



MESSAGE FROM THE CHAIRMAN AND CEO



Accor is a world-leading augmented hospitality group, offering unique and unmatched experiences in more than 5,000 hotels, resorts and residences across 100 countries, through an unrivaled portfolio of brands that spans from luxury to economy. And far more than this, we are 300,000 women and men for whom taking care of others is in our DNA. We believe that with our position comes the special duty of helping to transform the world around us through our own process of transformation: it is important that the travel industry takes responsibility for its impact.

For Accor, CSR has been a priority for many years. We are keenly aware of our role as a responsible tourism provider, via our holistic sustainable development programme, Planet 21, from pledging to remove single use plastic from the guest experience to drastically reducing food waste. We work with our employees, customers, partners and local communities to develop positive actions and meet the CSR challenges we face as a Group, and have been actively developing this for over 16 years.

Now, in 2020, we are seeing the world changing in ways that few could have imagined a few months ago. Priorities have shifted dramatically, for Accor and for everyone, and urgent actions were needed to alleviate the hardship of many. We strongly believe more than ever that it is important to be a socially responsible company: solidarity is at the heart of Accor.

Therefore, since the beginning of the Covid19 crisis, every effort has been made to support our local communities by working closely with government bodies, local authorities, health services and pandemic support teams. At the peak of the crisis we supported those who needed to be protected and those on the front line who were protecting us; this led to the rapid deployment of new initiatives across our business. For instance, we kept about one third of our hotels around the world open to healthcare workers and the most vulnerable populations while numerous meals were cooked in our hotels' kitchens for those on the front line.

In April, we launched the ALL Heartist Fund, a €70m Covid-19 special purpose vehicle, which is further helping the group deploy its solidarity initiatives to support frontline healthcare professionals and non-profit organizations. This initiative reflects the ambition of us and our shareholders to provide a meaningful and significant contribution to society and to show solidarity with our employees during the current health crisis. The fund helps Accor network employees who may be in distress, as well as individual partners, frontline professionals and first responders. Well over 35,000 individuals have already been granted support.

We're proud that, even during one of the most challenging periods of our history, we have played an active role to support the communities we operate in and we have stayed true to the principles of social responsibility that define our company. Most importantly, these principles will endure as the current period passes. Accor is looking to the future with confidence and we will not shy away from our broader CSR commitments as we embark on this process of recovery. This means continuing our work towards helping to meet the Sustainable Development Goals set by the UN via programs on sustainable food, carbon emissions and more.

In this, we are building on a strong foundation. During 2019, Accor made significant progress on its sustainable development programs with large involvement by all teams and very high hotel commitment. For example, 93% of our hotels have put in place the ten benchmark actions of Planet 21 In Action and 14 of the 19 objectives in our CSR roadmap have been reached. We still have progress to make on some goals, for example food waste and diversity in management, and are completely committed to achieving this through continued hard work and development.

For the 17th 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, Accor is supporting rational, sustainable and responsible business practices.

Sébastien Bazin
Chairman and CEO of Accor