

LA MAISON

COMMITTED · BOLD · UNITED

2026

Sustainability KPI Guidebook

SOFITEL
LEGEND

SOFITEL
HOTEL
COLLECTION

EMBLEM
GALLERY
HOTEL
COLLECTION

EMBLEMS
COLLECTION

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Click to access KPI's definition 

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Why is it important to report?



RELIABLE CSR REPORTING IS CRUCIAL TO
MONITOR YOUR PERFORMANCE &
SHOWCASE YOUR PROGRESS

84%

of travelers consider sustainability important¹

1. Travel & Sustainability Report 2025 (Booking)



GAIA DATA IS USED TO ANSWER TO
CLIENTS' RFPS AND FEED DISTRIBUTION
PLATFORMS

90%

of HRS corporate customers rank sustainability among their
top three priorities in RFPS²

2. State of Sustainability in corporate travel 2025 (HRS)

2026 priorities – managed & franchised

2026 Priorities (STIPS 2026*)

Get certified

100% hotels certified

Reduce Water

-1.9% reduction vs
2025 (L/OR)*

Promote accessibility

Fill the accessibility
form

Reduce Energy & Carbon

Do energy audit &
budget capex

Reduce food waste

-5% in average
vs 2025*

Strategic KPIs

Stop Single-Use Plastic

Remove 60 items
(no new in 2026)

Reduce Waste

Report monthly
waste weight

Support diversity & inclusion

30% Women GM &
animate Riise

Shift to sustainable food

100% cage-free eggs;
25% vegetarian dishes

Strengthen local anchorage

Implement
brand markers

Get trained

School for change;
Human right training

GAIA reporting & data quality (exc. Essendi)

* STIPS are for managed hotels. Refer to hotel's individual targets in your Scorecard (Essendi has its own targets)



Mandatory STIP

Reporting Calendar

DATA	FREQUENCY
Water consumption	Monthly
Energy consumption	Monthly
Waste	Monthly
Food waste	At least quarterly <i>Deadline: 04/04; 04/07; 03/10; 05/01</i>
Sustainability actions incl. Single Use Plastic	Once per year <i>Deadline: 30/06</i>
Sustainability actions incl. Sustainable Food	Once per year <i>Deadline: 30/06</i>
Water Standards and Top 10 actions	Once per year <i>Deadline: 30/06</i>
Accessibility	Once per year (<i>Qualtric Survey</i>) <i>Deadline: 31/12</i>

Ecolabels | Hotels eco-certified

KPI Target	Hold a valid certification delivered by one of the recognized certification providers by 31.12.2026	
Compliance Criteria	A hotel is compliant if, by 31/12/2026, it : • Holds a valid eco-certification. • Is not expired (hotels previously certified but failing to renew in 2026 it will not be considered compliant). • Uses an Accor-recognized local eco-label (<i>See list</i>).	Currently recognized certifications:  • Green Key – preferred partner  • Green Globe – preferred partner  • Green Key Global (US & Canada)  • EU Ecolabel (Europe)  • Hoteles Mas Verdes (Americas – Argentina)  • Sello S (Americas – Chile)  • EcoTourism Australia (Pacific)  • Qualmark (New Zealand)  • China Green Hotel (Greater China)  • Earth Check  • GSTC-based schemes (Türkiye, Singapour, Greater China)  • ESG Pulse (Brazil)  • Türkiye Sustainable Tourism Program (Türkiye)  • GreenSign  • China Tourism Hospitality Association (Greater China)
Reporting Guidelines	• Preferred Eco labels for La Maison are Green Key and Green Globe. Hotels are allowed to certify with a local eco-label if it has been recognized by Accor (see list above). • Hotels need to validate their application by June 30th and get audited by Sept 30th to ensure certification in 2026. • There is a specific deadline for application to La Clé Verte in France: apply before April 15, 2026, for new certification.	
Key Links	Certification Folder in the Sustainability sharepoint	

