

A HOSPITABLE PATH TO A SUSTAINABLE FUTURE

SUSTAINABILITY REPORT DIGEST 2024

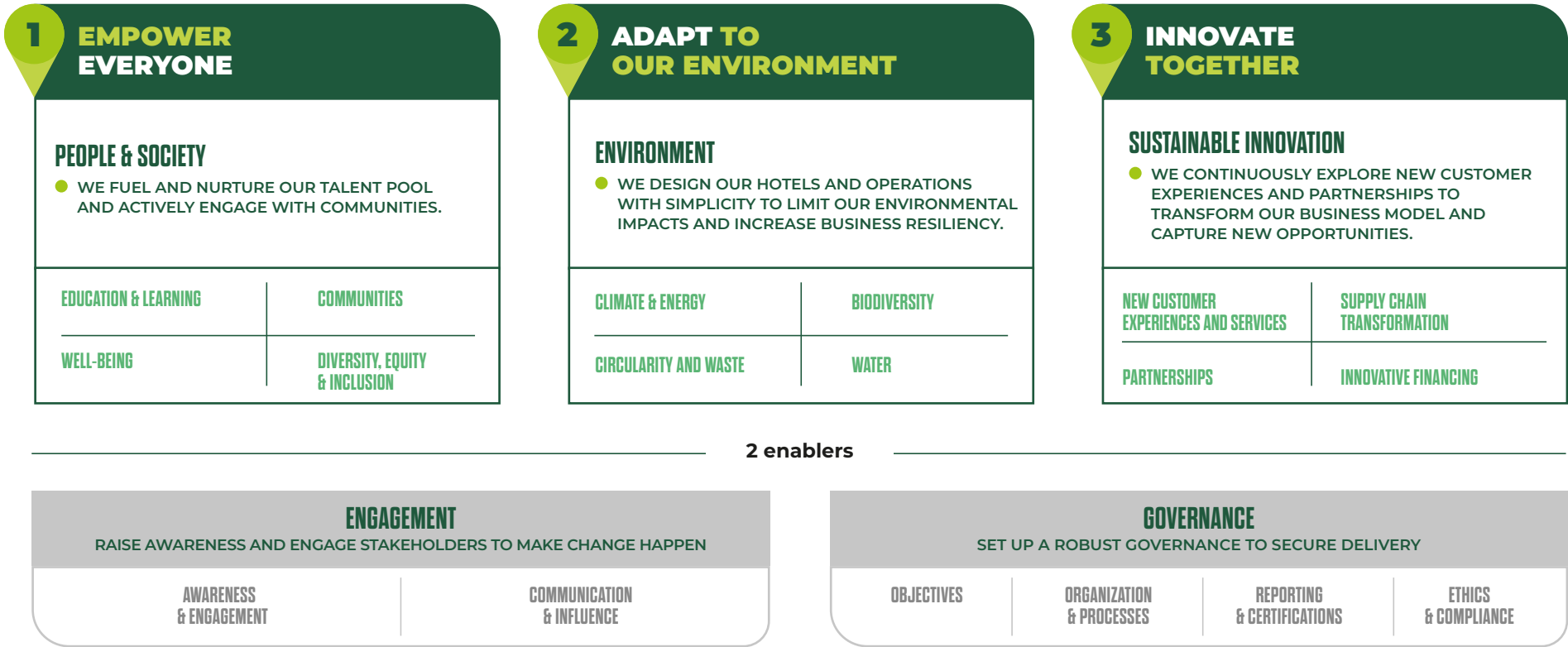
B&B
HOTELS



Sustainability strategy

Our sustainability strategy is based on three pillars: people and society, the environment and sustainable innovation. This approach, guided by strong values, allows us to address the key challenges facing our sector. Awareness and governance are essential enablers, driving progress by fostering engagement and supporting the collective commitment needed to move towards greater sustainability.

SUSTAINABLE TRAVEL ACCESSIBLE TO EVERYONE



ADAPT TO OUR ENVIRONMENT

Welcoming people means taking care of them. By fully integrating the fight against climate change, the preservation of water resources and the logic of the circular economy into our business, we are committed to making each of our hotels a welcoming space, anchored in its territory, where hospitality is also seen as a commitment to the natural balances on which it depends.

ESRS

- E1 Climate Change
- E3 Water and Marine Resources
- E4 Biodiversity and ecosystems
- E5 Resource Use and Circular Economy



Clear commitments, results that matter

Decarbonisation trajectory

Validated by the **SBTi**¹ and aligned with the objective of limiting global warming to:
+ 1.5°C (scopes 1 and 2)
and + 2°C (scope 3).

