



Eco Smart Business Programme
Accor's Sustainable Approach



Accor - Who we are

Accor is the world leader in economy and midscale Hotels and a major player in the upscale and luxury segments on 5 continents.

Over 4 000 hotels in 90 countries

A portfolio of brands that are clearly positioned in their market.

	STANDARDIZED	NON STANDARDIZED	EXTENDED STAY	ASSOCIATED EXPERTISES
LUXURY		SOFITEL LUXURY HOTELS		LENÔTRE PARIS
UPSCALE		pullman HOTELS AND RESORTS gality	Grand Mercure apartments	Thalassa HOTELS
MIDSCALE	NOVOTEL NOVOTEL	Mercure	adagio	
ECONOMY	ibis HOTEL	all SLEEPERS HOTELS		
BUDGET	Etap HOTEL In Europe HOTEL FORMULE 1 Outside Europe 6 In USA & Canada hotelF1 In France		studio 6 extended stay In USA & Canada	

The Earth Guest program





- To assist with its social and environmental projects, Accor launches the Earth Guest program in 2006

- One identify and one motto :







- 8 priorities in two projects

EGO, Social responsibility

-  Child protection
-  Local development
-  Food
-  Fighting against diseases

ECO, Environmental responsibility

-  Energy
-  Water
-  Waste
-  Biodiversity

- Objectives for 2010 were set for each priorities
(e.g. : Obtain environmental certification for 20% of the hotel base)



Novotel's Committed to Sustainable Development

Sustainable development is part of Novotel's Global Marketing's strategy.
The three principles of this commitment are:

1 Adhering to green construction standards

Examples of activity



Hotels built according to the HEQ® (High Environmental Quality) guidelines

A - B - C BRAND CONCEPT GUIDELINE



Implementation of the Brand Concept Guideline with building standards which include sustainable development criteria

2 Eco-awareness and everyday eco-friendly activities by staff

Examples of activity



Waste recycling



Training sessions

3 Guest contribution

Examples of activity



Information on fighting sex tourism, systematically circulated in hotels in Asia and Africa

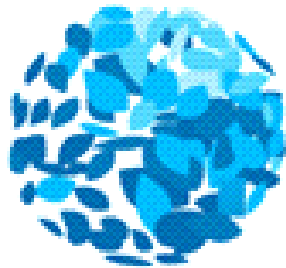


2008: new amenities with the European Ecolabel or Ecocert certification



Novotel's commitment to Sustainable Development

**To formalise its commitment,
Novotel has chosen the Green Globe certification**



EARTHCHECK

- Green Globe is an international benchmarking and certification programme
- Certification highlights and gives credibility to Novotel's commitment
- Green Globe is a programme tailored to the tourism industry
- Independent certification



