



ACCOR GROUP GOOD FOOD POLICY

Our commitments on
sustainable food by 2030

NOVEMBER 2024

Our common challenge

Pressures on natural resources due to food consumption are tangible and escalating. This is evident by the breach of 6 out of 9 planetary boundaries¹, alongside the advancing arrival each year of the “Earth Overshoot Day²”. It has become clear that both our ways of producing and consuming food are not sustainable. For instance:

- A beef dish has a carbon footprint 9 times greater than pork, 10 times greater than chicken, and 30 times greater than a plant-based dish³. Meat production also has a huge impact on water consumption and deforestation.
- Cocoa culture is major agriculture-based cause of deforestation after livestock grazing, soy and palm oil production.
- Non-environmentally certified coffee requires a significant amount of pesticides to be produced.

A transformation in food production and consumption patterns is therefore **imperative** to transition towards a sustainable food model. This urge for change is notably reflected in the United Nation’s twelfth Sustainable Development Goal (SDG) “Ensure sustainable consumption and production patterns”. This **UN SDG** calls upon all nations to significantly **act by 2030**.

In alignment with Accor’s commitment to place sustainability at the heart of the Group’s business model, **Accor aims to foster implementation of a sustainable food model**, by acting on **the recipes, the sourcing of food and the way it is served to guests in hotels**.

Innovation, traceability and responsibility find their rightful place in the Group’s reflections on **reinventing food habits** and the guest experience in hotels in restaurants.

¹ Rockström, J., et al. (2023)

² <https://overshoot.footprintnetwork.org/>

³ Environmental Impacts of Food Production - Our World in Data

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Accor aims to

foster a more sustainable food model





Accor footprint

As a leading force in the hospitality industry, serving hundreds of thousands of breakfasts and meals daily across its 10,000 restaurants and bars worldwide, **Accor holds a crucial responsibility and plays a key role in offering guests the best dining experience in its hotels while ensuring respect for the planet.**

Within Accor, food & beverage represents **17%⁴ of the Group's carbon footprint, 50%⁵ of the water impact and 80%⁵ of the land footprint** (due mainly to the production of food). Three commodities with major negative environmental impacts have been identified: **meat, coffee and cocoa.**

The Accor Sustainable Food charter, developed in 2016 through collaborative efforts, has allowed the Group to implement and track actions in its hotels. This represented the Group's first step toward advancing sustainable food practices. Today we go further as a Group and further within our brands. In 2024, Novotel, Accor's founding brand, signed a three-year agreement with World Wide Fund for Nature (WWF) to champion the protection and restoration of the world's oceans. This partnership has resulted in new sustainable seafood policies for Novotel and all Accor brands.

Serving
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10,000
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Food & Beverage
represent:

17% of the Group's
carbon footprint

50% of the Group's
water impact

80% of the Group's
land footprint

⁴ Accor Carbon Footprint based on 2023 data

⁵ Accor Environmental Footprint based on 2019 data

Accor Sustainable Food policy

Accor is reinforcing its role in the transition from the conventional food model to a more sustainable model. The Group therefore commits to support a shift in the agricultural food production model to help protect biodiversity and water, bring sourcing closer to the places of consumption and result in less of an impact on the planet.

Accor aims to make sustainable food the n°1 choice using the motto “Good Food, Feels Great”. The enjoyment of food is now firmly grounded in sustainability, knowing about, and trusting its journey from farm to table.

Accor’s policy towards sustainable food is structured around 7 key commitments to be achieved by 2030:

1 *To offer 50% of vegetarian or plant-based dishes in menus*



By offering tasty and thoughtful vegetarian or plant-based dishes to guests. The target is based on menus with starters and main courses combined, and based on an average for the overall food offer throughout the hotel.

2 *To offer low-carbon recipes*



By measuring & reducing the carbon footprint of food offered to guests in at least 300 hotels.

3 *To serve only responsible coffee, tea & cocoa*



By offering only responsible coffee, tea and chocolate⁶ certified Rainforest Alliance, FairTrade, Organic, or with a recognized third-party recognition on agroecological practices. If market maturity is insufficient in certain regions, a collaboration with suppliers will be established to accelerate the regional transition toward more responsible products.

4 *To support organic agriculture & agroecological practices*



By ensuring that all breakfasts include at least 5 key products that are organic, or with a recognized third-party recognition following agroecological practices. A key product is defined as a product consumed in high quantities, or product that is a usual ingredient in most common recipes (examples: sausages, milk, butter, eggs, pastries, bread, jams etc.).

By training Chefs & Procurers (in offices & hotels) on key criteria for meat selection to reduce carbon & biodiversity impacts.

⁶ At least for hot chocolate drinks and chocolate bars.

5 *To favor local food suppliers and seasonal products*



By using at least 20 local products on menus representing a large part of the recipes. Local products could be defined as a radius of 100 km⁷. If not feasible in certain areas due to market or logistical constraints, regional products will be favored.

By ensuring that all fresh fruits and vegetables are seasonal, where available, country dependent. For some regions without local products, the choices must be focused on the seasons from the countries within close proximity.

