

# Earth Guest day

## April 22, 2008

### REPORT OF ACTIONS PER GEOGRAPHIC AREA AND BRAND

#### Accor's commitment to sustainable development

For Accor, its businesses and its commitment to the environment and society are inseparably linked. That is why the Group has decided to name its sustainable development program Earth Guest.

The fight against AIDS and the sexual exploitation of children in tourism, taking into consideration global warming and the necessity of preserving natural resources, access to water, local development, all these subjects have been the focus of Accor action for many years. More recently, new priorities were added to the actions undertaken by our different brands worldwide: promoting a healthy and balanced diet, recycling waste, preserving biodiversity, and support to fair trade.

In all these areas, Accor has set up indicators to measure the progress achieved and set ambitious objectives.

#### Earth Guest day: a day of worldwide mobilization

Earth Guest day represents the high point of the actions undertaken by Accor employees throughout the year that fulfill the societal and environmental commitments of the Earth Guest program. This is a strong moment of employee and guest mobilization to swell the dynamics of the projects implemented in favour of sustainable development.

The second edition of the *Accor EGO/ECO employee day for sustainable development* was held April 22, 2008, International Earth Day.

## 77 COUNTRIES PARTICIPATED!

- **Africa and Middle East:** 26 countries
- **Asia Pacific:** 15 countries
- **North America:** 2 countries
- **Latin America & Caribbean:** 14 countries
- **Northern Europe:** 15 countries
- **Southern Europe:** 5 countries

## Africa & Middle East

### ► **South Africa**

biodiversity / others

Accor Hospitality, Accor Services, Mercure and Formule 1 joined with the NGO Food and Trees for Africa to plant 190 trees in two primary schools and a high school in Cosmo City. Students were invited to the operation and a chorus sang to encourage participants. Formule 1 hotels welcomed a primary class of 40 children in Etwatwa. Employees organized various activities for the children and offered them school materials.

### ► **Algeria**

biodiversity / waste / health

Employees of the *Sofitel Alger Hamma Garden* cleaned a beach on the west coast of Algiers. They associated a middle school class to raise their awareness to the importance of the environment. Al Gore's movie, "An Inconvenient Truth", was shown in the hotel.

Employees of the *Mercure Alger Aéroport* planted many trees (orange, lemon, olive and palm trees) and over 2,000 flowers in the gardens and inside the hotel. On April 17, they filled an entire van with sheets and bedspreads for donation to retirement homes and associations for the blind. On April 23, 136 hotel employees gave their blood during a joint operation with the Mustapha hospital of Algiers.

### ► **Saudi Arabia**

biodiversity / health

Employees of the *ZamZam Grand Suites*, *Mercure Umm Alqura*, *Mercure Manazel Alain* and *Mercure Hibatullah* hotels planted 100 trees in the city of Makkah and the region of Mena.

Employees of the *Sofitel Alhamra* and *Mercure Golden* hotels and Accord headquarters gave their blood for the Jeddah association.

### ► **Bahrain**

biodiversity / waste / health

*Mercure Grand Hotel SEEF* employees cleaned a beach with students from the Al-Hikma International School. On April 28, some of them gave their blood for the hospital of Salmaniya.

The teams of the *Novotel Al Dana* cleaned a neighbouring beach.

### ► **Benin**

biodiversity

Employees of the *Novotel Cotonou* and *Ibis Cotonou* hotels planted 150 coconut trees in the gardens of the hotels, some in the presence of their children. Each tree planted bore the name of an employee and sponsor-employees are responsible for taking care of their tree until Earth Guest day 2009.

The NGO Nature Tropicale presented information on the importance of trees and their preservation. It will return next year to observe the development of the coconut trees planted and will reward the sponsors of the four most beautiful trees.

### ► **Burkina Faso**

biodiversity / waste / water / local development

The *Sofitel Ouaga 2000* carried out several actions during the week of Earth Guest day, in partnership with SOS Sahel: A space was set up to spotlight the actions of SOS Sahel and enable the schools of Ougadougou and guests to discover the biodiversity of Burkina Faso along with the latest desertification fighting methods. A traditional gurunsi hut, built to show local traditional building methods, was inaugurated in the presence of the Minister of the Environment. A market garden was cultivated in an abandoned area behind the hotel. Finally funds were raised to support a market garden project in the region.

Employees of the *Mercure Silmandé* set up a terraced vegetable garden behind the hotel snack bar: the vegetables will be cultivated with no chemical fertilizers and will end up

directly in the customer's plate. Like last year, hotel employees organized a major cleanup of the neighbouring canal. A \$700 (450€) cheque was given to an association of women working for organic agriculture. Finally, new trees were planted in the hotel park (lemon, banana and apple trees).

► **Burundi**

biodiversity

The *Novotel Bujumbura* undertook week-long action in partnership with ACVE (Green Belt Association for the Environment): All the hotel's employees relayed each other once a day for one hour to maintain a public garden restored by ACVE. The last day, students from two nearby secondary schools were invited to the garden. During their visit, they were informed of the importance of environmental protection.

► **Cameroon**

biodiversity

Employees of the *Ibis Douala* planted trees in a neighbouring village.

► **Ivory Coast**

biodiversity

The "10,000 trees for Ivory Coast" project, initiated on Earth Guest day 2007 in cooperation with the Ministry of the Environment, passed a new milestone on April 22 with the inauguration of a third participating village, in Sanégourifla near Sinfra in the western part of the country.

► **Egypt**

biodiversity / waste / local development

From April 1 to 15, all the country's hotels collected five Egyptian pounds (€1) on each room rented. The funds collected will be used to offer hotel internships to underprivileged youths to enable them to learn a trade. Moreover, a project to enhance an old well on the Red Sea will also be achieved, 7 km from Dahab. It will allow producing drinkable water for the Bedouin community of the area.

