



Water Unite and Accor join forces on global Sustainability Innovation Program ahead of UN Water Conference

London, 21st May – Water Unite, a global non-profit specialising in high-impact water innovation, and Accor, a world-leading hospitality group, today announced a new partnership as part of Accor's Sustainability Innovation Program, a global five-year initiative designed to accelerate the identification, testing and scaling of resource management solutions across its network. Water Unite will work with Accor to design and deliver the program's initial focus on water across selected hotels within the Accor portfolio.

The Sustainability Innovation Program follows a structured four-phase approach: Framing, Sourcing, Testing and Scaling. This ensures that solutions are rigorously evaluated and only deployed once proven to deliver both operational impact and return on investment. The program commences in 2026 and aims to deliver more than 100 high-impact resource-saving solutions by 2030, selected from a pool of over 500 screened innovations and deployed across 20 key markets.

The initial focus on water reflects the fact that this resource is a double materiality issue for Accor, being one that the Group both impacts and depends on. As an early example of Accor's structured approach to innovation, Water Unite brings a network of innovators, investors and corporate partners, as well as deep expertise in identifying solutions that can perform reliably in real-world conditions.

Together, Accor and Water Unite will identify, evaluate and pilot innovative water solutions across key operational areas including water efficiency, reuse and water management in operations. A global request for proposals has launched, with a shortlist of high-potential solutions to be selected for pilot implementation across Accor properties. Results are targeted for showcase around the 2026 UN Water Conference.

"Balancing growth and sustainability continues to be a major challenge for the hospitality sector and our ambition is not only to improve performance within our own hotels, but to act as a positive catalyst for the wider industry by sharing solutions that are proven to work. With the Sustainability Innovation Program, we are taking a structured approach to advancing this ambition. Through our initial focus on water and partnership with Water Unite, we hope to demonstrate how this new approach can deliver real operational impact and network-wide value while enhancing the security of the planet's most valuable resource." – **Coline Pont, Group Chief Sustainability Officer, Accor**

"The challenge is not a lack of innovation, but identifying which solutions can perform reliably in real-world conditions. This partnership brings a rigorous, structured approach to sourcing and validating solutions that are ready to scale. By combining Accor's global footprint with our network of innovators and investors, we can accelerate the deployment of practical water solutions where they are needed most." – **Louis Goring-Morris, Partnerships Director, Water Unite**

Interested organisations are invited to register their interest here: [[HERE](#)]

Water Unite is a registered charity and company limited by guarantee (Charity No. 1210716). Partnership activities are treated as non-primary purpose trading under the UK small trading exemption, with all proceeds supporting our charitable work.

— END —

NOTES TO EDITORS:

ABOUT WATER UNITE

[Water Unite](#) is a global non-profit working to provide clean water for people and the planet. The non-profit unites corporate partners around a common collective action - to fill the funding gaps in the water sector. Large corporates including Co-op, Elior PLC, Nestlé Waters & Premium Beverages, Suntory Beverage & Food GB&I and Britvic PLC have already joined Water Unite. Water Unite is a registered charity in England and Wales (no. 1210716) and a registered 501(c)(3) non-profit in the United States (EIN: 84-2485313). Learn more at waterunite.org

Media contact:

Bryan Cortright

mediarelations@waterunite.org

+44 7851 256875

ABOUT ACCOR

[Accor](#) is a world-leading hospitality group offering stays and experiences across more than 110 countries with over 5,800 hotels and resorts, 10,000 bars & restaurants, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing around 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. ALL Accor, the booking platform and loyalty program embodies the Accor promise during and beyond the hotel stay and gives its members access to unique experiences. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Accor's mission is reflected in the Group's purpose: Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care. Founded in 1967, Accor SA is headquartered in France. Included in the CAC 40 index, the Group is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

Media contact:

Orane Chassang

Media relations & PR Manager Accor

orane.chassang@accor.co