Water | Water intensity (L/Occ Room) vs 2025

KPI Target	Achieve your individual* % reduction of total water per occupied room vs 2025
Compliance Criteria	<u>A hotel is compliant if meets the 3 criteria below by 31/12/2026:</u> • Has 12 months of data completed for 2025 in GAIA2.0. Data must be reliable & without major evolution unexplained • Has reported at least 9 months of water consumption data for 2026 in GAIA 2.0 via <u>invoices</u>, data integration, or <u>manual meter readings</u>, with supporting documents attached. • Has reached its individual target of water intensity reduction (check your monthly Sustainability scorecard, it's in it) <u>To reach the reduction target, please:</u> • Implement at least two items from the Top 10 Actions list (available in Sharepoint) & Update GAIA2.0 upon completion. • Ensure compliance with Accor Technical Standards for taps and showerheads. Update GAIA2.0 upon completion. <u>Calculation</u> : <i>Water reduction in % = (Water per occupied room 2026 in m3 – Water per occupied room 2025 in m3) / (Water per occupied room 2025 in m3 × 100)</i> <u>Specific Case</u> : For new openings, the annual target is to establish a GAIA2.0 baseline by completing monthly data consumption
Reporting Guidelines	• Every hotel must report water use monthly (or per the invoice billing period). • Recommended : For biannual billing, please provide monthly meter readings to monitor consumption trends. • Update requested directly in GAIA2.0 : Section 3.2. Water Cost & Usage
Key Links	Water Folder in the Sustainability Sharepoint.

• Individual target is available in the Monthly Sustainability Scorecard

Water | Compliance with Technical Standards

KPI Target	Compliance with water technical standards
Compliance Criteria	Compliance with water technical standards supports the Water Intensity reduction objective. <u>A hotel is compliant if, by 31/12/2026, it:</u> • Has completed the 5 Water-Specific Information in GAIA2.0 & Verifies compliance with the 5 flow rate standards: • Washing basin faucet flow rate (L/min) • Wall-mounted shower flow rate (L/min) • Non-wall-mounted shower flow rate (L/min) • Dual Flush Toilet (Yes/No) • WC Flush Valve – Maximum consumption per flush (L) If flow rates meet or are below the standards → compliant. If standards are exceeded → action plan is required; update GAIA2.0 once implemented.
Reporting Guidelines	• Every hotel should review and update its responses at least once per year • Update requested directly in GAIA2.0 : Section 1.1 Site Input > Water Specific Information
Key Links	Accor Technical Standards for Luxury & Lifestyle

Water | Water Technical standards

	Values available in Gaia					
Washing basin flow rate (min/L)	<4 L/min	4 L/min	5L/min	6 L/min	>6 L/min	
Headshowers flow rate (min/L)	Less than 6 L/min	6 L/min	7L/min	8 L/min	9 L/min	More than 9,5L/min
Handshowers flow rate (min/L)	Less than 6 L/min	6 L/min	7L/min	8 L/min	9,5L/min	More than 9,5L/min
Dual flush toilets (Y/N)	YES	NO				
Maximum consumption per flush – WC flush valve (L)	Dual flush: <3/6	Dual flush 3/6L	Dual flush: 4/6L	Dual flush > 4/6 L		
	Single flush:<4L ⁽²⁾	Single flush: 4L	Single flush: > 4L to 9L	Single flush: >10L		
Compliant to AccorTechnical Standards Luxury						

Accessibility | Self-assessment completion

KPI Target	Complete the Qualtrics Accessibility self-assessment survey by 31 st December 2026
Compliance Criteria	Hotels have access to a Qualtrics survey to complete Hotel is considered compliant if : • 100% of survey’s questions are answered, including if all answers are “Not Applicable” • Hotels in France holding a <u>valid</u> “Tourisme & Handicap ” certificate at the end of 2026 will be considered as compliant Hotel is considered not compliant if : • Survey is started but not fully completed • Incorrect or missing information like Hcode and hotel name are entered
Reporting Guidelines	• Every hotel must answer once this survey before 31st December 2026 • Use the Toolkit to get all the information & details you need
Key Links	Access directly to the Survey

Energy | Securing CAPEX PLAN 2027

KPI Target	Having an energy audit done in the last 3 years & Having validated Energy saving capex plan 2027 by the owner
Compliance Criteria	A hotel is compliant if, by the end of the year, it has a CAPEX Plan 2027 that includes energy-saving investments and has been validated by the owner.: <u>To achieve it:</u> • Do an energy audit before 30 June if you haven't done one in the last 3 years. • From the report, build a capex plan with Energy Savings Measures investments • Validate with your owner to include some energy saving investments in CAPEX Plan 2027. <u>Specific Case :</u> • Newbuild: based on a commissioning process (review of building optimization) during the first 3 years • Deepki Assessment Program : Please note that for 2026, the focus is on the CAPEX plan validation, not on mandatory energy audit. • Hotels concluding comprehensive renovations with integrated energy-saving actions may qualify for an exemption; please contact Pauline for prior approval.
Reporting Guidelines	• <u>For Americas :</u> Contact Raed (Raed.Shuwayhat@accor.com) to get suppliers' contacts & share with him the quotes received from Suppliers. Follow-up of audits done should be reported to him. • <u>For other regions :</u> Report to Pauline (pauline.thouvenel@accor.com) when energy audit is planned. • Regarding the CAPEX Plan 2027, it will be reviewed directly as part of the Budget Plan 2027 in Q3.
Key Links	Energy Audit Folder in the Sustainability Sharepoint.