1. Science Based Targets Initiative.

Carbon roadmap

A strategy to reduce our emissions, particularly in the **3 main areas** that account for **63%** of our total emissions: **energy, laundry and breakfast, based on a number of key levers**

Decarbonisation of the energy mix and optimization of consumption.

More frugal laundry practices in conjunction with our suppliers.

Vegetarian, local and organic breakfasts, depending on the hotel.

2030 Targets

- 50%
carbon emissions
vs 2019 (scopes 1
and 2)

- 27%
carbon emissions
vs 2019 (scope 3)

90%
certified renewable
electricity
(77.3% in 2024)

0%
fossil fuels
in 100% of
new hotels built²

2. With the exception of certain hotels connected to district heating networks in Germany.

Carbon footprint 2024

2.57 kg⁴
CO₂e

for each room sold, compared with an industry average of between 6 and 13 kg CO₂e per room sold, depending on the country.⁵

Turning commitments into actions



2,200
CHARGING
STATIONS

for electric vehicles available to our customers to help them adopt **more sustainable mobility solutions (40% of eligible hotels equipped)** compared with 31% in 2023).



LAUNCH OF A STUDY TO IDENTIFY SITES

where the replacement of gas boilers by **heat pumps** is technically possible and relevant.



Solar panels INSTALLATION

in all construction and renovation projects where appropriate and efficient.



225,000
CLEANING
WAIVERS
and
1,688 m³
OF WATER SAVED

thanks to the possibility offered to customers of **forgoing daily cleaning** (for stays of more than one night) in exchange for a **donation to a local association or a benefit**.

ELIMINATION OF single-use plastic

in bedrooms³ and development of **bulk products on breakfast buffets**.



62,000
MEALS SAVED

through collaboration with the **Too Good To Go** app in 268 hotels (+47% vs. 2023), i.e. **61 tons of food recovered and 167 tons of CO₂e avoided** – the equivalent of 94 Paris / New York roundtrips by plane.



REUSE OF wooden furniture

in pilot projects in Germany and Italy, donation or **reuse of used furniture** in Spain and Italy, and systematic integration of **second-hand furniture** in B&B HOME hotels.

3. Excluding superior rooms in our hotels, corresponding to less than 5% of the total number of rooms in our hotels.

4. Scopes 1 and 2, and laundry.

5. According to the Cornell Hotel Sustainability Benchmarking data.

Results of our carbon footprint and roadmap actions

34%

Energy

Decarbonise our energy mix by replacing all end-of-life gas boilers with heat pumps.

Improve our energy efficiency by monitoring consumption and renewing equipments.

Prioritise certified green energy and produce renewable energy in our hotels (e.g. solar panels) wherever possible.

Design all our new hotel buildings to use low-carbon energy sources, depending on the technical possibilities available, such as electricity or district heating.

Raise awareness among our stakeholders, particularly our customers and hoteliers.



17%

Laundry services

Reduce the amount of laundry used by engaging with customers, hoteliers and housekeeping teams. Support suppliers in adopting more sustainable practices.



12%

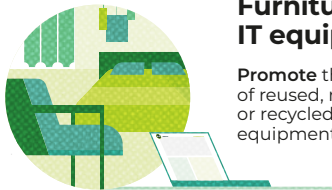
Breakfast

Promote local, organic, vegetarian and certified products. Reduce single-use packaging. Eliminate food waste.

8%

Furniture and IT equipment

Promote the purchase of reused, reconditioned or recycled furniture and equipment.

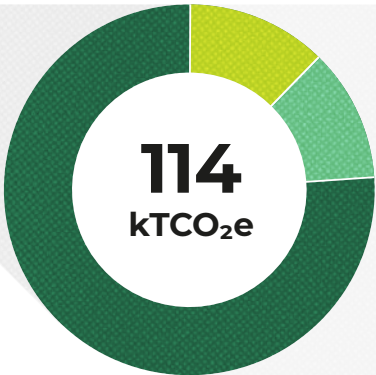


29%

Other emissions

(cleaning, purchases of goods and services, waste, water...).

Encourage our guests to decline daily room cleaning.



114
kTCO₂e

SCOPE 1
12%

SCOPE 2
12%

SCOPE 3
76%



EMPOWER EVERYONE

Hosting implies trusting: trusting every employee, every journey, every potential. We place training, inclusion, mobility and listening at the heart of our social commitment, which is to enable everyone to project themselves, evolve, and undertake. We believe in the strength of the collective and want to offer a safe, stimulating and respectful working environment, while meeting the expectations of our customers.

