

## PRESS RELEASE



# SOCOTEC CERTIFICATION INTERNATIONAL HAS CERTIFIED B&B HOTELS ON SUSTAINABILITY, WITH THE 1ST CERTIFICATION DEVELOPED FOR THE HOSPITALITY SECTOR

- **SOCOTEC Certification International, an independent certification body, has developed the first and unique certification standards specifically adapted and dedicated to the challenges of the hospitality sector regarding CSR.**
- **The standards developed by SOCOTEC for this certification have received the recognition status of the Global Sustainable Tourism Council (GSTC®) managing the global standards for sustainable travel and tourism, as well as providing international accreditation for sustainable tourism Certification Bodies.**
- **B&B HOTELS is the first ever network to be granted this sustainability certification developed for hotels.**

Paris, January 23rd, 2023

With 73% of consumers\* that believe brands must act now for the good of society and reduce their impact on the planet and 54% of consumers\* say they filter their choice of hotels according to the presence or absence of certification, having hotels committed to certify their management system on Sustainability has become even more critical. SOCOTEC Certification International has developed standards for the Hospitality sectors in order to accompany this sector towards more social, business ethics, environmental and energy compliance, in line with the consumers' expectations and the sector's requirements.

For Xavier Daniel, the managing director of SOCOTEC Certification International: "By being granted the recognition status by the GSTC, we have proven that our standards are fully aligned with the high level of quality that the market is expecting and the sector deserves. Our Sustainability standards are embedding the SDGs requirements (United Nations Sustainable Development Goals) that we adapted to the Hospitality sector. Our long history in providing sector driven standards is making a difference, even more because CSR requirements and compliance have to be fully adapted to high expectations specially in that sector and consumers need to build trust towards the hotels they choose. Travellers have developed high consciousness on their carbon footprint and action plans to become more resilient need to be adapted to the sector".

SOCOTEC managed onsite audits in almost 90 hotels in France, Germany, Italy and Spain, verifying 125 items in 5 categories (Sustainable Management System, Governance, Social, Culture and Environment). From strategy to operations, nothing has been left apart from preserving biodiversity, ecosystems and landscapes, to promoting local employment and staff engagement, and to working for the development of local culture and heritage. A full-time task force has been committed at B&B HOTELS to analyse current status and gaps, and more than 70,000 stakeholders involved alongside the process (clients, employees, suppliers, landlords, managers) in 4 countries during more than 120 days.

SOCOTEC has now certified for 3 years the B&B HOTELS (477 hotels, 4 national departments and the Headquarters) with the first and unique Sustainability Certification of the Hospitality sector. The ceremony shows the 2 CEOs of B&B HOTELS and of the SOCOTEC Group confident that this very important step will

provide new opportunities, as this certification is now paving the way for future sustainable business in this sector since this certification standards are available for the Hospitality sector.

For Hervé Montjotin, CEO of the SOCOTEC Group: “SOCOTEC is an independent trusted third-party that specialized in the construction, real estate and infrastructure sectors. We accompany all environmental and energy transitions towards more resilient and green awareness and practices. With our global footprint and 5,500 engineers we are leading these transitions across an even more demanding context and regulations and high expectations from all consumers. We are on the solution side, helping our 200,000 clients around the world to benefit from our expertise and experience.”



**ENDS**

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## ABOUT SOCOTEC

Accompanying companies for 70 years, the SOCOTEC Group, chaired by Hervé Montjotin, has built its reputation as an independent trusted third party in the fields of risk management, compliance, safety, health and environment in the Building, Real Estate, Infrastructure and Industry sectors.

As a guarantor of the integrity, sustainability and performance of built assets, SOCOTEC is developing a range of services in testing, inspection and certification, from technical control, the group's historical expertise, to technical consulting and risk management services related to construction, infrastructure and industrial facilities. Its expertise enables it to support its private and public sector clients throughout the life cycle of their buildings and equipment in order to strengthen their sustainability.

No. 1 in construction inspection in France, No. 1 in geotechnical services and construction quality control in the United Kingdom and Italy, the group is a major player in TIC (Testing Inspection Certification) services in the Construction and Infrastructure sectors in Europe and the United States. The SOCOTEC group has consolidated revenues of €1.2 billion in 2022 (48% of which generated outside France) with 200,000 clients. With a presence in 26 countries and 11,300 employees, it has more than 250 external accreditations, enabling it to act as a trusted third party in many projects.

More information on [www.socotec.com](http://www.socotec.com)

## ABOUT B&B HOTELS

B&B HOTELS is one of the most important economic hotel groups in Europe. Founded in Brest in 1990, the Group has a network of more than 665 hotels in 14 countries, in Europe and Brazil. B&B HOTELS grew exponentially in 2022 with the opening of 94 new hotels, and intends to continue this dynamic in 2023.

Positioned in the value-for-money segment, B&B HOTELS is committed to offering its customers comfort and quality at the best value for money. Empathy, Integrity, Inclusion, Simplicity and Improvement are the founding values of the Group.

B&B HOTELS is also actively committed to Corporate Social Responsibility. To meet consumer expectations and give credibility and transparency to its actions aimed at having a positive social and environmental impact, B&B HOTELS is now certified in sustainability by the independent organization SOCOTEC.

Goldman Sachs has been the main shareholder of B&B HOTELS since 2019.