Each hotel also organised a local action:

The *Sofitel El Gezirah* organized training sessions for its teams and cleaning and tree planting actions.

The teams of the *Sofitel Karnak* cleaned the vicinity of the hotel.

*Mercure Ismailia* employees took part in actions to fit out and improve the local environment.

Those of the *Mercure Alexandria-Romance* cleaned the neighbouring areas of the hotel.

*Mercure Luxor* employees spent a day with the children of the El Oroba primary school to help them clean their school and plant trees there.

The teams of the *Sofitel Sphinx* planted trees around the hotel.

Those of the *Sofitel Winter Palace* planted flowers and shrubs in the garden of the Shining Sun House orphanage. 30 to 40 orphans were invited to a lunch at the hotel for awareness-raising on the environment.

► **United Arab Emirates**

biodiversity / waste / energy / local development / other

On Earth Guest day, the *City Centre Hotel* launched an in-house plastic waste sorting operation.

The *Old Town Palace* launched waste sorting and set up a water and electricity saving program. A partnership with the Manzil social center was signed to enable six young people to train for two weeks in the hotel.

The *Mercure Jebel Hafeet* and *Novotel Abu Dhabi* hotels planted palm-date trees and raised the awareness of their teams and guests to environmental protection.

The *Novotel* and *Ibis World Trade Centre* hotels organized an in-house blood drive. Employees also went to a school in the district to raise the awareness of the children to energy savings.

The receptionists of *Novotel Abu Dhabi* all wore a green "Earth Guest" ribbon, free distributions were organized for guests. Earth Guest banners were arranged in the lobby and TV spots broadcast Accor's Earth Guest video.

On April 25, employees of the *Mercure Grand Jebel Hafeet* planted trees and participated in the cleanup of a nearby neighbourhood.

► **Guinea** biodiversity

*Novotel Conakry* employees replanted fruit trees with their children, as they had for Earth Guest 2007. They also sponsored a neighbourhood school by offering saplings to children and raising their awareness to environmental protection.

► **Kuwait** waste

*Ibis Salmiya* teams cleaned up a beach near the hotel.

► **Mali** biodiversity

The employees of the *Sofitel Bamako* planted trees on the hotel golf course, as employees wore Earth Guest day tee shirts. The local press was present.

► **Morocco** local development

May 12, employees from headquarters and the *Sofitel Mogador* toured the cooperative of Tamounte, 50km from Essaouira, whose vocation is to extract and market argan oil and its derivatives. This cooperative is among the five supported by Accor that finances the training and literacy of 100 women over two years.

Some employees were accompanied by their children. Also were present were the children of the Essaouira orphanage, representatives of the NGO Planet Finance, an advisor to the king of Morocco and the governor of the region.

The morning presentations were followed by a concert and a lunch and Earth Guest caps and tee shirts were distributed to the children present.

► **Mauritius** biodiversity / waste

The teams of the *Sofitel Mauritius Imperial Resort and Spa* cleaned the nearby beach and planted trees on the banks of the neighbouring river. A one-day colloquium was also organized in the hotel with the cooperation of the Beach Authority of Mauritius, the Society for the protection of Mauritius Marine life, the Ministry of the Environment, Environmental Police and national coast guard to raise the awareness of the public to environmental protection.

► **Mauritania** biodiversity / waste / local development

The teams of the *Mercure Marhaba Nouakchott* set up bottle and can sorting, printer cartridge recycling and the reuse of organic waste for compost. Trees were planted around the hotel and neighbouring areas were cleaned.

The *Mercure Marhaba Nouakchott* also collected funds to supply a school for the deaf with school supplies. 16 trees (mango trees etc.) were planted in school courtyard and a free woodworking course was launched for children. Blankets were given to the Silatou Rahim orphanage.

► **Nigeria** biodiversity / waste

Employees from the *Novotel Port Harcourt* set up an improved waste management system. They also planted trees around the hotel and raised the awareness of the local community to the importance of protecting the environment. During the week that preceded April 22, the teams wore Earth Guest day tee shirts to also raise the awareness of guests.

- ▶ **Qatar** other  
The *Mercure Grand Hotel Doha City Centre* held an environmental awareness-raising day in an orphanage.
- ▶ **Reunion** biodiversity / waste / water  
The island's hotels adhered to the ARVAM (Agency for Research on and VALorization of Marine life), which is the regional coordination center of Reef Check, a coral reef surveillance and protection system applied in more than 90 countries.
- ▶ **Rwanda** water  
After six months of work, the *Novotel Kigali* opened the largest and most modern sewage treatment plant in the country. Its sewage treatment capacity is over 300 m<sup>3</sup> per day.
- ▶ **Senegal** waste / local development  
From April 1-22, the country's hotels set up a sorting system for iron, aluminium, and other materials. The 22nd, the materials collected were given to the Diaogo Sarl recycling company for transformation into contemporary art objects.  
An exhibit of these objects was organized to raise the awareness of employees. A long term partnership is being studied to continue to collect these materials and sell them as art objects in shops.
- ▶ **Chad** biodiversity  
Employees of the *Novotel La Tchadienne* pursued their Earth Guest day 2007 project that consisted in drilling wells to facilitate the watering of trees.
- ▶ **Togo** biodiversity / waste  
*Ibis Lomé Centre* and *Mercure Lomé Sarakawa* employees, some accompanied by their children, cleaned the vicinity and picked up plastic bags from the neighbouring beach. They also planted bougainvillea after having their awareness raised to a respect for the environment.
- ▶ **Tunisia** biodiversity  
The Accor teams of the regions of Djerba, Tozeur, Sfax, Monastir, Sousse, Hammamet and Tunis mobilized for several days by planting trees and bouquets of flowers in schools, gardens and roundabouts. The teams also trimmed existing trees to spur their growth. Primary school classes were associated with these projects in Tunis, Hammamet, Sfax and Tozeur.
- ▶ **Yemen** water / Energy  
The country's three hotels organized a visit to a school to present the importance of water and energy conservation. Brochures were distributed to children.

