

Agenda



01.

Introduction
& Latest updates

Maud BAILLY

02.

Social Media

Maxime
CANNESON

03.

Sustainability 2025 roadmap

Sophie GALHARRET, Aurélie SAGE, Pauline THOUVENEL,
Rebecca JACOB

Thank you, we achieved the 2024 targets!

FIGURES AS OF JANUARY 18TH FOR THE 217 HOTELS OF THE COMEX PARC



KPIs	Targets 2024 <i>(Group/ maison)</i>	La Maison FY2024	Comments	
GET ECO CERTIFIED % of hotels eco-certified % of hotels in the process of eco-certified	30% / 70 % 100 %	57 % 70 %	Certification	Missing 13% are on track and expected to get certified in the coming months.
MEASURE WATER (STIP GM) % of managed hotels with >75% of 2024 water invoices in GAIA 2.0 % of franchised hotels with >75% of 2024 water invoices in GAIA 2.0	80 % 50 %	91 % 73 %		
MEASURE ENERGY (STIP GM) % of hotels with >75% of 2024 energy invoices in GAIA 2.0	85 %	85 %	Food waste	Group objective is met (40% hotels have a baseline). Even though some hotels missed their individual reduction target, the overall reduction objective has been exceeded
REDUCE FOOD WASTE (STIP GM) % of hotels with a food waste baseline % food waste average reduction % of hotels reaching their reduction target in 2024	40% / 70 % - 10% 100 %	64 % - 38% 79 %		
STOP PLASTIC % hotels compliant on Guest-facing items (60 items) % hotels compliant on Back-of-House items (7 items)	90 % 70 %	57 % 72 %	Plastic	Further efforts will be required in 2025 to update your reporting on plastic and replace last items
GAIA ENROLMENT % of hotels onboarded on GAIA 2.0	85 %	93 %		

You start to be louder on the ground!

SUSTAINABLE FOOD

@MGallery La Coupole in Sapa @Sofitel Brussels Europe and @Sofitel Dubai The Obelisk

DECARBONIZATION

@Sofitel Buenos Aires Recoleta

CULTURAL DIVERSITY

@Sofitel Paris Le Faubourg

CERTIFICATION & REWARDS

@Sofitel Fiji Resort & Spa @Sofitel Dubai Downtown and @Sofitel Krabi Phokeethra Golf & Spa Resort

LOCAL COMMUNITIES

@MGallery Veranda Resort Pattaya and @Sofitel Dubai JBR



Sofitel Dubai The Obelisk
29,101 followers
4mo • Edited •

We are pleased to share that Sofitel Dubai The Obelisk has achieved 'Elite' status in the inaugural Food Elite Program by Dubai Municipality. On the 21st of October 2024, Brasserie Boulud was named one of 3 winners in the Restaurants In Hotels category from over 400 applicants.



Sofitel Brussels Europe
1,233 followers
2mo •

This January, we are excited to join #SofitelVeganuary movement, encouraging everyone to explore the benefits of plant-based living for the planet, animals, and our health. At Sofitel, we are dedicated to offering exceptional dining experiences that align with our sustainability goals and support a greener future. 🌱

At Restaurant THE1040, Chef **Gabriele Petrucci** has crafted an exclusive Veganuary menu, showcasing local, seasonal, and sustainable ingredients. Each dish reflects the creativity and innovation Sofitel is known for, proving that plant-based cuisine can be both luxurious and full of flavor.

#Sofitel #SofitelVeganuary



Reducing Food Waste in Luxury Hotels
Reducing food waste is a common challenge in the hospitality industry. Here's how we're tackling it.







Sofitel Dubai Downtown
18,863 followers
3w • Edited •

Sofitel Dubai Downtown Wins DST Stamp Bronze Award! 🏆

We are honored to receive the Dubai Sustainable Tourism Stamp (DST Stamp) Bronze Award, a recognition of our actions towards committed luxury and dedication to sustainable hospitality.

Meeting the 19 sustainability requirements, we proudly contribute to the UAE's NetZero 2050 vision and the Dubai Economic Agenda (D33).

A heartfelt thank you to our Heartists for their dedication, this achievement is yours!

