

# Novotel Oceans Impact Report

**Charting a Bluer Future:  
First Waves of Impact for  
Ocean Preservation and  
Longevity**





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# 01.

## Introduction

### Foreword by Novotel's Global Brand President

**Novotel is committed to making a positive impact on the wellbeing and longevity of the world's oceans.**

As a company committed to sustainability, we are taking decisive action to reduce our footprint and protect marine ecosystems. Novotel's commitment and investment in ocean preservation represents a major turning point for the business.

The partnership with the World Wide Fund for Nature (WWF), led by WWF France, is a driving force of this commitment. Through their guidance and expertise, we can drive change at scale across our 600 hotels and more widely across the industry and communities we reach. Novotel's Positive Ocean Impact Plan is rooted in the United Nations' Sustainable Development Goal 14, "Life Below Water". The UN actions specifically highlight the impact of land-based activities. 80% of the pollution found in marine environments comes from land-based activities and 100 million marine animals die each year from plastic waste alone. We are a predominantly land-based brand and our actions in towns and cities impact the world's oceans. This is where we can take action and increase awareness of the impact everyone, everywhere has on the ocean every day.

The ocean is our planet's greatest source of balance, the 'lungs of the world'. But that balance is at risk. To secure a sustainable future, we must rebalance our relationship with the oceans, reducing our impact and ensuring marine health. Our wellbeing is deeply tied to the health of the ocean. Protecting the ocean isn't just about the environment, it's about supporting human health and longevity too.

As Novotel commits to making better choices to positively impact the Ocean, we invite you to join us in supporting the wellbeing of the oceans and the lives it impacts.

Together, with small steps and better choices every day, we can create a powerful wave of positive impact.



JEAN-YVES MINET  
Novotel Global Brand President



# 39%

of Novotel's hotels dedicate at least 25% of their menus to plant-forward options.

# 350+

endangered fish and seafood species are being removed from menus by 2027.

# 67%

of Novotel hotels are eco-certified or in progress with Green Key, Green Globe or a local verified external certification provider.

# 80%

of Novotel hotels have eliminated more than 56 single-use plastic items.

## Executive Summary

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Novotel is taking action to serve the longevity of the ocean, championing transformation projects such as sustainable sourcing of seafood products and contributing to best-in-class protection and restoration of the ocean projects through science-based action and investment

In the first year of this commitment, Novotel has driven brand-wide operational change across 600 hotels and accelerated impactful, science-based conservation programs across the globe through its partnership with WWF.

### **Novotel's operational changes driving indirect impact on the ocean:**

- **Launched Plant Forward food ambition across 600 hotels** targeting all hotels to have a minimum of 25% plant-based menus by 2026. Today 39% of hotels dedicate at least 25% of their menus to plant-based options
- **Launched Novotel's Sustainable Seafood Principles** in partnership with WWF, banning 350+ endangered fish and seafood species by 2027
- **Created WWF Sustainable Seafood Training** – launching summer 2025
- **Created Ocean Awareness Training** in partnership with AXA Climate – launching summer 2025
- **Launched Fishery Improvement Project (FIP)** with WWF in India
- **Launched partnership with Seafood Souq** in the Gulf to increase seafood traceability
- **67% of Novotel hotels are eco-certified or in progress** with Green Key, Green Globe or a local verified external certification provider
- **80% of hotels have eliminated more than 56 single-use plastic items.**



# 1,000

hectares of seafloor scanned to detect ghost gear.

# 73

low-impact buoys installed to protect the Posidonia meadows.

