



## *Background*

Accor has a longstanding history as a leader in environmental stewardship dating back to 1994 when Accor first established its Environment Department. Accor has adopted numerous solutions to contribute to the development of local communities, reduce water and energy consumption and limit the environmental footprint of its hotels.

In 2011 Accor introduced Planet 21 which set objectives for 2015 and reinforced the Groups determination to put sustainable development at the heart of its activities. Planet 21 is a continuously evolving program with a framework that allows Accor to learn from best practices, challenges and trends in order to include these and strengthen the program for the following years. This framework allows Accor and its hotels to measure and improve its sustainability performance long-term with specific goals. The strength of the program resides in the clear expectations that have been outlined for the upcoming years.

In the wake of the 21st climate change conference, Accor took the lessons it had learned from 2011 – 2015 and used them to shape our vision for the future with our aim to drive the change towards positive hospitality wherever we are. This plan was the Groups way of encouraging the hospitality business to do more about curbing its impacts and of inspiring a new model that brings about enduring changes



### *Planet 21 Vision*

To drive the change toward positive hospitality wherever we are

### *Planet 21 Framework*

Planet 21 framework is founded on four key stakeholders' engagement in our hotel operation; our people, our guests, our partners and our local communities. In addition, Planet 21 addresses two focus areas that are current challenges; Food and Beverage and Buildings.





### *Plant for the Planet*

PLANET 21 COMMITMENT: TO PLANT 10 MILLION TREES BY THE END OF 2021  
GLOBAL PARTNER: PUR PROJET

Our Plant for the Planet program, is a tangible expression of our vision of positive hospitality and our engagement to reduce our environmental footprint. This program encourages guests to reuse their towels and linen when staying for multiple nights, rather than to launder them on a daily basis, in return, Accor finances tree planting with half the laundry savings generated (water, energy, detergent).

Initially devoted to reforestation projects, Plant for the Planet has evolved into agroforestry projects, which consists of planting trees in agricultural parcels of land to improve their conservation and productivity and diversify farmers' incomes. In this regard, trees play a widely acknowledged role, both in fixing groundwater reserves and absorbing part of the pollution.

Since 2016, Accor has worked to integrate the Plant for the Planet program into its value chain, by encouraging hotels to source supplies from producers that have implemented agro-ecological practices thanks to support from Plant for the Planet; guests find products in the hotel restaurants from farms in which they have subsidized tree planting through their civic gestures.



## *Fairmont Bee Sustainable*

GLOBAL PARTNER: POLLINATOR PARTNERSHIP

In 2008, Fairmont saw an opportunity to help combat Colony Collapse Disorder by placing honeybee hives on hotel rooftop gardens and other onsite locations.

Bees are the most effective pollinators on earth, but loss and fragmentation of habitat leaves hundreds of thousands of bees without space to nest and reproduce. The creation of new habitats, or bee hotels, is incredibly important to ensuring the sustainability of the species, which are responsible for the pollination of one-third of the food we eat. Fairmont developed a Bee Sustainable program which now features over more than 40 honeybee apiaries and wild bee hotels at properties around the world, in addition to many on-property herb and vegetable gardens that contribute to overall pollinator health.



## *Healthy & Sustainable Food Charter*

Accor developed a Healthy and Sustainable Food Charter with the aim to nurture an appetite for healthy, and sustainable food and a waste free diet. The charter is fiercely ambitious in its response to current food, health and environmental issues. Through this we focus on fighting food waste, protecting our guests' health, sourcing sustainable products. [Learn more](#) about the Health & Sustainable Food Charter.

## *Animal Welfare Commitment*

**Cage Free Eggs** - Accor has committed to only serve free-range eggs – including shell and liquid eggs – in countries where available by 2020, or sooner if possible. Accor will completely eliminate caged eggs from its supply chain, and in remaining markets where local regulation and certification permits within 8 years, by 2024.

**Broiler Chicken** - Accor has committed to work with its farmers, processors and suppliers to incorporate animal welfare criteria into the production of broiler chickens by 2024.





## *Single Use Plastic Commitment*

On January 22, 2020 Accor announced its commitment to join the UN Global Tourism Plastics Initiative and to **remove all single-use plastic items in guest experience from its hotels by the end of 2022**. This action by Accor toward reducing environmental impacts and strengthening efforts to combat plastic pollution of the world's oceans and other natural environments is a significant step forward for the global hospitality industry and for the group, which has been committed to sustainability for many years.

In addition to the Group's previous commitment to eliminate all plastic straws, stirrers and cotton buds, new commitment includes:

- The removal of individual plastic toiletry amenities and cups by the end of 2020.
- The elimination of all remaining single-use plastic items in guestrooms, meeting areas, restaurants and all leisure activities areas (spas, fitness centers, etc.) by the end of 2022.

## *Accor's Carbon Commitment*

In December 2019, Accor joined the Science-based Targets initiative (SBTi) – and committed to set carbon reduction targets in line with the Paris Climate Agreement. In 2021 Accor's targets were validated and published by the SBTi. This means Accor will be actively working to **reduce absolute emissions 46% by 2030 compared to the 2019 baseline. Accor is also the first international hotel group to make a long-term commitment to reach net-zero carbon emissions by 2050**. The Group is thus aligning itself with the most ambitious objective of the Paris Agreement, namely to limit global warming to 1.5°C.