## Asia-Pacific

### ► **Australia**

waste / energy / nutrition

At Accor Services, employees received documents on balanced nutrition and on waste. A questionnaire was handed out with a prize for the most correct answers.

At the head offices of Accor Hospitality, each employee was given a reusable shopping bag, an "Energy-Wise Guide" that explains how to reduce energy consumption at home and a Mobilemuster bag to recycle old cell phones, batteries and chargers.

Many hotels participated in the black-out Earth Hour operation by switching off their energy consuming equipment (air conditioning, heating) for one hour.

The teams of the *Sofitel Wentworth Sydney* were given an information booklet on waste reduction and recycling and a cotton shopping bag to reduce their consumption of plastic bags. A lunch was also offered by Management.

*Mercure Sydney Airport* employees lunched together after an Earth Guest day and recycling presentation.

### ► **Cambodia**

biodiversity / waste

The teams of the *Sofitel Phokeethra Royal Angkor Golf & Spa Resort* cleaned the vicinity of the establishment and planted trees in the gardens. They also cleaned the vicinity of the Kun Tha Bopha hospital.

### ► **China**

biodiversity / waste / water / energy / other

The Accor Shanghai teams invited students of the Pudong Special Education School to Lu Jia Zui Century Park where they were able to participate in a "Nature Day" drawing contest.

At Accor Services, a conference was organized on April 19, in partnership with The Community Chest: Employees were encouraged to use mass transportation as much as possible, give up using disposable utensils and reduce their energy consumption.

To raise the awareness of its employees, the *Sofitel Wanda Chengdu* actively involved them in the tree photography contest organized by Accor.

The teams of the *Sofitel Zhengzhou* and *Sofitel Zhongshan Golf Resort Nanjing* planted trees.

The *Novotel Peace Beijing* encouraged its 500 employees to use one less bowl per meal eaten in the restaurant. Over a year this should yield 300 litres in water saved.

The *Sofitel Wanda Harbin* sold cloth bags to preserve the environment.

More than 80 employees of the *Grand Mercure Dalian* and *Mercure Teda Dalian* collected rubbish left in a nearby wood.

The *Grand Mercure Hongqiao Shanghai* organized an awareness-raising conference for its employees during which each person promised to be attentive to respecting the environment.

### ► **South Korea**

waste

On April 23, the employees of the *Novotel Pusan* participated in rubbish clean up day on the beach of Haeundae.

### ► **Fiji**

waste / health / other

From April 21 to 27, the awareness of employees of the *Sofitel Fiji Resort & Spa*, *Novotel Nadi* and *Mercure Hotel Nadi* hotels was raised to waste reduction. Information flyers on good practices and large rubbish bags were distributed so that each employee could clean up his/her neighbourhood. In all, over 150 bags were filled and disposed of.

NEW

Bracelets were also sold to finance medical research on infantile diseases in association with Cure Kids.

Hotel employees ended the week by organizing a festive picnic with the children of Lautoka hospital who received gifts and were able to participate in games like face painting.

NEW

### ► **Hong Kong**

waste / energy

On March 19, Accor Services employees were encouraged to recycle and reduce their use of disposable products and use ecological means of transportation.

Moreover, employees making a donation to the health services partnering with The Community Chest NGO (hospitals, clinics etc.) received unlimited transport tickets for March 19<sup>th</sup>.

### ► **India**

biodiversity / waste

Accor Services collected funds to purchase equipment for the Bandra East Community Centre (BECC). Employee ideas on how to improve the environmental management of the head offices were collected and the best would be implemented.

An awareness-raising campaign was conducted on the environmental impact of plastic which led to the distribution of leaflets, posters, the sending of e-mails to clients and the distribution of cloth shopping bags to more than 250 employees.

Accor India headquarters employees along with those of the *Ibis Gurgaon* planted 300 fruit trees in a very arid public space of the city of Gurgaon and promised to care for it all year long.

### ► **Indonesia**

biodiversity / waste / other

On April 24, each hotel organized a clean up day of neighbouring areas; 1,200 employees in all participated in these actions carried out jointly with Singapore and Malaysia.

On April 20, hotel representatives travelled to Johor Bahru (Malaysia) for a beach cleaning contest, an exhibition on the environment, an exchange of best practices, games and a three-minute show prepared by each hotel.

As part of the cooperation program between Accor Indonesia and Perhutani, a public forest management company, over 2,000 trees were planted in the center of Java and north of Jakarta. Accor Indonesia also committed to planting 10 trees each time a new room is built.

Hotel employees wore Earth Guest badges. E-mail banners were also included in all communications occurring during the week of April 21<sup>st</sup>.

### ► **Malaysia**

waste / other

April 20, the employees of the *Sofitel Johor Bahru*, *Novotel Hydro Majestic KL* and *Novotel Clarke Quay* met in Johor Bahru for a major cleanup operation and the exchange of best practices etc. (See 'Indonesia')

The Sheperd's Center orphanage of Kuala Lumpur received donations from the country's hotels.

### ► **New-Zealand**

biodiversity / health

From April 21 to 27, hotel and Accor NZ headquarters employees launched several projects in partnership, depending on the case, with their city, regional council or the New Zealand Department of Conservation. They travelled to the parks and natural reserves where they planted new trees, weeded and did other necessary work.

