



## **ibis India Launches Nationwide Tree Plantation Drive in Collaboration with Government Schools**

### **ibis India Partnered with Government School for Tree Plantation Drive**



**New Delhi, August 1st, 2024** — ibis India is proud to announce the launch of a nationwide tree plantation drive across its 21 hotels, demonstrating a significant commitment to environmental sustainability and community engagement. This initiative reflects ibis India's dedication to creating a positive impact on both the environment and local communities.

In collaboration with local government schools, ibis India has planted 500 saplings as part of this drive. Approximately 20 ibis employees from each hotel teamed up with 20 students from each partnering school to plant these saplings. This collaborative effort aims not only to increase local green cover but also to inspire and educate young minds about the importance of environmental stewardship.



Mr. John Timson, Vice President Sustainability and Safety- MEAPAC Operations, Commented "The tree plantation drive launched by ibis India is a significant step forward in our commitment to environmental sustainability. By collaborating with local government schools, we are not only increasing green cover but also fostering a culture of environmental awareness among the younger generation. This initiative aligns perfectly with Accor's global sustainability goals, and we are proud to support efforts that have a lasting positive impact on our communities and the planet."

Mr. Tejus Jose, Director of Operations – ibis and ibis Styles India, commented on the initiative, saying, "At ibis India, our commitment extends beyond providing exceptional hospitality. We are deeply invested in making a meaningful contribution to the communities we serve. This plantation drive is a key part of our broader sustainability strategy and provides an excellent opportunity for us to work directly with the younger generation. Partnering with local government schools underscores our belief in fostering environmental responsibility from a young age. The saplings planted during the monsoon have a high chance of thriving, making this the ideal time for our tree planting mission. We are excited about the potential impact of this drive and the opportunity to create lasting positive change in our communities."

This initiative is designed not only to enhance the green spaces around ibis hotels but also to build stronger ties between the hospitality sector and local communities. By engaging students in the planting process, ibis India aims to instill a sense of ownership and awareness about environmental conservation among the youth. This hands-on experience serves as a practical lesson in the value of sustainability and the role everyone can play in protecting the environment.

ibis India's plantation drive is part of its broader corporate social responsibility efforts, which focus on sustainability, community support, and education. This initiative reflects the company's ongoing commitment to environmental stewardship and its dedication to supporting the communities in which it operates.

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**About ibis:**

Since 1974, ibis has been a trailblazing brand, open and welcoming to all. ibis hotels are beloved by travelers and locals for their contemporary style, vibrant social hubs, rooms that feel like home, lively bars, satisfying dining options, and easy mobile check-in experience. The brand is known for its passion for live music, offering guests playlists curated for every mood and access to exclusive gigs with up-and-coming musicians. No matter where in the world a guest may travel, ibis always feels like the right place to be. With over 1,200 hotels in 65+ countries, ibis is recognized across the globe as the leading brand in economy hospitality. ibis is part of Accor, a world-leading hospitality group counting over 5,500 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services, and experiences.

[ibis.com](https://ibis.com) | [all.com](https://all.com) | [group.accor.com](https://group.accor.com)

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