



ACCORHOTELS

Feel Welcome



ACCORHOTELS NEW ECO-FRIENDLY LINEN

2018 WORLDWIDE HOSPITALITY AWARDS

RAFFLES

ORIENT  EXPRESS

BANYAN TREE



Fairmont



SOFITEL

onefinestay





pullman

swissôtel

ANGSANA

25h
twenty five hours hotels

GRAND MERCURE

THE
SEBEL

NOVOTEL

Mercure

adagio

MAMA
SHELTER

ibis

ibis
STYLES

ibis
budget

JOE
30C

hotelF1



NATURAL IS THE NEW WHITE

AccorHotels est le premier groupe hôtelier mondial à déployer une gamme de linge écoresponsable*

AccorHotels is the first global hotel-industry player to introduce an eco-friendly linen range*

An ACCORHOTELS commitment



AGENDA

- ❑ CONTEXT
- ❑ THE « NATURAL IS THE NEW WHITE » PRODUCT LINE
- ❑ R&D: MARKET AND PROFESSIONAL STUDIES RESULTS
- ❑ COMMUNICATION
- ❑ A COMMITMENT BY PLANET 21 ActingHere



1

Context:

- an industry breakthrough
- a virtuous sustainability oriented multi partners chain



« Natural is The New White » at a glance

A HOTEL INDUSTRY BREAKTHROUGH



5

hotel brands

IBIS BUDGET
IBIS STYLES
IBIS
NOVOTEL
MERCURE

2,400
addresses*
266,000
rooms



40 countries
in Europe*



4

**Communities in a
unprecedented
sustainable
engagement**

- LINEN MANUFACTURERS
- HOTELS
- LAUNDERERS
- CUSTOMERS



59,000
employees



42%

**Reduction in CO2 emissions,
48% in water consumption,
88% in use of chemicals**

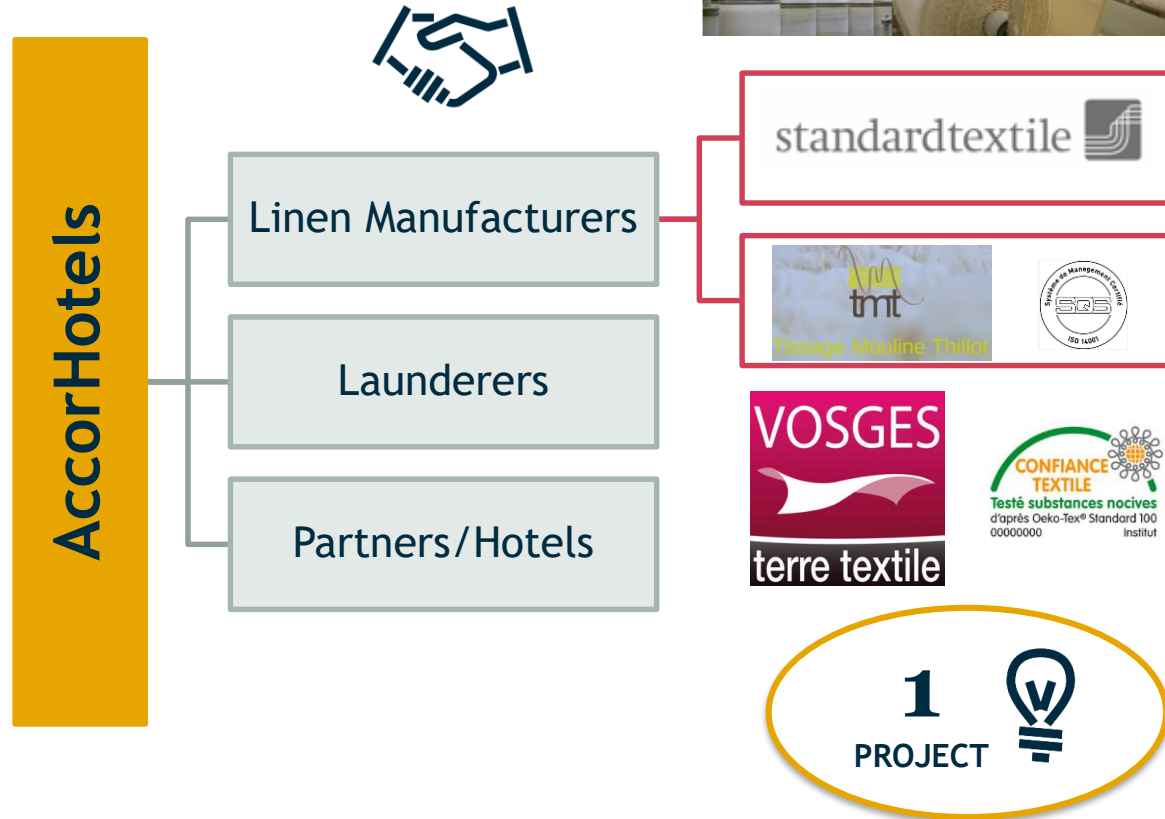
20% longer life for bath linen

* By 2021



A winning ecosystem

BEDLINEN CERTIFIED BY THE LABEL « VOSGES TERRE TEXTILE »



2

The NATURAL IS THE NEW WHITE
product line



7 Items of non-chemically bleached linen



The main characteristic of the visually recognizable linen is its ecru color - the natural color of cotton - preserved thanks to a fabric finishing process that does not use whitening agents, such as peroxide or acid, or optical brighteners. As such, during the finishing process, cotton fiber is not subjected to oxidation, meaning that its longevity is increased by approximately 20 to 25%. In the textile manufacturing process, finishing is the treatment that gives the product its final appearance. This process involves bleaching, dying or, as in this case, preserving the natural color of the fabric.

The natural colour contributes to a cosy atmosphere in the room and guests can enjoy softer linen while contributing to a better world.



3

R&D: market and professional
studies results



Independant institutes & internal assesment tools

HIGHLIGHT THE ENVIRONMENTAL & ECONOMIC BENEFITS + HOTEL & GUEST SATISFACTION

COMPLETE LIFECYCLE ANALYSIS