# 15

youth ambassadors trained in marine advocacy

# 12,600

marine turtles tracked via the Blue Corridors initiative



**Novotel funded WWF Projects delivering direct ocean impact:**

- **+1,000 hectares** of seafloor scanned to detect ghost gear using sonar technology in Corsica
- **73 low-impact buoys installed** to protect Posidonia meadows, vital carbon sinks of the Mediterranean
- **550+ schoolchildren** welcomed onboard the Blue Panda for marine education programs
- **12,600 marine turtles** tracked via the Blue Corridors initiative across the Pacific
- **3 educational marine areas & 30 community nature outings** launched for turtle conservation in the Guianas
- **15 youth ambassadors trained** in marine advocacy across French Guiana, Suriname and Guyana
- **40 days of cetacean research** conducted in the Pelagos Sanctuary to support whale protection efforts
- **6.75 million people reached** through WWF's national campaign on Posidonia protection



*Image courtesy of Jürgen Freund*



# Why the Ocean?

At Novotel, we care for what sustains us. The ocean is the world's largest carbon sink and our greatest source of planetary balance. It regulates climate, supports the livelihoods of over 3 billion people, and protects vital habitats and wildlife. Yet today, the ocean faces severe imbalance—overfishing, habitat destruction, pollution, and minimal sustainable investment. This decline directly impacts human wellbeing, from food security to economic stability and climate resilience.

The ocean's health affects us all. To ensure the longevity of people and communities, we must rebalance our relationship with the ocean—changing how we engage with it, consume its resources, and invest in its protection and restoration. The ocean needs our help, and we are proud to activate our business to make a positive impact.



**THE OCEAN PROVIDES AROUND HALF OF THE EARTH'S OXYGEN**

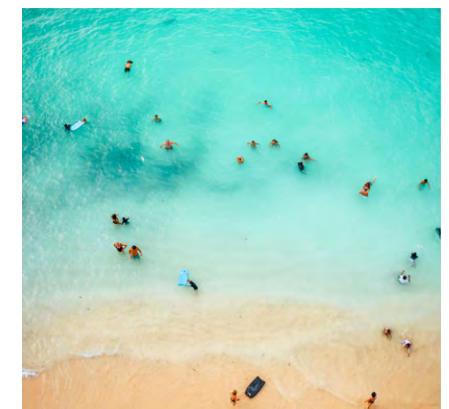


# The Ocean & Tourism

Nature, and in particular the ocean, is a key driver of tourism and therefore very important for Accor and Novotel. Its preservation is critical for our industry. Tourism thrives thanks to the ocean.

- Ocean tourism brings \$390bn of value globally for the economy
- Oceans brings social value to our economy with 10 to 12% of the global population living from fishing or aquaculture revenues and 3.5bn people depend on oceans to eat.
- The Mediterranean basin represents 25% of the world hotels network and one third of the world tourism flows
- This year an estimated 75 to 199 million tons of plastic waste will be in our oceans, with an additional 16.5 million tons of plastic entering marine ecosystems each year.
- With the amplification of climate change, the ocean can also represent a risk for our industry with average sea levels rising by +23 cm since 1880: this poses a risk both to destinations and to our hotels.

**USD390B  
GENERATED FROM  
OCEAN TOURISM**







# Novotel's Positive Impact Plan

02.

In June 2024, Novotel embarked on a bold, three-year partnership with the World Wide Fund for Nature led by WWF France, focused on rebalancing the brand's impact on the ocean.

Novotel committed to starting a wave of change within the brand, establishing a roadmap of action rooted in the UN's Sustainable Development Goal 14 – Life Below Water. Novotel's impact plan was built to address UN priorities, namely (1) reducing marine pollution and ocean acidification, particularly from land-based sources; (2) combating overfishing and promoting sustainable fisheries; and (3) increasing scientific knowledge and developing research capacity to support ocean health.

Novotel aims to rebalance its impact on the ocean, with short and long-term initiatives across four pillars which form **Novotel's Positive Impact Plan**:

1. Reducing plastic & carbon footprint impact
2. Delicious, healthier and more sustainable food choices
3. Enhancing education & ocean awareness
4. Contributing to research & innovation

The partnership with WWF France helps Novotel drive operational change globally. With a specific focus on the ocean, the WWF partnership has four main objectives:

- Work on sustainable seafood policies and supply chains for Novotel hotels and restaurants
- Raise guests' and employees' awareness of the importance of the world's oceans
- Advocate for ocean preservation to inspire industry and policy makers
- Preserve and restore marine biodiversity through support of five WWF flagship projects around the world

## Measurable Impact

Twelve months into the partnership, WWF's fieldwork and community-led programs have delivered tangible, verifiable impact in priority regions. Novotel's role has been catalytic—amplifying WWF's technical knowledge and helping scale and embed ocean stewardship within one of the world's largest hospitality networks.