End 2008: 27 hotels certified + 91 signed up

By end 2009: 150 hotels certified

End 2011: 100% of network will be certified



International Standard Organisation

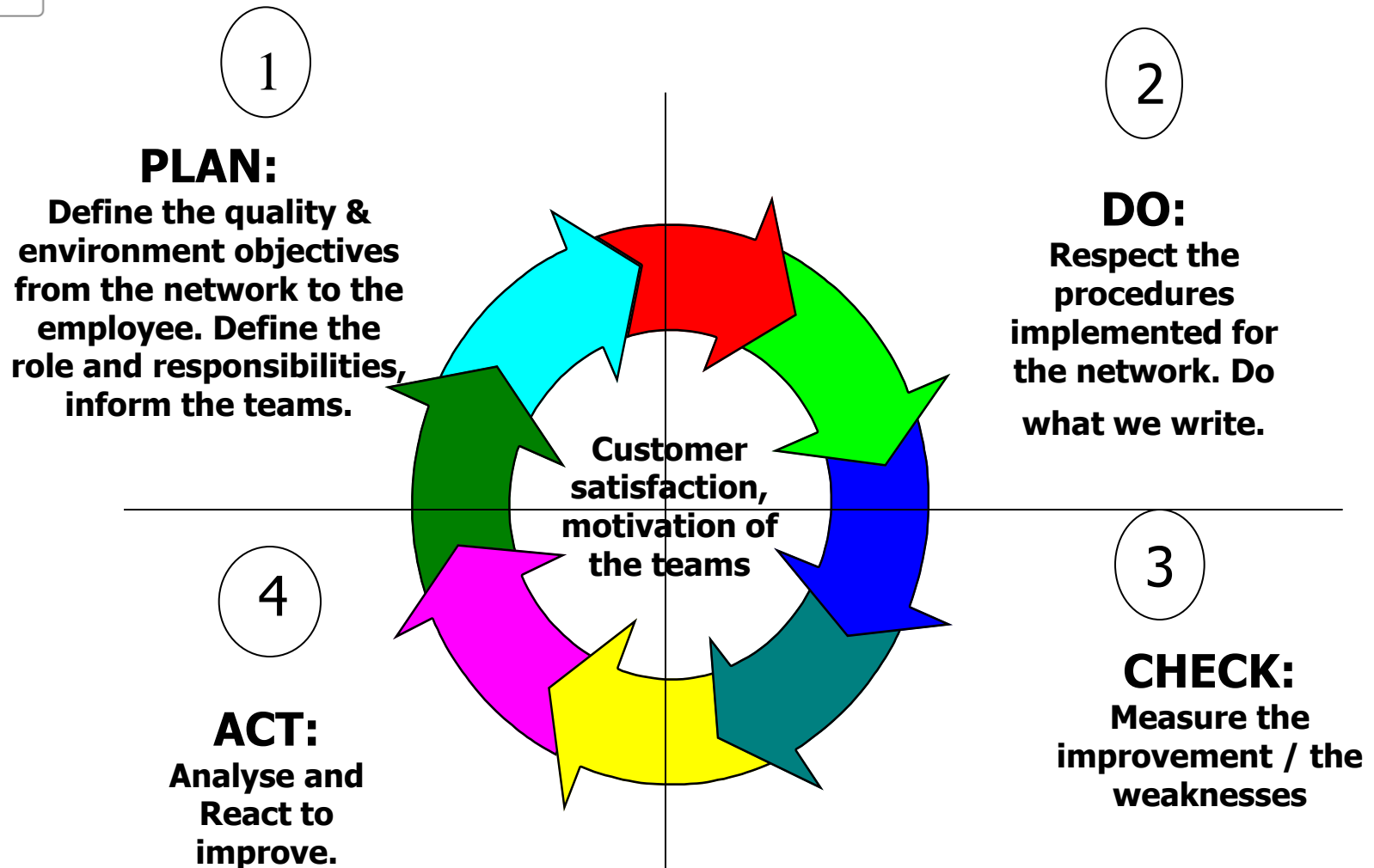
- ✓ ISO is a **non-governmental organization**
- ✓ ISO is a network of the **national standards institutes of 157 countries**
- ✓ ISO 9001 & ISO 14001 standards are implemented by more than **760 000** organizations from agriculture, construction, distribution, transport, information and communication technologies,...
- ✓ ISO 9001 has become an international reference for quality management
- ✓ ISO 14000 enables organizations to meet their environmental challenges

- ✓ **ISO is an “insurance” to prevent from any “accident”**
- ✓ **ISO is a system to ease working process, to structure processes and to work on Best Practices**



