

Projet pionnier de partenariat pour Accor avec la société britannique déco-fermes

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Accor Hotels launches pioneering plan for partnerships with UK eco-farms

Guests will fund 200,000 trees to support sustainable farming

Accor Hotels announced today that its Plant for the Planet programme will fund 200,000 trees in the UK in a pioneering project designed to promote sustainable food production and nurture links between hotels, guests and farms.

Europe's largest hotel group marked the first anniversary of its PLANET 21 sustainability strategy by revealing plans to finance up to 50 projects across the UK by the end of 2015, planting trees on farms in smart ways that cut costs, raise yields and improve the environment. The programme also aims to engage Accor's employees and guests on sustainability.

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