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Press Kit



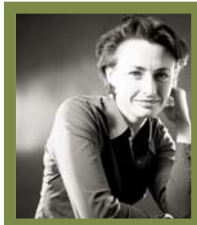
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## 1. Hotels and the environment the customer takes control

Environmental protection is a growing concern, and for a good reason : global greenhouse gas emissions have increased by 70% between 1970 and 2004, and continue to grow, with an average warming of 0,2°C by decade for the next thirty years. Add to this the worsening of the climate changes, the depletion of drinking water resources, the threats on the ecosystem diversity, etc., these are elements where more and more individuals and organizations realize they can play a role.

### Three questions for Sharon Greene, Managing Director of RISC International



#### 1. *Does the hotel industry need to review its commitment to the environment?*

Yes, I was going to say naturally. It has been few years already since brands environment commitment is growing at a dizzying pace in most of consumers' ethical expectations towards brands. The financial crisis and the economic recession will raise this ethical expectation shown by customers, which will become a prime selection factor.

#### 2. *How can hotel chains stand out in this field?*

Consumers expect brands to reassure their environmentally-friendly conscience. Hotel chains can no longer simply ask their customers if they want a new towel. They must set up a genuine environmental management programme, illustrate its daily effectiveness and get it vetted, for example through an international certification such as ISO 14001.

#### 3. *Will such investment be consistent with the hotel industry economic context?*

Travellers expect hotel brands to be eco-conscious, which cannot be done through an increase in prices. Nevertheless, an environmental commitment controlled at a global level will lower costs and improve profitability. In a fiercely competitive worldwide market, such an investment benefits one's brand image, thus its attractiveness compared to its competitors.

*RISC International is a consulting firm which for more than 20 years has specialised in analysing consumer behaviour and trends in over 50 countries.*

Among them, the hotel industry, that represents more than 4.53 billion hotel nights in the world<sup>1</sup>, hundred million workers, hotel property assets of 18 millions bedrooms, and growing fast. This global hospitality industry is increasingly aware of its environmental impact and is taking more and more action to reduce it. And this is for two reasons.

Changes in customers' attitudes require initiatives that show respect for the planet. The chains that really pay attention to global consumer trends have recognised the emergence of a new kind of consumer. Aided by the now ubiquitous Internet, this pro-active (and even activist) consumer still looks for the best value in terms of price, quality and service but does so as a "responsible consumer." The ethics of the brand he or she buys, especially the respect for the environment, is no longer just a matter of image but an actual selling point. This responsible consumer is very real. Already over half of US adults say they prefer an "environmentally friendly" hotel<sup>2</sup>.

<sup>1</sup> MKG Study – 2006

<sup>2</sup> Travel Industry Association - 2007



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The hotel industry's business model must take into consideration customers' new expectations without making them pay the price. The growing influence of environmentalism still comes with a limit to the premium customers are willing to pay (see insert). Environmental programmes in the hotel industry should also generate competitive advantages—by lowering operating costs, improving guest and employee satisfaction and helping to advance the brand's reputation as environmentally responsible.

**FACT:**

**China:** Solar captors and heat pumps provide almost 30% of the needs of the ibis hotel in Qingdao Huan qdao.

The challenge for the hotel industry is therefore to implement, in the course of its expansion, genuine environmental programmes that can produce precisely measurable ecological improvements.

**FIGURE**

**76%**<sup>1</sup> of US adults are unwilling to pay 10% extra for an environmentally friendly hotel room.

## 2. ibis, naturally committed worldwide

ibis, the market leader in economy hotel accommodation in Europe and ranked fourth<sup>3</sup> worldwide, has for many years shown corporate responsibility by taking stock of the impact that its business has on the environment.

*"The environment is the raw material of tourism!"*

**Paul Dubrule – co-founder, Accor - 1974**

### Three questions for Nancy Faure, ibis Global Marketing Director



#### 1. Why would an economy hotel chain bother with the environment?

Our concern for the environment has been in the brand's values for a long time. Way before 2000, these values were promoted by the strong belief of managers and the company's early awareness initiatives towards their team. Our environmental commitment is completely in line with our positioning in the economy hotel market. A hotel that uses less water and electricity, sorts waste properly and employs good environmental management is one that conserves natural resources and is able to save on costs.

