

The Accor Environment Charter



Presentation

The **Accor Hotels Environment Charter** is a resource for training employees, managing tangible initiatives launched by hotels and gauging performance.

Launched in 1998, this tool was a premiere in the services sector. Expanded in 2005, it now includes **65 actions** intended to help protect natural resources, address the issue of climate change, protect the ozone layer, reduce waste volumes and promote the purchase of environmental-friendly products and services. When a hotel has implemented at least 20 actions, it is then entitled to display an information poster so that customers can see and appreciate its commitment.

In 2008, a new version of the Environment Charter was created: the **Offices Environment Charter**. In 60 actions, this new tool based on the hotel version now allows all Accor teams working in a place other than a hotel to reinforce their environmental commitment.

Implementation and results

In 2009:

- ▶ **3,519** hotels (compared to 3,413 in 2008) are measuring their environmental performance through the 65 actions proposed by the Hotel Environment Charter, which represents **86%** of the whole Accor network (owned, managed and leased hotels) and **97%** of the owned and leased hotels;
- ▶ **94%** of those hotels implement more than 20 actions;
- ▶ On average, hotels implement 39 actions.

Financial aspects

The Hotel Environment Charter forms the basis of the environmental management system of the hotels of the Accor Group. Implementation of the actions in the charter makes it possible not only to limit the environmental impact of the hotels, but also to obtain operational savings, as shown, for example, by the results of two actions to reduce water and energy consumption implemented in 2006 in the European hotels:

Installation of 161,200 water flow regulators

(Scope: 137,800 rooms in Europe)

Reduction of consumption: 1.2 million m³

Savings: € 3.7 million

Return on investment : 1.5 months

Installation of 26,300 low energy lamps

(Scope: 1,181 hotels on Europe)

Reduction of consumption: 11.4 million KWh

Greenhouse gas emissions: 2,398 tons of CO₂ avoided

Savings: € 684,000

Outlook

Objective 2010: Implementation of the Hotel Environment Charter in all Accor owned and leased hotels and in headquarters and offices of all Accor units.