

Accor's PLANET 21 program

to reinvent hotels - sustainably



PATA CSR PANEL

April 26, 2013

A longstanding commitment

1994 Creation of the Environment Department

1998 1st Accor Hotels Environment Charter

2001 First hospitality group partnering with ECPAT against child sex tourism



2002 Creation of the Sustainable development department (society + environment)

2003 Commitment to the UN Global Compact
1st Accor sustainable procurement charter

2004 ibis commits to ISO 14001



2005 Launch of OPEN, Accor's sustainable development management tool

2006 Launch of the Earth Guest program, Accor's sustainable development 2006-2010 strategy



2011 Plant for the Planet: 2 million trees financed



4 leading international socially responsible investment indices



FTSE4Good Index Series



Dow Jones Sustainability Indexes
Member 2011/12



Several recognitions

TRAVEL • LEISURE SPECIAL
GLOBAL VISION AWARDS



SARASIN

Triodos Bank

PLANET 21: a continuous improvement strategy



PLANET 21 strategy: 7 pillars and 21 commitments to reinvent hospitality - sustainably



Health



Nature



Carbon



Innovation



Local



Employment



Dialogue

21 commitments

21 quantifiable objectives

1. Guarantee healthy interiors	85% of hotels have eco-labelled products
2. Promote responsible eating	80% of hotels promote balanced dishes
3. Prevent diseases	95% of hotel organize disease prevention trainings
4. Reduce our water use	15% reduction in water use between 2011 and 2015 (owned/leased hotels)
5. Expand waste recycling	85% of hotels recycle their waste
6. Protect biodiversity	60% of hotels participate in the Plant for the Planet reforestation project
7. Reduce our energy use	10% reduction in energy use between 2011 and 2015 (owned/leased hotels)
8. Reduce our CO ₂ emissions	10% reduction in CO ₂ emissions between 2011 and 2015 (owned/leased hotels)
9. Increase the use of renewable energy	10% of hotels use one renewable energy
10. Encourage eco-design	40% of hotels have at least 3 eco-designed room components
11. Promote sustainable building	21 new or renovated hotels are certified as sustainable buildings
12. Introduce sustainable offers and technologies	20% of owned and leased hotels offer green meeting solutions
13. Protect our children from abuse	70% of hotels have committed to protecting children
14. Support responsible purchasing practices	70% of hotels will purchase and promote products originating in their host country.
15. Protect ecosystems	100% of hotels ban endangered seafood species from restaurant menus
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 2 years
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 commitments with suppliers	100% of purchasing contracts are in compliance with our Procurement Charter 21

An ambitious, yet achievable strategy

2006-2012 results

Over **100,000** trained employees in health & fight against child sex tourism in 5 years

Over **3 million** trees planted through Plant for the Planet since 2008

590 certified hotels (ISO 14001 and EarthCheck)