#### 2. How aware are your guests of your environmental efforts?

We work closely with experts in consumer trends and behavior when we plan our offers, refine our products or set up new services. Our clients rely on us to support them in their own environmental initiatives and they take our initiatives into account when choosing their hotel.

#### 3. Can a chain of ibis' size really claim to respect the environment?

Yes. Our worldwide standard actually gives us an advantage in this area over less integrated chains. It lets us implement our strategy throughout the world much more quickly.

This commitment to the environment is more than just a programme and has nothing to do with being fashionable. At ibis, thinking about environmental quality is part of the corporate culture and has been in our DNA since we started back in 1974. ibis' environmental actions followed the lead set by the Accor Group founders, by adopting the recommendations of the Hotel Industry Environment Charter when it came out in 1998 and by actively participating, through numerous local initiatives, in Accor's Earth Guest programme.

In 2002, demonstrating its commitment, ibis launched its own environmental strategy, with four crucial aspects:

- Saving water
- Saving energy and promoting renewable energy
- Sorting and recycling waste
- Raising the environmental awareness of guests, employees and suppliers through information and education



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Moving forward and accelerating the deployment of this strategy, ibis simultaneously decided to begin a long process to get its hotels certified. By 2004, the chain had earned the ISO 14001 certification from Bureau Veritas Certification for 19 hotels in France.

The effectiveness of the standardized ibis model enabled the brand to further accelerate this programme. By 2006 there were 149 ISO 14001 certified ibis hotels. In January 2010, 286<sup>4</sup> hotels in 17 countries are ISO 14001 compliant, or 33% of the ibis network.

**FACT:**

In July 2004 ibis became the first international economy hotel chain to obtain ISO 14001 certification.

The work done on a daily basis by the ibis people throughout the world has everything to do with the success of this programme. For many years, the ibis teams have been organised to tackle, at their local level, the challenge of protecting the planet. This daily, pragmatic, down to earth undertaking is what enables ibis to stay in line with its commitment.

**Accor's Sustainable Development Policy**

ibis has also signed onto Accor's sustainability policy, taking part in the Group's programmes against sex tourism and AIDS. In addition, ibis encourages its network to purchase Fair Trade products and takes part in the Accor Services Food & Balance programme, which helps guests identify nutritionally balanced dishes.

[www.accor.com](http://www.accor.com)

<sup>4</sup> As of January 30th, 2010



### 3. The four pillars of ibis' environmental commitment

Three questions for Armelle Volkringer,  
Senior VP Communications, External  
Relations & Sustainable Development



*1. Why is ibis' implication important in Accor's sustainable development action?*

Accor's philosophy is to make our development a chance for many people: staff members, clients, providers, local communities where the Group establishes its activities... To achieve these ambitions; the Group identified 8 social and environmental priorities, gathered in the Earth Guest programme, launched in 2006. ibis initiates actions for this programme, and chose to reinforce its commitment in the environmental domain. The size of the brand's network, that represents more than 850 hotels split up between the 5 continents, and its standardized model, allowed to obtain great results for this programme.

*2. Is ibis a « good pupil »?*

ibis actively takes part in the Earth Guest programme: fair trade products in six countries, balanced diet programme, and participation at training courses against epidemics and sex tourism that involve children... In terms of environment, 734 ibis hotels apply Accor's Environment Charter, the Group's environment management tool, which determines 65 actions to follow in order to preserve natural resources, fight against global warming... On average, ibis hotels apply 37 actions of the charter, which is a good result. Last but not least, beyond Accor's initiatives, ibis was a pioneer brand in committing its network to the international environmental certification ISO 1400. The number of its certified hotels grows regularly: 286 in January 2010, against 204 in 2007!

