

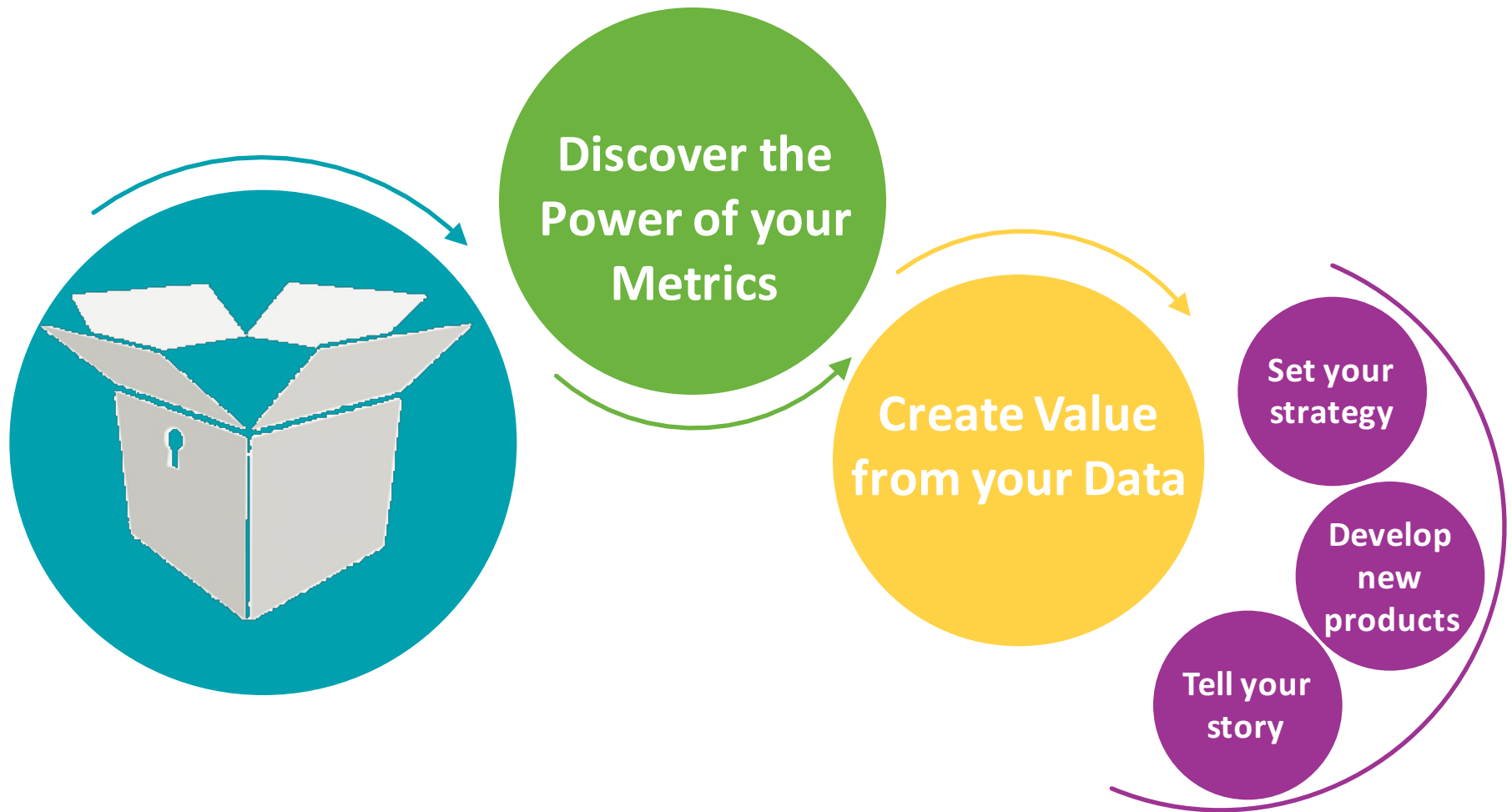


How to Create Value beyond Environmental Reporting

