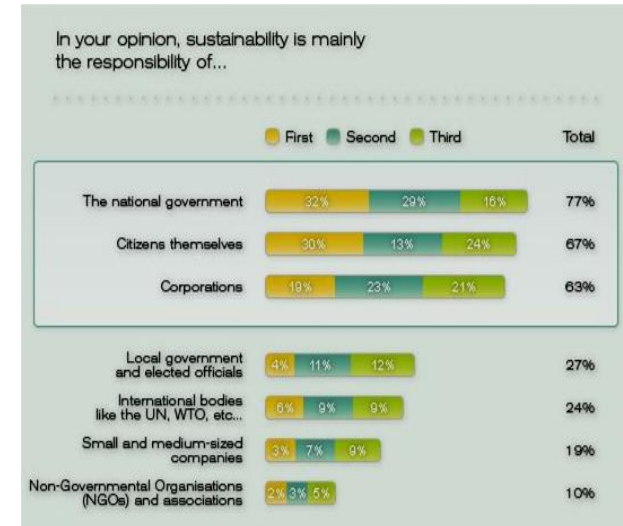
Key learning #2

High expectations concerning concrete actions in four key areas: water, energy, waste and child protection.



Key learning #3

Guests consider themselves an essential link in the chain of sustainable development.









PLANET 21





The PLANET 21's seven pillars

Pillars	Commitments	2015 Accor Targets
 Health	1. Ensure healthy interiors 2. Promote responsible eating 3. Prevent diseases	85% of hotels use eco-labeled products 80% of hotels promote balanced dishes 95% of hotels organize disease prevention training for employees
 Nature	4. Reduce our water use 5. Expand waste recycling 6. Protect biodiversity	-15% reduction in water use between 2011 and 2015 (owned/leased hotels) 85% of hotels recycle their waste 60% of hotels participate in the Plant for the Planet reforestation project
 Carbon	7. Reduce our energy use 8. Reduce our CO2 emissions 9. Increase the use of renewable energy	-10% reduction in energy use between 2011 and 2015 (owned/leased hotels) -15% reduction in CO2 emissions between 2011 and 2015 (owned/leased hotels) 10% of hotels use renewable energy
 Innovation	10. Encourage eco-design 11. Promote sustainable building 12. Introduce sustainable offers and technologies	40% of hotels have at least three eco-designed room components 21 new or renovated hotels are certified as sustainable buildings 20% of owned and leased hotels offer green meeting solutions





The PLANET 21's seven pillars

Pillars	Commitments	2015 Accor Targets
 Local	13. Protect children from abuse	70% of hotels have committed to protecting children
	14. Support responsible purchasing practices	70% of hotels purchase and promote products originating in their host country
	15. Protect ecosystems	100% of hotels ban endangered seafood species from restaurant menus
 Employment	16. Support employee growth and skills	75% of hotel managers are promoted from internal mobility
	17. Make diversity an asset	Women account for 35% of hotel managers (outside Motel 6 / Studio 6)
	18. Improve quality of worklife	100% of host countries organize an employee opinion survey every two years
 Dialogue	19. Conduct our business openly and transparently	Accor is included in 6 internationally-recognized socially responsible investment indices or standards
	20. Engage our franchised and managed hotels	40% of all hotels are ISO14001 or EarthCheck certified (excl. economy segment)
	21. Share our commitment with suppliers	100% of purchasing contracts are in compliance with our Procurement Charter 21





PLANET 21



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