

Ecodesign

Packaging represents nearly half the volume of waste in the world.

There is significant room for improvement. In its hotel and services businesses, Accor is working from the outset with its suppliers to rethink products, reduce unnecessary quantities and give priority to recyclable materials.

40,000 new Accor rooms are planned every year starting 2010.

For some of its brands, Accor regularly designs new room models to be replicated en masse. The inclusion of the Group's sustainable development priorities is therefore essential. This is achieved, among other things, by performing environmental assessments for each product (life cycle assessments).

Accor 2010 objectives



1 - Include environmental requirements in the design of 10 new hotel products (welcome products, rooms, seminars) and services (restaurant cards and vouchers)

Achievements

- Accor includes sustainable development criteria in every standardized room design (ibis, Novotel and Etap Hotel brands, for example). These criteria include optimized water consumption and electricity use for lighting, the reduction of the environmental impact of materials, and more.
- In Paris, the Mercure Arc de Triomphe-Etoile renovated its rooms in 2004. Today, those are designed through an environmental approach, with FSC-certified beds, LED lighting, bathroom dispensers and elegant furnishings.
 - Learn more about the Mercure Arc de Triomphe-Etoile
- Shampoos, shower gels and soaps are ecodesigned in Novotel and ibis hotels. Respect for criteria such as ecological packaging design, non-toxic ingredients and biodegradable components have earned the hotels the European Ecolabel.