



# Accor Sustainability Innovation Program - Water

Call for Solutions & Innovators | 2026

## AT A GLANCE

<b>Program</b>	Accor Sustainability Innovation Program - Water: sourcing innovators to pilot solutions across the Accor network
<b>Who should apply</b>	Companies offering pilot-ready water solutions for hotel and resort operations
<b>What the Program offers</b>	Operational testing in real hotel environments, independent evaluation, program support funding, industry access, and a pathway to scale across 5,800+ hotels in 110+ countries
<b>EOI deadline</b>	June 14th 2026
<b>How to apply</b>	Submit a short Expression of Interest. Shortlisted solutions and innovators are invited to a full application.
<b>Submission</b>	Submit your Expression of Interest through this survey: <a href="#">Apply Here</a>

## 1. About the Program

In 2026, Accor launched Hosting Change, its 2026–2030 sustainability strategy. A defining commitment within Hosting Change is the Sustainability Innovation Program: by 2030, Accor will identify, test and scale 100+ high-impact, resource-saving solutions across its network and share the results with the wider hospitality industry.

Water is the inaugural focus topic. With more than 2,200 Accor hotels located in water-stressed areas and global freshwater demand projected to exceed supply by 40% by 2030, water stewardship is both a strategic imperative and an operational priority for the Group.

Driving change at this scale requires strong partners. That is why Accor is proud to announce its major strategic partnership focused on water stewardship, with Water Unite - a global non-profit working at the intersection of corporates, investors and water innovators. The partnership brings together Water Unite's global network of water entrepreneurs, technology providers and impact investors with Accor's operational scale and sustainability ambition. Together, the two organisations will identify, evaluate and pilot innovative water solutions capable of improving operational efficiency and advancing water stewardship across priority regions and hotel segments. Water Unite leads sourcing, technical screening and shortlisting on behalf of Accor.

Through this Call for Solutions and Innovators, we invite companies offering pilot-ready water solutions to join the Accor Sustainability Innovation Program. A shortlist of approximately 3–5 high-potential solutions will be selected for pilot deployment in selected Accor hotels during 2026, with results targeted for showcase around the UN Water Conference. Selected innovators will receive operational testing in real hotel environments, independent evaluation, program support funding, and a credible pathway to scale across a network of 5,800+ hotels in 110+ countries.

## 2. What We Are Looking For

We are looking for solutions in three priority categories, each tied to a clear operational need and a defined set of pilot geographies.

Category	Description and indicative solutions	Pilot regions
<b>A. Water efficiency in core operations</b>	Solutions that reduce water consumption in guest rooms, F&B and back-of-house while maintaining guest comfort and operational performance. Examples: smart monitoring and analytics, low-flow fittings, optimised dishwashing, guest engagement.	Americas, MEA-APAC
<b>B. Water reuse</b>	Technologies and systems for safe, efficient reuse of greywater, rainwater or other non-potable sources for irrigation, flushing, cooling or cleaning. Solutions must demonstrate reliability, regulatory compliance and integration with existing infrastructure.	MEA-APAC, Southern & Mediterranean Europe
<b>C. Water management for luxury operations</b>	Solutions for water-intensive environments such as golf courses, landscaping, pools, spas, large grounds. Examples: efficient irrigation, pool and spa water management, large-scale monitoring, innovative landscape and outdoor water use.	Worldwide

Solutions can be hardware, software, services or a combination. We are open to applications that span more than one category. Please indicate this in your Expression of interest (EOI).

## 3. What the Program Offers

The Accor Sustainability Innovation Program offers selected solutions and innovators a rare opportunity: a credible route to test, prove and scale their solution within one of the world's largest hospitality networks.

- **Operational testing** - pilot deployment in selected Accor hotels.
- **Independent evaluation** - structured assessment of operational, environmental and cost performance, conducted with Water Unite.
- **Pathway to scale** - beyond the pilot, successful solutions gain a route to potential preferred-supplier status and commercial deployment across Accor's portfolio of 5,800+ hotels in 110+ countries.

- **Program support** - Accor Group funding will be available to support pilot deployment costs.
- **Industry Access** - in-kind support including access to internal conferences and selected industry events.
- **Visibility** - recognition as part of Accor's Hosting Change strategy and the inaugural cohort of the Sustainability Innovation Program, with results targeted for showcase around the UN Water Conference in 2026.
- **A trusted partnership** - direct engagement with Accor's sustainability and operations teams alongside Water Unite's specialist water-innovation expertise.