Bracelets were sold to finance medical research on infantile diseases in association with Cure Kids.

► **Philippines**

biodiversity

On April 22 and 23, the employees of the *Sofitel Philippine Plaza* participated in the reforestation of the Mesa Watershed by planting trees in areas that protect the dam waters that supply Metro-Manila.

The plantation coincided with employee "Family day"; the younger children were able to attend the event. Games and contests on the theme of ecology were also organized.

NEW

► **French Polynesia**

nutrition

The *Sofitel Tahiti Resort* devoted the morning of Earth Guest day to balanced nutrition: about one hundred children and teens from primary schools, middle schools and high schools from the area came to participate in fun events to learn the basics of a "balanced" diet. A balanced lunch prepared by hotel chefs and the students of the hotel school closed the event.

► **Singapore**

waste / other

The teams of the *Grand Mercure Roxy Singapore* joined the Accor game organized at Johor Bahru (Malaysia) on April 20 during which a major beach cleanup operation and an exchange of best practices etc. took place (See 'Indonesia').

A recycling company was invited to explain the paper manufacturing process and the possible reuses of recycled products etc. to employees.

Throughout the week, the teams wore their Earth Guest day badge. Finally "Earth Guest" recycling bags were placed in the rooms to encourage guests to join Accor in recycling waste.

NEW

► **Taiwan**

biodiversity

As part of its loyalty building program, Accor Services offered its clients a planting kit for the entire month of April. 100 kits were offered to employees. The trees were planted on Earth Guest day.

► **Thailand**

sexual tourism

On April 19, a bowling tournament was organized for the benefit of ECPAT: the money earned from ticket sales was directly donated to the NGO. This year the total was 283,000 bahts (€5,500), compared to 275,000 bahts for 2007 (€5,340).

ECPAT will use the money to enable its Thai youth representatives to travel to the world Congress against the sexual exploitation of children to be held in Rio de Janeiro in November 2008.

NEW

► **Vietnam**

biodiversity / epidemics / other

Throughout the country, about 1,250 Accor employees were informed about AIDS. The training was dispensed by a representative of local authorities or an NGO.

40 employees visited three orphanages in the cities of Dalat, Ho Chi Minh City and Hanoi. Funds were raised to offer these orphanages powdered milk, warm clothes, blankets, social insurance cards etc. To inform guests, a letter was posted in the hotels 10 days before the operation. Employee-side, the HRD of each hotel communicated on the project during internal meetings. In all the operation collected 5,000 USD (€3,220).

In Dalat, about one hundred employees of the *Sofitel Dalat Palace* and *Novotel Dalat* planted over 150 trees along the road leading to the city.

## North America

### ► **Canada**

biodiversity / energy

At the *Sofitel Montréal*, a team of employees planted laurel shrubs all day long.

For the second consecutive year, the Novotel hotels of Toronto won the Plant a Tree contest organized by The Conservation of Ontario, in the category "largest team" (195 employees were present, some accompanied by their children). Together they planted more than 200 trees.

On March 28, the Canada Novotels participated in the black-out Earth Hour operation for which they switched off all the lights for sixty minutes except for the emergency lighting. The lobbies and restaurants were lit with candles.

### ► **USA**

biodiversity / waste

At the headquarters of Accor Hospitality in Dallas, a green meeting was held in partnership with city hall. 500 employees were informed on what Accor was doing in favour of sustainable development worldwide, on the Group's Environmental Charter and on recycling policies. A tree was planted at the end of the day. Throughout the country, one tree was planted by each employee, a total of 14,000 in all.

At Accor Services, a kit was distributed to employees. It included information letters on the state of the planet, the economic stakes of mass transportation, and the actions undertaken by Accor Services in favour of the environment.

In Texas, over 30 employees of the Motel 6 and Studio 6 hotels met with their friends and children to clean Jamaica beach. They also explained the simple gestures to protect the environment and preserve the beaches to children.

At the Sofitel in Miami, employees conducted an awareness-raising day on recycling in partnership with an elementary school class, Home Depot and city police. Several activities took place during the day. Organic dishes were served for lunch.

Everywhere in the country (in Arkansas, Louisiana, etc.) hotel employees planted trees.

## Latin America & Caribbean

### ► **Argentina**

biodiversity

Accor Services organized for its employees, those of the *Ibis Buenos Aires* and *Sofitel Buenos Aires* awareness-raising activities on environmental protection. On this occasion, about fifty trees were planted by employees and their families, in partnership with the Argentine museum of Natural Sciences and its team of biologists, the Argentine botanical gardens network and with Botanical Gardens Conservation International.

### ► **Brazil**

biodiversity / waste / nutrition / epidemics / health / other

Actions were carried out in 22 cities uniting 550 employees and 1,500 volunteers in all.

The *Sofitel Salvador* de-polluted the area located between the beaches of Pieta the Condominio Pedra do Seal residential complex.

In addition to cleaning the vicinity of the hotel, the *Sofitel Sao Paulo* organized colloquiums on blood drives and the prevention of dengue fever.

The *Sofitel Jequitimar* of Guaruja set up teams of volunteers to collect clothing and diapers and given them to charity organizations.

89 employees of the *Novotel Manaus* carried out various activities such as painting and fitting out leisure areas, weeding and gardening in the outdoor areas of the hotel, planting trees and donating food and toilet products.

At the *Novotel Porto Alegre*, employees planted trees at the Casemiro Bruno Kuntz Foundation with the support of the Local Synergie club.

The personnel of the *Novotel São José dos Campos* organized activities and educational presentations for boys aged 7 to 13 of the Casas dos Meninos social center. Employees also gave seeds to the children so they could plant trees.