**International specialist in lifecycle
analysis consultancy**

*Environmental analysis in
comparison with white linen, based
on several indicators: climate
change, land-based pollution,
aquatic ecotoxicity, depletion of
fossil and mineral resources, water
consumption and depletion of water
resources:*

- In the linen finishing
manufacturing phase:
 - 88% reduction of chemical
 - 50% reduction in aquatic
ecotoxicity
 - 25% reduction in land
acidification
- In the usage phase:
 - 48% reduction in water
consumption
- Globally: 42% reduction in CO2
emissions

LIFESPAN ANALYSIS HOHENSTEIN

**International institute and laboratory
for testing and certification of textiles**

*Assesment of the towels
lifespan:*

- AH ecofirendly towels are
approx. 20-25% more
durable



INTERNAL TEST & ROLL OUT PHASE



Fr., De, U.K.

*Guest satisfaction survey, in 14
pilot hotels in France, Germany
and the UK, with a roll-out across
almost 80% of hotels in the UK
during 2017:*

- guests are very satisfied with
the appearance and comfort of
this new range of linen and
towels, and support
AccorHotels' environmental
initiative.
- AH hotel employees (including
housekeeping) feel valued and
proud to be part of the project
(see movie)



4

Communication





Key steps of communication plan

INTERNAL COMMUNICATION

Objective: Inform & “onboard” AH community about the project.

Actions: Within **Planet 21 Day** around « Eco-gestures » including **Eco-friendly Linen**

- Internal Communication platform “Accorlive” front page news with special SD Accor TV + Eco-friendly linen video
- AccorHotels HQ animation: Planet 21 Day including Sustainable Linen 2018, May 15th followed by a dedicated 15-day-exhibition

COMMUNICATION TO THE GENERAL PUBLIC & OPINION LEADERS

Objective: Promote AH sustainable initiative breakthrough in hotel industry in partnership with suppliers, for strong & quantified environmental benefits (CF Life Cycle Analysis)

Actions & tools:

- PR: Press release
- Sustainable eco-linen story video
- Posts RS corporate & brands + Corporate site news

PLANET 21 COMMUNICATION TO GUESTS

Objective: Explain the benefits of the approach, the environmental benefits and the natural look & feel

Toolkit:

- In-room communication
- Bunch of cotton flowers for lobby
- TV Screens for lobby & lift + Posters + Kakemonos

COMMUNICATION TO HOTEL STAFF

Objective: Support GMs in involving hotel teams (esp. housekeeping / reception) and giving them tips to answer guest potential questions/ comments.