Energy | Green energy

KPI Target	% of green energy within energy consumption
Compliance Criteria	Green energy refers to both off-site and on-site renewable energy consumption. It is defined as all renewable energy encompassing renewable electricity, biogas, biofuel, and wood. <u>A hotel is compliant if, by 31/12/2026, it:</u> • Reports all green energy consumption in GAIA2.0 (with the proof of origin) from : • On-site renewable energy production • A green energy contract with your power supplier • Purchase of Energy Attribute Certificates (EACs) or Renewable Energy Certificates (RECs) with RE100 label
Reporting Guidelines	• Where available, hotels are required to report monthly green energy consumption. This should be entered into GAIA2.0 as a percentage or volume under 'Green Electric Power', while total electric power must be recorded in the 'Total Electric Power' field." • Becareful to the unit. By default, GAIA2.0 is in kWh. • <u>Section 3.1: Energy > Purchased Green Energy or Green Energy Generated on Site</u>
Key Links	How to Report Green Energy Toolkit (p.10-14)

Data Completeness | Energy & Water Data

KPI Target	100% of Water & Energy data reported in Gaia 2.0 for 2026
Compliance Criteria	For each utility used within the hotel (natural gas, diesel, LPG, water, etc.), an account line should be created and reported in. If a utility is missing for your hotel, the hotel should open a ticket in Welcome Now to ask for the account to be created. A hotel is compliant if by 31/12/2026, it: • Has reported water and energy consumption for at least 9 months of 2026 for all their accounts in GAIA2.0 (invoice upload preferred, or manual entry with proof attached). • If no consumption occurred for an account in a month, enter 0 manually; all months must have a value. • Has completed 100% of energy data from 2023, and water from 2024. <u>Specific Case :</u> • New hotels opening in 2026 should report monthly from the month of opening.
Reporting Guidelines	• Every hotel must report consumption on a monthly basis (or per the invoice billing period if not available monthly). • Hotels using the data provider ISTA don't need to load their invoices for those utilities (Electricity &/or Natural Gas). • Update requested directly in GAIA2.0 : Section 3.1. Energy Cost & Usage
Key Links	How to Report Folder available in Sustainability Sharepoint

Data quality | Energy, Water & Food Waste Data

It is essential to check your data quality to ensure your compliance



ENERGY & WATER

1. Complete all months

- Ensure all months contain **consumption data** (not just volume)
- Enter « 0 » if no consumption for a given month

2. Check consistency

- If excessive variation month-to-month or year-to-year, **add a comment** to explain
- Check unit (kWh , m3,...)

3. Cross-check totals

- Verify that the **total volume in GAIA 2.0** matches your internal reporting



FOOD WASTE

1. Internal control checks

- All zones / all meals / all food waste are **measured**
- Proofs uploaded: weighing sheets, invoices, or screenshots (except for AI measuring)

