A HOSPITABLE PATH TO A SUSTAINABLE FUTURE

SUSTAINABILITY REPORT DIGEST **2024**



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

1 EMPOWER EVERYONE

PEOPLE & SOCIETY

- WE FUEL AND NURTURE OUR TALENT POOL AND ACTIVELY ENGAGE WITH COMMUNITIES.

EDUCATION & LEARNING	COMMUNITIES
WELL-BEING	DIVERSITY, EQUITY & INCLUSION

2 ADAPT TO OUR ENVIRONMENT

ENVIRONMENT

- WE DESIGN OUR HOTELS AND OPERATIONS WITH SIMPLICITY TO LIMIT OUR ENVIRONMENTAL IMPACTS AND INCREASE BUSINESS RESILIENCY.

CLIMATE & ENERGY	BIODIVERSITY
CIRCULARITY AND WASTE	WATER

3 INNOVATE TOGETHER

SUSTAINABLE INNOVATION

- WE CONTINUOUSLY EXPLORE NEW CUSTOMER EXPERIENCES AND PARTNERSHIPS TO TRANSFORM OUR BUSINESS MODEL AND CAPTURE NEW OPPORTUNITIES.

NEW CUSTOMER EXPERIENCES AND SERVICES	SUPPLY CHAIN TRANSFORMATION
PARTNERSHIPS	INNOVATIVE FINANCING

2 enablers

ENGAGEMENT

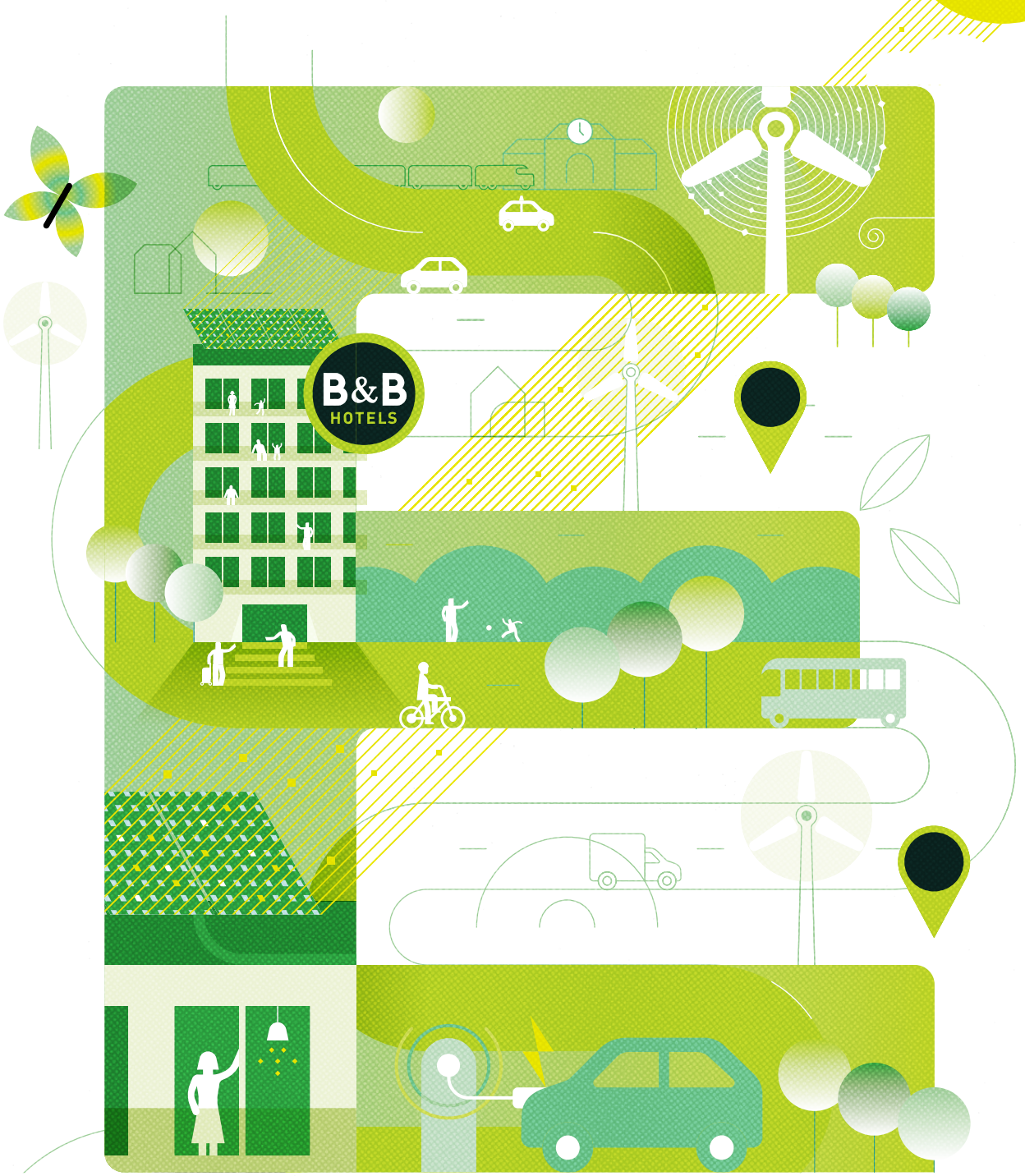
RAISE AWARENESS AND ENGAGE STAKEHOLDERS TO MAKE CHANGE HAPPEN