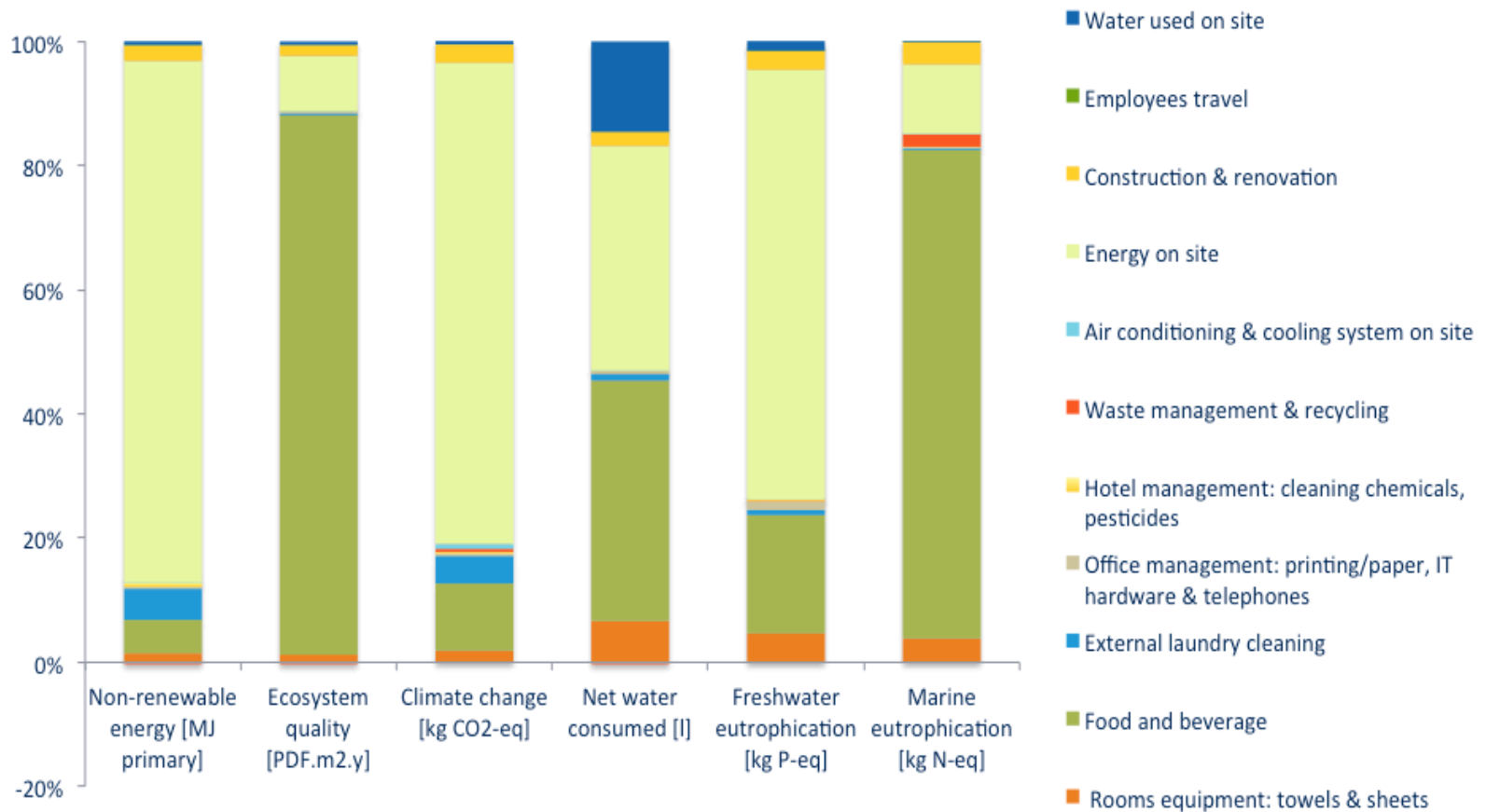
Gold Standard Conference
Zurich, April 15, 2016