12% decrease in water consumption over 5 years

172 hotels with renewable energy

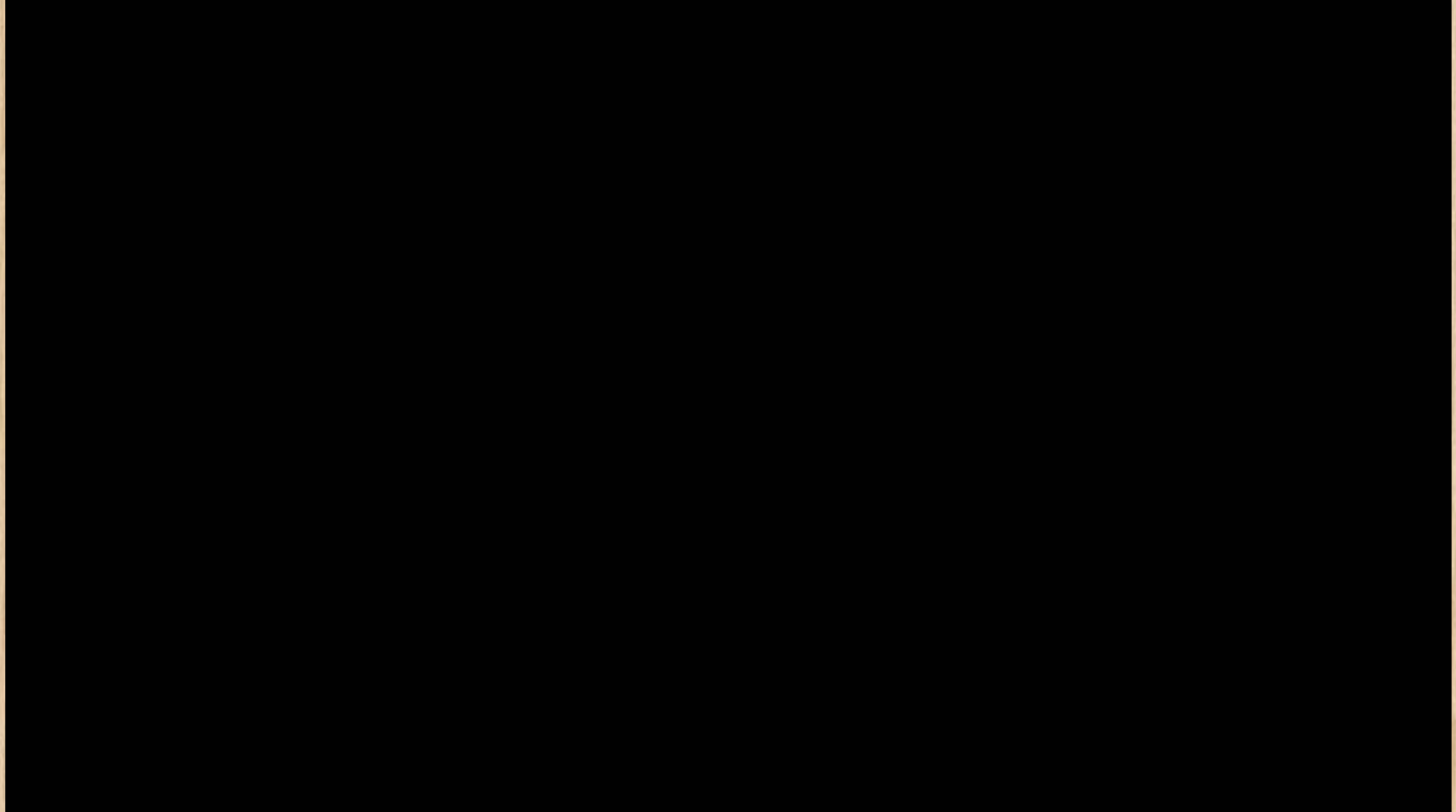
82% of hotels with low-consumption light bulbs

