



## GLOBAL TOURISM BUSINESS AWARD WINNER 2010

**Accor** approaches sustainability from a holistic perspective, going beyond environmental operations management in order to give equal attention to social responsibility.

# CASE STUDY

Accor operates 4,000 multiple brand hotels in 90 countries with 150,000 employees. Given the large scale of their operations, their efforts to institutionalise sustainable practices across all sectors of the company, and to monitor, measure, and improve results, represent an outstanding level of commitment and accomplishment toward successfully implementing sustainable tourism principles and practices. At the heart of Accor's sustainability model is its Earth Guest Programme, which is divided into two core projects:

1. EGO has a social responsibility focus, including local community development; child welfare and protection; supporting global efforts to combat public health epidemics; and advocating balanced nutrition.
2. ECO has an environmental responsibility focus, including energy conservation; water conservation; waste reduction; and support for biodiversity conservation.



Within EGO, the two largest programmes are the 'Fight Against Child Sex Tourism' and the 'Fight Against HIV/AIDS'. The efforts to stop child sex tourism are conducted globally in partnership with ECPAT (End Child Prostitution and Trafficking in Children for Sexual Purposes). To date, 13,000 Accor employees have been trained to identify and respond to child sex tourism risk situations. As an example, in the Netherlands, Accor has launched a 'Stop Lover Boys' campaign ('Lover Boys' is the Dutch name given to adult men who take advantage of young women from troubled backgrounds and involve them in drug trafficking and prostitution.)

In collaboration with a local NGO, Accor also actively raises awareness and organises educational campaigns in schools to combat this problem and provide immediate assistance to any victims.

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The programme to combat HIV/AIDS includes a prevention training DVD entitled 'Going on a Trip', created in partnership with the Global Business Coalition and distributed in Accor hotels, along with condom dispensers and HIV/AIDS awareness posters in France, the USA, Africa, Southeast Asia and South America. Other EGO projects include a 'nutritional balance' programme in 13 countries, particularly focused on its budget hotel brands, raising awareness among staff and guests. It has also introduced 'nutritionally balanced' children's menus as a way of combating childhood obesity in developed countries, particularly in the USA, where childhood obesity is a leading cause of preventable death.



The ECO project forms the second half of Accor's Earth Guest sustainability programme and focuses on environmental best practices in hotel operations and management.

For example, Accor has expanded the now standard hotel environmental commitment to 'Help protect the environment by avoiding washing linens every day' with a new initiative called 'Plant for The Planet', to address deforestation and related climate change. Accor plants a tree for every five days that a guest re-uses towels and linens. This programme is carried out in partnership with the UN 'Billion Tree Campaign', with Accor aiming to plant 3 million trees by 2012. It is currently on target to date to achieve that goal.

Accor's ECO sustainability commitments also go far beyond planting trees and re-using linens. Sustainable procurement is another key initiative whereby Accor works to green its hotel supply chain by increasing annual purchasing, worth some €3 billion, by focusing on purchases from supply companies that are committed to more sustainable environmental and social practices. This includes fair trade products and also purchasing from locally owned companies to increase financial investment at the community level in countries where Accor does business. In addition, Accor continues to roll out energy efficient systems across its hotels, including in room and back of the house motion detectors that turn lights and A/C units off when rooms are not occupied, and a satellite system that monitors weather and regulates hotel landscape irrigation based on changing weather patterns. Recycling of glass, paper, plastic, batteries and computer printer ink cartridges is also taking place.

What sets Accor apart from most other hotel companies engaged in green practices is its innovative corporate intranet monitoring and evaluation system called 'OPEN' that requires all Accor hotels everywhere in the world to monitor its environmental performance against 65 'Environmental Charter' indicators, in order for each hotel to better monitor its level of success and to improve environmental performance. For example, during January 2010, an independent inspection of the 'OPEN' system at an Accor property revealed that the hotel was able to reduce water usage by the equivalent of 4,896 bathtubs, or 24,480 gallons, exceeding its targeted goal for water conservation for that single month. But, equally important to Accor, under electricity monitoring, the same OPEN system flashed a 'Bad News' icon, showing that the hotel was not yet hitting its energy conservation target, and then followed it by showing pictures of global warming impacts that are a result of high energy consumption.

Accor uses this system to continue to improve its environmental performance as well as to reward hotels hitting targeted goals. Only when they achieve at least a minimum of 20 out of the 65 environmental performance goals are they allowed to display the Accor Earth Guest Poster in their hotel lobbies. In addition to this internal environmental monitoring system, Accor also works with external environmental hotel certification programmes for its properties. To date, 286 Ibis Hotels in 17 countries are ISO 14001 certified, 50 Novotels in 22 countries are Green Globe Certified and, in Canada, all Accor Hotels are Green Key certified. Each of these certification programmes is internationally recognised.

Accor's EGO and ECO Earth Guest Programme represents what the future can and should be for all large global hotel corporations, where sustainable practices are part of the company mission and not just something addressed as a side project on Earth Day.