AWARENESS & ENGAGEMENT	COMMUNICATION & INFLUENCE

GOVERNANCE

SET UP A ROBUST GOVERNANCE TO SECURE DELIVERY

OBJECTIVES	ORGANIZATION & PROCESSES	REPORTING & CERTIFICATIONS	ETHICS & COMPLIANCE



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)**.

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 built[2]

Carbon footprint 2024

2.57 kg CO_2e[4]

for each room sold, compared with an industry average of between 6 and 13 kg CO_2e per room sold, depending on the country.[5]

1. Science Based Targets Initiative.

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







Turning commitments into actions



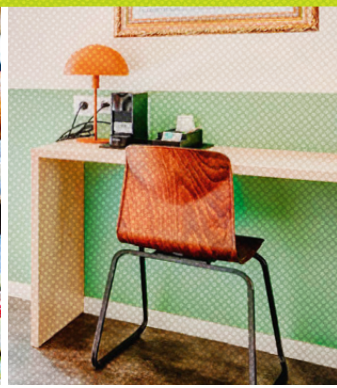












2,200 CHARGING STATIONS

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 bedrooms[3] 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 CO_2e 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



17%

Laundry services

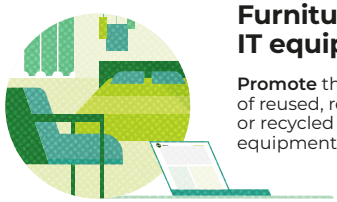
Reduce the amount of laundry used by engaging with customers, hoteliers and housekeeping teams.
Support suppliers in adopting more sustainable practices.



12%

Breakfast

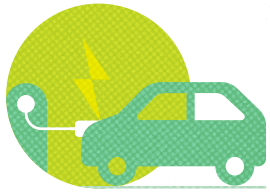
Promote local, organic, vegetarian and certified products.
Reduce single-use packaging.
Eliminate food waste.



8%

Furniture and IT equipment

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



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.



29%

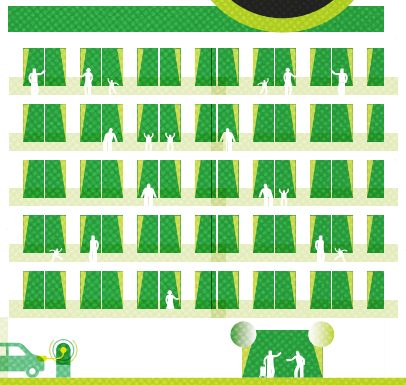
Other emissions

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

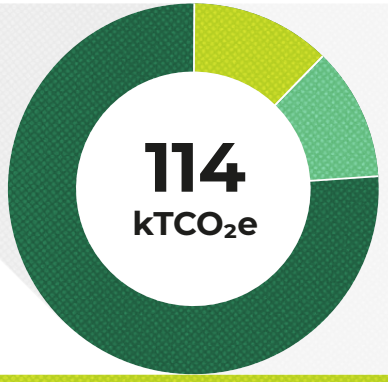
Encourage our guests to decline daily room cleaning.

B&B HOTELS









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
Egapro[1] 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.







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).



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.





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





“ 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 Lillenium 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





“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

“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 VECCI
Hoteliers entrepreneurs
B&B HOTEL Pomezia Roma

A hospitable path to a sustainable future

SUSTAINABILITY REPORT **2024**



Editing and design: sidiese