ESRS

- S1 Own Workforce
- S2 Workers in the value chain
- S3 Affected communities
- S4 Consumers and End-users



Clear commitments, results that matter



16

hours of training
per employee
on average

+ 2,000

employees
trained



2

awards won by
the B&B Academy
Junior (Innovation
and CSR)

68%

employees trained
in diversity, equity
and inclusion
(target: 100%
by 2025)

70%

employees trained
in preventing
sexual harassment



45%

women in
management
position

92/100

Egapro¹ gender
equality index
(France)



Turning commitments into actions



More than 150

employees benefited from **internal mobility** between 2023 and 2024 thanks to strong mobility pathways, a proactive HR policy, and a culture of intrapreneurship.

ENHANCED LISTENING AND REPORTING MECHANISMS,

including a 24/7 whistleblowing system and trained points of contact.

COMMITMENT TO FUNDAMENTAL HUMAN RIGHTS

by signing the United Nations Global Compact in 2023.

... for our employees

DEDICATED TRAINING AND DEVELOPMENT PROGRAMMES:

B&B Academy Junior
(apprenticeship programme)

B&B for U
(e-learning platform)

Next Gen
(development path for future managers)

B&B Youniversity
(future leaders)



... for our guests

A DEDICATED STUDY CONDUCTED TO BETTER UNDERSTAND GUEST EXPECTATIONS,

including safety, simplicity, and the specific needs of solo female travellers.



+100

safety audits and

42

health inspections carried out.

SMRS certification

awarded in France, Belgium and Switzerland.

A dedicated **Safety department** in France, Switzerland and Belgium.



... for local communities

A PARTNERSHIP WITH

Wings of Change to train young people in Madagascar and open real career paths in hospitality.

SOLIDARITY INITIATIVES

rolled out across several countries, supporting inclusion, education and communities affected by crises.

1. UES France.

B&B HOME

A NEW CONCEPT TO ADDRESS NEW NEEDS

Designed for medium and long stays, B&B HOME is a concept halfway between a **serviced residence** and a **living space**. More than just an accommodation solution, it is a new way to **temporarily inhabit a place**.



LONG STAY

B&B HOME welcomes extended stays with attention to detail and a well-thought-out daily comfort. It offers shared spaces that are designed to foster conviviality when guests cook, work, relax or do their laundry. Everything is designed to help them settle in and feel at home. We want our hotels to be more than somewhere to pass through, they're a place to live.



SUSTAINABLE

Every detail of our B&B HOME properties is designed with sustainability in mind. Much of the furniture has been refurbished or given a second life, and damaged items are recycled and replaced with vintage alternatives when possible. In the bathrooms, the towels are made from organic, fair-trade cotton and showers are consistently fitted with a playful device designed to engage guests in conserving water. Housekeeping and towel replacement are provided upon request, while single-use plastics have been strictly banned. All these measures complement the initiatives across all our hotels.



LAVAGE & SECHAGE Washing & Drying



OUR PARTNERS AND FRIENDS

Examples of partnerships established in some of our hotels

SECOND CHANCES

Too Good to Go

App for recovering unsold food

Take a waste

Waste management

Hôtels solidaires

Anti-waste collection for the homeless

Emmaüs

Solutions to give objects and people a second chance

LOCAL AND ORGANIC FOOD

Terre & Fourchette

Local, organic and zero-waste cuisine

Fromaville

Local dairy products

Brasserie de Saint-Ouen

Local brewery

Local & vous

Local food store

Rebelle et Rebond

Local producers of zero-waste and inclusive jams

La Bio d'Ici

Organic producers' cooperative (fruits and vegetables)

Café des Alpes

Artisan organic roaster committed to fair trade (tea)

ECO-FRIENDLY WATER PRACTICES

Castalie

Eco-conceived water fountains manufacturer

Luniwave

Water saving systems

REST EASY

Drouault

French bedding manufacturer (Living Heritage Company)

ELIS

Organic bed and bath linen laundry services

LOCAL SMILES

Café Joyeux

Cafés employing people with mental and/or cognitive disabilities

Meet My Mama

Dishes prepared by mothers from around the world

GraffArt

Local urban art association

LOCAL

We design each B&B HOME to blend seamlessly into its surroundings, with regional know-how, short supply chains and local craftsmanship, thanks to strong partnerships with local stakeholders and associations that promote inclusion, education and diversity. This culture of proximity is also reflected in the tone of the messaging and the choice of furnishings, giving each location its own unique character: vintage finds, decor, and posters tell the story of the neighborhood. We also prioritise organic, local and seasonal products for our breakfast buffet.



JUST LIKE HOME

2024 OPENINGS:

B&B HOME in Saint-Ouen-sur-Seine (93), B&B HOME in Brides-les-Bains (73) and B&B HOME in Fort-de-France, Martinique.