6 *To ban endangered seafood species, and promote responsible fishing*



By removing all endangered seafood species from all menus, based on the guidelines of WWF through the Novotel partnership on the oceans with the world-renowned NGO.

By avoiding serving wild-caught species indicated in the regional lists below, unless they are MSC-certified. If MSC certification is unavailable, local wild-caught fish sourced through selective and less destructive fishing methods - such as handlines, pole and line, jigging, pots, and traps - may be considered.

The WWF guidelines on seafood with the lists can be found [here](#)⁸.

By serving farmed seafood from responsible aquaculture (ASC or organic certified), at least for salmon and shrimps.

If market maturity is insufficient in certain regions, a collaboration with suppliers will be established to accelerate the regional transition toward more responsible seafood.

By working on enhancing traceability on seafood by requesting essential information from seafood suppliers, available in the WWF guidelines.

7 *To act on animal welfare*



By offering only eggs (in-shell and liquid form) from cage-free hens by end 2025, based on an external commitment made in 2017.

By offering broiler chicken

- in Europe by 2026 respecting the **European Chicken Commitment**
- in North & Central America by 2026 respecting the Version 2 of the Better Chicken Commitment based on external commitments made in Europe in 2019 and in North & Central America.

By collaborating to encourage suppliers to gradually adopt animal welfare practices and supporting their integration into our supply chain.

⁷ Based on the Green Key criteria

⁸ Those guidelines have been written as part of the partnership between the WWF and Novotel, but are relevant for all Accor brands. Novotel hotels are committed to leading the way on those guidelines, as a part of the Novotel program on Oceans



Upholding our commitments

The aim is to uphold these commitments across the Group and to ensure that the teams concerned have the means to achieve them. For this, it is key to deploy levers such as:

- **Training employees** working on those topics: F&B experts, Chefs, kitchen teams, sustainability leaders, procurers in offices and hotels etc.
- **Creating a community**
- **Evolving our F&B standards** & specifications
- **Innovating** by changing the way we develop our recipes, for instance

In France, where almost 30% of the Accor hotels are located, an action plan from 2024 to 2027 has been taken on sustainable food, based on an agreement signed with l'ADEME, a public agency:

- At least 20% vegetarian menus in the meal offering
- At least 25% local and seasonal products in the meal and menu offerings
- 50% of products with official food quality marks, including 20% organic products in centralized purchasing
- 50% of cooks trained in plant-based cooking and food waste reduction
- 50% of buyers trained on responsible food purchasing

Novotel, Accor's founding brand, has launched a three-year partnership with WWF that will see Novotel champion the protection and restoration of the ocean through science-based action and conversation projects.

WWF is providing technical expertise to Novotel, challenging and guiding its 580 hotels across the world to reduce their negative impact and increase their positive impact on the ocean.

With a specific focus on the ocean, the three-year partnership with WWF has four main objectives:

- Work on sustainable seafood policies and supply chains for Novotel
 - Raise guests' and employees' awareness of the importance of the oceans
 - Advocate for ocean preservation to inspire industry and policy makers
 - Preserve and restore marine biodiversity through support of five WWF flagship projects around the world
- Novotel has developed an Ocean Positive Impact plan with a dedicated focus on sustainable food, reducing meat, fish and waste within Novotel's food and beverage operations and further development of sustainable seafood policies.

Governance

To ensure the proper deployment of its Sustainable Food policy, Accor has defined a governance based on the committees below, involving Sustainability, F&B & Procurement Departments, at the Global level and in Regions & Brands:

- The Environmental Committee with each Region & Brand, each month
- Sustainable Food Committee in each Region & Brand, every 6 weeks
- Sustainable Food meeting with Global Sustainability & Procurement experts, each week

Those committees drive actions and monitor results by tracking indicators to reach the defined objectives.

The governance also involves the continuous mobilization of F&B teams in hotels, particularly into the “Good Food Feels Great” Accor global gourmet movement to make sustainable food the greatest choice. Accor is committed to leverage this internal initiative to deliver an active community, training, good practices sharing, communication & innovation.

Coverage

Accor is committed to managing and minimizing its environmental impact throughout its supply chain and operations. **Therefore, this Sustainable Food policy covers all hotels (managed and franchised) and head offices of the Group.**

The Policy will then be extended, in a second step, to all Accor’s new businesses.

Accor commitment to reduce food waste by minimum 50% by 2030 is part of the Group’s Circular Economy policy.

Involvement of Stakeholders and Engagement with Local Communities

To ensure the implementation of sustainable food actions, it is essential to mobilize stakeholders.

Accor aims to work increasingly with Chefs, F&B teams and suppliers engaged towards the food transition.

Organizations and NGOs, such as the ADEME in France, moving towards sustainable food are also key to support the Group on the change.

Additionally, Accor supports the upskilling of its employees through the deployment of training programs on sustainable food, with a focus on meat reduction.

Advocacy

Accor global gourmet movement “Good Food Feels Great”, to make sustainable food the greatest choice and to show it, aims to touch more than Accor’s guests.

Through its commitment, Accor supports the deployment of ambitious public policies on sustainable food issues to accelerate project implementation.

Finally, the Group asserts its committed stance through public statements aimed at promoting the sustainable food models both internally and within its industry and spheres of influence.



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