Rainer Zah
Managing Director

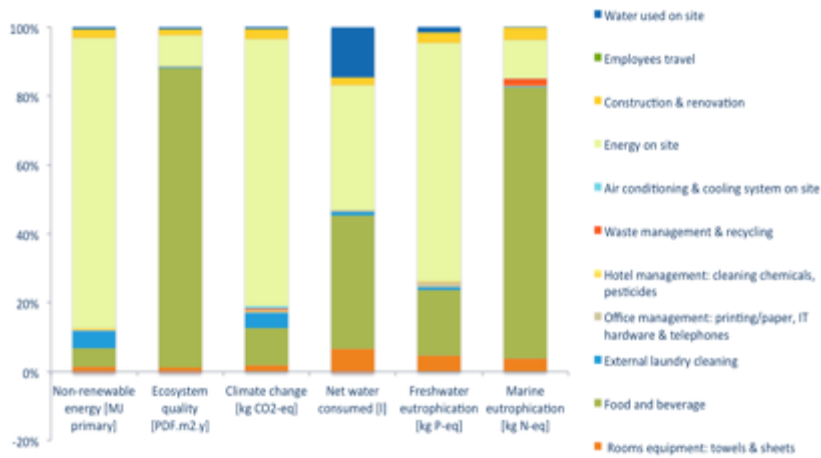
Unlocking Opportunities



Example: Group-wide Environmental Footprint for ACCOR



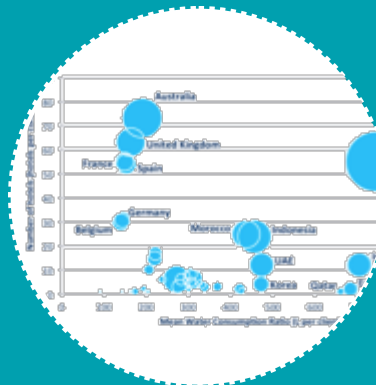
Example: Group-wide Environmental Footprint for ACCOR



Identifying relevant hotspots



Robust & transparent target setting



Water Risk Assessment



Supply Chain Engagement



EcoDesign & Innovation

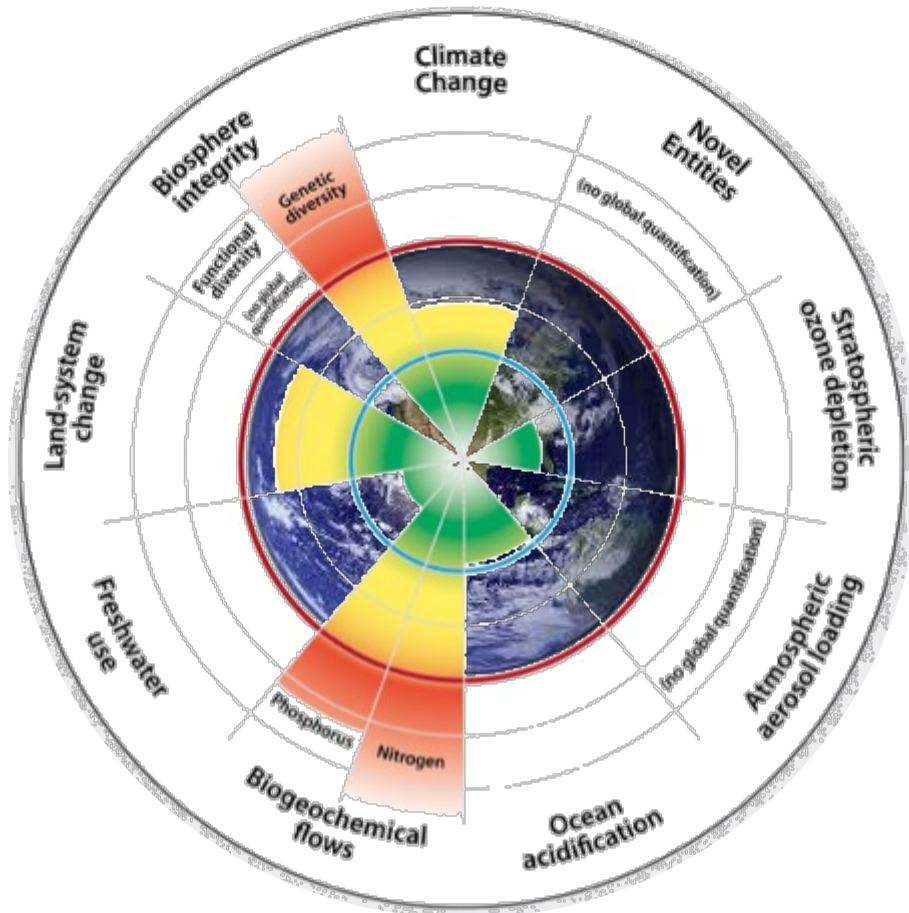


Empowering B2B Sales



Engaging Clients & Raising Awareness

There is more to measure than Carbon Emissions



You only know where you stand when you have the metrics