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# Hotel chain's green pledge

## Tree planting part of group's Planet 21 commitments

**A**S A responsibility to conserve the environment in 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 programme at Forest Research Institute Malaysia (Frim) on April 27.

As part of the programme, 50 employees of Accor Group in Kuala Lumpur planted 50 *Shorea Roxburghii* (Meranti Temak Nipis) trees at Frim in Kepong.

The tree planting programme is part of a comprehensive sustainable programme that forms a core part of Accor's current business strategy worldwide, Planet 21.

The new initiative was launched last month.

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 of 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 programme that engages both hotel managers and guests.

Under the "Plant for the Planet" programme, 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 mobilisation in favour of sustainable development was held on April 22 - the same day as 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 of Planet 21's 21 commitments, with the participation of customers and partners to achieve sustainable results.

With Planet 21, Accor aims to reinvent hotels sustainably.

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**For Mother Earth:** Accor Malaysia, Indonesia & Singapore vice-president Gerard Guillouet (centre) planting the first tree guided by Frim's head of forest plantation division Dr Ahmad Zuhaidi Yahya (left).