



Press release
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Académie Accor France is the first training campus of the Group to obtain ISO 14001 certification

After a year of preparation and an uncompromising independent audit, Accor's largest training campus has obtained the prestigious ISO 14001 certification, recognizing its environmental commitment.

Académie Accor France opted for a comprehensive approach by seeking certification for both the training center and the hotel and restaurant – a strong commitment based on priority initiatives to reduce the site's global environmental footprint.

It entailed making the following major undertakings:

- ▶ reduce electricity consumption by 10% over three years
- ▶ reduce water consumption by 3% a year
- ▶ reduce paper consumption by 10% a year
- ▶ and recycle 100% of the restaurant's organic waste as of 2013.

Compliance with these goals will be monitored by an independent audit conducted every year.

The ISO 14001 environmental management system used by Académie Accor France is based primarily on the sustainable development management tools that Accor has been developing for nearly 15 years and on the Group's solid experience in certification thanks to its Novotel and ibis brands.

"The ISO 14001 certification process brings much more than continuous progress in environmental performance: it is a fantastic opportunity to unite teams around a genuine managerial project that can contribute to better quality of service to our customers," explains Laurence Caron, Director of Académie Accor France. *"What's more, the Académie Accor is the Group's showcase for employees attending training sessions. Our role goes beyond transmission of knowledge – we have to demonstrate leadership in strategic areas like sustainable development. This is exactly what we have done by becoming the Group's first training campus and also the first Accor head office building to obtain ISO 14001 certification!"*

This certification is yet another demonstration of a broader commitment to sustainable development. Since 2011, Académie Accor France has been promoting a healthy, balanced diet in its restaurant through the "Wellbeing and Vitality" menu developed in collaboration with a dietician. The hotel of the Académie participates in the Accor's Plant for the Planet reforestation program, which has already financed the planting of three million trees since 2009, thanks to the savings made by encouraging guests to re-use their bath towels. Lastly, in April this year, Académie Accor France inaugurated the first PLANET 21 meeting room – named for the Accor sustainable development program – which features a range of eco-designed furniture and decorative elements.

"In the framework of PLANET 21, Accor has committed to obtaining ISO 14001 certification for 40% of its hotels looking to 2015. The certification of Académie Accor France illustrates the strong positioning adopted by the Group, which is rolling out ambitious policies, particularly in terms of sustainable development and certification, with the aim of driving global momentum both across the Group and the industry as a whole," comments Sophie Flak, Accor's Executive Vice President Academies and

Sustainable Development. *"Through Académie Accor, we are developing unique know-how and training that are perfectly in synch with the operational, human and managerial realities of the hotel industry. This very singular approach is what allows us to make the difference: training our teams is absolutely essential to reinvent hospitality sustainably."*

About the Académie Accor

Set up in 1985, the Académie Accor is today the world's largest hotel school. It is composed of 17 regional campuses offering training programs for more than 100 hotel jobs. Through this network, the Académie Accor delivers over 435,000 days of training a year, representing an average of three days per employee, in 72 countries.

The Académie Accor France, which trains around 14,000 employees every year and delivers 25,000 days of training, is the Group's largest training campus.

About PLANET 21: <http://www.accor.com/fr/developpement-durable.html>



Accor, the world's leading hotel operator and market leader in Europe, is present in **92 countries** with nearly **3,500 hotels** and **440,000 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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