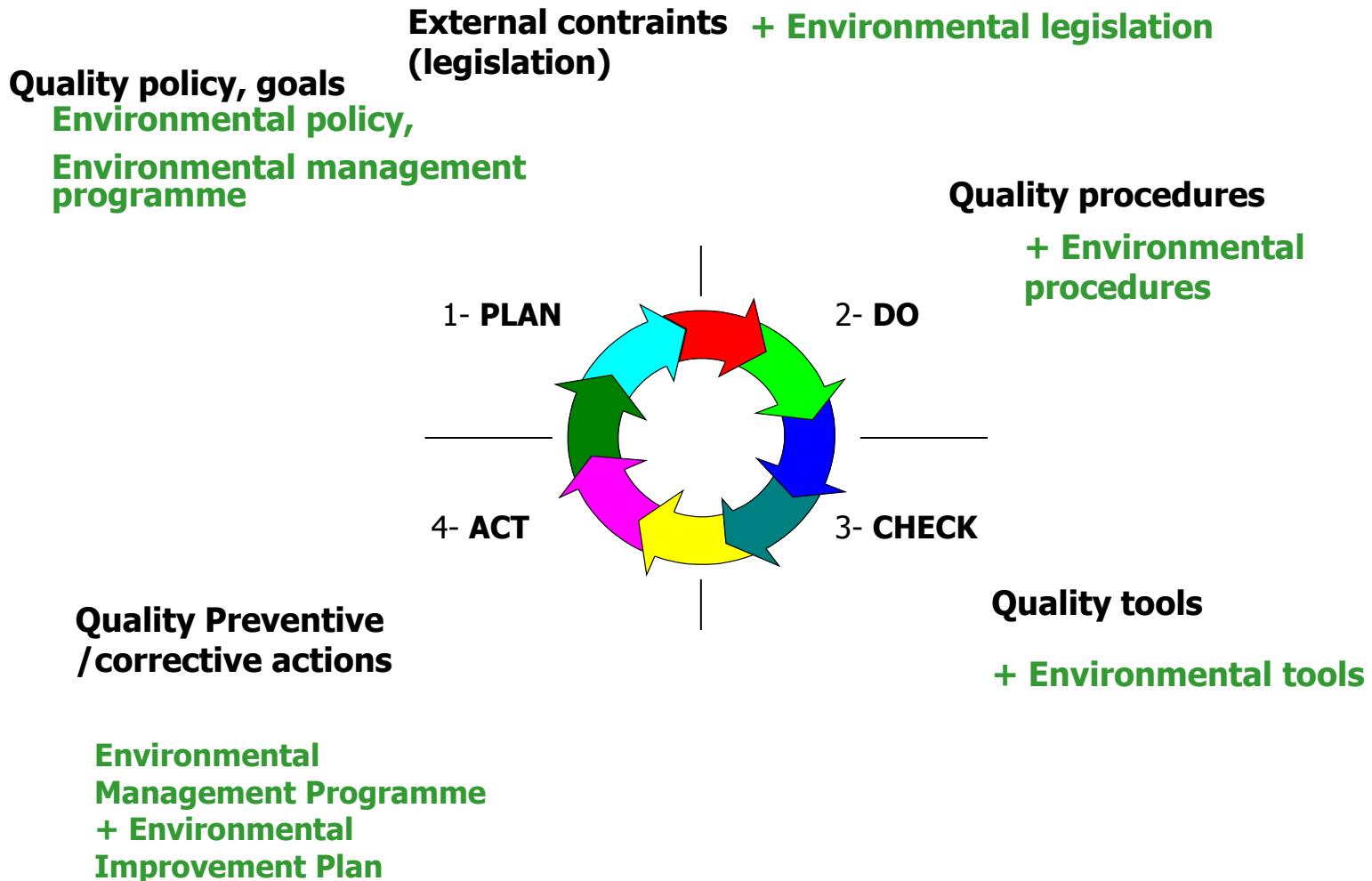
Why ISO 14001

- In 1993 Ibis reviewed where they were and where they would like to be in 2003
- In 1995 it was decided that Ibis would pursue ISO 9001 based on the 15 minute guarantee
- In 1997 50 hotels were ISO9001 certified
- In 2003 475 hotels were ISO9001 certified
- In 2005 the natural progression was to become ISO14001
- In 2006 149 hotels in Europe and 33 hotels in Brazil became both ISO 9001 and ISO 14001
- Ibis in New Zealand is the ONLY tourism operator both ISO 9001 and ISO 14001



For the hotels, it means :
Respecting steps of this wheel

Common philosophy between ISO 9001 and ISO 14001





To start with, we look at the following:

- Novotel's Earthcheck Environment Management system (EMS) to make sure it align with 14001
- Accor Environment Charter and audit result
- Ibis worldwide Environment policy

Then we conducted a gap assessment and self audit against ISO standard

So where to from here.....



- Educate the Management Team
- Identify hotels (environment) Risk
- Develop an Action plan
- Initial Team training
- Develop a hotel environment policy
- Assess the environment aspects
- Set goals
- Revise Action plan
- Communicate and Implement
- Staff development and training

