

# Socially Responsible Investing (SRI)

Accor's ambition: to develop while respecting people and the environment. In recognition of this commitment and its performance, Accor is now included in the four leading socially responsible investment indexes.

[More about the four socially responsible investment indexes](#)

This commitment is backed by social, environmental, ethical and corporate governance criteria covering four key areas.

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**1. Responding to Accor's growth and changes with a truly outstanding human resources policy.** This policy is designed to attract talented people, increase opportunities for job mobility, step up training initiatives, support the development of hotel schools and meet the expectations of employees, who are the key drivers of customer satisfaction.

[More about the Group's human resources policy](#)

**2- Reinventing hospitality sustainably is Accor's new ambition with PLANET 21 program.** As the Group enters a new phase of sustained expansion, it is reaffirming its approach to responsible development, which generates value shared by everyone. PLANET 21 accelerates and intensifies Accor's sustainable development commitment, transforming it into a decisive competitive advantage for the Group, its brands and its partners, in the eyes of customers who are increasingly sensitive to social and environmental issues.

The program is structured around 21 commitments backed by quantifiable objectives that all hotels are expected to meet by 2015. With PLANET 21, Accor is making sustainable hospitality the focus of its strategic vision, as well as its development and innovation processes.

[More about the PLANET 21 program](#)

**3. Linking cultures by supporting the development of individuals and their integration into the community.** Created in 2008, the Accor Corporate Foundation enables employees to express the Group's values at the local level through actions involving children, health care, local culture and community support. These issues are addressed by corporate sponsorship projects that are backed by long-term partnerships.

[More about the Accor Corporate Foundation](#)

**4. Ensuring a responsible, collective approach to corporate governance.** Corporate governance is the responsibility of senior management, which, through its delegation of powers and selection of committees, ensures that Accor's ethical commitments are taken into consideration.

[More about Accor's corporate governance](#)