Tools:

- Video (same as internal communication)
- Posters for back-office



In-hotel communication

IN-ROOM AND LOBBY FLYER



NATURAL IS THE NEW WHITE

Ici, vos draps et serviettes
n'ont pas été blanchis chimiquement**.

*Here, our linen
isn't artificially bleached**.*

** Ni peroxyde, ni azurant optique en phase de fabrication.
Neither peroxide nor optical brighteners during fabrication.
* Natural is the new white = Le naturel, c'est le nouveau blanc.



NATURAL IS THE NEW WHITE

Ici, vos draps et serviettes n'ont pas été blanchis chimiquement**. Ils ont gardé la couleur naturelle du coton. Ils sont super doux. Et tout le monde les aime parce que, avant tout ils sont écoresponsables ! Parce que chaque geste compte, cet hôtel agit pour une hospitalité positive.

*Here, our linen isn't artificially bleached**. It's a natural cotton colour, it's super soft against the skin and it's eco-friendly. What's not to love? Because every action matters, this hotel is a proud supporter of Positive Hospitality.*

** Ni peroxyde, ni azurant optique en phase de fabrication.
Neither peroxide nor optical brighteners during fabrication.
* Natural is the new white = Le naturel, c'est le nouveau blanc.



QUESTIONS

QUESTIONS?

RÉPONSES

ANSWERS!

POURQUOI LE LINGE EST-IL DE COULEUR ÉCRUE ?

Comme il n'a pas été blanchi chimiquement, il a gardé la couleur naturelle du coton.

ET POURQUOI Y A-T-IL PARFOIS DES DIFFÉRENCES DE COULEUR ?

Le linge s'éclaircit au fur et à mesure des lavages, mais pas toujours de la même façon. C'est pourquoi, par exemple, une housse de couette peut être plus claire qu'une taie d'oreiller.



C'EST CONFORTABLE ?

Absolument ! Sans traitement chimique le linge est plus doux, avec un toucher "home feeling".

IS IT COMFORTABLE?

Absolutely! Without chemical treatments, our linen is softer with a cosy, snug feel.

WHY IS THE LINEN OFF-WHITE?

As all our cotton linens and towels aren't artificially bleached, they retain their natural ecru colour.

AND WHY ARE THERE SOMETIMES DIFFERENT COLOR SHADES?

The linen becomes lighter as it is washed but not always at the same pace. This is why, for example, a duvet cover can be lighter than a pillowcase.



POURQUOI C'EST ÉCORESPONSABLE ?

Nous n'utilisons ni peroxyde ni azurant optique pour blanchir artificiellement notre nouvelle gamme de linge lors de sa fabrication. Et c'est bien meilleur pour l'environnement :

- économies d'eau et d'énergie,
- réduction de près de 90% des produits chimiques utilisés,
- réduction des émissions de carbone d'au moins 38% pour le linge éponge.

POURQUOI CES PETITS POINTS NOIRS SUR DES DRAPS NEUFS ?

Ce sont des résidus naturels issus des coques de fleur de coton. Comme le coton n'a pas été blanchi chimiquement, on les voit davantage. Ils disparaîtront après quelques lavages.

WHY ARE THERE LITTLE FLECKS ON NEW SHEETS?

These are natural residues from cotton flower hulls. As cotton has not been chemically bleached, we can see them more. They will disappear after a few washes.

WHY IS THIS ECO-FRIENDLY?

We don't use peroxide or bleach to artificially whiten our cotton linens and towels during fabrication.

- It's better for the environment because:
- It saves on water and energy during manufacture
- It reduces almost 90% of the chemicals used
- It reduces carbon footprint by at least 38% for towels.