*3. Is ibis being used as a platform to develop new environmental or sustainable-development-related initiatives?*

Indeed, Accor chose the ibis hotel of Porte de Clichy (Paris) in 2004 to be the 1st hotel of the Group to use photovoltaic solar panels, a major innovation. In thermal solar technology, ibis hotels represent more than a third of the 58 equipped Accor hotels, which is an important sign to consolidate our expertise in this domain. ibis large scale environmental certification process was also an opportunity for the Group to acquire new skills. Finally, the eco-conception process implemented by the new range of welcoming products, mobilised the knowledge to innovate and allow the range to get the European Ecolabel, which identifies green services and products.

### 3.a Saving water

By ensuring high levels of monitoring and maintenance of its facilities, ibis has gradually managed to deploy water-saving and water-usage control techniques in more and more locations, where regular audits carried out by the ibis technical department monitor water-consumption:

#### In the room

- Water-flow regulators: more than 500 hotels equipped
- Leak detectors
- Thermostatic temperature controls
- A/C controls

#### In the restaurant, kitchen and with suppliers (laundry)

- Fixed amounts of detergent
- Regulated laundry water temperature
- Detection of leakages in dishwashing
- Improvements in dishwashing use

### 3.b Saving and renewing energy

As with water usage, the ibis technical department monitors energy usage and helps promote and implement renewable forms of energy.

#### Production

Many ibis hotels, particularly in France, Spain, Brazil, China and Morocco, are equipped with solar heating panels for the production of hot water.



#### FIGURE

**38,100,000** litres of water were saved in 2007 by the 800 ibis hotels, which is equal to twelve Olympic swimming pools

#### FACT:

**Brazil:** By collecting and re-using water (for instance in its garden) from showers, bathroom sinks and rainwater, ibis hotels in Brazil now consume 20% less water.

#### FIGURE

**17.8 days** : it is the average number of days the 800 ibis hotels save on electricity consumption within a year.



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### Reduction of energy costs

- Use of low-wattage light bulbs
- Experimentation with green roofs for high-performance energy insulation that also supports biodiversity by using local plant species

#### FACT:

**Australia:** The design of the ibis Sydney Olympic Park includes one of the largest solar-energy heating systems in Australia, saving about 40% of the energy used in a traditional hotel.



#### In the room

- Switching TVs off
- Low wattage bulbs, including 378 hotels that use compact fluorescent lamps

#### At the front desk

- Putting electric appliances not in use on stand-by

#### In the restaurant and kitchen

- Switching on of cooking equipment on an as-required basis

#### In common areas

- Equipping lobbies and hallways with low wattage bulbs

#### FACT:

**France:** Since 2004, the ibis at Porte de Clichy Centre is equipped with 75m<sup>2</sup> of solar panels.



### 3.c Sorting and recycling waste

ibis hotels guarantee that their waste is removed by licensed companies to government-approved treatment sites. ibis' own technical department is responsible for selectively collecting mineral oils, cans that hold harmful substances, batteries and neon tubes, and turn to established contractors for the collection and treatment of waste.

#### At room service time, selective waste collection

- Batteries
- Paper
- Glass

#### FACT:

**Australia:** The Little Bourke Street ibis reduced its volume of non-recyclable waste by 58%. Today, on average, a room night in this hotel produces 3.3 litres of non-recyclable waste, whereas good practice in that locality sets a goal of 8.2 litres.

**Spain:** Recycling guests' and employees' mobile phones has resulted in the collection of 19,000 phones at return stations set up in ibis and Novotel hotels and in raising €46,000 in twelve months for the Red Cross.

**France:** ibis launched a waste management programme, inspired by the « Waste -10% » initiative created by the French Environment and Energy Management Agency (Ademe) among 100 French companies. ibis France set itself the goal to reduce 10% its waste by 10% by the end of 2008.