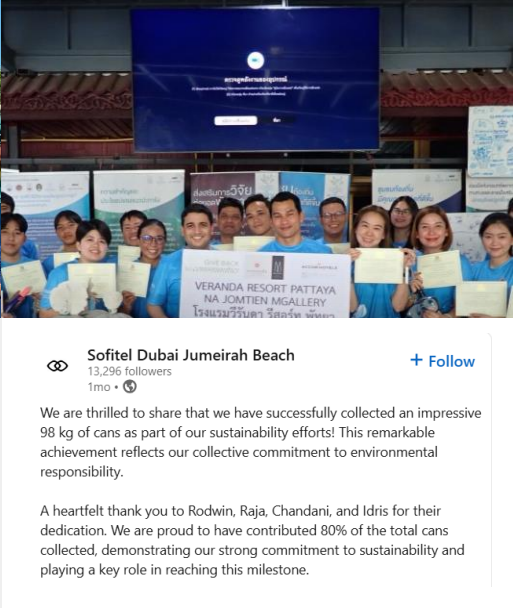
#Sustainability #AwardWinning #SofitelDubaiDowntown #Sofitel #Accor #AccorHotels #FrenchZest #WhereLifeLives



Sofitel Dubai Jumeirah Beach
13,296 followers
1mo •

We are thrilled to share that we have successfully collected an impressive 98 kg of cans as part of our sustainability efforts! This remarkable achievement reflects our collective commitment to environmental responsibility.

A heartfelt thank you to Rodwin, Raja, Chandani, and Idris for their dedication. We are proud to have contributed 80% of the total cans collected, demonstrating our strong commitment to sustainability and playing a key role in reaching this milestone.



01. Performance process 2025



You are in charge of your CSR performance!

1. NAME your GAIA 2.0 champions



FILL THE FORM with GAIA2.0 Champion name. *Otherwise, we consider it's the GM.*

[FORM GAIA2.0 CHAMPION](#)

2. SEND him/ her to mandatory training



Champions must attend **Live sessions** available each month.

[LINK ENGLISH SESSION](#)

[LINK FRENCH SESSION](#)

3. REPORT DATA according to guidelines



Upload your **invoices monthly** and update all your information on the dedicated pages.

Check **data quality & consistency**

[LINK GAIA2.0](#)

4. CHECK your monthly performance



You will receive a monthly e-mail with ***your hotel's progress*** and the specific actions to take in case of non-compliance for each KPI.

Set CSR governance at hotel level

GOVERNANCE

CODIR

GM & HODs
- *Lead CSR performance & initiatives inc. budget*

Sustainability Committee

Sustainability leader & GAIA 2.0 champions & Departements representatives
- *Implement & monitor CSR within Hotel's operation*

INCL. KEY STRATEGIC ROLES

GM - ACCOUNTABLE FOR HOTEL'S CSR PERFORMANCE

SUSTAINABILITY LEADER – CSR COORDINATION

GAIA 2.0 CHAMPION – CSR REPORTING & DATA QUALITY

New tools in 2025

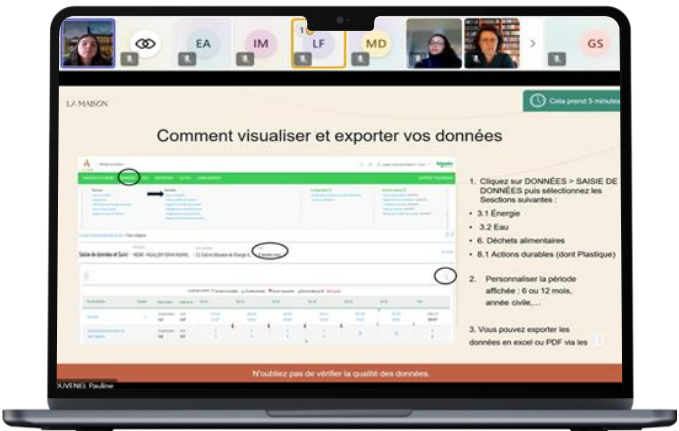
01



Form to be filled with GAIA 2.0
champions contacts

YTD: 55% GAIA 2.0 Champions are named

02



Mandatory sessions to train on GAIA 2.0 every month

2 firsts sessions:
+150 participants

03



Hotel's monthly performance report at hotel level

Sent directly into GMs', Sustainability
Leaders' & GAIA 2.0 champions'
Mailbox **In April**

02.

2025 priorities & how to achieve your targets

**Disclaimer: All hotels should refer to owner's
targets and use RECAP**



Hotel’s 2025 CSR *priorities*

STIP

For Managed Hotels
(Except AI)



STAY

1. *Get Certified*

100% hotels get certified by a third party

2. *Stop Single-Use Plastic*

100% hotels remove 60 guest-facing and 10 back of house items (no new item in 2025)

3. *Reduce Water*

- -5% water consumption /OR vs 2024*
- Compliance with technical standards

STIP

4. *Reduce Energy & Carbon*

- – 6% energy intensity (kwh/ m2) vs 2023*
- Define a multi-year investment plan to reach all potential savings (-30% overall) by 2030
- Buy Green Energy

