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A tree for each employee

> Tree planting exercise a part of sustainable programme by hotel group

In support of support of Planet 21 Day 2012, Accor hotels in Kuala Lumpur namely Pullman Putrajaya Lakeside, Novotel Kuala Lumpur City Centre and its upcoming properties Pullman Kuala Lumpur Bangsar, ibis Styles Kuala Lumpur Fraser Business Park and ibis Styles Cheras organised a tree-planting program at Forest Research Institute Malaysia (FRIM) recently.

The programme saw 50 employees of Accor Group in Kuala Lumpur planting 50 Shorea Roxburghii (Meranti Temak Nipis) trees at FRIM. This was part of a comprehensive sustainable programme that forms a core part of current Accor's business strategy worldwide called Planet 21. The new initiative was launched in mid April 2012.

With Planet 21, Accor is making 21 commitments and the same number of quantified goals for the year 2015, including: employees trained in disease prevention in 95% of hotels, 80% of properties promoting balanced dishes; 85% of

hotels using eco-labelled products; a 15% reduction in water consumption; and 10% decrease in energy use at Accor's owned and leased hotels worldwide.

The name Planet 21 is a direct reference to Agenda 21, the environmental action plan signed by 173 heads of state at the 1992 Rio Earth Summit, and reminds us of the urgent concerns that face our planet in the 21st century and the need to change our methods of production and consumption patterns to ensure the sustainability of the planet.

With the launch Planet 21, Accor is also

deepening its focus on preserving the ecosystems in which its hotels operate. As in reforestation, Accor has since 2008 financed the planting of over two million trees worldwide, sharing the laundry cost savings generated through an innovative program that engages both hotel managers and guests. Under the Plant for the Planet program, guests contribute to water and energy conservation by

reusing their towels - for every five towels reused, Accor commits to planting a tree in one of several plantations around the world.

In Malaysia, Accor has set an ambition to plant 'one tree for one employee'.

Accor Malaysia-Indonesia-Singapore director of Human Resources Ade Noerwenda said, "Since 2007, the Accor employees' day of mobilization in favour of sustainable development was held on

April 22 at the same day with International Earth Day. With the launch of Planet 21 by Accor worldwide, Earth Guest Day changes name and becomes Planet 21 Day. Overall, the objective is still the same: to organise actions in favour on Planet 21's 21 commitments, with the participation of customers and partners to achieve sustainable results."

With Planet 21, Accor aims to re-invent hotels sustainably.



One of the 50 Shorea Roxburghii saplings planted at FRIM.

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The group involved in the tree planting programme at FRIM, all smiles after the task.