

An environmental tool

The Hotels Environnement Charter



Presentation



The Hotels Environment Charter is a tool for training workers, guiding the concrete actions undertaken by hotels, and measuring performance. The Charter, which was expanded in 2005, now includes 65 actions aimed at conserving natural resources, combating climate change, protecting the ozone layer, reducing waste and encouraging the use of environmentally-friendly products and services. In each region, priority targets have been set by the managers according to local challenges and opportunities.

When a minimum of 20 actions are applied, the hotel is permitted to declare its commitment with an information poster aimed at its customers.

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

Implementation & Results

In 2008:

- 3486 hotels (compared with 3292 in 2007) are measuring their environmental performance through the 65 actions proposed by the Charter, which represents 88% of the whole Accor network (owned, managed and leased hotels).
- 82% of those hotels implement more than 20 actions.
- On average, hotels implement 37 actions.

Financial Aspects

The Hotels 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

Return on investment: 6 months

Outlook

Objective 2010: Implementation of the Hotels Environment Charter in all Accor subsidiary establishments (93% currently covered).