STIP

STIP

5. *Measure Waste*

Start reporting your waste



EAT

6. *Reduce Food Waste*

STIP

- 100% hotels set food waste baseline
- For hotels with a baseline: - 10% food waste vs 2024*

7. *Shift to sustainable food*

- Responsible & local sourcing (F&B guidelines)
- 100% cage-free eggs sourcing
- At least 25% of vegan or vegetarian dishes in menus



EXPLORE & PEOPLE

8. *Support diversity & inclusion*

- 28% Women GM/ RiiSE action plan
- 40% Women above VP in HQ

9. *Strengthen local anchorage / solidarity*

- Sofitel: protect local culture/ make art accessible to all
- MGallery: Committed to Her/ Giving back to communities

10. *Deploy sustainability training for all*

- School for change (mandatory for new GMs)
- Mandatory: Human right training & WATCH

• Refer to hotel’s individual target.
AI hotels have their own targets

Report In GAIA 2.0 and Monitor (except AI hotels)

STIP

Certification: *Last miles!*

” Seize Business opportunities ! ”

Your target: Get certified before EOY

123 to renew in 2025

94 hotels not certified

2 preferred partners



And locally accepted labels :



How to get compliant



1. Prepare
your application with
related proofs



2. Use
the toolkit



Deadline

Submission 1st
application by **30 June**



LINK CERTIFICATION TOOLKIT

At least *41 new hotels identified to get certified in 2025...* ... and more to come !

Sofitel New York
Marival Armony Punta Mita **MGallery**

Sofitel Kia Ora Moorea Beach Resort
Sofitel La Reserva Cardales
Hotel Costanero Montevideo - **MGallery**
Sofitel Montevideo Casino Carrasco & Spa
Santa Teresa Hotel RJ - **MGallery**

Heritage Hotel Fermai Split **MGallery**
MGallery Vannes Domaine du Liziec
Park Hôtel Grenoble - **MGallery**
Hôtel La Citadelle Metz - **MGallery**
Too Hotel Paris - **MGallery**
Habita79 Pompeii **MGallery**
Elkonin Tel Aviv Hotel - **MGallery**

Sofitel Agadir Thalassa sea & spa
Sofitel Marrakech Lounge & Spa
Sofitel Rabat Jardin des Roses
Sofitel Cotonou Benin Marina
Sofitel Mauritius L'Impérial Resort & Spa
Sofitel Abidjan Hôtel Ivoire
MGallery Nairobi GEM Forest

Century Old Town Prague - **MGallery**
Tarcin Forest Resort & Spa Sarajevo - **MGallery**
Maison Sofia - **MGallery**
Hotel Nemzeti Budapest - **MGallery**

Sofitel al hamra ras al khaimah
Queen Elizabeth 2
Sofitel Abu Dhabi Corniche
Sofitel Dubai Downtown

Hotel Sosei Sapporo - **MGallery**
Admiral Hotel Manila - **MGallery**
La Veranda Resort Phu Quoc - **MGallery**
Veranda High Resort Chiang Mai - **MGallery**
Hôtel de la Coupole - **MGallery**
Sofitel Premier Village Phu Quoc Village

Sofitel Sydney Wentworth
The Porter House Hotel Sydney - **MGallery**
Sofitel Adelaide
The William Inglis - **MGallery**
Manly Pacific Sydney **MGallery** Collection
The Playford Adelaide - **MGallery**