#### In the rest of

#### the hotel, the restaurant and the kitchen

- Selective collection of empty cans that hold dangerous substances
- Selective collection of used food-grade oils and glass
- Selective collection of cardboard packaging

#### At the front desk

- Selective collection of ink cartridges, toner and paper
- Monitoring paper usage with the goal of reducing it

#### In common areas

- Selective collection of light bulbs and batteries from back-up safety lights and signage
- Monitoring the disposal of fire sprinklers heads
- Monitoring the disposal of mineral oils from such devices as electric generators

#### FIGURE

More than 600 ibis hotels recycle newspaper, cardboard, glass, batteries and ink cartridges. (Source: OPEN - Accor environment management tool )



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### 3.d - Raising the environmental awareness of guests, employees and suppliers

Environmental solutions are often easy to put in practice, provided everyone does their part. By enlisting its employees, who play a critical role in the chain's commitment, through awareness-raising, informative and educational programme directed towards its suppliers and its guests, ibis intends to help change the general attitude towards greater respect for the environment.

#### FACT:

**Mexico:** 36 employees of ibis and Novotel hotels got together to replant a burned out area in the Laguna de Sanchez region with 700 pine trees.

#### Educating employees

- With the support of Accor's Sustainable Development Department and Accor Academy, ibis created a CD of environmental practices training in the hotel industry
- More than 600 hotels have started awareness and training programs for the ibis hotels' employees, but also those of the centralized staff (presenting the environmental impacts of the hotel, applying the Environment Charter, communication to the new members of staff)
- One out of two ibis hotels provides its clients with low-pollution transports (access to public transport, other alternatives: bicycles or electric cars...)

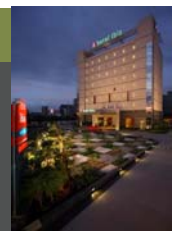


#### Informing and educating guests about respecting the environment

- ibis hotels educate their guests about respecting the environment during their stay by placing reading material in the rooms that encourages them to behave in an ecologically responsible manner.

#### FACT:

**India:** Employees of the Gurgaon ibis and of the Accor head office planted 300 fruit trees in a very arid public space in the city of Gurgaon, promising to take care of them year-round.





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#### 4. ISO 14001: certification beyond question

Already a pioneer by declaring its environmental focus back in 1974, ibis set itself the most demanding level of certification, ISO 14001, as a way of making its environmentalism lasting and real.

ISO 14001 is something you earn through a long term process, and requires considerable efforts. It is awarded by Bureau Veritas Certification, the world's leading certification firm and an organisation independent of the Accor Group, after a scrupulous audit of each hotel's environmental commitment point and following updates made to environmental regulations in each country.

##### ISO 14001 day to day

The ISO 14001-certified ibis hotels adopt action plans to reduce their environmental impact, and monitor and analyse their performance continually. They also prove to the relevant authorities that they are in compliance with the European, national and local environmental regulations related to hotel and restaurant operations.



Three questions for  
Philippe Lanternier,  
Senior Vice-Chairman  
and Director of  
certification and  
Health, Safety & the  
Environment (HSE)  
Bureau Veritas

##### 1. How is ISO 14001 different from other environmental standards?

ISO 14001 is the most recognized international norm to vet and certify good environmental management of a company. This norm has been established by ISO (International Organization for Standardization) in 1996 in close collaboration with national standardization organisations based on the work of a technical comity created during the Rio Earth Summit in 1993. As of today, more than 180,000 ISO 14001 certification have been given in the world.

##### 2. How do you evaluate candidates for certification?

ISO 14001 evaluates the written procedures and the actions employed both to minimize the negative impact of a business on the environment and to see that improvement in this area is ongoing. In key areas—saving energy and water, or sorting and recycling waste—ISO 14001 sets criteria for creating an environmental policy, determining the impact of activities, and setting measurable objectives.

##### 3. Is it easy to get this certification in the hotel industry?

It's a large and continual investment which demands genuine commitment from companies. Not only does each establishment in a hotel chain such as ibis have to be individually certified, but also audited every year to make sure it is in compliance with the certification and in fact making efforts to improve. To such, each establishment has to comply with local environmental regulations.



