

Accor Planet 21

Background

Accor has a longstanding history as a leader in environmental stewardship dating back to 1994 when Accor first established its Environment Department. Accor has adopted numerous solutions to contribute to the development of local communities, reduce water and energy consumption and limit the environmental footprint of its hotels.

In 2011 Accor introduced Planet 21 which set objectives for 2015 and reinforced the Groups determination to put sustainable development at the heart of its activities. Planet 21 is a continuously evolving program with a framework that allows Accor to learn from best practices, challenges and trends in order to include these and strengthen the program for the following years. This framework allows Accor and its hotels to measure and improve its sustainability performance long-term with specific goals. The strength of the program resides in the clear expectations that have been outlined for the upcoming years.

In the wake of the 21st climate change conference, Accor took the lessons it had learned from 2011 – 2015 and used them to shape our vision for 2016 –2020 with our aim to drive the change towards positive hospitality wherever we are. This plan was the Groups way of encouraging the hospitality business to do more about curbing its impacts and of inspiring a new model that brings about enduring changes

Planet 21 Vision

To drive the change towards positive hospitality wherever we are

Planet 21 Framework

Planet 21 framework is founded on 4 key stakeholders engagement in our hotel operation; our people, our guests, our partners and our local communities. In addition Planet 21 addresses 2 focus areas that are current challenges; Food and Beverage and Buildings



Planet 21 Objectives for the end of 2020

Each pillar has specific objectives that address global environmental and social challenges impacting the hospitality sector. The priorities were determined based on an analysis the group conducted which compared our footprint with our stakeholders concerns, which was then examined from the perspective of the United Nations Sustainable Development Goals (SDGs), to which Accor contributes to through Planet 21.



Planet 21 in our hotels

Planet 21 is a comprehensive program which allows our hotels to achieve 1 of 4 levels; Bronze, Silver, Gold or Platinum. In order for a property to achieve Bronze level each hotel must comply with 10 mandatory actions that have been set by the Group. In order to then further evolve to silver, gold or platinum our hotels have a the opportunity to voluntarily pick from a selection of approximately 60 voluntary actions to progress with.



Key Programs

Plant for the Planet

Planet 21 Commitment: To plant 10 million trees by the end of 2021

Global Partner: Pur Projet

Our Plant for the Planet program, is a tangible expression of our vision of positive hospitality and our engagement to reduce our environmental footprint. This program encourages guests to reuse their towels and linen when staying for multiple nights, rather than to launder them on a daily basis, in return, Accor finances tree planting with half the laundry savings generated (water, energy, detergent).

Initially devoted to reforestation projects, Plant for the Planet has evolved into agroforestry projects, which consists of planting trees in agricultural parcels of land to improve their conservation and productivity and diversify farmers' incomes. In this regard, trees play a widely acknowledged role, both in fixing groundwater reserves and absorbing part of the pollution.

Since 2016, Accor has worked to integrate the Plant for the Planet program into its value chain, by encouraging hotels to source supplies from producers that have implemented agro-ecological practices thanks to support from Plant for the Planet; guests find products in the hotel restaurants from farms in which they have subsidized tree planting through their civic gestures

WATCH – We Act Together for Children

Planet 21 Commitment: 100% of our hotels implement our program against child sexual exploitation

Accor pioneered the fight against the sexual exploitation of children in the hospitality sector. In 2001, we were the first hospitality group to partner with ECPAT, an international NGO at the forefront of the struggle to end the commercial sexual exploitation of children. In 2014 we strengthened our commitment and developed WATCH. WATCH aim to raise awareness on the issue of the sexual exploitation of children, to keep our employees alert at all times, and to help them to respond to dubious situations



Solidarity Accor

Planet 21 Commitment 100% of our hotels are engaged in a citizen or solidarity project

We aim to spread hospitality of the heart – Accor fosters and supports socially-responsible actions initiated by our employees through Solidarity Accor which is the groups endowment fund which focuses on enabling disadvantaged populations

Over the last 10 years, Solidarity Accor has supported over 330 projects globally, involving 20,000 employees, and benefitting 450,000 direct & indirect beneficiaries.

Fairmont Waterfront received support from Solidarity Accor to strengthen their existing partnership with Hives for Humanity. Hives for Humanity is a local NGO in Vancouver that uses beekeeping to strengthen social ties. It runs urban hives and farms and welcomes isolated and marginalized groups, including homeless people, to help them reconnect with the community and nature.

Bee Sustainable

Global Partner: Fairmont Pollinator Partnership

In 2008, Fairmont saw an opportunity to help combat Colony Collapse Disorder by placing honeybee hives on hotel rooftop gardens and other onsite locations.

Bees are the most effective pollinators on earth, but loss and fragmentation of habitat leaves hundreds of thousands of bees without space to nest and reproduce. The creation of new habitats, or bee hotels, is incredibly important to ensuring the sustainability of the species, which are responsible for the pollination of one-third of the food we eat. Fairmont developed a Bee Sustainable program which now features over more than 40 honeybee apiaries and wild bee hotels at properties around the world, in addition to many on-property herb and vegetable gardens that contribute to overall pollinator health

In North and Central America, we have about 45 hotels with on property herb and vegetable gardens and about 20 hotels with bee hotels.

Healthy & Sustainable Food Charter

Accor developed a Healthy and Sustainable Food [Charter](#) with the aim to nurture an appetite for healthy, and sustainable food and a waste free diet. The charter is fiercely ambitious in its response to current food, health and environmental issues. Through this we focus on fighting food waste, protecting our guests' health, sourcing sustainable products.

