

FAQ

Communicating on sustainable development

Do you communicate internally on sustainable development?

Of course, as employees' awareness is the very first pillar of sustainable development in the Group. It is essential that employees understand the issues and why they need to become more responsible, if we want to have any results. It is also necessary to inform the sustainable development correspondents network on the policies in progress. Finally, circulating good practices among countries is a critical point.

To do all that, the Sustainable Development Department uses all the communication tools set up by the Group but also more specific ones : newsletters for the correspondents network, contests and quizzes on sustainable development, movies on Earth Guest day and other events...

Do you communicate externally on sustainable development?

Yes. We do so by answering to media interviews on the various topics we cover, by applying to professional awards (for example, in 2010, Accor received the "2010 Tourism for Tomorrow Award" from the World Travel & Tourism Council (WTTC) in the Global Tourism Business Award Category) or by communicating on some of our projects. This applies for instance to Plant for the Planet, which has its own dedicated website (www.accorplantsfortheplanet.com) to improve the visibility of the project. Accor plans indeed to finance the planting of 3 millions trees before 2012!

How much of your communication is reglementary?

Accor has been compliant with the provisions of the French law on New Economic Regulations (loi NRE) since its adoption in 2001, in particular article 116 which asks to communicate on a various number of social and environmental indicators. These data are published every year in the registration document of the Group.

Do you have a dedicated sustainable development report?

No. At Accor, sustainable development is integrated to the Group global strategy and it is not outside of its daily activities. For this reason, the choice has always been to integrate sustainable development inside the activity annual report of Accor.