



Message from the Chairman and CEO

It's not enough to create value; you also have to share it. As an industry leader, Accor has always been committed to maintaining powerful engagements with regard to not only its employees and customers but also with its host communities.



Our corporate social responsibility process is being led by our PLANET 21 sustainable development program, which is unlike any other in the hospitality industry and which has set us firmly on the path to continuous improvement. Every year, the 170,000 employees working in Accor-brand establishments welcome millions of customers in 3,600 hotels across the globe. With customers claiming to be increasingly concerned about sustainable development challenges, PLANET 21 lets us make sustainable hospitality a reality. Our engagement is not something new: it took shape 20 years ago when we created an Environment department back in 1994.

The 21 concrete measures are matched with ambitious, quantified targets that the hotels must achieve by end of 2015 in such areas as healthy eating, lower water and energy consumption, and prevention of diseases. Two years after the launch of PLANET 21, two-thirds of the 2015 targets are met or on track.

Meeting our targets is impossible without the cooperation of our customers and partners. Through our Plant For The Planet program, we foster savings on water and energy by encouraging our customers to reuse their bath towels when they stay in our hotels for more than one night. Hotels donate half of their laundry budget savings to finance reforestation projects. Over the space of the last five years, we are proud to have contributed to the planting of over 3.5 million trees.

I truly believe that our sustainable development policy lets us differentiate ourselves, to create value and to stimulate the entire hospitality sector to make progress. This is why the Accor Group signed up to the United Nations Global Compact in 2003 and is renewing its commitment to the program's 10 universally accepted principles. By participating in this international corporate citizenship initiative, Accor is reaffirming its commitment to sustainable and responsible commercial practices. This also makes a contribution to the emergence of a global market that is fairer, more stable and more open.

Sébastien Bazin
Chairman and Chief Executive Officer of Accor