

Message from the Chairman and CEO



We are far more than a global leader in the hospitality industry. We are over 250,000 men and women working in a wide range of professions who are curious, passionate and proud of our differences.

Our group is going through a deep strategic and cultural transformation that ushers a renewed commitment to corporate social responsibility, through a process that we will continually strive to improve to ensure that people and the planet are respected.

In 2012, the Group consolidated its more than 20-year commitment to sustainable development into a formal initiative by launching PLANET 21, a pioneering program with 21 ambitious goals to develop a sustainable hotel business. Real progress has been made in the past five years. AccorHotels strengthened its commitment by kicking off the second phase of Planet 21 last year, in 2016. Planet 21 **Acting Here!**, our new sustainable development strategy, brings together all of our commitments and projects related to these initiatives.

To guide our improvement efforts, we surveyed our guests, reassessed our environmental footprint and measured our socio-economic footprint in the world. With this new five-year plan and its new and reinforced goals for 2020, we are betting on innovation and empowerment to generate wealth sustainably and limit our negative impacts. Developed around four strategic axes, this program commits us to be an inclusive company for our employees, to involve our guests in a sustainable experience, to co-innovate with partners to forge new paths and to work with local communities to make a positive impact. We are also especially mindful of two key priorities. The first is food, with the goal of eliminating waste and promoting healthy and sustainable eating. The second is working towards carbon-neutral buildings. This program has one great ambition: drive the change towards positive hospitality.

For the 14th straight year, our Group is renewing its participation in the United Nations Global Compact and its commitment to the ten universally accepted principles. By signing on to this international corporate citizenship initiative, AccorHotels is supporting rational, sustainable and responsible business practices.

Sébastien Bazin
Chairman and CEO of AccorHotels