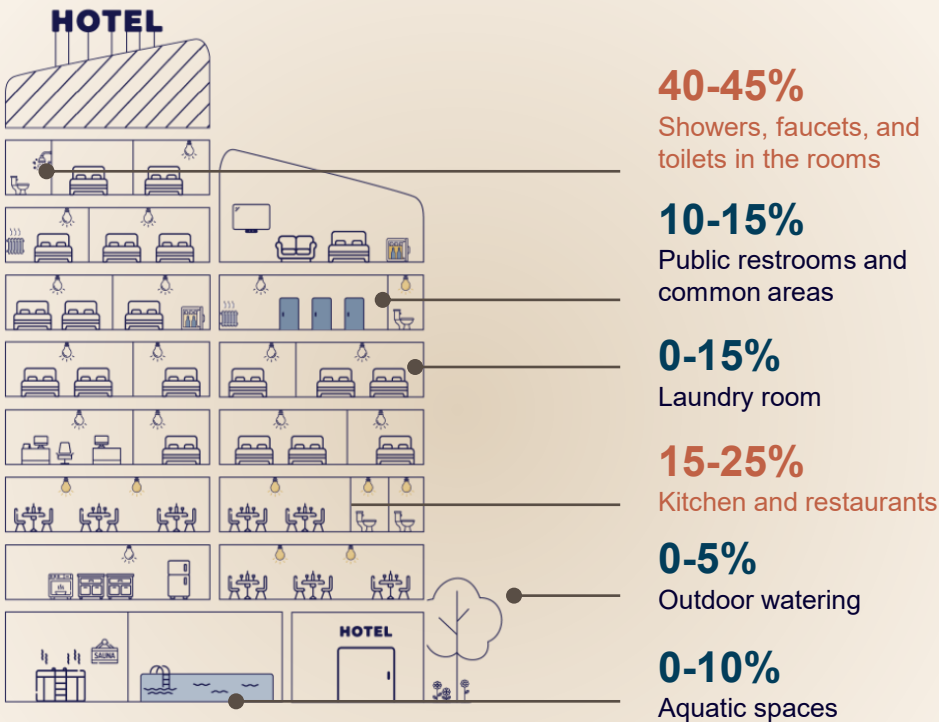
Water consumption reduction

STIP

” Reduce your utility costs! ”

Your target: -5% water consumption / OR vs 2024*

How to get compliant



1. Load
Your invoices monthly in GAIA 2.0

2. Fill
« Water specific information »

IN 1.1 SITE INPUT

3. Implement
Technical water standards

4. Use
The operational guide

Tools

LINK ACCOR TECHNICAL STANDARDS L&L

LINK OPERATIONAL WATER GUIDE

Please note: Hotels that joined the network from April 2024 onward are required to establish their water baseline in 2025

Good *Practices*

WATER STANDARDS

Sofitel Biarritz Le Miramar Thalassa sea & spa

Water flow rate regulators installation

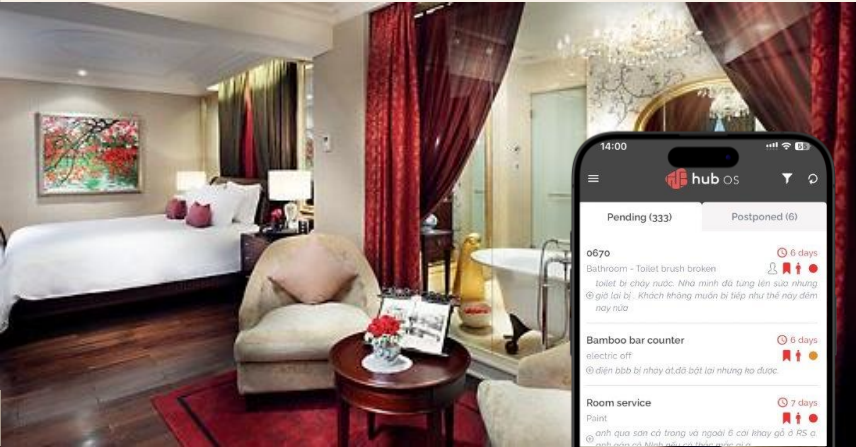


-23% Water consumption

MAINTENANCE

Sofitel Legend Metropole Hanoi

Collaborative tool for leak detection

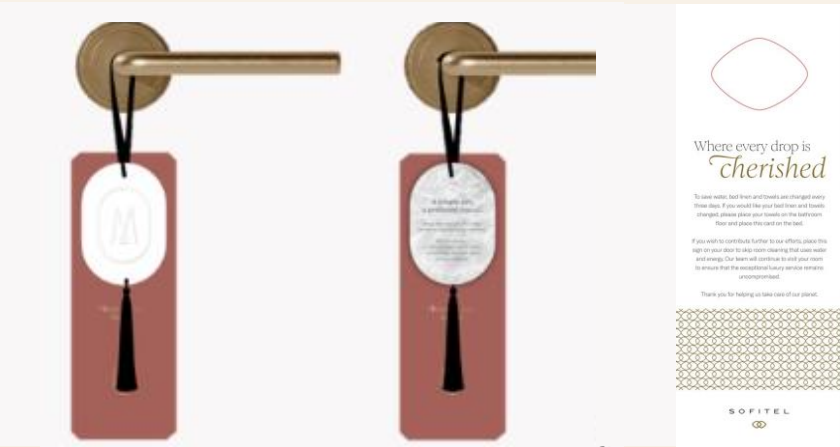


Heartists report leaks, which are tracked in HUB OS for engineering follow-up.

GUEST AWARENESS

Sofitel & MGallery

Reduce Cleaning Service



8 pilot hotels

Energy intensity reduction

STIP

Reduce your utility costs!