Furthermore, the technical cooperation with WWF has built a foundation for positive impact on Novotel operations which will deliver significant change across the brand network for years to come through awareness, policies, operational standards and training.



DEEP DIVE ON  
NOVOTEL'S POSITIVE  
IMPACT PLAN

# STARTING THE WAVE OF CHANGE



# POSITIVE IMPACT PLAN #1

# 67%

of Novotel hotels are  
eco-certified or actively  
pursuing accreditation\*

## Reducing impact on marine pollution & ocean acidification

Novotel's commitment to reduce its impact aligns with Accor's industry-leading mission towards positive hospitality.

In the face of climate change and its associated risks, Accor is playing an active role in the sustainable transformation of the hospitality industry. Committed to reaching net zero emissions by 2050, the Group is focused on enhancing energy efficiency and adapting its business model to mitigate its environmental impacts.

**As Accor's founding brand, Novotel has committed to lead these ambitions at pace and scale, including:**

- 67%\* of Novotel hotels are eco-certified or in progress with Green Key, Green Globe or a local verified external certification partner
  - 289 hotels certified - 50% of the network
  - 96 hotels in progress - 17% of the network
- Phasing out single-use plastics across Novotel hotel operations
  - 80% of hotels have eliminated more than 56 single-use plastic items
- 95% of hotels have eliminated single-use dispensers for wet amenities
- 50% of the new Novotel brand standards implemented across hotels are sustainable ocean-related actions
- Launched a 2-hotel microplastic filter pilot to reduce impact in hotel laundries. 70% of textiles today are synthetic, releasing microplastics into the water during washing cycles. Novotel is piloting solutions in Novotel Reims Tinquieux and Novotel Lens Noyelles to reduce this impact

\*as of end 2024



# POSITIVE IMPACT PLAN #2

# 25%

of all menus to be plant-based by 2026

# 350+

endangered seafood species banned from Novotel menus by 2027

CHEF HABIB BENKHELIFAT, NOVOTEL NICE ARENAS AÉROPORT

## Delicious, healthier, more sustainable food

Novotel has launched a **Plant-Forward food strategy**, aiming for **25% of menus to be plant-based by 2026**. Today, 39% of hotels feature plant-based (vegetarian or vegan) options in at least a quarter of their food offerings in restaurants, bars, room service, and meetings & events. Novotel is committed to offering market leading, tasty, sustainable, and Plant-Forward philosophy at scale guided by a leading culinary institute. **Plant-Forward** is a lifestyle choice, not a diet, reaping the benefits of vegetarian and vegan eating while still enjoying animal products, such as meat, fish, and dairy, in moderation. Plant Forward includes vegetarian, vegan and Flexitarian diets.

### Why is Novotel becoming Plant-Forward?

- 43% of US and 30% of Europeans are Flexitarians, making it the fastest-growing consumer demographic.
- Meat emits 50 times more carbon than vegetables
- Producing 1kg of meat consumes up to 50 times more water than plant-based food.

Novotel is working with its network of talented chefs as well as a leading international culinary institute and plant-forward experts to develop delicious and inspiring plant-forward dishes. One such expert is London-based, internationally renowned cook and Instagram personality, Alfie Steiner (@alfiecooks), who has earned his 5M followers through his passion for simple, delicious, plant-based food.