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ISO 14001-certified hotels as of 30<sup>th</sup> of January, 2010

Argentina.....	2
Austria.....	8
Belgium .....	4
Brazil.....	47
Spain.....	14
France.....	149
Germany.....	5
Hungary.....	6
India.....	1
Italy.....	1
Luxembourg.....	1
Morocco.....	3
The Netherlands.....	11
Portugal.....	17
Slovakia.....	1
Switzerland.....	15
Uruguay.....	1

This certification is therefore not an end but a means for ibis hotels to make progress each day on their environmental performance. To complement the steps already taken to comply with environmental regulations, ISO 14001 certifies that what ibis does in terms of its four pillars of commitment is real, effective and ongoing:



- Reduce usage of water
- Reduce energy consumption and promote renewable energy
- Perform selective sorting of waste
- Educate and inform employees and suppliers about the environment and the need for day-to-day concrete actions, and raise the environmental awareness level of guests during their stays

244<sup>5</sup> ibis hotels in 12 countries, or 30% of the network, are now certified. Every ibis hotel, by observing ISO 14001, involves itself in a long-term process of eco-citizenship. For the guests, this is a welcome development that gives them an assurance that they are part of a global movement, preserving the planet and local community and that the money they are spending, even for just one

night, is supporting a responsible company. And with ibis, at no extra cost.

*« Every year we will verify the benefits generated by these measures, and we will put others in place. Because this norm is not based purely on statistics but on a reasoning of continuous progress.»*

**David Bacon, Director of the City West ibis hotel in Zürich**

<sup>5</sup> As of January 1<sup>st</sup> 2009



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## 5. Continuous innovation for the sake of the environment

From shower gels to solar panels, ibis has shown how innovation helps preserving the environment while improving service quality. ibis innovation affects every link in the chain, bringing pragmatic solutions to meeting consumer expectations while meeting its commitment to the environment, over a worldwide network of more than 850 hotels. In addition to the design of the room, ibis launched, as part of its “i care, ibis cares” programme, new Ecolabel care toiletry. This label certifies that the product has a reduced impact on the environment during its life cycle.

When designing rooms, ibis has chosen furniture and flooring of wood certified by the Forest Stewardship Council. In this way, more than 60% of materials in the room are environmentally-friendly certified.

Working alongside the brand, the department of Innovation and Design has had to display its imagination and utilise environmentally advanced technologies, recycled materials, recyclable packaging and products, and methods less wasteful of energy or water and that make good business sense.

### FACT:

20 hotels equipped with thermal solar captors for hot water production in France, Spain, Brazil, China and Morocco.



Two Questions for  
Michel Gicquel, Accor  
Artistic Director  
Innovations & Design  
Vice-President



*1. How innovation reconcile environment and business?*

By having every action centred on customers' expectations. When we launch new products and services, we analyze consumers' behaviours to foresee strong trends. According to those expectations, we can identify innovative concepts, consistent with ibis network size and environmental commitment.

*2. What are the trends in 2010?*

One of the most visible trends is the Responsible Consumption. Consumers expect brands to make the right ethic and environmental choices. The eco-conception of ibis "Coquelicot" room is a good example of how we take up the challenge. To meet customers' expectations, the high quality room is equipped with compact fluorescent lamps, climatic stores that enable to better filter sunlight and heat, improving temperature control in rooms. ibis has chosen furniture and flooring of wood certified by the Forest Stewardship Council. In this way, the whole chair is 100% recyclable.

### 2010/2011 Objectives

The changes we see in the behaviour of hotel guests everywhere are here to stay. We see new needs, new consumption patterns, new kinds of travel and new lifestyles. ibis' response has been to innovate, for the sake of the environment and better customer service, and to set ambitious goals still consistent with the economics of the hotel business:

- Solar electric power installed in three ibis hotels in France every year
- HEQ (High Environmental Quality) criteria applied to all ibis renovation projects
- Lifecycle management of materials

#### FACT:

**Togo:** The ibis hotel in Lomé installed on its roof solar panels that were made of 80% of recycling material. The energy produced by these supplies hot water for the hotel's kitchen, and the assembly scheme is available for employees who want to reproduce it at home.

To better answer its clients' questions, ibis launched its specialised website [www.ibisenvironment.com](http://www.ibisenvironment.com), which helps provide travellers with useful information and demonstrate the brand's global commitment to the environment, through its actions and innovations.