



Initiative

10/24/2012

Accor supports the planting of 19.200 cherry trees in memory of the 19.200 victims of the Japan tsunami

Accor has taken part in the **Jakko no-mori** project, initiated by Tristan Lecomte, Founder of Pur Projet and ambassador for PLANET 21, Accor's sustainable development program.

This initiative, which includes six others partners, aims to finance a wide reforestation project following the devastating tsunami that hit eastern Japan in 2011. Its purpose is to plant 19,200 trees in memory of the 19,200 victims.

On October 14th, 60 symbolic cherry blossom trees were planted by partners and the local community, at Hou on ji Temple in the city of Ishinomaki. This tree plantation support will continue in the world, including in France, Thailand and Haiti.

*"**Jakko no-mori** is a unique international collaboration to remember those killed in the 2011 tsunami, while helping the Ishinomaki community rebuild", said **Tristan Lecomte**. "We chose the traditional sakura – or cherry blossom, given its deep symbolic meaning: in Japanese culture, the souls of the dead will come in the cherry blossom to find Peace. They evoke connotations with rebirth, healing and hope..."*



Accor is supporting **Jakko no-mori** with funds raised through **Plant for the Planet**, one of the **PLANET 21** program main projects.

Throughout this reforestation program, hotels encourage customers to reuse their bath towels, raising their awareness with the formula "5 towels reused = 1 tree planted". Thanks to the laundry savings, the Group leads ambitious reforestation projects in the world, and has already financed the planting of more than 2 million trees worldwide. Today, the Accor hotels in Japan are participating in Plant for the Planet - **Mercure Tokyo Ginza**, **Mercure Sapporo**, **Mercure Okinawa Naha**, **Mercure Yokosuka** and **ibis Tokyo Shinjuku** – and will be contributing to funding the **Jakko no-mori** project

"Plant for the Planet enables our hotels to act closely with the communities that host them for the preservation of the ecosystems", explains **Sophie Flak**, SVP Académie and Sustainable Development at Accor. "The Group's participation in the **Jakko no-mori** project is in line with this approach and reflects the strong will of our employees to contribute to the reconstruction of this region painfully affected by this disaster".

* *Jakko no-mori* means "a restful radiance, an illumination with the tranquility of truth and the workings of wisdom, symbolizing the two virtues of reason and enlightenment"