



Initiative

02/26/2010

Launch of the film “Biodiversity: how to act in my hotel?”

2010 is the international year of Biodiversity. An opportunity for the Group to strengthen its mobilization around this topic which is one of the Earth Guest program's 8 priorities.

Since 2008, Accor has partnered with the International Union for Conservation of Nature (IUCN) in order to make the implementation of concrete actions easier.

This partnership allowed to publish the “Biodiversity: my hotel action” guidebook aimed at Accor employees. Its objective is to help hotel managers act at various levels: in the restaurants, in the choice of furniture, guest amenities, in green area maintenance, in order to limit their impact on biodiversity.

The IUCN and Accor have just finalized a short movie to promote this subject in the hospitality sector, and of course in our hotels.

Natural resources are essential...

- 75% of our medicines have been developed from molecules that naturally occur in plants.
- Forests support more than 1 billion people live and are home to around 75 % of terrestrial species.
- Fish and shellfish are essential for feeding some 200 million people.

... but threatened

- 75% of fishing areas are either exploited to maximum capacity or over-exploited.
- From 2000 to 2005, an average of 14 million hectares of forests have been lost per year.
- 22 % of known mammals and 30 % of the reptiles are endangered.

[More about the Earth Guest Program](#)