2. Revise outlier data

- Data < 10g or > 2,500g per cover is **excluded** as an outlier

Sustainable Food | Food Waste baseline

KPI Target	Establish an accurate food waste baseline if it was not done previously (g/cover)
Compliance Criteria	A hotel is compliant if it has carried out the following actions by December 31, 2026: • Performed at least 1 measurement & reported the kilos in GAIA 2.0 under the « baseline section » as per below definition and methods. • Has reported the number of covers for the period • Has answered the 3 verification questions in “Gaia 2.0 certification section” • Has uploaded proof of their measurement data when obtained manually (e.g. screenshots, invoices, weighing sheets). Definition: Baseline is the initial measurement of food waste, serving as the reference to track future waste reduction performance Perimeter: Food waste measurements include all discarded edible and inedible food (excl. liquids and packaging) that comes from F&B activity from all venues, all meal periods, and all types of food waste (i.e. preparation, overproduction, plate waste, and spoilage). 3 measurement methods: Artificial Intelligence (Winnow/ Orbisk), Manual measurement, Data from biowaste collector.
Reporting Guidelines	• Hotels using AI (Winnow or Orbisk) need to manually input the baseline into GAIA 2.0 once it is validated with Winnow or Orbisk • Hotels using biowaste collection need to input monthly data from their collector with the 1st month as the baseline. • Hotels using the manual methodology must weigh at least two days of food waste (one weekday and one weekend day) and extrapolate the results to a monthly figure, which is then manually entered into GAIA 2.0 • Exclusions (need to be notified to La Maison Sustainability team): • Third-party managed venues can be excluded (if all F&B is outsourced the hotel can be excluded). If there is a renovation, the hotel can be excluded during the renovation period. • To be considered, answer the question “Hotel not concerned by Food Waste” under the section Hotel specificities in GAIA. • If a hotel has already established a baseline, they must not make any change to the baseline in Gaia 2.0 without validation.
Key Links	Report Food Waste

Sustainable Food | Food Waste reduction

KPI Target	Achieve your individual* % average food waste reduction versus 2025 for hotels with a baseline (g/cover)
Compliance Criteria	A hotel is compliant if it meets 2 below criteria by 31/12/2026: - Has reached its individual target of food waste reduction – available in the monthly Sustainability Scorecard - Has answered the 3 first verification questions to attest data completeness in “GAIA 2.0 section 6. Food Waste - verification” Monitoring & Measurement: - If a new reporting zone is added, the baseline will remain the same, but the new restaurant will be included in the food waste measures.
Reporting Guidelines	Frequency : Hotels using AI (Winnow or Orbisk) will report monthly via data synchronization. Hotels using biowaste collection need to input monthly data from their collector (weight and covers) in GAIA 2.0. Hotels using the manual methodology need to weigh in at minimum 2 days of food waste (1 week and 1 weekend) and extrapolate it to a month, at least 1 measurement per quarter (weight and covers) in GAIA 2.0. Exclusions (need to be notified to La Maison Sustainability team): - Third-party managed venues can be excluded (if all F&B is outsourced the hotel can be excluded). If there is a renovation, the hotel can be excluded during the period. - To be considered, answer the question “Hotel not concerned by Food Waste” under the section Hotel specificities in GAIA. - Update requested directly in GAIA2.0 : Section 6. Food Waste
Key Links	Report Food Waste

Sustainable Food | % of vegetarian dishes in menus

KPI Target	At least 25% of vegetarian dishes in menus
Compliance Criteria	<u>A hotel is compliant if, by 31/12/2026, it:</u> - Has at least 25% vegetarian dishes and reports the (%) in GAIA2.0, <u>Section 8: Sustainability Actions / 1. Environment</u> (ENV-SFO-SFO-I3) once per semester. <i>Recommended: Upload proof (menu pictures and completed Excel with detailed percentages).</i> <u>Precision on which dish to consider:</u> - Vegetarian refers to food offered without meat, fish & seafood (cheese, butter, honey, and eggs are accepted). - The percentage is based on starters and main courses combined per hotel. The starter concerns all the food proposed before the main dishes, and: sides, light bites, and snacks. Deserts are excluded from the calculation (they are all already vegetarian). Breakfast is excluded from the calculation (as they are already at more than 50% of vegetarian dishes).
Reporting Guidelines	- The calculation has to be done by each hotel, based on the hotel menus for those areas: restaurants, bars, room services, meetings & events, outdoor catering, and lounge service. - The hotel can report per area or globally. All menu items in place at the time of the reporting must be considered: it is a “picture” of menus in place. Exclusions (need to be notified to La Maison Sustainability team): - Third-party managed venues can be excluded, as well as all F&B venues during renovation. - To notify your exclusion, select “No F&B outlet” under the first question “At least 25% of vegetarian...”.
Key Links	GAIA Sust Actions -- Share of vegetarian or vegan meals in menu - calculation sheet_Template.xlsx

