

TRAVEL AND HOSPITALITY

# Accor joins United Nations CEO Water Mandate

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*The brand is making an appeal to the growing number of sustainably minded luxury travelers. Image courtesy of Accor*

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By LUXURY DAILY NEWS SERVICE

French hotel giant Accor is reducing waste across its global properties.

The company has joined the CEO Water Mandate, a coalition set by the United Nations that brings together 256 companies that have committed to champion water stewardship. By signing on, Accor is agreeing to up conservation continuously in these six areas: supply chain and watershed, collective action, direct operations, community engagement, public policy and transparency.

“When at least 50 percent of the world’s population live under highly water-stressed conditions for at least one month of the year, we cannot operate hotels as we did before,” said Brune Poirson, chief sustainability officer at [Accor](#), in a statement.

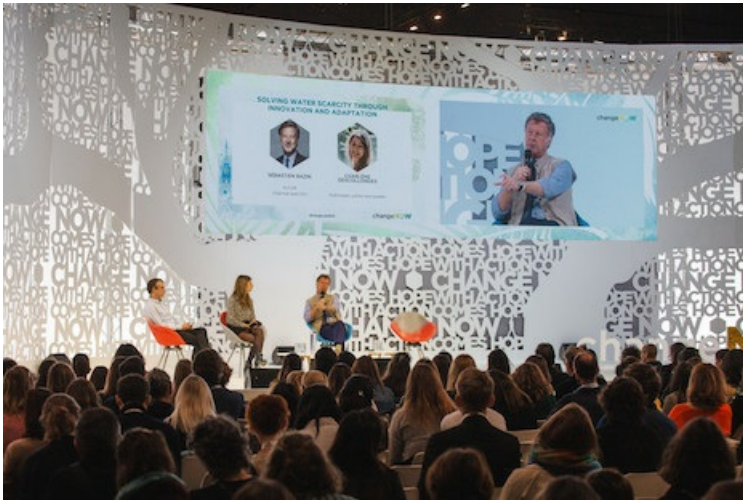
“Water is a vital resource that underpins our operations, our value chain and the well-being of the communities we serve,” Ms. Poirson said. “Therefore, Accor is dedicated to pioneering sustainable solutions & experiences that make every stay a contribution to the society and the environment.

“To do so, we foster collaboration over competition to set new standards and drive water stewardship actions in all territories where we operate.”

## **Sustainable solves**

Accor’s participation in the mandate was announced at the Change Now Summit 2024, the world’s largest event for climate solutions.

The coalition, created by the United Nations in 2007, was explained by CEO and chairman Sbastien Bazin. He noted that the company has long upheld environmental practices in the industry, being a part of the Sustainable Hospitality Alliance and launching the Hospitality Alliance for Responsible Procurement last year ([see story](#)).



*The company's CEO explained the standing environmental efforts and new measures slated to take effect in regard to water stewardship. Image credit: Accor*

Accor will continue to form partnerships based around addressing critical water issues. By 2030, the hotel giant plans to have boosted its collective positive impact in 100 priority basins.

In-house, the brand applies water reduction measures that optimize usage and fight microplastic pollution, such as the avoidance of chemical-based products and the conversion of bathtubs into walk-in showers. This was done in 90 percent of the rooms in its Mvenpick Petra property in Jordan, which aims to reduce water consumption in its rooms by 15 percent by 2025.

Since 53 percent of waste generated in hotels comes from food, according to Accor, the group is also strategizing responsible sourcing and offering alternative dining that makes sustainability a key part of the experience.

Guests are further empowered through the company's "Skip the Clean" project, which allows travelers to forgo daily housekeeping in exchange for more loyalty points added to their accounts. It is estimated that if every multi-night guest only had their room cleaned every three days, 4 percent of the business's direct water consumption could be saved for an average hotel, this translates to 6,500 showers each year, according to Accor.

Additionally, by 2025, the hospitality name will eliminate all single-use plastic water bottles across all properties through its new partnership with premium sustainable brand Be Wtr. The company will benefit from the water label's refillable glass bottling plants, which will provide hydration at international properties and cut back on waste.