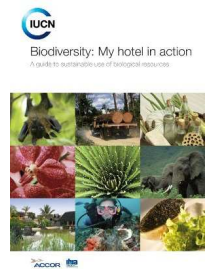


## The “Biodiversity: My hotel in action” guide



### Presentation

Accor has teamed up with the IUCN (International Union for Conservation of Nature), the world leading organization for the protection of biodiversity, to produce the “**Biodiversity: My hotel in action**” guide for industry professionals. This guide was finalized in 2008 and is intended as a tool for hoteliers: it describes the actions that could be implemented in the various areas of a hotel to preserve local biodiversity.

### Implementation and results

#### A content tackling many issues

- ▶ **Understanding biodiversity:** definition, importance, impacts of a hotel.
- ▶ **Taking action in the hotel:** with regard to catering, interior decoration, green spaces, skincare and spa products, souvenir shops and the tourist destination where the hotel is situated.
- ▶ **Technical factsheets** developed by TRAFFIC – a wildlife trade monitoring network – about seafood, timber, plants, ...

#### Some of the concrete actions introduced in the guide...



© DR Accor

*Use sustainable sources for aromatic plants used in amenity and spa products*



© Joël Biletta

*Use local and sustainably produced goods, inform guests about food sources*



© Serge Detalle

*Use indigenous plants for landscaping, create habitats for wildlife*

#### A short movie to promote the guide

In 2009, a short movie entitled “**Biodiversity: How to act in my hotel?**” was produced to promote the guide. It has been widely made available on the internet.

### Financial aspects

This initiative was funded by the **French Ministry of Ecology** and by **Accor**.

### Outlook

The IUCN and French Ministry of Ecology are currently defining the next stages of this project. The ultimate aim remains unchanged - to make consideration of this topic easier and thereby facilitate action by hotels, especially within Accor.