



10th Annual Forum of EUSBSR

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THE MOST COMPREHENSIVE & EFFECTIVE CSR PROGRAM FOR HOTELIERS



Our vision

*Drive the change towards positive
hospitality wherever we are*

IMAGINE POSITIVE HOSPITALITY.
BECAUSE WE CARE FOR MILLIONS
OF GUESTS, EACH OF OUR HOTELS
IS A PLANET IN ITSELF AND
EVERY ACTION MATTERS. LET'S
DRIVE THE CHANGE, AND INVITE
THE WORLD TO ACCOMPANY US,
TO BETTER WELCOME THE FUTURE.

Planet 21

THE MOST COMPREHENSIVE & EFFECTIVE CSR PROGRAM FOR HOTELIERS



4 strategic focus areas

our employees,
our guests,
our partners
our local communities.

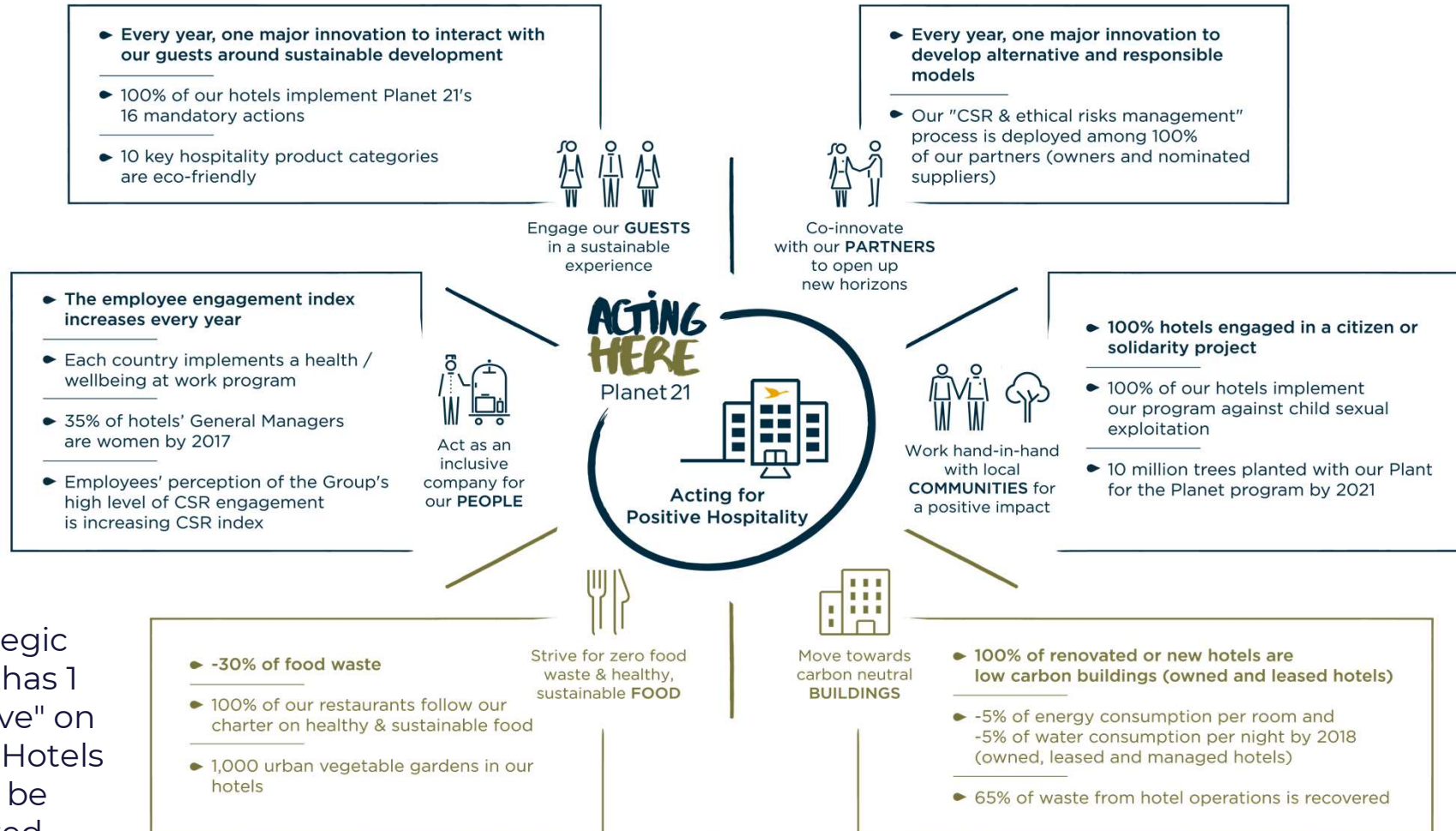
2 key challenges for the next 5 years

F&B
low carbon buildings.