Your target: -6% energy intensity consumption vs 2023 (kwh/ m2)

How to get compliant

1. Load

Your invoices monthly in GAIA 2.0 (2023 - 2025)

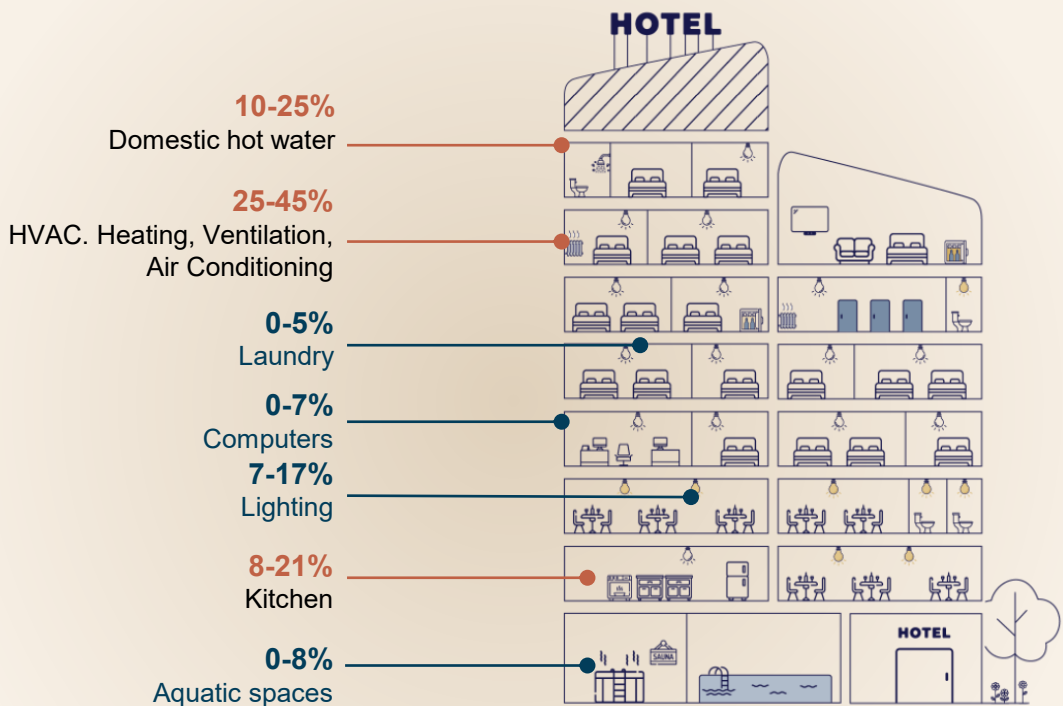
2. Check

Your Total indoor conditioned area (Heated Or Cooled Or Ventilated or Aerated) in sq.m

IN 1.1 SITE INPUT

3. Use

energy sufficiency & energy efficiency guides



Tools

LINK ENERGY SUFFICIENCY GUIDE

LINK ENERGY EFFICIENCY GUIDE

Please note that : Hotels which joined the network since April 2024, need to set their energy baseline in 2025

Good *Practices*

Temperature set points
AT MGALLERY BRIDGE WROCLAW, POLAND



2023

2024

158 kwh/ m2

- 11%

140 kwh/ m2

Energy saving committee
AT SOFITEL SINGAPORE CITY CENTER



Year 1

-18% Energy Consumption
per \$ revenue

-10% Water Consumption
per \$ revenue

Multi-year energy *Capex planning*

STIP



Reduce your
utility costs! ”

Your target:

Build your **CAPEX planning** to reduce energy consumption by 2030 (min -30%)

How to get compliant



1. Do

an energy audit before 30 June or use energy efficiency guide to identify energy saving measures and ROI



2. Validate

CAPEX plan with owners



3. Load

your capex plan into GAIA 2.0



Tools

[LINK REPORTING GUIDE CAPEX PLANNING](#)

[LINK ENERGY AUDIT SCOPE OF WORK & SUPPLIERS](#)

Good *Practices*

Energy Audit AT SOFITEL PHILIPPINE PLAZA MANILA

Topic	Description	Electricity Savings (kWh/year)	Natural Gas Savings (m³/year)	Annual Cost Savings (\$)	CAPEX (\$)	OPEX (\$/year)	ROI (years)
INNCOM	Guest room management system and thermostat replacement	125,000	-	39,000	222,300	3,900	6.3
BMS	New BMS with light, AC, fan coil, fan integration	75,000	2,000	25,000	135,000	2,500	7.0
Restaurant/ Lobby	AHU refurbishment, new control strategy, heat pump	37,000	-	11,000	63,000	1,100	7.4
Renewables	Photovoltaic (solar) panels for electricity	17,000	-	5,000	27,000	500	6.0
Scenario All	Total outcomes if all ECMs were combined	40%	6%	99,000	504,900	9,900	7.1
Recommended Scenario	Total outcomes if ECMs 1-7 were combined	39%	6%	94,000	477,900	9,400	7.1