Sustainable Food | Questions data completeness

KPI Target	100% of Sustainable food actions reported in Gaia 2.0 for 2026
Compliance Criteria	A hotel is compliant if by 31/12/2026, it: - Has answered to its 14 Sustainable Food questions in GAIA 2.0 covering below categories : - At least 25% of vegetarian dishes proposed Carbon footprint of food measurement and associated action to reduce Eco-certification of all coffees, teas and cocoa served - Responsible sourcing including at least 5 organic products in breakfasts, 20 local products in menus and seasonal fruits & vegetables - Seafood sustainability sourcing and traceability. - Animal welfare with a commitment to cage-free eggs. Monitoring - Data completeness needs to be achieved on all 15 criteria. - Some criteria are part of the brand standards.
Reporting Guidelines	- Every hotel must report on each action and attach evidence when possible. Exclusions (need to be notified to La Maison Sustainability team): - Third-party managed venues can be excluded (if all F&B is outsourced the hotel can be excluded). If there is a renovation, the hotel can be excluded during the period. - To be considered, answer the question “Hotel not concerned by Food Waste” under the section Hotel specificities in GAIA.
Key Links	2025 05 - How to update your Sustainable Food actions in GAIA.pdf

Waste | Waste baseline

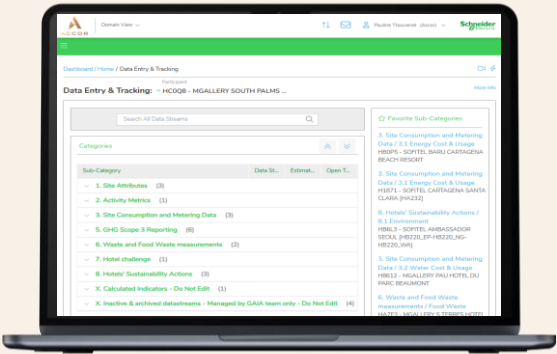
KPI Target	Establish a waste baseline with General Mixed & Recycled Waste
Compliance Criteria	<u>A hotel is compliant if, by 31/12/2026, it:</u> • Has reported complete waste data for at least 6 months. • Has answered to both annual questions available in GAIA2.0 : ✓ <i>What happens to your non-hazardous waste (select the main method) ?</i> ✓ <i>Which waste do you sort and send for recycling EVERY MONTH? (Select all relevant waste streams according to local regulations)</i> <u>A Complete monthly data is :</u> • A non-hazardous general mixed waste measures per month. • Measures for all recyclable waste streams that are sorted on a regular basis according to the previous question answered.
Reporting Guidelines	• Every hotel must report their monthly weighted waste (the recyclable monthly ones & the non-hazardous general mixed at least). • Be careful to the unit. By default, GAIA2.0 is in kg. • Update requested directly in GAIA2.0 : Section 6. Waste
Key Links	How to Report Waste Folder available in Sustainability Sharepoint

Single Use Plastics | Removing SUP from operations

KPI Target	To have removed at least 90% of single-use plastic items listed from the hotel (Back of House & Guest of House)
Compliance Criteria	<u>A hotel is compliant if by 31/12/2026:</u> - At least 90% of the 63 single-use plastic items reported in Gaia2.0 are compliant. - This 90% compliance must include all 15 designated mandatory items. Possible answers by items : • "Yes, I'm compliant" = item absent or replaced by a compliant alternative. • "No, I'm not compliant" = single-use plastic item still present. NB : From 2026, "Exceptions" are treated as non-compliant. Hotels shouldn't select by themselves "Exceptions".
Reporting Guidelines	• Every hotel should update <u>at least one time per year</u> to verify that all previously provided answers remain valid for 2026. • Update directly in the dedicated section in Sustainable Actions : 8.1 Environment > Single Use Plastics (Guest Facing & Back of House)
Key Links	Single Use Plastic Toolkit available in Sustainability Sharepoint including the List of 15 mandatory items (TBC).

CSR Tools | Direct access to all of them

GAIA2.0



Form Name your GAIA2.0 Champion

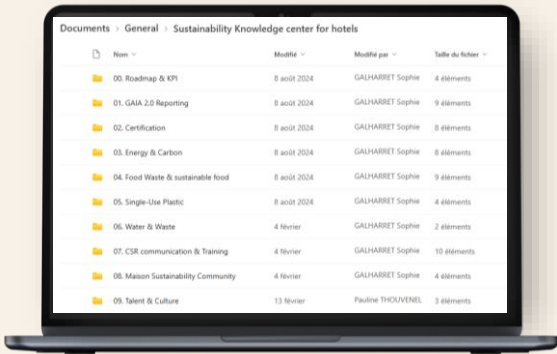


Monthly Scorecard



- Check you individual target for Water and Food Waste reduction
- Check your monthly results on all KPIs

Sustainability SHAREPOINT





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