In order to achieve the goals set, in 2020 a Carbon Steering Committee was established which has been tasked with championing the strategic development and operationalization of projects to enhance Accor's climate management approach. Accor's roadmap combines an internal shift to a low-carbon culture, partnerships with energy experts to improve the energy efficiency of buildings, use of renewable energy and carbon offsetting.





## *The UNESCO Sustainable Tourism Pledge*

In March 2021 Accor and Expedia joined forces to extend UNESCO's commitment to sustainable development to 96 countries. The UNESCO Sustainable Tourism pledge promotes responsible practices, community resilience and heritage conservation, with the ultimate goal of changing the nature and impact of global tourism. Under the Pledge, parties commit to supporting the reduction and elimination of single-use plastics and promoting local economy and culture.

## *Sustainable Hospitality Alliance*

In September 2021 Accor joined the Sustainable Hospitality Alliance, a global organization that brings together engaged hospitality companies and uses the industry's collective power to address and tackle key challenges affecting the planet and its people. Aligned with the United Nations Sustainable Development Goals (SDGs), the SHA commits to piloting continued actions on a range of social and environmental issues including human rights, youth employment, climate action and water stewardship.

## *Pathway to Net Zero Hospitality*

In November 2021 the Sustainable Hospitality Alliance announced the development of a Pathway to Net Positive Hospitality for the planet. The Pathway aims to enable every hotel to improve their impact, whatever their starting point on their sustainability journey. It will encompass four clear stages and practical tools that guide the industry towards a regenerative impact on our planet.

*"Climate change calls for collaboration, not competition. We believe that working with our peers and partners from the hospitality sector is the most effective way to make substantial change happen. The pathway is an important step in that journey."* Brune Poirson, Chief Sustainability Officer, Accor

## *Glasgow Declaration with UNWTO*

Accor is a signatory of the 'Glasgow Declaration for Climate Action in Tourism' which was launched at the UN Climate Change Conference COP26. The Glasgow Declaration recognizes the urgent need for a globally consistent plan for climate action in tourism. Signatories commit to measure, decarbonize, regenerate and unlock finance. Additionally, each signatory commits to deliver a concrete climate action plan, or updated plan, within 12 months of signing.

*"Tackling climate change in the travel and tourism sector requires systemic change and new types of collaboration. By implementing the Glasgow Declaration's commitments, we seize the opportunity to take urgent action across the hospitality sector, cut down GHG emissions and start shaping the future of sustainable travel."* Brune Poirson, Chief Sustainability Officer, Accor



## ***WATCH*** *(We Act Together for Children)*

PLANET 21 COMMITMENT: 100% OF OUR HOTELS IMPLEMENT OUR PROGRAM AGAINST CHILD SEXUAL EXPLOITATION

Accor pioneered the fight against the sexual exploitation of children in the hospitality sector. In 2001, we were the first hospitality group to partner with ECPAT, an international NGO at the forefront of the struggle to end the commercial sexual exploitation of children. In 2014 we strengthened our commitment and developed WATCH. WATCH aims to raise awareness on the issue of the sexual exploitation of children, to keep our employees alert at all times, and to help them to respond to dubious situations.

## ***Accor's Commitment***

AMERICAN HOTEL LODGING ASSOCIATION 5 STAR PROMISE

The safety and security of our employees has always been a top priority at Accor. "Feel Valued" is our pledge to our employees, that each will enjoy a positive and fulfilling experience. It reflects our promise to care about employees' wellbeing and balance, to be open to all, to empower and encourage talent to blossom and to see our differences as opportunities to spur innovation. For many years Accor regional Learning Academies has included a number of mandatory trainings and code of Ethics signed by our employees. Such programs promote inclusion and diversity to support our anti-discrimination and anti-harassment values. Accor has a strict policy against sexual harassment that is adhered by all properties managed by Accor across the North & Central America region, including the United States. Procedures and escalation protocols are in place to ensure our 25,000 employees are protected, trained and encouraged to report any instances. We also provide mandatory trainings on Corporate Social Responsibility and WATCH (We Act Together for Children is a training and reporting program to fight against sexual exploitation of children). Accor is constantly transforming and overturning hospitality industry conventions with innovations. We take pride in identifying & leveraging new and emerging technologies, especially when it comes to the safety and security of our stakeholders. One such measure is the deployment of safety devices for employees who enter guestrooms and restrooms unaccompanied.



## *Diversity, Equity & Inclusion*

We believe there is strength in unity, and power in diversity. What that means is a culture of inclusion that welcomes everyone. Our approach to diversity is comprised of 4 key areas of emphasis: gender diversity, integration of people with disabilities, a breadth of ethnic, social and cultural origins, and support of the LGBTQIA+ community.

Diversity, equity & inclusion is a living mindset which is embedded into the very culture of our company. We actively work to ensure that Accor is a safe, welcoming place where ALL Heartists and guests are offered equal opportunities, experiences and voice.