*"People don't always choose the most sustainable option — and that's simply part of human nature," said **Jean-Yves Minet**. "At Novotel, our mission is to make the better choice the easy one, by serving food that's not only more sustainable, but also irresistibly delicious, nourishing, and deeply satisfying. Alfie brings joy and creativity to plant-based cuisine, making it a natural and desirable choice. His vision for plant-based food — simple, flavourful and exciting — aligns seamlessly with our own. We want to inspire healthier, more sustainable eating habits, not just because it's less impactful, but because it tastes incredible."*





LEFT: WATERMELON SALAD | RIGHT: GREEN PAW PAW SALAD  
NOVOTEL CAIRNS OASIS RESORT, AUSTRALIA

**MOKU**  
NOVOTEL CAIRNS OASIS RESORT

*Green Paw Paw Salad - Julienne green paw paw & carrot, avocado, soft herbs, edamame, nam jim dressing, cassava crackers & charred lime.*

**LE POIS CHICHE**  
NOVOTEL NICE CENTRE VIEUX NICE

*Fresh & crunchy quinoa salad with vegetables and Panisse à la Niçoise.*

**BOCCATA RESTAURANT & BAR**  
NOVOTEL MELBOURNE AIRPORT

*Rigatoni with Confit Tomatoes, Stracciatella and Pangrattato.*

**BOKAN**  
NOVOTEL LONDON CANARY WHARF

*Black Lime Tofu, Dashi Broth with an Onion and Spinach Marmalade - part of the vegan tasting experience and vegan bottomless brunch.*

**FLYING ELEPHANT**  
NOVOTEL DUBAI AL BARSHA

*Zameen Ke Kebab, honey glazed beet, spicy mascarpone, Masala plum coulis.*

**AZZURRA KITCHEN**  
NOVOTEL MONTE CARLO

*Beetroot and Chickpea Hummus with Tahini and Fresh Herbs, Spring vegetables and purslane shoots.*



BEETROOT & CHICKPEA HUMMUS BY CHEF FRÉDÉRIC RAMOS, NOVOTEL MONTE CARLO



Novotel's commitment to transforming food systems through sustainability has been a cornerstone of the partnership with WWF. At the start of the year, Novotel launched a new **Sustainable Seafood Principles in partnership with World Wide Fund for Nature (WWF)** and led by the fisheries experts at WWF France. The new Principles, launched globally across Novotel's 600 hotels, include banning endangered seafood species, and promoting responsible fishing by 2027. The guidelines include the banning of more than 350 species of endangered and critically endangered fish, tracked against the IUCN Red List Status and CITES appendices I and II.

The Principles are now influencing policies and practices across all Accor brands, mandating MSC-certified and low-impact methods and alignment with ASC or organic standards. The guidelines also consider the global supply chain and encourage a collaboration with suppliers to accelerate the regional transition toward more responsible seafood in regions where seafood certification maturity is insufficient, in addition to enhancing traceability from seafood suppliers.

**The new WWF Sustainable Seafood Principles for Novotel include:**

- Removing all endangered fish and seafood species, from all the menus, based on the WWF recommended endangered species list, by 2027
- Serve wild-caught species only if they are MSC-certified. If MSC certification is unavailable, local wild-caught fish sourced through selective and less destructive fishing methods—such as handlines, pole and line, jigging, pots, and traps—may be considered.
- Serve farmed seafood from responsible aquaculture (ASC, or organic certified), at minimum for salmons and shrimps. If market maturity is insufficient in certain regions, a collaboration with local suppliers will be established to accelerate the regional transition toward more responsible seafood.
- Enhance traceability on seafood through requesting essential information from seafood suppliers.

*"WWF is the driving force of this commitment. This policy reflects our dedication to responsible hospitality, ocean impact, and the long-term health of our planet. Novotel is Accor's founding brand and continues to lead the Group, inspiring change across the business as we now embed the Sustainable Seafood Principles within all our Accor hotels worldwide by 2030. These Principles reaffirm Accor's commitment to mitigating the pressures on natural resources and biodiversity linked to food consumption. Our ways of producing and consuming food are not sustainable, and this is a critical step for Novotel, and Accor Group, to drive change and inspire action."*