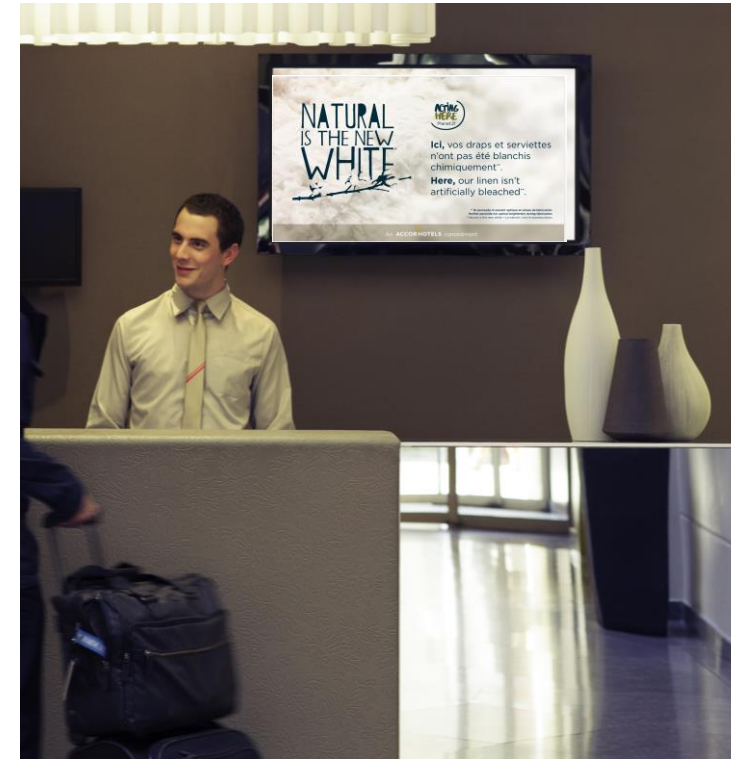


In-hotel communication

ROOM AND RECEPTION DISPLAY (1/2)



COTTON POS FLYER IN ROOM DISPLAY
WITH ORIGINAL NATURAL WOOD PEG



A5 FLYER & SCREEN – LOBBY DISPLAY



In-hotel communication

RECEPTION DISPLAY: KAKEMONOS (2/2)



In-hotel communication

BACK-OFFICE POSTERS - STAFF

ACTING HERE
Planet21

Here,
OUR LINEN IS NOT ARTIFICIALLY
bleached*

**NATURAL
IS THE NEW
WHITE**

AccorHotels is the first global hotel-industry player to introduce an eco-friendly linen range.

Acting for Positive Hospitality. Because every action matters.

* Neither peroxide nor optical brighteners during fabrication.

An **ACCORHOTELS** commitment

ACTING HERE
Planet21

**NATURAL
IS THE NEW
WHITE**

WHY IS THE LINEN OFF-WHITE?
As all our cotton linens and towels aren't artificially bleached, they retain their natural ivory colour.

AND WHY ARE THERE SOMETIMES DIFFERENT COLOR SHADES?
The linen becomes lighter as it is washed but not always at the same pace. This is why, for example, a duvet cover can be lighter than a pillowcase.

IS IT COMFORTABLE?
Absolutely! Without chemical treatments, our linen is softer with a cosy, snug feel.

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An **ACCORHOTELS** commitment



5

A commitment by Planet 21
ActingHere



A commitment by PLANET 21 ActingHere

Arnaud Herrmann, AccorHotels Director of Sustainable Development, explained, “Through this major innovation, our aim is for our rooms to feature linen and towels that are more environmentally friendly. This project is in line with the commitment made by the Group as part of its sustainable development program, Planet 21 ActingHere, to co-innovate with its partners to develop offers and services that have a positive impact”.



A COMMITMENT BY PLANET 21 ActingHere

Accorhotels CSR strategy to 2020, [planet 21 actinghere](#), is based on four focus areas involving employees, guests, partners and local communities. In terms of *partners*, the group has specifically committed to leverage collective intelligence by introducing at least one major innovation each year to develop alternative and responsible models, as with the joint design of this range of eco-friendly linen.

In parallel, for almost 10 years, accorhotels has been implementing a policy of reducing the environmental impact related to the use of towels through its plant for the planet program. Guests spending more than one night at the hotel are encouraged to reuse their towels and half of the savings on laundry costs are allocated to planting trees. Almost 6 million trees have already been planted in 26 countries and the group's target is to finance the planting of 10 million trees by 2021. The roll-out of the new range of linen and towels means this policy can be expanded by continuing to reduce the environmental impact of the use of linen in rooms.





Feel Welcome

RAFFLES
25h
twenty five hours hotels

ORIENT **O·E** EXPRESS
Art Series

BANYAN TREE
GRAND MERCURE

SO F I T E L
LEGEND
PEPPERS

Fairmont
THE SEBEL

mantra

SOY
mantis
NOVOTEL

SO F I T E L
Mercure

onefinestay
adagio

MAMA
SHELTER

RIXOS
BreakFree



PULLMAN
ibis
ibis
STYLES

ibis
budget
JOE
30C

swissôtel

ANGSANA
hotel F1