## *Solidarity Accor*

PLANET 21 COMMITMENT 100% OF OUR HOTELS ARE ENGAGED IN A CITIZEN OR SOLIDARITY PROJECT

We aim to spread hospitality of the heart – Accor fosters and supports socially-responsible actions initiated by our employees through Solidary Accor which is the groups endowment fund which focuses on enabling disadvantaged populations

Over the last 10 years, Solidarity Accor has supported over 330 projects globally, involving 20,000 employees, and benefitting 450,000 direct & indirect beneficiaries.

## *ALL Heartist Fund*

In April 2020, in response to the Global pandemic, and in support of the communities impacted by COVID-19, Accor made the decision to allocate 25% of its planned 2019 dividend to launch the "ALL Heartist Fund", a €70 million special purpose reserve. The ALL Heartist Fund has provided help to Accor's employees, partners, frontline professionals & first responders impacted by the pandemic. This initiative reflects the ambition of the Group and its shareholders to provide a meaningful and significant contribution to global solidarity initiatives.



## Local Approach

Sofitel Los Angeles at Beverly Hills

## SUSTAINABILITY

Sofitel Los Angeles is proud to be a pioneer in sustainability development among the Sofitel network and among the lodging industry of Los Angeles.

Having placed the implementation of a more eco-friendly building management as our top priority over the past 5 years, we are proud to offer a sustainable service to our guests, our employees and our partners, recognized by prestigious local and international certifications.

Sofitel Los Angeles at Beverly Hills is:

- Planet 21 (AccorHotels Sustainability Program) – Platinum certified
- Green Seal – Silver certified ([LEARN MORE](#))
- Green Key – Five Keys certified ([LEARN MORE](#))
- Accredited UNESCO sustainable tourism pledge ([LEARN MORE](#))

## DIVERSITY & INCLUSION

Sofitel Los Angeles at Beverly Hills is **Proud Certified**. We are committed to offering inclusive hospitality for our LGBTQIA+ guests, so we've completed training with Booking.com to become Proud Certified. Everyone is welcome at our hotel and free to be themselves here – no matter who they are or they love.

Sofitel Los Angeles at Beverly Hills is an LGBTQIA+ friendly venue, exclusively working with LGBT-owned and LGBT-friendly vendors and partners.

Read our **General Manager Eric Lemaire** on the importance of the **guest journey and support activations during Pride Month** on [CoStar](#).

Discover how **“Hotels Prioritize Inclusivity Year-Round Beyond Pride Month”** with an interview from our General Manager **Eric Lemaire** and our **Director of PR & Marketing Cecile Sandral-Lasbordes** on making all feel welcome a year-round commitment, and how the hotel promotes inclusivity and equality for guests and employees.

Sofitel Los Angeles at Beverly Hills is featured on **MSN** in their trend setting article, **“25 Resources for LGBTQ Travelers”**

**We are proud partners and supporters of the** Los Angeles LGBT Center **and the Trans Wellness Center** of Los Angeles.

Sofitel Los Angeles is listed as a preferred supplier on [Gay Travel Information](#) + [We Are Gay Friendly](#). [Gay Travel Information](#) receives **125,000+ hits** per month and is a leading source of information to the LGBTQ community & its allies when searching for businesses to support. In business since 1999, they have been featured in such publications as **Conde Nast Travel, Travel + Leisure Magazine**, and **The New York Times**.



## COMMUNITY

Sofitel Los Angeles at Beverly Hills has been a partner of the [Downtown Women's Center](#) since 2019. The **Downtown Women's Center** is the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. We organize donation drives each year to collect clothes, toiletries and accessories from our staff, our guests and our community to help the homeless women of Skidrow.

We are proud partners and supporters of the **Cedars Sinai Blood Donor Service**, organizing quarterly blood donation drives to save lives. Check our event calendar to see when is our next Blood Drive.

In honor of **Homelessness Awareness Month**, Sofitel Los Angeles is collaborating this November 2021 with [People Assisting the Homeless \(PATH\)](#) to help provide food security to individuals experiencing homelessness. Founded in 1984, PATH is committed to ending homelessness for individuals, families, and communities in California. We do this by building affordable supportive housing and providing homeless services in 150 cities across the state. Our services support nearly 20% of the state's population experiencing homelessness. Since 2013, PATH has helped more than 12,800 people move into permanent homes. More information [here](#)

## SAFETY

- Sofitel LA is **Sharecare VERIFIED™** with Forbes Travel Guide. Click [here](#) to learn more.
- Sofitel Los Angeles at Beverly Hills is ALL SAFE Certified. As ever, we remain committed to keeping our guests and teams safe and secure. We have elevated our hygiene and sanitary norms even further with the ALLSAFE Cleanliness & Prevention Label, implementing some of the most stringent cleaning standards & operational protocols in the world of hospitality. Click [here](#) to learn more
- Sofitel Los Angeles at Beverly Hills is also certified by the **LA Public Health officials** as part of the city **Covid-19 Safety Compliance program**. Click [here](#) to learn more.