85% of hotels with water flow regulators

1,100 hotels with organic food on their menus

PLANET 21: an umbrella to become visible and recognized



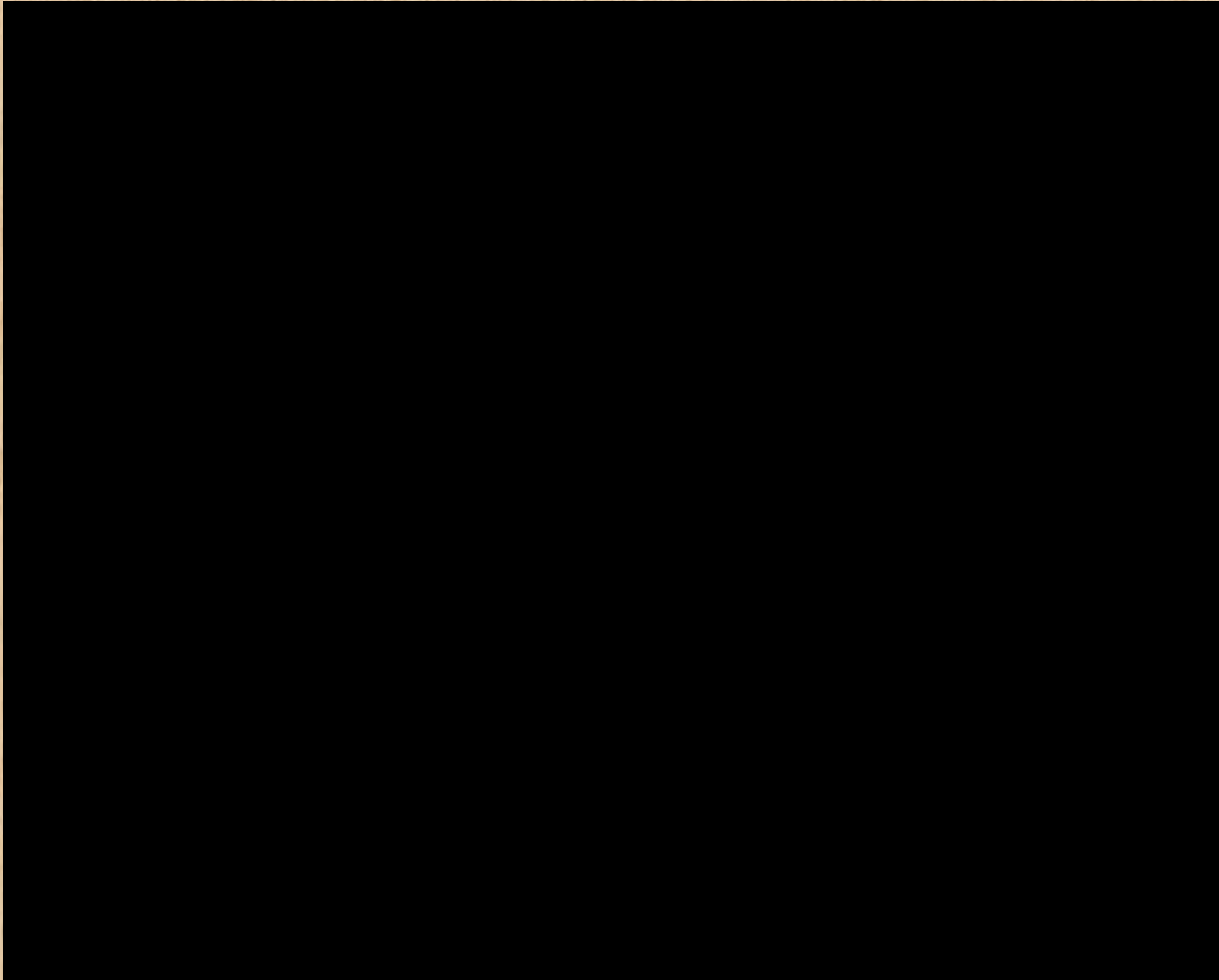




“Yim Kids and A Tree for A Child Foundation” Thailand

Relaunched 2009 with a clear mandate help kids in need with education and health. Projects funded must be financial sustainable within a given timeframe

Accor Race to Survive



NTT Band



Building Construction Project for Huay Pha School, Chiang Mai



Huay Pha Village Projects

► Organic Rice Project



► Cotton Frabric Project



Children Education Support at Mercy Center

- ▶ Support the cost of children's education at the Mercy Centre's Bangkok school in the infamous slum area of Klong Thoei. There are around 300 children who attend the school.



Koh Lone Island Project

- ▶ The purchase of fishing equipment and the repair of generators to help communities affected by the Tsunami to have more income and enable the parents pay for the children's school fees, transportation to schools and necessary learning materials.



Other CSR Projects

- Food for Thought



- Good Sheperd Sisters Bangkok



"CSR"

is about balancing

what you "give" and what you "take"

from the environment and the community