39% of Energy savings & ROI 7 years

Main kitchen modernization AT SOFITEL WARSAW VICTORIA



Savings Y1

-12.5 % Energy & - 19% water

Total ROI

13 Years

Food waste *Measurement*

STIP

” Save food costs! ”

HOTELS WITH NO BASELINE Set a validated baseline in GAIA 2.0			Key actions		
82 hotels					
<i>Measure all services, all areas, all kitchens</i>			1. Choose Your solution (AI / Biocollector / Manual)	2. Measure At least 2 days and extrapolate to 1 month	3. Report Your baseline into GAIA 2.0
			<i>Tools</i>		
 No liquids No packaging			LINK FOOD WASTE TOOLKIT		
 Edible			LINK FOOD WASTE REPORTING GUIDELINES		
 Non-edible					

Food waste *Reduction*

STIP

” Save food costs! ”

HOTELS WITH A BASELINE
- 10% average reduction vs 2024*

135 hotels



© Photo Vojtech Vegh

Key actions

1. Report
at least quarterly in GAIA 2.0 and load proofs

2. Use
toolkit to reduce

Deadline reporting :
end of each quarter
04/04; 04/07; 03/10; 05/01

 *Tools*

LINK FOOD WASTE TOOLKIT

LINK FOOD WASTE REPORTING GUIDELINES

2030 target at your fingertips! (151g/cover)

Train and roll-out
AT SOFITEL BRUSSELS
EUROPE



845 g/cover - 84% 132 g/cover

Embark teams
AT MGALLERY LA
COUPOLE



39 g/cover

Set a Vision & reduce buffet waste
AT SOFITEL DUBAI THE OBELISK



222 g/cover - 35% 143 g/cover

What is measured is what is done: *report regularly!*

Report NOW! Only 23% of Hotels are compliant to date

DATA	FREQUENCY
Water consumption	Monthly
Energy consumption	Monthly
Waste	Monthly
Food waste	At least quarterly Deadline: 04/04; 04/07; 03/10; 05/01
Sustainability actions incl. Single Use Plastic	Twice a year Deadline: 30/06; 31/12
Sustainability actions inc. Sustainable Food	Twice a year Deadline: 30/06; 31/12
Water Standards	Once per year Deadline: 30/06
Capex planning energy reduction	Once per year



[LINK TO THE KPI GUIDEBOOK](#)

Roadmap roll-out - *Key dates*

JAN. • FEB. • MAR. • APR. • MAY • JUN. • JUL. • AUG. • SEP. • OC. • NOV. • DEC.

MONTHLY REPORTING (ENERGY & WATER)

Fill Water Specific information

Update sust. actions & plastic

Check all data

Deadline food waste reporting

★ 04.04

★ 04.07

★ 03.10

★ 05.01

Do your energy audit

Do your Capex planning

GAIA 2.0 monthly training

26.03

Energy & Carbon

30. 04

Water

28.05

Food Waste

18.06

Sust actions inc. Plastic

24.09

Data Quality

29. 10

TBD

26. 11

TBD

Webinar per topic

30.04

Water

21.05

Food waste

02.07

Carbon

10.07

Sustainable food

★ 30.06

Deadline application certification

GAIA 2.0

ANIMATION

Social care: *DE&I* and RiISE

Social Care & Impact (The S in ESG)