30 employees of the *Novotel Campo Grande* planted Cayenne cherry trees in the hotel garden.

*Novotel Ibirapuera* teams distributed toys to children suffering from cancer hospitalized in the Brigadeiro hospital of São Paulo. They also set up an exhibition raising awareness to the importance of the environment.

The employees of the *Novotel São Bento do Sul* set up a colloquium called "The World Cries for Help".

In São Paulo, employees of the *Mercure de Moema* planted trees, raised awareness of guests on recycling and dengue fever and collected used batteries.

At the *Mercure Paulista São Paulo*, employees organized colloquiums on health and distributed oral hygiene kits.

Still in São Paulo, the teams of the *Mercure Apts The Privilege* undertook a warm clothing collection campaign for winter.

The teams of the *Mercure Campinas* invited children infected with the HIV virus to the Hopi Hari amusement park.

In Gramado, Accor employees organized games for the underprivileged children of the city. Similar action was organized by the *Ibis Aracatuba*.

At the *Ibis de Campo Grande*, employees planted 14 trees in a protected park in association with the "Karandimba: Our Flora is our life" project.

The teams of the *Ibis Caxias do Sul* and *Ibis Itajai* planted trees. Those of the *Ibis San Jose Dutra* planted fruit trees.

The *Ibis Aracaju* invited employee families to a colloquium on social responsibility, marital violence, the deterioration of the environment and personal and professional quality of life.

At the *Ibis Maceio Pajuraca*, 20 employees offered a balanced lunch to the children of a social center then planted acerola trees with them. Similar action was undertaken by the *Ibis Interlagos*.

The Accor Services marketing teams planted 300 trees as part of the "Top of Mind 2007 Campaign", in partnership with the Accor Institute. The Accor Services teams also planted fruit trees and organized fun activities on environmental protection, artistic activities in 3 education centres, and conferences on nutrition for mothers, and collected toys and clothing for charity organizations.

At the headquarters of Accor Hospitality, employing nearly 400 people, recycling action was undertaken for paper, plastic, metal and batteries. 190 kg of materials were collected in 10 days! All the employees also received a small plant with information message on Earth Guest day.

In Sao Paulo, 170 fruit trees and 87 other different species of trees were planted in the Parque do Povo (People's Park); on the signature of an eco-partnership between Accor Latin America, Sao Paulo city hall and the local construction company WTorre.

## ► **Chile**

biodiversity / other

At the *Novotel Santiago*, employees all wore a special Earth Guest day tee shirt the week of April 21<sup>st</sup>.

One employee made and exhibited in the lobby a dress made entirely from recycled materials.

On April 25, 40 employees of the hotel went to a child care center for 133 children under the age of five from underprivileged families. They planted trees and installed lawn squares, repainted the walls and improved the classrooms and playrooms. In the evening they ate with the children and read to them, played games and music with them.

### ► **Colombia**

waste / nutrition / other

The HRD of the *Sofitel Victoria Regia* of Bogota invited all its employees to a series of conferences held during the week. They were given by engineers and biologists from the national university of Columbia. They concerned water conservation, energy savings, recycling and biodiversity.

During the week, all the meals served to employees were prepared by a nutritionist to promote a balanced diet.

On Saturday April 26, the children of employees were invited to the hotel where their awareness was raised to the importance of the environment through a painting contest.

Donations of computers and mattresses were also organized in favour of local associations helping underprivileged populations.

The *Sofitel Santa Clara* organized training sessions on energy consumption, water preservation and the Environment Charter. Hotel employees also planted trees, improved the gardens of the hotel and collected rubbish in the vicinity.

### ► **Cuba**

biodiversity / waste / energy / epidemics

NEW

The *Mercure Playa de Oro* and *Mercure Cuatro Palmas* hotels broadcast two AIDs and malaria prevention films in-house and organized an awareness-raising seminar on these two illnesses.

Low energy light bulbs were installed. Employees also planted trees in the hotel gardens and cleaned up the rubbish on a beach.

At the *Mercure Sevilla La Havane*, low energy bulbs were installed and trees were planted in the confines of the hotel.

### ► **Ecuador**

biodiversity

The employees of the *Mercure Alameda Quito* met on April 26 in the morning at the Women and Children's park north of Quito to replant trees in partnership with city hall.

### ► **Guadeloupe**

waste

NEW

The employees of the *Sofitel Auberge de la Vieille Tour* cleaned the site of the hotel and the nearby seaside in partnership with city hall.

### ► **Guatemala**

biodiversity / other

The teams of the *Mercure Casa Veranda* went to a public school for underprivileged children to raise their awareness to environmental protection and the importance of trees. Games were organized on this occasion. Fruit trees were planted and a light meal was served.

Inside the hotel, employees were invited to each plant a tree and to care for it to ensure its growth. Six months after planting the trees will be checked to see their progress.

### ► **Martinique**

waste / local development

The teams of the *Mercure Diamant* and volunteer guests mobilized alongside the technical department of the city to restore the "Chemin des Douaniers", a path very frequently used by tourists and school children and damaged by the passage of Hurricane Dean.

Employees of the *Sofitel Bakoua* and volunteer guests cleaned the bay opposite the hotel.

► **Mexico** biodiversity / waste / sexual tourism / epidemics / other

120 employees from headquarters and the *Novotel Santa Fe* and *Ibis Mexico Perinorte* hotels planted over 1,000 trees together in the mountains of Guadalupe, with the participation of students from Del Valle University of Mexico and the Naturalia Company. 60,000 pesos (€3,750) were raised to finance the planting of an additional 24,000 trees.

36 employees from the *Novotel Monterrey Valle*, *Ibis Monterrey Valle* and *Ibis Monterrey Aeropuerto* hotels united to replant over 700 pine trees in an area destroyed by forest fire in the region of Laguna de Sanchez.

