



Press release
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Sustainability takes root at Accor Greater China Hotel group launches innovative reforestation project

A year after launching its PLANET 21 sustainable development program, Accor celebrates a major milestone, announcing **that Plant for the Planet – the Group’s innovative towel reuse and reforestation project – has planted over 3 million trees worldwide**. To celebrate this achievement, Accor hotels around the world are engaging in tree planting exercises to raise awareness and kick off an ambitious new phase of the project.

PLANET 21 represents Accor’s commitment to being a better corporate citizen and to ensuring sustainable development at its more than 3,500 hotels worldwide. With PLANET 21, Accor places sustainability at the heart of its business strategy and makes 21 ambitious commitments to environmental and social sustainability with concrete targets for 2015. Targets include a 15% reduction in water consumption, a 10 % reduction in energy use and greenhouse gas emissions and a total ban on endangered seafood such as shark’s fin from hotel menus by 2015.

Plant for the Planet: Reforestation project launched in China

To celebrate the one-year anniversary of PLANET 21, Accor hotels in the Greater China have financed the planting of 1,000 trees in Hebei and Yunnan provinces. The 1,000 trees mark the launch of the Plant for the Planet program in Greater China.

Over 1,400 hotels worldwide have joined the **Plant for the Planet** program since it was launched in 2009. These hotels use the following formula to encourage their guests to reuse their towels: “in this hotel, five reused towels = one tree planted.” So far, thanks to the laundry savings generated by this program, Accor hotels have funded **the planting of three million trees** worldwide.

Seven Accor hotels in China have already joined the program, with other hotels joining the program later this year.

"Plant for the Planet in Greater China is off to a great start, with 1,000 trees already financed. This represents a joint achievement between our hotels and our guests," said Mr. Paul Richardson, Chief Operating Officer of Accor Greater China. "A vital part of the PLANET 21 program, this initiative will certainly see the participation of more Accor hotels in the Greater China region as we further strengthen our commitment to sustainable development throughout over 130 Accor hotels in China – mitigating our impact on the environment and giving back to our communities."



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 3,500 hotels and 450,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Suite Novotel, Mercure, Adagio, ibis, ibis Styles, ibis budget and hotelF1 - provide an extensive offer from luxury to budget. With more than 160,000 employees in Accor brand hotels worldwide, the Group offers its clients and partners 45 years of know-how and expertise.

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