



# Accor North America Earth Guest Day Celebration Benefits Local Communities

DALLAS, Texas – In honor of Earth Day, Accor North America, owner and operator of more than 1,100 upscale and economy hotels, will celebrate its commitment to sustainability, energy efficiency and community service with its annual Accor Earth Guest Day on April 22. Beginning on April 17, Accor hotels in the U.S., Canada and Mexico – Sofitel, Novotel, Studio 6, Motel 6 and Ibis – will initiate efforts and events that encourage team member and community involvement and raise awareness of the actions all “Earth Guests” can take to serve the planet through their local communities.

Earth Guest Day activities in North America include:

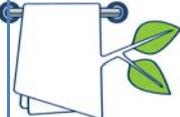
- Blood donation drives (Sofitels and Novotels in US and Canada)
- Cleaning up of local parks and beaches (Motel 6 & Studio 6)
- Organic restaurant menu (Novotel New York)
- Planting of vegetables in community garden (Sofitel Philadelphia)
- Collection of items for recycling including batteries, textiles, compact fluorescent bulbs and plastic bags (Sofitel New York, Novotel New York Times Square)
- Planting of trees at a local park, conservation area, or on hotel grounds (Novotels in Toronto and Novotels, Ibis and corporate offices in Mexico)
- Donation of clothes, candy and games to local nursing home and clean-up/painting of facility (Ibis Chihuahua, Mexico)
- Collection of linens for donation to local charity (Novotel Santa Fe, Mexico City and all Novotel hotels in Canada)
- Collection of aluminum pop tabs at Motel 6 and Studio 6 locations, benefitting Ronald McDonald House Charities®

Beyond the activities scheduled for Earth Guest Day, Accor North America continues to implement sustainable and energy-saving initiatives at all properties throughout the year. Additional Accor sustainability recognitions and initiatives include:

- **Conde Nast Traveler World Savers Award 2009** – The award, according to *Conde Nast Traveler*, honors “the airlines, cruise lines, city hotels, resorts, hotel chains and tour operators that are dedicated to saving their communities and our world.”
- **Top Ranking in Tomorrow’s Value Rating 2009**– Two Tomorrows (North America) Inc, part of a London-based sustainability consultancy that researched and produced the rating, specifically acknowledged Accor for recognizing “key sustainability challenges facing the hotels sector” and designing “a comprehensive approach to managing them.” Accor North America is recognized as the leader in sustainable hospitality design, development and operation as it pursues solutions to sustainability challenges in the industry and pilots innovative technologies.
- **Green Key Eco-Rating Program (Green Key)** – Following a successful pilot of the Green Key Eco-Rating Program (Green Key) in the U.S. in 2010, Accor North America has made a commitment for all Motel 6 and Studio 6 properties to be Green Key certified by the end of 2011. With the commitment, 1,100 locations will be ranked and certified according to Green Key’s sustainable practices, which adhere to Accor’s long-standing commitment to the environment and sustainability. Green Key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable “green” practices.

- **LEED Certification** – In July 2010, Accor North America opened the first economy hotel in the nation to attain LEED® (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council (USGBC) in Northlake, Texas.

## PROGRESS UPDATE ON THE 8 PRIORITIES OF ACCOR'S EARTH GUEST PROGRAM

Acting in favor of people	Preserving the environment
 <p><b>Contributing to local development</b></p> <ul style="list-style-type: none"> <li>▶ Fewer than <b>1% of employees are expatriates.</b></li> <li>▶ In <b>21 countries</b>, Accor hotels serve fair trade products. <i>In the US, Motel 6 has a partnership with Ronald McDonald House Charities® and the local police for the Teddy Bear Roundup Drive. Mexico Ibis participates in a Roof for my Country NGO, Sofitel New York benefits a children's Backpack Program.</i></li> </ul>	 <p><b>Managing energy consumption</b></p> <ul style="list-style-type: none"> <li>▶ <b>5.5%</b> reduction in energy use between 2006 and 2010.</li> <li>▶ <b>82%</b> of Accor hotels equipped with energy-efficient light bulbs for permanent lighting. <i>In US first energy incentive program launched and saved \$230,000 in electricity. Monthly energy reporting for all hotels (Motel 6, Studio 6, Novotel, Sofitel, Ibis) with weather &amp; occupancy adjusted. All motel 6/Studio 6 properties to become Green Key certified.</i></li> </ul>
 <p><b>Protecting children</b></p> <ul style="list-style-type: none"> <li>▶ <b>33 countries</b> have signed the ECPAT/WTO Code of Conduct for the Protection of Children.</li> <li>▶ <b>50,000 employees</b> have been trained over 5 years in preventing sexual exploitation of children. <i>In US &amp; Canada, Accor supports the Amber Alert program and has sponsored the Run for Justice NGO fighting child trafficking.</i></li> </ul>	 <p><b>Conserving water</b></p> <ul style="list-style-type: none"> <li>▶ <b>12%</b> reduction in water consumption between 2006 and 2010.</li> <li>▶ <b>85%</b> of Accor hotels equipped with flow regulators. <i>In US, Motel 6/Studio 6 reduction of 10% in water usage in 2010 vs. 2009. Faucet aerators, low flow showerheads and toilet flappers in all Motel 6/Studio 6 locations. Linen reuse program in all ANA brands.</i></li> </ul>
 <p><b>Fighting against epidemics</b></p> <ul style="list-style-type: none"> <li>▶ <b>32 countries</b> involved in the fight against HIV/AIDS</li> <li>▶ <b>40,000 employees</b> received HIV/AIDS awareness training in 2010. <i>In US, employees receive training on pathogen &amp; diseases, and the company will host an annual Earth Guest Day Red Cross blood drive. Availability of contraceptives in Motel6 vending machines.</i></li> </ul>	 <p><b>Producing less waste</b></p> <ul style="list-style-type: none"> <li>▶ <b>57%</b> of Accor hotels recycle paper, cardboard and glass.</li> <li>▶ <b>79%</b> of Accor hotels process batteries and compact fluorescent tubes and light bulbs. <i>In US, partnership with EPA's National Partnership for Environmental Priorities to divert one pound of mercury from landfills. Annual Celebration of America Recycles Day November 15<sup>th</sup>.</i></li> </ul>
 <p><b>Promoting balanced food</b></p> <ul style="list-style-type: none"> <li>▶ In <b>35 countries</b>, Novotel offers a balanced meal option in menus for children. <i>In US, Fit with 6 Wellness program, use of organic foods in Sofitel restaurants. Local farmers market at ANA headquarters on Earth Guest Day.</i></li> </ul>	 <p><b>Protecting biodiversity</b></p> <ul style="list-style-type: none"> <li>▶ <b>1,100 hotels</b> serve organic products.</li> <li>▶ <b>76%</b> of hotels support local environmental initiatives.</li> <li>▶ <i>In US, Sofitel One Bottle One Tree program- 35,028 trees planted. ANA quarterly participation in Adopt a Highway program.</i></li> </ul>
	<p><b>The Plant for the Planet project: "5 towels reused = 1 tree planted"</b></p> <p>An innovative, effective formula. Since the program's launching in 2009, Accor has <b>financed the planting of 1.7 million trees worldwide.</b></p> <p>Accor's objective: 3 million trees financed by the end of 2012.</p>

## About Accor North America

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,100 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit [accor-na.com](http://accor-na.com).

**Accor, the world's leading hotel operator and market leader in Europe**, is present in **90 countries with 4,200 hotels and more than 500,000 rooms**.

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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*Sustainable development section*