Employees of the *Ibis Guadalajara Expo* planted 25 trees in a local park.

Donations were organized by many hotels like the *Novotel Monterrey Valle*, *Ibis Monterrey Valle*, *Ibis Monterrey Aeropuerto*, *Novotel Santa Fe* and *Ibis Mexico Perinorte*: in all hundreds of pillows, towels, clothes, shoes, food products and bags of candy were distributed to the underprivileged.

Accor Services participated in the construction of 7 wood houses in partnership with the "Un techo para mi país" (A roof for my country) association.

6 employees from the *Ibis Mexico Perinorte* visited a middle school of Cuatlitlan Izcalli to raise the awareness of 138 students to the importance of the environment and the gestures that protect our planet. The *Novotel Santa Fe* conducted a similar action in the Octavio Paz primary school for 78 children.

The headquarters of Accor Hospitality organized conferences at the IberoAmerican University and Monterrey Institute of Higher Education in Technology.

Several hotels projected Al Gore's film "An Inconvenient Truth" for their employees.

The *Ibis Mexico Perinorte* trained its employees in the prevention of sexual tourism involving children. The employees of the *Novotel Santa Fe* were invited to an information session on AIDS.

Employees of the *Novotel Santa Fe* prepared a play that they performed in a center accommodating children suffering from cancer.

► **Peru** biodiversity / local development

Employees of Accor Hospitality and Accor Services went to a school of 1,500 students located in a poor desert region. With the help of an agriculturalist they planted a vegetable garden whose produce can be used by the cafeteria to feed the children.

Part of the harvest could be sold enabling the children to provide some economic aid to their families. The children were trained in the different planting and irrigation techniques so that they would have the necessary skills to launch their own activity later.

Accor employees promised to return each month to follow the progress of the project with the school, students and agriculturalist.

On Saturday April 26, employees of the *Novotel Cusco* helped the Simon Bolivar middle school of Picchu Alto, and its 1,200 students fit out its gardens and plant fruit trees.

NEW

► **Dominican Republic** sexual tourism

The country's three hotels set up an awareness-raising meeting against the sexual exploitation of children during which employees were able to learn how to prevent these situations.

This action was carried out in partnership with the Ministry of Tourism and the NGO ECPAT.

► **Uruguay** biodiversity / other

Employees of Accor Services planted fruit trees in the Pasitos Cortos (Little Steps) children's center and raised-awareness to environmental protection.

The *Ibis Montevideo* planted fruit trees on hotel property and organized a tasting of organic products. Conferences on AIDS, marital violence and alcoholism were proposed

to employees. Books on local endangered species were distributed free to the children of guests.

► **Venezuela**

biodiversity

At Accor Services, each employee was able to purchase a tree from the National Institute of Natural Parks (Inparques) and participated in this way in the local reforestation effort. Food was also collected for homeless children. In all, 100 employees participated in the different actions.

25 Accor Services employees went to a public school for deaf children where they set up a vegetable garden.

## Northern Europe

► **Germany**

waste / local development / nutrition / epidemics / health

In all, 205 Accor hotels were involved in Earth Guest day: 18 proposed fair trade products, 4 organized charity dinners for an organization fighting AIDS, 43 offered balanced cooking classes to children, 39 conducted blood drives, 90 cleaned natural spaces etc.

► **Austria**

biodiversity / local development

In line with the operation carried out last year, a representative from the bat protection organization brought 100 Accor employees to discover the natural habitat of bats and to clean the shelters installed the year before during Earth Guest day 2007. 30 new shelters were also built to host the new spring pups.

At Accor Services, information brochures on fair trade were inserted in the meal voucher booklets. That day the employee breakfast included a Welcafé (world coffee) coffee. Other fair trade products were purchased for a raffle.

► **Belgium**

nutrition

Accor Services and Accor Hospitality joined to raise the awareness of employees and clients to balanced nutrition. An information and awareness-raising day on the major principles of "Nutrition & Balance" was set up: A conference on physical and nutritional balance was co-presented by a nutritionist and the professional tennis player Dominique Monamy; A Gustino meal was offered to all.

In the hotels, the operation was deployed in the form of balanced breakfasts and Gustino meals.

► **Hungary**

biodiversity / other

Employees of the *Mercure Budapest Buda* planted five trees in the public park opposite the hotel, a park they also cleaned on this occasion.

Invitations were distributed to Accor employees to attend conferences organized by the French Institute of Budapest and the Hungarian Ministry of the Environment and Water. Invitations for the United Nations exhibition "Planet Earth", hosted by the Hungarian Natural History Museum were also proposed.

► **Luxemburg**

nutrition / health

On April 20, *Mercure Kikuoka* employees welcomed their colleagues from 8 other establishments. The day began with a balanced breakfast and continued with a hike in

the country accompanied by a health guide. Upon their return, a dietician presented the principles of a balanced diet and employees partook of a large organic buffet.

### ► **Netherlands**

epidemics/ other

Roughly 100 Accor Hospitality and Accor Services employees met in a large park in Amsterdam to cover 10km on a scooter. Their family, friends and colleagues sponsored the kilometres covered for a collection in the end of €9,500 for the Aids Fund.

The Sofitel, Novotel, Mercure, Ibis, Etap and Formule 1 hotels contributed to the donation by offering €1 per room rented on Earth Guest day. Guests also had the possibility of giving €1 on their bill.

Aids Fund showed employees how to take care of the people with aids in the workplace while giving preventative recommendations.

