

Message from the Chairman and CEO



We are far more than a global leader in the hospitality industry. We are over 250,000 men and women working in a wide range of professions who are curious, passionate and proud of our differences. Whilst our industry and Group are experiencing major transformation, we are taking more care than ever to ensure that as we evolve, we continue to respect our common heritage. We do this through our culture: that's what really distinguishes us and makes us appealing; we also do it, above all, whilst respecting Women and Men alike and our Planet. We have worked in 2014 on an Ethics and CSR Charter that provides the framework for our approach to responsibility in terms of management ethics, integrity and legal compliance as well as our responsibilities to our employees, society and the environment. Following a 2017 review of the first three years of deployment and implementation of the Charter, the Ethics & CSR Committee decided to give renewed impetus to the Charter within the Group. A new action plan has been launched in the first quarter of 2018.

The implementation of our ethics and CSR codes relies on continual dialogue with all our stakeholders. This communication is crucial as it enables us to identify priority areas for action and together create shared value. Our determination to develop our human resources through dialogue with all our employee representatives and management is put into practice within the Group. Our Diversity ambition is structured around four priorities: Gender diversity and equality; A breadth of ethnic, social and cultural origins; Multi-generational synergy; The integration of people with disabilities.

In May 2015, we joined the IMPACT 10x10x10 initiative of the HeForShe solidarity campaign backed by UN Women. Our ambition is to ensure that actions to foster gender equality are driven by both women and men, thereby changing mentalities within the hotel industry.

In 2015, the Group strengthened its commitment to integrating people with disabilities by signing and adopting the ten principles of the Global Business and Disability Charter of the ILO, the International Labour Organisation.

Between 2012 and 2015, the Group consolidated its more than 20-year commitment to sustainable development into a formal initiative by launching PLANET 21, a pioneering program with 21 ambitious goals to develop a sustainable hotel business. In 2016, AccorHotels strengthened its commitment by kicking off the second phase of Planet 21: Planet 21 **Acting Here!**. With reinforced goals for 2020, this new five-year sustainable development strategy, brings together all of our commitments and projects related to these initiatives, betting on innovation and empowerment to generate wealth sustainably and limit our negative impacts.

To guide our improvement efforts, we surveyed our guests, reassessed our environmental footprint and socio-economic footprint in the world, monitored our progress and analysed our contributions to the sustainable Development Goals. Developed around six strategic axes, this program commits us to be an inclusive company for our employees, to involve our guests in a sustainable experience, to co-innovate with partners to forge new paths, to work with local communities to make a positive impact. We are also especially mindful of two key priorities. The first is food, with the goal of eliminating waste and promoting healthy and sustainable eating. The second is working towards carbon-neutral buildings.

Our Plant for the Planet program with which we have already planted almost 6 million trees has also evolved to become a pioneer in setting program through agroforestry, bringing more environmental and social benefits.

The PLANET 21 program has one great ambition: drive the change towards positive hospitality.

For the 15th straight year, our Group is renewing its participation in the United Nations Global Compact and its commitment to the ten universally accepted principles. By signing on to this international corporate citizenship initiative, AccorHotels is supporting rational, sustainable and responsible business practices.

Sébastien Bazin
Chairman and CEO of AccorHotels