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Each strategic focus area has 1 "key objective" on which AccorHotels wants to be recognized




Food Impacts our Planet & Health

HOSPITALITY



Deforestation mainly due to food and meat production




Chemicals from farming & food waste = to more than 10% of the carbon emissions

Up to 40 chemical treatments in average for an apple

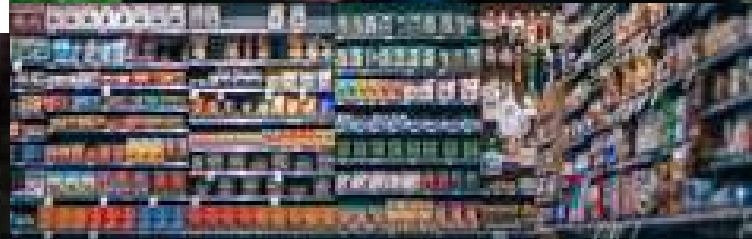


In developed countries, 30% of soils are impoverished



1 out of 7 human suffers from malnutrition

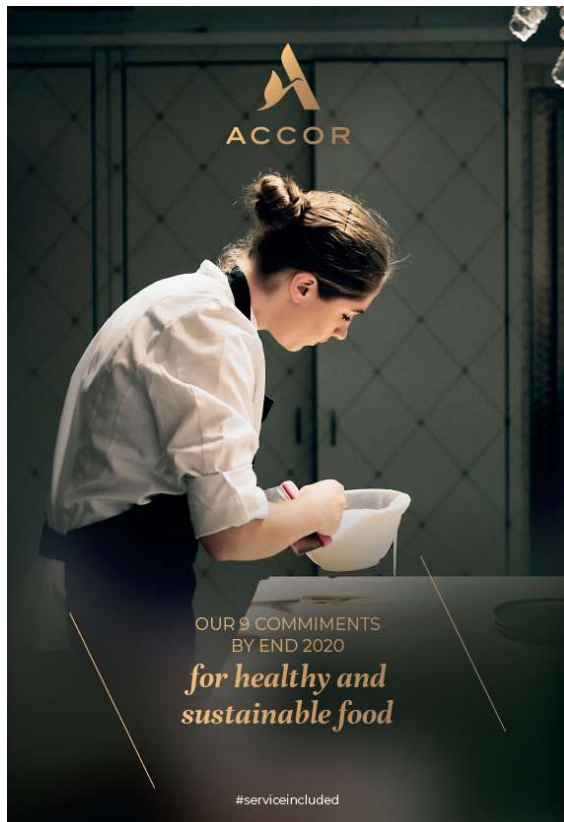
More than 30% of world food production is wasted



Artificial additives & processed products => low in nutrients, fat problem, endocrine disruption, cancerogenic ...

Healthy & Sustainable Food Charter

9 COMMITMENTS FOR EVERY HOTEL OPERATING UNDER AN ACCOR BRAND



1

TO CUT FOOD WASTE BY AN AVERAGE OF 30%

2

TO FAVOR LOCAL FOOD SUPPLIERS AND SEASONAL PRODUCE

3

TO INCREASE OUR SELECTION OF ORGANIC PRODUCTS AND SUPPORT AGROECOLOGY

4

TO PREFER SUPPLIERS COMMITTED TO ANIMAL WELFARE

5

TO BAN ENDANGERED FISH SPECIES AND PROMOTE RESPONSIBLE FISHING

6

TO ELIMINATE SINGLE-USE PLASTIC

7

TO REMOVE CONTROVERSIAL FOOD ADDITIVES AND REDUCE FAT AND SUGAR

8

TO SERVE RESPONSIBLE COFFEE OR TEA

9

TO CATER FOR A RANGE OF DIETARY NEEDS





Are we REALLY ACTING ???



Planet 21

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Ethics & CSR are integrational practise at every level and every day of Accor hotels business in Poland & CEE.

- 100% of hotels display Planet 21 messages
- 100% of hotels use eco-certified cleaning products
- 100% of hotels participate in WATCH - the Child Protection Program
- 100% of hotels serve food from local suppliers
- 100% of hotels supports local NGO & schools
- 60% of hotel GMs in Tricity are women
- Waste reduction in 2 years 18%
- Do Not Clean My Room
- Re-use towels program Plant For The Planet
- 1 hotel with BREEM Certificate second is coming
- Earth Guest Day Celebration & Hour for the Planet
- Neighbours' & Open Days
- Blood Donations
- Urban Gardens
- Winner of 2018 award for Socially Sensitive & Responsible Company in Pomerania
- Partner of local sport events (marathon, business & colour runs...)

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Tricity Accor Hotels are exemplary & LEADING this trend among hotels



INVOLVING GUESTS

LESS PLASTIC
We say NO to plastic



Plastic cups, straws, individual jogurt, sugar & butter packages were thrown away in all **10 Accor hotels** located in the North of Poland:

- Midscale (Mercure, Novotel): glass in rooms
- Eco (ibis): paper cups

Approx. savings of **4 700 EUR** (after 2 months) & ☺ feedbacks from guests

0,7 l glass bottles & jars for water serving at the breakfast & conferences

Mercure Gdańsk Stare Miasto Ibis Gdańsk Stare Miasto Novotel Gdańsk Centrum tests eliminating plastic from **laundry**. The project is realized in close cooperation with local supplier.



Healthy & Sustainable Food Charter

BEING IN LINE WITH ACTUAL FOOD TRENDS



Less is more

Simplicity is the new luxury
Consumers want less but better quality

Healthfull

A more health oriented and environmentally conscious consumers want more transparency on what they have on their plates & expect a more educated service

Menus, prices and reviews are at our fingertips creating a more informed consumer with higher expectations.





#ActingHere
#Acting Now
#TogetherIsBetter



RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ RIXOS
ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA \ 25HOURS HOTELS
HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1