### ► **Poland**

biodiversity / waste / energy / nutrition / health /other

In all, over 52 hotels of the Orbis group participated in Earth Guest day. About ten of them trained their employees on the Environment Charter and on the stakes of sustainable development, calling upon specialists from NGOs, city hall or universities to do so.

The awareness of guests was raised in several ways, for example through discounts on bicycle rentals or the distribution of ecological bags.

Many events were also organized: the *Ibis Lodz* exhibited clothing made from recycled materials, the *Novotel Centrum* in Warsaw posted a large logo of Earth Guest day on its facade, and the *Bronowice* hotel in Krakow created an "ecological space" in a corner of the lobby where installations explained the process of biodegradation.

About thirty hotels collected waste on beaches, in parks or around the villages. The *Bronowice* hotel in Krakow collected 254 kg of cardboard. Another hotel sold recycled materials, donating the profits to a foundation that provides horses for the therapy of handicapped children.

Nearly forty hotels participated in tree planting projects, often on land recommended by town halls or local foresters: The latter were able to recommend planting on land damaged after a recent fire or wind storm.

Other hotels also distributed ecological menus in their restaurant. Some organized fun and artistic awareness-raising activities for schools, or training excursions, replacing bulbs to reduce energy consumption etc. and at the *Novotel Centrum* of Poznan, on Earth Guest day hotel employees came to work using clean transportation (bicycle, scooter, roller blades etc.).

### ► **Czech Republic**

biodiversity

The 35 employees of Accor Hospitality and Accor Services renewed the action of Earth Guest day 2007; restoring a forest in the region of Komorni Hradek, 30km from Prague. Fallen trees and branches were removed.

200 trees were planted that same day (100 pine tree seeds and 100 beech tree seeds), in cooperation with "Forests of the Czech Republic".

### ► **Rumania**

biodiversity

On April 12, 90 employees for the Sofitel and Novotel hotels and from Accor Services planted 150 linden trees in a park of an orphanage at Adunatii Copaceni. Clowns gave the children a show and the day ended with a barbecue.

### ► **United Kingdom and Ireland**

biodiversity / epidemics

Accor UK has launched a countrywide action to finance a project to combat AIDS and the trafficking of children in the region of Andhra Pradesh, in India.

On April 22, the hotels of London, Birmingham and Leeds sent representatives to the briefing session in London. Afterwards these representatives will be responsible for the

life of the project in their hotels and for organizing fund raising events for the coming months.

In all, this project should benefit 300 local communities. Accor UK hopes to raise £50.000 (€63,000) to help the NGO PLAN, which organizes the project, in its work in Andhra Pradesh.

On the morning of April 22, 20 volunteers from Accor Services went to the Bethnal Green Nature Reserve in East London to clean up the area (weeding, picking up dead branches) and plant 500 wildflowers. The grasses picked up will be used for compost and the branches will be recycled. Wooden birdhouses were also built by volunteers and hung in trees so the various birds populating the reserve could make their nests there. Finally, posters were made in cooperation with the children of the local community to inform visitors on the different animal and plant species present in the reserve.

► **Russia** biodiversity / waste / nutrition / other

Employees of the *Novotel Moscow Sheremetyevo* mobilized from April 18 to 25. On the 18th, they improved the garden of an orphanage by planting trees, grass and flowers. On the 22<sup>nd</sup> they declared non-smoking day for guests and employees. Organic dishes were available at the buffet all week long and a presentation on the environment was broadcast regularly on the hotel's in-house channel, the disposable tissues were removed from the bathrooms and the children of employees participated in a drawing contest on the environment and nature. All employees wore the green Earth Guest ribbon. Finally on April 25, groups of hotel industry students came to visit the hotel to discover environmental management methods.

*Novotel Saint-Petersburg* and *Ibis Saint-Petersburg* employees renovated gardens and planted trees.

► **Sweden** nutrition

On April 23, a seminar on balanced nutrition was organized at Accor Services in the presence of 70 employees. A Gustino lunch was served afterwards.

► **Switzerland** biodiversity / waste / energy / nutrition

For one month from April 15 to May 15, the hotels carried out several environmental actions with their employees, guests and sometimes even suppliers: the Lausanne hotels visited a sorting center, the Geneva hotels visited and cleaned the Grille wood in Vernier; the *Ibis Fribourg* cleaned the banks of Granges-Paccot lake; the *Ibis Sion* cleaned an Alpen field; the Bern hotels cleaned the forest of Köniz; the Zurich hotels gave a cheque for 23,500 Swiss francs (€14,600) to WWF for a rubbish bin project adapted to bears in the Grisons; the *Geneva Rotary Club* launched a program to eliminate its water consuming air conditioning units and rose the awareness of guests to a balanced diet.

NEW

► **Turkey** biodiversity

Accor Hospitality and Accor Services joined for common action; the enrichment of a forest where Accor has already planted 10,000 trees as part of a long term project. One tree was planted for each employee based in the country.

Accor Turkey's partner for this operation, the Turkish Foundation for the Fight against Soil Erosion, Reforestation and the Protection of Natural Habitats (TEMA), gave a detailed presentation of the project to employees.

## Southern Europe

- ▶ **Greece** other

On April 17, the *Sofitel Athens Airport* and *Novotel Athens* teams attended a presentation made by the Environment Department of the Athens international airport.

On April 18, the teams attended the presentation by the Pelagos Research Center on its research in the study and preservation of cetacean.
- ▶ **Italy** biodiversity / waste

From April 22 to May 22, employees of all hotels in Italy collected funds from their co-workers and guests to plant trees in city parks.

Employees from Compagnie des Wagons-Lits cleaned the nursery of Ostia in Rome.
- ▶ **Portugal** biodiversity / other

On April 20 and 21, headquarters, hotel, Accor Services and Compagnie des Wagons Lits employees together planted 500 oaks in a zone recently devastated by forest fires about on hundred kilometres from Lisbon.

