

Press Release

April 22nd, 2010

Earth Guest day 2010:

Accor employees around the world gearing up to demonstrate their commitment to protecting the planet



On April 22, 2010 – Earth Day – Accor employees will, for the fourth year in a row, implement sustainable development initiatives around the world. For the event, called Earth Guest day at Accor, the Group has announced that it has crossed an initial threshold in the deployment of its Plant for the Planet project. To date, **1,000 hotels have financed the planting of one million trees worldwide.**

- **Plant for the Planet: “Here, YOUR towels plant trees”**

Accor partners the United Nations Environment Program (UNEP) through its support for the “Plant for the Planet: Billion Tree Campaign”.

Since 2008, the Group’s hotels have encouraged customers staying more than one night to reuse their bath towels, raising their awareness with the formula “**5 towels reused = 1 tree planted.**” Accor has pledged to invest half of the savings on laundry costs to support seven reforestation programs around the world. Developed by seven NGO partners with the support of Kinomé, a company with expertise in reforestation, the programs are designed to provide the local population with socio-economic as well as environmental benefits.

In two years, Accor has financed the planting of one million trees in seven forest areas:

- In Australia, with **Greening Australia**
- In Brazil, with **Nordesta Reforestation and Education**
- In the United States, with **American Forests**
- In Indonesia, with the **Yayasan Peduli Tunas Bangsa** Foundation
- In Romania, with the **Mihai Eminescu Trust**
- In Senegal, with **SOS SAHEL International France**
- In Thailand, with **Plant A Tree Today**

“We wanted to transform a simple action that is part of everyday hotel life into a meaningful gesture,” said Gilles Pélisson, Accor Chairman and Chief Executive Officer. “The one million trees financed in two years shows how supportive our customers are, and we are maintaining our objective of financing three million tree-plantings by 2012. We’re proud of the commitment of our employees who through their actions have made this project a reality with a shared goal of preserving the planet for our children and future generations”.

- **Earth Guest day: Accor employees actively supporting a common cause**

On April 22, some 150,000 employees in Accor's 100 host countries will simultaneously launch joint initiatives in the areas of local development, health and environmental protection.

For its fourth Earth Guest day, which is also Earth Day's 40th anniversary, Accor is supporting **Stop Talking, Start Planting**, another initiative that partners UNEP's "Plant for the Planet: Billion Tree Campaign". Involving 132 children from 45 countries, the campaign is intended to raise awareness among the general public and political leaders of their responsibility to future generations. Accor hotels in a number of large cities provide these young ambassadors with free access to their conference facilities so that they can more effectively transmit their message to schoolchildren, customers, employees, and important local figures.



*Wangari Maathai
2004 Nobel Peace Prize*



*Rajendra Pachauri
2007 Nobel Peace Prize*



Prince Albert II of Monaco



*Seung Soo Han
Former Prime Minister of
South Korea*



*Her Royal Highness
Princess Haya bint Al
Hussein*

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Thalassa sea & spa, Lenôtre, CWL**.
- **Services**, with 33 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

INTERNATIONAL PRESS CONTACT

Delphine Dumonceau
Press Officer
Tel. : +33 1 45 38 84 95
Email: delphine.dumonceau@accor.com

For further information

www.accorplantsfortheplanet.com
www.plant-for-the-planet.org