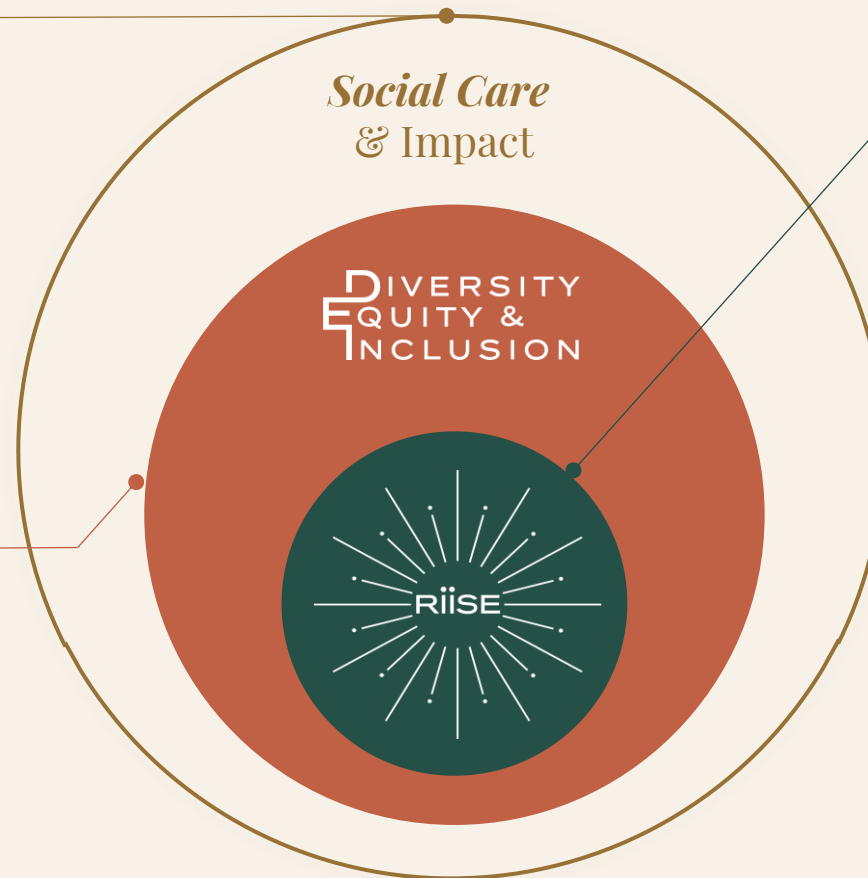
Social Care & Impact Pillars:

- Human Rights
- Solidarity
- **Diversity, Equity & Inclusion (DE&I)**

Diversity, Equity & Inclusion

Diversity, Equity & Inclusion Pillars:

- **Gender diversity & equality**
- Social, ethnic, racial & cultural diversity
- People with Disabilities
- LGBTQAI+ Inclusion



RiISE

Riise is an internal network and serves as an enabler of only one DE&I pillar “Gender Diversity & Equality”.

RiISE Pillars:

- Transmission and Empowerment
- Elimination of any form of discrimination, harassment or violence

DIVERSITY, EQUITY & INCLUSION

Join the RiiSE Network at La Maison!

The **RiiSE network at La Maison** promotes diversity as a means of driving our collective performance.

RiiSE uses **mentoring, training, events to foster sharing and active initiatives** to fight stereotypes and violence against women.



RIISE is

01.

A network motivated to inspire the women and men within Accor.

02.

A driver to combat stereotypes and achieve gender equality.

03.

A solidarity and mutual support network.

RiiSE means raising yourself up; going beyond equality towards equity; being and becoming better; being fulfilled and developing as an individual, but also, and above all, collectively.

Diversity is a shared responsibility, and every step forward makes a difference.

So, join RiiSE today. Step in and shine your light.



Join the RiiSE
Network at
La Maison

—
SCAN THE QR
CODE TO APPLY!

SOCIAL CARE & IMPACT: HUMAN RIGHTS

Mandatory e-learning: GMs



MANDATORY FOR ALL GMS

ACCESSIBLE VIA INES (Learn your Way)

Deadline: *30 June 2025*

Human rights e-learning

20min to learn more about what human rights are, Accor commitments and how we all play a key role in ensuring fair and decent working conditions while doing our business.

Available in English, French and Chinese.



ACCESS TO THE
TRAINING

Watch e-learning

30min to understand the sexual exploitation of children in the tourism sector.

Learn to identify signs of sexual exploitation, potential victims and perpetrators and know how to react in case of doubt or when a situation is confirmed.

Available in English, French, Spanish and Portuguese.



ACCESS TO THE
TRAINING

SUSTAINABILITY TRAINING

School for *Change update*



April 15th

School for Change is now accessible directly from your Learning & Development platform **Learn Your Way (via INES)**



Historical data of past modules completion on EdApp will **not be transferred** to Learn Your Way.



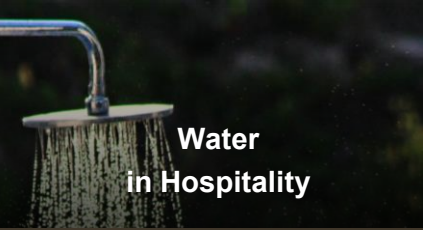
Want to check users' completion historical data or retrieve a former certification ? **All users will have access until April 30th**, after which EdApp platform will close permanently.

2025: MANDATORY MODULE REMAIN THE SAME



2025: NEW RECOMMENDED MODULES

Completion of these modules is encouraged as they are related to key 2025 topics for Accor



SOON > Q2



ACCESS TO THE TRAINING

SOCIAL CARE & IMPACT: SOLIDARITY

Volunteering *Program 2025*



A global volunteering initiative that **CONNECTS HEARTISTS TO LOCAL COMMUNITIES**, empowering them to embody our purpose of **RESPONSIBLE HOSPITALITY** through **DEDICATING TIME, SKILLS AND TALENT TO SOCIAL ELEVATOR INITIATIVES**.