Environmental Policy



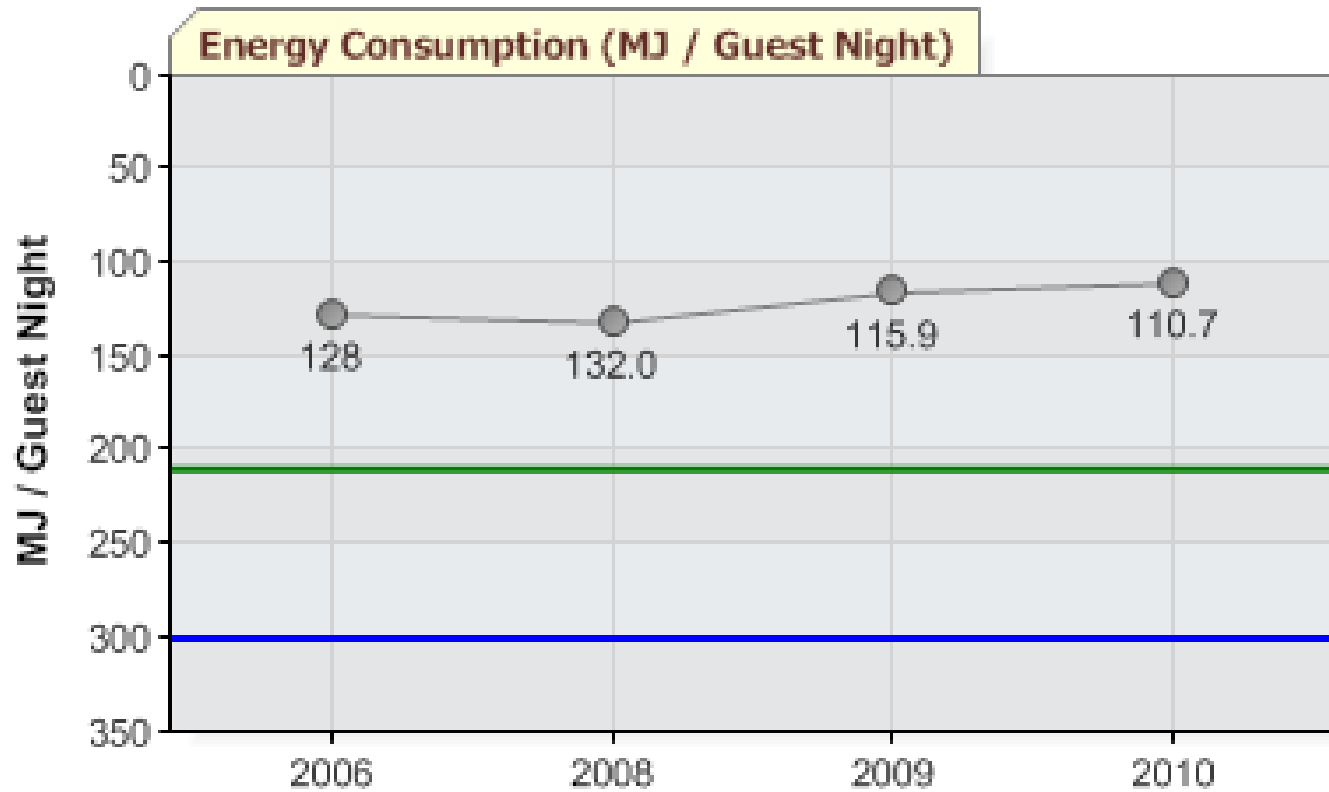
Since 2003, ibis has strengthened the company's commitment to sustainable development by opting for ISO14001 international environmental certification. As the first economy hotel chain to receive ISO14001 certification, ibis works to:

