

## **PRESS RELEASE**

### **The Novotel Paris Les Halles is EarthCheck certified and presents "The Patio", its terrace lounge bar**

Following a rigorous performance audit, the Novotel Paris Les Halles has obtained the label EarthCheck - The first global program of environmental and social certification developed specifically for the tourism industry. The institution contributes to the commitment of the Novotel brand to certify its entire network by the end of 2012 and is part of the sustainable development program of the Accor group: PLANET 21. The hotel's courtyard is a perfect illustration of Accor's environmental commitment, with its green wall and floral decorations. It's the perfect place for lunch or having a drink at the heart of Paris in a chic atmosphere.

### **Novotel Paris Les Halles: 100% EarthCheck certified**

This was a hotel's initiative and thanks to the mobilization of all the teams at the Novotel Paris Les Halles, the institution was able to embark in this challenging process and get this external certification, verified by an independent organization that reassesses the hotel every two years.

A year of preparation, ten months of monitoring and evaluating the hotel's performance were necessary to establish a continuous monitoring system for the sustainable development by the hotel's employees. They have paid particular attention to eight areas: implementation of a policy of sustainable development, energy, water, and paper consumption, waste management, pesticide use, the use of cleaning products, and a commitment to local communities.

Since launching the process, the Novotel Paris Les Halles has achieved concrete and encouraging results:

- -7% of energy consumed in one year;
- 80% of the hotel equipped with energy-saving lamps;
- 100% of taps and showers are now equipped with water flow regulators;
- 100% of the paper, cardboard and glass are separated and recycled in common areas;
- 10 dishes and products are issued from organic and / or local production;
- the use of green cleaning products;
- the use of home products (N) Novotel that are certified by the European eco-label and Ecocert;
- participation in the project "Plant for the Planet": the savings on laundry by reusing towels are partly invested in reforestation. 2291 planted trees were funded by the hotel in 4 months;
- a heat recovery system for the water circuit and a recovery of 20% of the water consumed in 2 years.

### **The DNA of the Novotel Paris Les Halles**

The Novotel Paris Les Halles is a 4 star hotel, located in the heart of Paris. The hotel has 285 rooms including 14 suites that combine modernity and friendliness. A restaurant, a bar and 8 meeting rooms promise a pleasant stay for leisure as well as business clients. The double room starts at 165 € / night.

### **→ Novotel: a committed player in sustainable development**

Always a pioneer in the hotel world, Novotel has anticipated in its strategy the expectations of its customers in regards to environmental performance and corporate social responsibility. Invested since 2008 in the international environmental certification and societal program EarthCheck, Novotel now has 137 hotels in 29 countries involved, and the brand aims to certify 100% of its network by the end of 2012.

### **PLANET 21, to reinvent a sustainable hospitality**

This is Accor's ambition with PLANET 21. While the Group is entering a phase of sustained expansion, it reaffirms its vision of responsible development, which generates value shared by all:

PLANET 21 accelerates and intensifies its engagement in sustainable development into a decisive competitive advantage for Accor, its brands and its partners. And, of course, with its customers that are increasingly receptive to societal and environmental issues.

At stake, they have 21 commitments with targets that all hotels should hit by 2015. With PLANET 21, Accor's sustainable hospitality is in the center of its strategy, its development and the group's innovation.

By 2015, 40% of hotels will have been ISO 14001 or EarthCheck certified regardless of their management (subsidiaries, managed, franchised).

### **The Patio: a place of serenity in downtown Paris**

The Patio at the Novotel Paris Les Halles provides a seasonal menu for lunch and/or simply having a drink in an unique setting in the heart of Paris. Created in 2010, this place was designed as a private luscious garden surrounded by plants. This green terrace of 350 m2 in the center of the capital is dominated by a green wall four meters high and ten long.

For this environmental initiative, a truly architectural innovation, the Novotel Paris Les Halles was awarded the prize "Victoire du paysage 2010".

The floor space is made up of black and white marble blocks bounded by a weathering steel passage. To create a cozy and friendly atmosphere, the plants were placed on the outside patio and tables arranged inside the floral circle.

The Novotel brand is the midrange of the Accor group, the first global hotel operator, present in 92 countries with over 4,400 hotels and 145,000 employees. Through a consistent high standard, Novotel contributes to the welfare of business travelers and leisure: spacious, flexible, balanced meals round the clock, meeting rooms, attentive staff, children dedicated rooms and fitness areas. Novotel hotels are also pioneers in sustainable development by participating in the worldwide certification program EarthCheck.

Novotel offers nearly 400 hotels and resorts in 60 countries located in the heart of major international cities, in business districts, and tourist destinations.

For more information on Novotel hotels, go to: [novotel.com](http://novotel.com).

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