

# Commitment



## Reconciling hospitality and sustainable development

For Accor, sustainable development is both a way of doing business and a practical approach that relies heavily on innovative solutions. Reconciling hospitality with social and environmental responsibility requires the active involvement of employees and customers alike.

Nearly 20 years ago, Accor hotels began to introduce more responsible practices that have since become standards for the Group and examples for the industry as a whole. Between 1994 and 2006 – from the creation of the Environment department to the founding of the Earth Guest program with its focus on people and the environment – Accor made considerable headway in integrating sustainable development practices into its hotel operations.

The period was shaped by a number of significant events:

- created in 1998, the Hotel Environment Charter has enabled hotels to continuously improve their performance as measured against a 65-point checklist;
- the OPEN application was launched in 2005. A unique, upgradable tool, it helps to measure, manage and report the Group's sustainable development performance. To include a carbon module beginning in 2012, OPEN is used in all hotels and improves the monitoring of water and energy use and waste management.

## Launching a new strategy

Reinventing hotels sustainably is Accor's stated goal with its new 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.

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