70% of corporate Heartists and

30% of Hotels
taking part in volunteering initiatives

JANUARY

MARCH

JULY



Announcement
by Sébastien Bazin



Launch in HQ
Paris, London, Madrid,
São Paulo, Shanghai



Full implementation
for hotels & other
offices

Coming soon to Hotels in July!



DIVERSITY, EQUITY & INCLUSION

What is coming....

2025 RiiSE Trophy



Recognizing initiatives that are in line with the RiiSE Pillars

Deadline 1 October

Winner will be announced in November

2025 DE&I Trophy New



Recognizing initiatives that are in line with the DE&I Pillars

Deadline 1 November

Winner will be announced in December

La Maison DE&I Week



Your chance to celebrate and showcase Diversity, Equity & Inclusion In your hotel

June 16th- 20th

Activation Playbook will be shared!

Stay Tuned for *more information!*

Amplify – *Communicate!*

JAN. • FEB. • MAR. • APR. • MAY • JUN. • JUL. • AUG. • SEP. • OC. • NOV. • DEC.

3 tips to kick-start!

01 Contextualize

02 Share concrete actions with tangible proofs

03 Stay humble we can always do better

*Use external momentums
(see timeline)*



Next opportunity:
Earth Day 22d April

22nd - Earth Day

22nd -
Biodiversity
International Day

25th - Cultural
diversity
International
Day.

Pride Month

3rd – World Bicycle Day

8th - Ocean Day
9th to 13th - UNOC

18th - Sustainable Gastronomy Day

**16th to 20th - La
Maison DE&I Week**

26th - International
Day for the
Conservation of the
Mangrove Ecosystem

20th - World
Clean-up Day

29th - World Food Waste Day

Sept 20th to Oct 5th –
Sustainability European
weeks (SEDD)

Heritage Day
MGallery

22nd - Energy
International Day

10th to 21st -
COP 30 in
Brazil

RiISE Anniversary

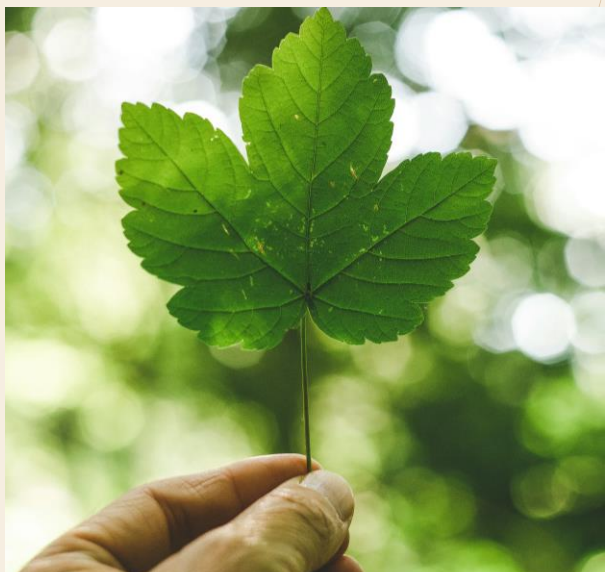
**3rd –
International Day
of People with
Disabilities**

Pink October
MGallery

CSR SOME GUIDELINES TO COME SOON

SUMMARY

Immediate *actions*



ONE LINK: LA MAISON
CSR KNOWLEDGE
CENTER

01



Register

Your GAIA 2.0 champion in [this form](#)

02



Send

GAIA Champions to mandatory monthly training session (save this [Outlook monthly invite](#))

03



Read & share with your CODIR

The [CSR KPI Guidebook](#)

04



Check

Your monthly CSR dashboard: in your mailbox each month

05



Apply

To certification before June 30th

06



Report

Water informations info before June 30th in "1.1 Site Inputs" in GAIA2.0

07



Train

On Learn Your Way (INES)

SUMMARY

Immediate *actions*

ONE LINK: LA MAISON
CSR KNOWLEDGE
CENTER

01	Register	Your GAIA 2.0 champion in this form
02	Send	Him/ her to mandatory monthly training session (save this Outlook monthly invite)
03	Read & share with your CODIR	The CSR KPI Guidebook
04	Check	Your monthly CSR dashboard: in your mail box each month
05	Apply	To certification before June 30 th
06	Report	Water standards info before June 30 th in GAIA2.0
07	Train	On Learn Your Way (INES)



Rate this *Meet & Greet Now!*

FLASH THE QR CODE OR

[CLICK HERE](#)



MEET & GREET PRESENTATION

APRIL 15TH