## 4. Who Should Apply

We welcome applications from companies whose solutions meet the following criteria.

### Eligibility

- **Solution focus** - hardware, software, services or combined offerings that improve water performance in hotel and resort operations.
- **Maturity** - solutions are pilot-ready, with at least one real-world deployment to date. Multiple commercial deployments are welcome but not required.
- **Geographic reach** - able to deploy or service a pilot site in at least one of the priority pilot regions listed in Section 2. Multi-region capability is a plus.
- **Legal status** - a registered company in good standing, able to enter into commercial agreements with Accor entities or Accor-managed properties.

### Solutions we are not seeking at this stage

To help applicants self-assess, please note we are unlikely to take forward solutions that are at concept or prototype stage with no deployment evidence.

## 5. How We Will Evaluate Solutions

Evaluation is structured in two stages. The first stage is a short Expression of Interest, scored against five criteria. Solutions and innovators who pass this stage are invited to a full application, which forms the basis for shortlisting and final selection.

Criterion	What we are assessing
<b>Strategic fit</b>	Alignment with one or more of the three priority categories and target pilot regions.
<b>Operational impact</b>	Evidence the solution can deliver measurable improvements in water consumption, reuse, cost or operational performance at hotel level.
<b>Ease of deployment</b>	Compatibility with existing hotel infrastructure, low installation disruption, minimal staff burden, integration with hotel systems where relevant.

Criterion	What we are assessing
<b>Commercial readiness</b>	Prior deployments, customer references, financial stability, ability to support a pilot end-to-end, and clear pricing.
<b>Scalability</b>	Potential to roll out across multiple hotels, brands or regions following a successful pilot.

## 6. How to Apply

### Stage 1 - Expression of Interest

To apply, please complete the short Expression of Interest below. We expect this should take no more than 30–45 minutes.

Please cover the following:

1. Company name, headquarters location, year founded, website, and primary contact (name, role, email).
2. In one paragraph (max. 200 words), describe your solution and the problem it solves.
3. Which of the three priority categories does your solution fit, and which target pilot region(s) can you serve? (See Section 2.)
4. What evidence do you have that the solution works? Please summarise prior deployments, pilot results or customer references (including scale, geography and measurable outcomes where available). (Max. 200 words.)
5. What does a typical pilot look like for your solution: how long, what's installed, what's required from the hotel, and what support do you provide during deployment (installation, remote monitoring, training, ongoing contact)? (Max. 200 words.)
6. Indicative pilot cost per site, and indicative ongoing cost (e.g. annual licence, service fee). A range is fine.
7. In one or two sentences, why are you the right partner for the Accor Water Innovation Program?
8. Optional: link to a pitch deck, product page or short video. Optional: how did you hear about this program?

### Stage 2 — Full application (shortlisted solutions and innovators only)

Solutions and innovators who pass Stage 1 will be invited to a full application and a structured call or product demo with our team. Full application requirements will be shared at that stage and will cover detailed solution data, pilot design and budget breakdown.

## Submission

Submit your Expression of Interest through this survey: [Apply Here](#)

Deadline: June 14th, 2026

## 7. Indicative Timeline

Milestone	Indicative date
Request for proposals issued	May 21st
Expression of interest deadline	June 14th
Full application stage	June - July
Final selection	July
Pilot preparation	July - August
Pilot deployment	August - December

## 8. Contact

For questions about the program, please contact: [sustainability.innovation@accor.com](mailto:sustainability.innovation@accor.com)

### About Accor

Accor is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,800 hotels and resorts, 10,000 bars & restaurants, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing around 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. ALL Accor, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay and gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit [group.accor.com](http://group.accor.com) or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

### About Water Unite

[Water Unite](#) is a global non-profit working to provide clean water for people and the planet. The non-profit unites corporate partners around a common collective action - to fill the funding gaps in the water sector. Large corporates including Co-op, Elior PLC, Nestlé Waters & Premium Beverages, Suntory Beverage & Food GB&I and Britvic PLC have already joined Water Unite. Water Unite is a registered charity in England and Wales (no. 1210716) and a registered 501(c)(3) non-profit in the United States (EIN: 84-2485313). Partnership activities are treated as non-primary purpose trading under the UK small trading exemption, with all proceeds supporting our charitable work. Learn more at [waterunite.org](http://waterunite.org)