Accor Portugal also offered the underprivileged village of San Joao de Areias equipment for its children's play area.
- ▶ **Spain** biodiversity / waste / water / local development / epidemics

275 employees from 14 Novotel and Sofitel hotels planted trees on February 24.

In Andalucia, an arm of the Velez river was cleaned by the teams of the Ibis and Etap hotels.

In Barcelona, April 24 was dedicated to water: Children attended a play called "El rio ja no riu" (The River No Longer laughs). An arm of the Congost river in Montmelo was also cleaned.

In Madrid, employees went to clean the South East Regional Park to prevent forest fires as well as the bed of the Guadarrama River.

In the northern part of the country, local species were planted. Teams from Bilbao, Irun, Salamanca and Valladolid also joined to clean a forest area of the community of Ortuella.


In Valencia, aquatic plants were planted on April 24 on the banks of a lagoon to restore the habitat of two fish species.

Employees from Compagnie des Wagons-Lits planted trees in small cities in the country.

Accor Services employees auctioned fair trade products purchased from Oxfam International. Profits from the sale were used to buy vaccines against epidemics and were given to the international children's sponsoring organization PLAN.

## France

- ▶ **Pullman France** biodiversity / waste / nutrition

 The awareness of the teams was raised to waste management: Tours of sorting centres were organized with hotel service providers; a sorting bin and a Pullman battery collector

were created for the occasion; waste sorting was implemented in the hotels where this is not yet in place.

Furthermore, certain hotels like that of Paris Bercy carried out actions such as using organic products in the bar, planting trees, prohibiting the use of disposable cups for the day, etc.

► **Mercure France** local development

From April 21 to May 15, Mercure France spotlighted Alter Eco fair trade products (fruit juice, preserves) for breakfast in its hotels. Continuing the action carried out for Earth Guest day 2007, part of the profits were donated to FAO for the construction of wells in Sub-Saharan Africa.

► **Novotel France** nutrition / health

In line with last year, the Novotel France hotels conducted a balanced nutrition promotion campaign by spotlighting "health and balance" dishes in the menus.

€1 was taken from the price of each sold to support health via the Paris Hospitals Foundation.

► **Suitehotel** other

Suitehotel signed a partnership with the Tour de France of Sustainable Development, an initiative of 3 students to meet people who act on behalf of the planet. This partnership will begin in June 2008.

 ► **All Seasons France** waste / local development

The 12 All Seasons hotels of France committed to literacy: Each hotel first presented the hotel professions to members of a local association working in this field. Then each one promised to regularly give them the periodicals, magazines and computer equipment no longer used in the establishment.

► **Ibis France** biodiversity

Action was organized around the "Défi pour la Terre" (Challenge for the Earth) of the Nicolas Hulot Foundation. Employees and guests were encouraged to commit to the project.

► **Etap Hotel France** biodiversity

Nature excursions with 11 centres of the Bird Protection League (LPO) were organized throughout France for employees and their family.

Funds were also collected, each Etap Hotel of France donating €0.30 for each breakfast consumed from April 1-15 to LPO safeguard centres.

► **Formule 1 / Hotel F1 France** local development

"Planet" pens and bags of Max Havelaar powdered chocolate were offered to guests at breakfast.

During fair trade week in France, employees wore fair trade cotton tee shirts sporting Max Havelaar and Formule 1 or hotelF1.com insignia.

► **Accor Thalassa** biodiversity

3 trees were planted in the gardens of the Sofitel Thalassa in Quiberon on the occasion of the Accor Thalassa Executive Committee meeting.

► **Lenôtre, Compagnie des Wagons-Lits et Sofitel France** biodiversity

Over 5,000 fair trade Lenôtre chocolate medallions stamped with the Earth Guest logo were sold in the Lenôtre shops, bar cars and Sofitel hotels.

Profits were donated to the reforestation project of the NGO Forestavenir that restores the forest ecosystem of parcels recently destroyed by forest fires in the PACA region in France.

NEW

► **Orféa** biodiversity / nutrition

The 37 Orféa residences mobilized for Earth Guest Day. Most sites conducted an information and awareness-raising campaign using specific posters and organic breakfasts. Trees were also planted, sometimes with the help of guests.

► **Accor Services** nutrition

An awareness-raising operation to the "Nutrition and Balance" program was carried out on the 3 sites of Montrouge, Clichy and Thoreton with the broadcasting of Gustino TV spots, the distribution of goodies and information leaflets and the provision of fruit baskets.

Relays were present on location to answer employee questions. In all, more than 735 people participated.

► **Odyssey Headquarters** biodiversity / nutrition / other

On April 23, the day began with the sale of Lenôtre Earth Guest medallions made of fair trade chocolate for the benefit of the NGO Forestavenir.

Then employees were able to participate in commented tours of 45 minutes to discover headquarters backstage from a "sustainable development" viewpoint.

The "headquarters environment charter" was launched with the presentation of selected actions. After a word from Cathy Kopp, employees were able to taste a Gustino "health and balance" lunch offered by Central Services.

► **Evry Campus** nutrition / other

Earth Guest day began with a breakfast conference at the Academy on the topic of the forest. From 8 to 10, a welcome coffee with organic pastries and fair trade fruit juices was offered on several sites, reminding employees of the purpose of Earth Guest day and highlighting the environment charter.

At lunch time, the 1,400 employees of the campus were invited to the Altantis room. After a speech by Yann Caillère, a buffet for 500 people was served with organic and fair trade products.

In the afternoons, different stands explained the environment policy of the Accor Group, in particular the Plant for the Planet project, and the actions carried out specifically by each of the brands.