



Press release
SEPTEMBER 21ST, 2021

Accor joins global sustainability network, the Sustainable Hospitality Alliance

Accor, a world leading hospitality group with more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries, today joins the Sustainable Hospitality Alliance, a global organisation that brings together engaged hospitality companies and uses the industry's collective power to address and tackle key challenges affecting the planet and its people.

Since its creation in 1967, Accor has been a pioneer in developing sustainable travel experiences and investing in innovations to enable positive hospitality experience with a reduced environmental impact. As part of its on-going CSR strategy, in 2011 the Group identified 21 areas of business activity where significant improvements could be made and set policies for measurable actions and goals. These include targets around reducing energy and water consumption, a move towards carbon-neutral buildings, and promotion of healthier and sustainable food with a drastic reduction on food waste.

The Sustainable Hospitality Alliance drives collaborative action and develops free practical resources and programmes, with leading hospitality companies and strategic partners, to enable the wider industry to operate responsibly and grow sustainably. They innovate and look for new areas of improvement. Also aligned with the United Nations Sustainable Development Goals (SDGs), they commit to drive continued actions on a range of social and environmental issues including human rights, youth employment, climate action and water stewardship.

The Alliance's members make up 25% of the global hotel industry by rooms and include 14 world-leading hotel companies including Hilton, Hyatt, IHG Hotels & Resorts, Marriott International and Radisson Hotel Group. Members are united in a belief that collaboration within the industry can achieve more for societies and the environment as companies work together and use their collective power on issues like improving supply chain standards and mitigating climate change.

Sébastien Bazin, Chairman and CEO Accor said, "Sustainability and social responsibility are essential to our business. As a global hospitality group, we have a responsibility that goes far beyond our own impacts and it's our role to shape the future of travel and take



care of our planet and the communities in which we operate. We believe working together as an industry on sustainability makes us stronger and is the most effective way in finding new ways to contributing positively to the environment and the local communities globally. We are joining Sustainable Hospitality Alliance with an open and collaborative mindset and look forward to working with the other leaders in the industry to drive the pace of change.”

Madhu Rajesh, CEO of Sustainable Hospitality Alliance, said: “We are delighted to welcome Accor to our membership. The Group’s expertise and commitment towards sustainability will make a valuable addition to the best practices of our existing members. We look forward to collaborating with them on the leading global issues to ensure that the hospitality industry is striving for a lasting positive impact on our planet and its people.”

Sébastien Bazin, Chairman & CEO Accor with Brune Poirson, Chief Sustainability Officer Accor formally announced their membership at the Arabian & African Hospitality Investment Conference on 21 September 2021 during Hard Talk with Sébastien Bazin “Sustainable hospitality challenge”.

For more information about the Sustainable Hospitality Alliance, please visit www.sustainablehospitalityalliance.org.

ABOUT ACCOR

[Accor](#) is a world leading hospitality Group consisting of more than 5,100 properties and 10,000 food and beverage venues throughout 110 countries. The Group has one of the industry’s most diverse and fully-integrated hospitality ecosystems encompassing luxury and premium brands, midscale and economy offerings, unique Lifestyle concepts, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor also boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. Over 68 million members benefit from the company’s comprehensive loyalty program [ALL - Accor Live Limitless](#) - a daily Lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For



more information visit group.accor.com or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).

ABOUT SUSTAINABLE HOSPITALITY ALLIANCE

The Sustainable Hospitality Alliance brings together engaged hospitality companies and uses the collective power of the industry to deliver impact locally and on a global scale. They work with leading hospitality companies and strategic partners to address key challenges affecting our planet and its people, and develop practical resources and programmes to enable the wider industry to operate responsibly and grow sustainably.

Aligned with the United Nations Sustainable Development Goals (SDGs), they commit to drive continued action on human rights, youth employment, climate action and water stewardship. Their members make up 25% of the global hotel industry by rooms and include 14 world-leading hotel companies including Marriott International, Hilton, IHG, Hyatt and Radisson Hotels Group as well as regional brands. For further information, visit www.sustainablehospitalityalliance.org.

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