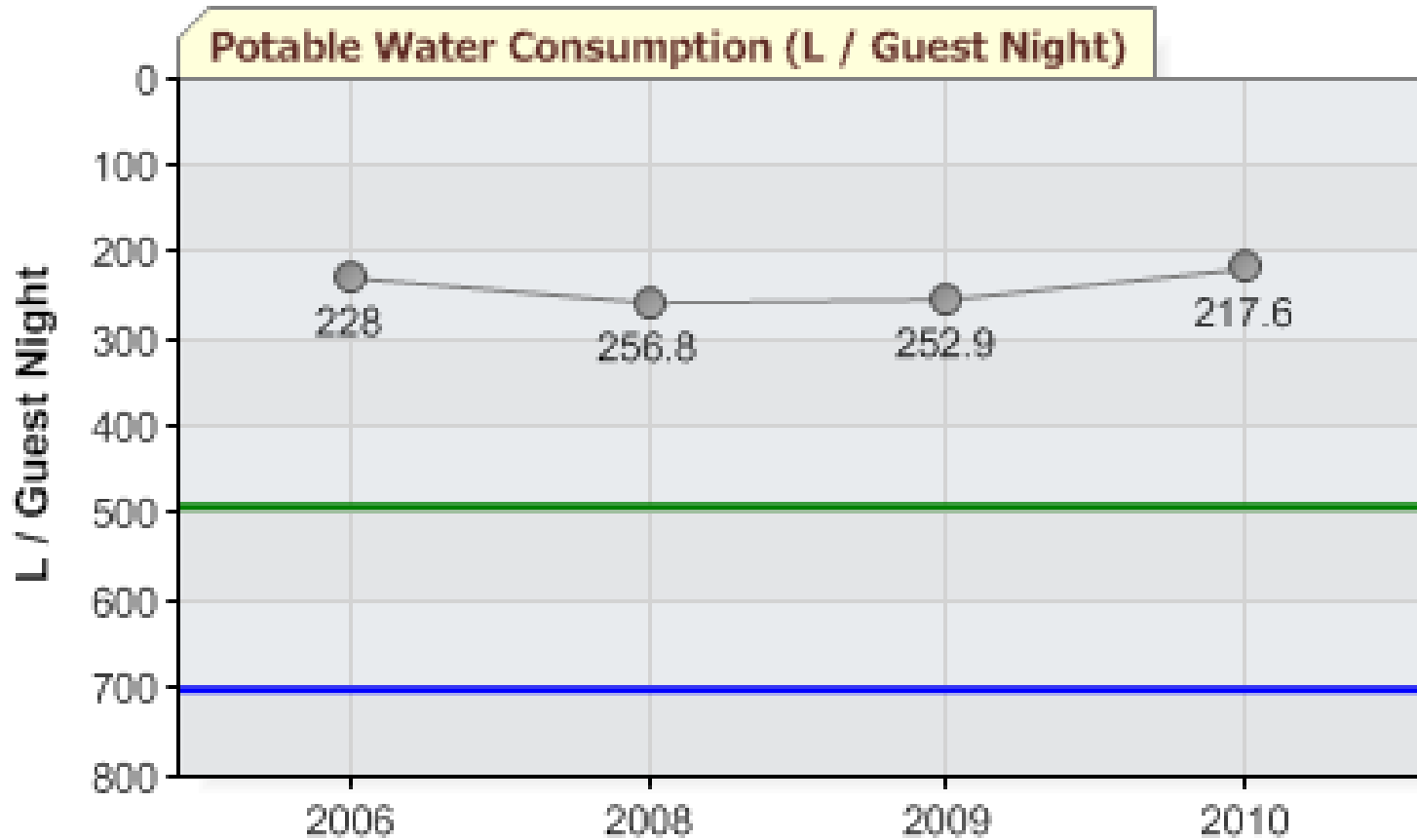
- Offer ibis guests a hotel service that continually reduces its environmental impact. In particular, this includes:
 - Monitoring and reducing water and energy consumption
 - Recycling and adding value to waste
- Keep guests informed of actions that have been taken and suggest ways in which they can help
- Conform to local and national regulatory requirements
- Avoid any risk of water, soil and air pollution

