

# Local development



**75% of people living below the poverty line depend on agricultural income.** By capitalizing on its purchasing volume, Accor supports local agricultural businesses and fair trade in order to fight poverty. Partnerships are also set up to assist suppliers in their development.

**In developing countries, the exodus from rural areas represents 18 to 20 million people every year.** Thanks to its large network of hotels and its 15 academies around the world, Accor contributes locally to jobs and training.

## Accor 2010 objectives

1 - Support local development actions in new countries.

2009 year-end indicator: Accor has committed in 2 microfinance projects in Morocco and 2 farming projects in Cambodia. A new pilot project was launched with Agrisud in Brazil.

2 - Continue to support fair trade in new countries.

2009 year-end indicator: Accor offers fair trade products in 17 countries in the world.

## Achievements

- In Cambodia, Accor has worked since 2004 with Agrisud, a non-governmental organization, to support 180 small truck farms in the Siem Reap and Phnom Penh regions. In 2009, some 215 tons of farm products were harvested of which 5% to 7% were purchased by the Sofitel Angkor Phokeethra Golf and Spa Resort. Late in the year, a new pilot project was launched with Agrisud in Brazil.

 [Learn more about the partnership with Agrisud \(134k\)](#)

- Through a partnership with the NGO PlaNet Finance in Morocco between 2006 and 2009, Accor ensured a professional training for 100 disadvantaged youths and supported argan oil cooperatives.

 Learn more about the partnership with PlaNet finance (92k)

- The hotelF1, Etap Hotel, ibis, Mercure, Novotel and Sofitel hotels are offering fair trade products to their guests in 17 countries – mainly coffee, tea and cocoa powder. In France, Accor is the leading private buyer of fair trade hot beverages, with the exception of supermarkets and hypermarkets.

 Learn more about Accor and fair trade (135k)