



MESSAGE FROM THE CHAIRMAN AND CEO



We are far more than a global leader in the hospitality industry. We are over 280,000 men and women working in a wide range of professions who are curious, passionate and proud of our differences. With this position comes the special responsibility of helping to transform the world around us through our own process of transformation. It is also our duty to inspire our employees, suppliers and partners to join us in the drive toward change, engagement and respect for the planet and for the women and men who inhabit it.

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, Accor 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.

With more than fifteen years of experience in actively implementing sustainable development, the Group hopes to introduce a CSR strategy in line with its economic model that meets the environmental, social and societal challenges facing it. In so doing, the Group is developing programs that point to a way forward for the Group and its stakeholders, which are helping to reach the Sustainable Development Goals set by the UN.

Developed around six strategic axes, the Acting Here! 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 7 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 16th 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

A handwritten signature in black ink, appearing to read 'S. Bazin', written over a horizontal line.