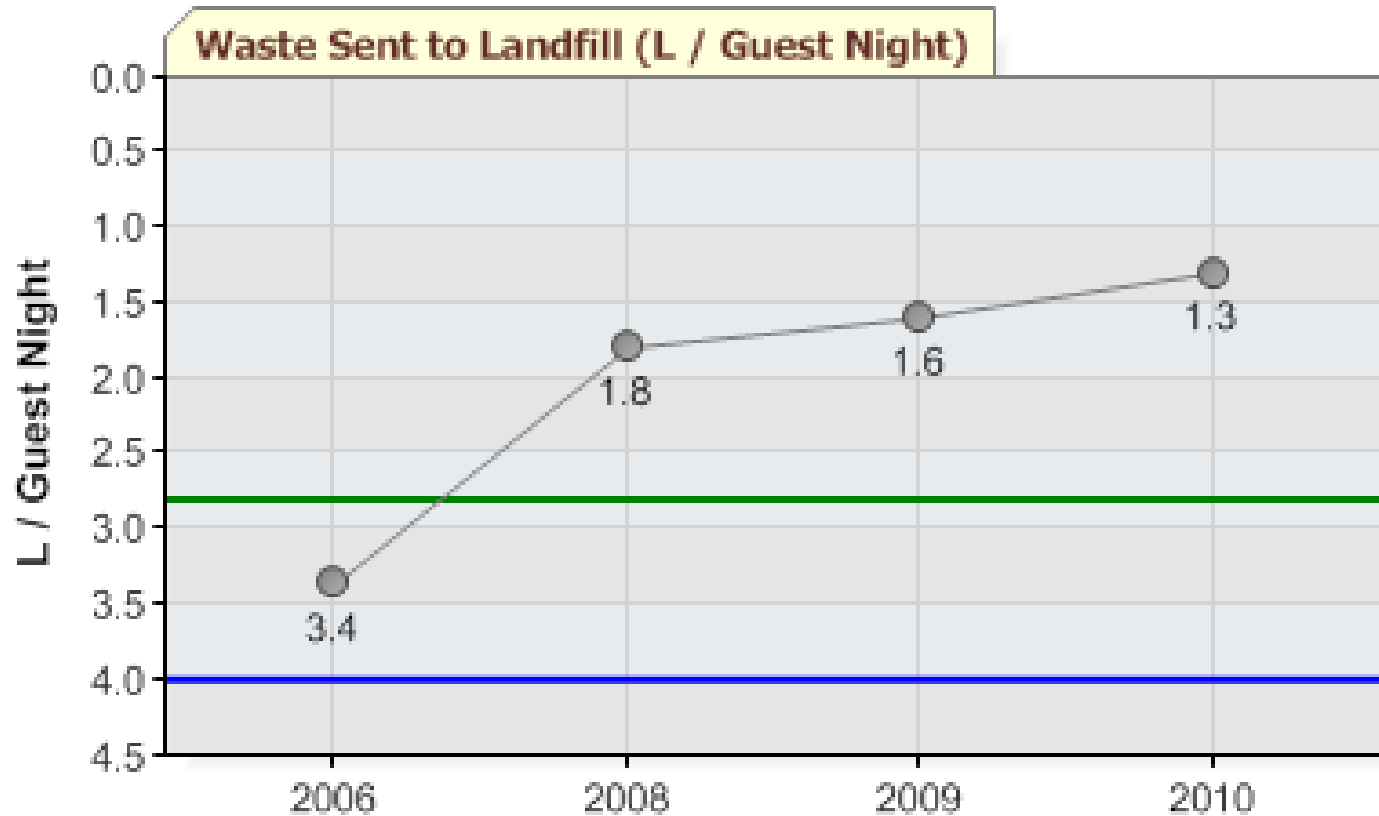
In order to achieve these objectives, ibis:

- Trains all team members and raises awareness of the importance of integrating environmental protection into their daily routines
- Integrates the company's contractors and suppliers into the process
- Conforms with the company's Environmental Management System, which is updated regularly
- Conforms with the Accor Hotels Environment Charter

This commitment is part of the Accor Earth Guest Development programme.









Procurement – Influencing Others

Principles related to Respect for Individuals

- Discrimination
- Protection of Health and Safety
- Working Hours
- Compensation
- Working Conditions
- Respect for the Right of Association
- Child Labour
- Fight against the Sexual Exploitation of Children

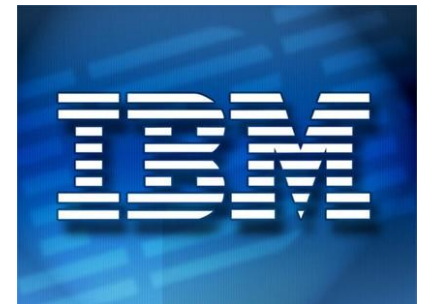
Principles related to Protection of the Environment

- Definition of an Environment Management System
- Compliance with Regulations
- Reduction of the Environmental Impact of its sites, products and services
- Innovation and Reduction of Accor's direct environmental impact
- Recover of Products at End of life
- Dissemination of environmental information



Partners who see benefit from Sustainable Practices

The companies that deal with us



1 : Benefits for the Sustainable development

- **Assess our sustainable development performance**
- **Improve our sustainable development performance**
 - Examples:
 - ✓ Better control of water and energy consumption
 - ✓ Reduction of greenhouse gases emissions
 - ✓ Recycling and reduction of waste production
 - ✓ Information on fighting sex tourism,
 - ✓ Preserve and support biodiversity
- **Compliance to environmental regulations**



2 : Benefits for Novotel

- Highlighting of the **Sustainable development commitment** of the brand
- **Savings** through more efficient use of resources
- **Green** market appeal
- A differentiation and an extra decision criterion for **clients**
- **Marketing and communication** opportunities
- Higher **commitment of the staff** - the new generations get it!!

