PRESS RELEASE

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Sustainable Development: Novotel on course for a fully certified network in 2012

The brand embraces its original certification organization's new identity: EarthCheck*

Dubai, UAE, 8th March 2011: Novotel's traditional certification organization is changing its name and Accor's midscale hotel brand is taking advantage of the occasion to reaffirm its goal of obtaining environmental and social certification for all of the more than 400 hotels in its network by the end of 2012. At present, **78 hotels in 18 countries have already been certified and an additional 104 hotels have embarked** on the project.

EarthCheck, known as Green Globe until 2009, is the first worldwide certification program developed especially for the tourist industry. Its rigorous, disciplined process is based on the notion of continuous improvement and requires a powerful commitment on the part of hotel teams. Certification is awarded only after a preliminary assessment of the hotel's performance and the deployment of an appropriate management system covering eight areas: implementation of a sustainable development policy, water use, energy use, waste management, paper consumption, use of pesticides, use of cleaning and sanitation products, and commitments to the local community. At least ten months are required for a hotel to receive certification, which is awarded by an independent outside auditor. This long-term performance process is audited and re-evaluated every two years.

"Since 2008, Novotel teams have been actively involved in the EarthCheck certification program so that we can meet our goal of certifying the entire network by 2012," says Pierre Lagrange, Global Marketing Novotel Director. "Novotel's commitment to the principles of sustainable development is an integral part of the brand's promise of customer well-being."

Novotel and sustainable development: conclusive results

In addition to its 182 hotels already involved in the EarthCheck certification process, Novotel's commitment to sustainable development has also enabled the network to achieve the following results as of year-end 2010:

- 98% of hotels apply and monitor the 65 actions in the Accor Hotel Environment Charter.
- 80% have installed energy-efficient light bulbs in areas that stay lit 24 hours a day.
- 92% have installed flow regulators on faucets and in showers.
- 89% recycle paper and cardboard packaging.
- 86% dispose of compact fluorescent tubes and light bulbs safely.
- 60% serve organic products.
- 60% offer nutritionally balanced meals for children.

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As the mid-scale hotel brand within the Accor group portfolio, **Novotel** offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the EarthCheck worldwide environmental certification programme.
More information at Novotel.com.

*__EarthCheck,__ founded in 1987, is the world leader in environmental management system used by over 1000 organizations in over 60 countries. EarthCheck responds directly to key global environmental issues including climate change, waste reduction and management of non-renewable resources. EarthCheck offers benchmarking, certification systems and performance improvement that result in average savings of 30% for energy and waste, and 20% for water consumption.
For more information go to EarthCheck EarthCheck.org

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