PLANNED OPENINGS IN 2025:

18th arrondissement of Paris, Rueil-Malmaison (92), Vélizy (78) and Caen (14).





“ We have installed almost 700 m² of solar panels on the parking lot's shades, covering 45% of our consumption. We are very proud to have contributed to this project, which will enable us to meet our needs while limiting our impact on the environment. ”

MATTHIEU DERRIEN
Hotelier entrepreneur
B&B HOTEL Les Herbiers



“ Hospitality at B&B Ljubljana Park goes beyond people: as part of Bee Path, we have chosen to house beehives on our roof. I'm very proud to have contributed to this project to raise awareness and restore biodiversity in the city. ”

NEBOJŠA JANIĆ
Hotelier entrepreneur
B&B HOTEL Ljubljana Park



“ During the renovation of our hotel, we promoted reuse by donating beds and mattresses to a refugee centre, chairs to an inclusive school, and selling old taps and cables to enable disabled people to attend local sporting events. We are proud to have been able to carry out this solidarity action, while promoting the circular economy and limiting our impact on the environment. ”

FRANZISKA WEH & IVAR KAPPELMANN
Hoteliers entrepreneurs
B&B HOTEL Berlin City-West



“ We do not change towels daily and encourage guests to use the towel warmers in their rooms. We also offer guests the option to forgo daily housekeeping in exchange for a discount on their stay. We are very proud to have contributed to this project, which reduces environmental impact while maintaining optimal service quality. ”

KAINA OURAGHI
Operations Manager
B&B HOME Saint-Ouen-sur-Seine



“ In response to recruitment challenges, our hotel relies on a human-centered, local, and inclusive strategy. We value our talents through enhanced social benefits, continuous training via B&B For U, and an open integration policy. I am proud of this approach, which strengthens engagement, local roots, and sustainable growth. ”

HÉLÈNE VAILLANT LENGLIN
Operations Manager
B&B Hotel Marne-la-Vallée





“ We don't just offer jobs, we open doors and promote the integration of young refugees. Supporting these young people on their journey, watching them grow and flourish within our teams is one of the most rewarding parts of my job as a hotelier. ”

STANISLAV MAHLIN
Hotelier entrepreneur
B&B HOTEL Hannover-Nord



“ I was enthusiastic from the beginning and enjoyed sharing my hospitality knowledge with young students, inspiring them by presenting real-life situations through role-plays and quizzes. Seeing their enthusiasm and how they developed on this project, which has a strong social impact, was rewarding. ”

LUKAS PROKOP
Hotel Deputy Manager
B&B HOTEL Prague-City



“ As part of the B&B Academy Junior programme, we supported students as they trained for careers in hospitality. Their fresh perspective reminded us why we're passionate about what we do. It was a valuable human and professional experience, and as rewarding for us as it was for them — a real breath of fresh air. ”

RACHID AZAKRI
Hotelier entrepreneur
B&B HOTEL Bois d'Arcy
Saint-Quentin-en-Yvelines



“ We provided our front desk teams with training on how to manage difficult situations, such as incivility and aggression. This is part of the vital work led by our Safety team in France, Belgium and Switzerland. I'm proud to have contributed to this initiative, giving our teams the tools and confidence they need to stay safe in their day-to-day work. ”

MAGALI CARRIO
Hotelier entrepreneur
B&B HOTELS Lille Centre
Grand Palais, Dunkerque Centre Gare,
Lille Lillénium Eurasanté



“ We are very proud to have obtained the “Sustainable Travel Destination” certification developed by TourCert, which takes into account our energy, environmental and social performance and that of our suppliers. In this way, we are helping to promote more sustainable tourism in the immediate vicinity of our hotels. ”

MARIO PICK & ANDRÉ HASCHKER
Hoteliers entrepreneurs
B&B HOTEL Marburg



“ We work closely with Futuro Onlus Pomezia, an association that supports young people with disabilities. We give them the opportunity to discover careers in hospitality and develop new skills. Everyone has something to contribute to our collective success, and we are proud to promote an open, stimulating and inclusive working environment. ”

FRANCESCA MARZULLO & MARCO VECCHI
Hoteliers entrepreneurs
B&B HOTEL Pomezia Roma



“ Following the natural disaster in Valencia, we volunteered to welcome refugees and rescuers, and we donated essential supplies to support the victims. I am especially proud of the commitment and solidarity shown by our teams. ”

MARK GHUKASYAN
Hotelier entrepreneur
B&B HOTEL Valencia Ciudad de las Ciencias



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to a sustainable future**
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