

Innovative offer

Plant for the Planet

Accor commits to worldwide reforestation, mobilizing all its businesses and all its brands.

Objective: to plant 3 million trees by the end of 2012



Accor has chosen to partner with the United Nations Environment Program (UNEP) and its "Billion Tree Campaign."

[See the UNEP website](#)

Why support reforestation?

Forests are becoming scarce everywhere in the world, and the equivalent of a football stadium of forests is being destroyed every three seconds.

This is worrying, as forests play a vital role in the environmental and human balance on our planet. First, they retain fresh water, set the soils, fight global warming, and shelter 80% of the Earth's living species. Second, they are essential to medical research and directly support 1.6 billion people.

[More information about Plant for the Planet](#)

Earth Guest Discovery

This offer, which was launched in April 2008, represents a new generation of travel incentives targeted for businesses. The skills and expertise of Accor Hospitality and its partners are being combined to offer incentive activities that respect the planet and its inhabitants: discovery of the diversity of local cultures and economies, the beauty of their heritage and natural surroundings, etc. The goal of the Group is to share its principles of sustainable development with its millions of guests.

This offer, which will be expanded, is already available in 10 Group hotels through various activity programs: sailing, glacier climbing, and discovery of local economic activities. These are all ways to combine travel incentives with discovery of the planet's beauty and diversity!

The Earth Guest Discovery offer won the 2008 Responsible Tourism prize organized by Voyages-sncf.com, in the Approach and Strategy category.

[Learn more about Earth Guest Discovery](#)

CO² Offsetting

Accor has initiated several operations to reduce and offset its CO² emissions. In Australia, for

example, the Mercure hotels offer carbon neutral seminars through which the hotels make a commitment to offset the emissions produced during meetings.