Jean-Yves Minet  
Novotel Global Brand President

*"Preserving the ocean requires collective and immediate mobilization. By committing to WWF, Novotel is taking a global approach that combines improved seafood purchasing policies, raising awareness among customers and employees, support for conservation projects in the field, and joint advocacy for better ocean protection."*

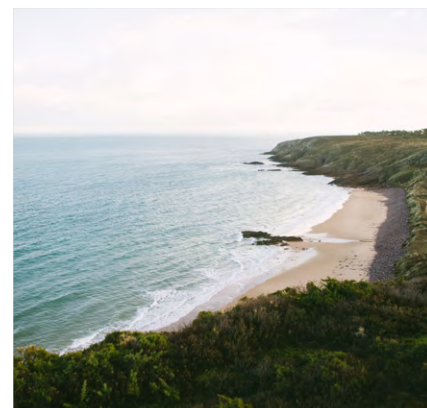
Rita Sahyoun  
Marine and Sustainable Fishing Program Manager, WWF France



To support this transition, WWF developed a comprehensive seafood training program for Novotel's chefs, procurement and F&B teams. Guided by WWF, Novotel is implementing sustainable seafood practices across its 600 hotels, launching a new **WWF Sustainable Seafood Training**: for all chef, F&B and procurement teams. The training includes the impact of overfishing, sustainable seafood sourcing and best-in-class sustainability practices in restaurants.

*"The fishers are our partners. They know the sea, and now they know their gear can do harm when lost,"* said WWF's Théa Jacob - a sentiment that mirrors the collaborative spirit of the Seafood Principles launch.

Alongside seafood reform, **Fishery Improvement Projects (FIPs)** were also initiated in Kerala, India (Indian squid), advancing WWF's work in reforming local fisheries through collaborative industry partnerships. Furthermore, Novotel has launched a partnership with **Seafood Souq** to ensure all seafood suppliers and products are onboarded to SFS Trace and meet required traceability standards, including an 18-hotel pilot in the Middle East. Traceability remains a critical issue. Accor and Novotel have launched a **seafood task-force procurement project** in Europe in collaboration with WWF France, working directly with five suppliers to improve traceability as part of the commitment to support WWF's ambition for sector-wide change throughout the supply chain.



## COASTAL ECOSYSTEMS SUPPORT PEOPLE, WILDLIFE, AND THE CLIMATE



### HOTELS PARTICIPATING IN THE SEAFOOD SOUQ

Novotel World Trade Centre Dubai, UAE	Novotel Jazan, Saudi Arabia
Novotel Sharjah Expo Centre, UAE	Novotel Jeddah Tahlia Street, Saudi Arabia
Novotel Bur Dubai, UAE	Novotel Yanbu, Saudi Arabia
Novotel Bahrain Al Dana Resort, Bahrain	Novotel Riyadh Sahafa, Saudi Arabia
Novotel Deira Creekside Dubai, UAE	Novotel Makkah Thakher City Residences, Saudi Arabia
Novotel Abu Dhabi Al Bustan, UAE	Novotel Makkah Thakher City, Saudi Arabia
Novotel Dubai Al Barsha, UAE	Novotel Muscat Airport, Oman
Novotel Fujairah, UAE	Novotel Residences Jumeirah Village Triangle, UAE
Novotel Abu Dhabi Gate, UAE	
Novotel Dammam Business Park, Saudi Arabia	





# POSITIVE IMPACT PLAN #3



NOVOTEL DEVONPORT, AUSTRALIA

## Enhancing education & ocean awareness

**Educating guests, hotel teams and local communities on the necessity of ocean conservation and how to positively contribute.**

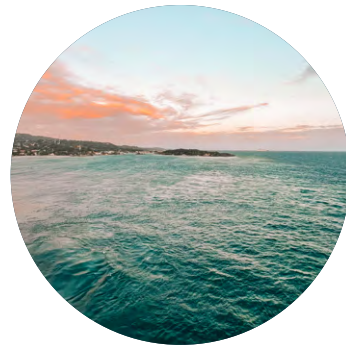
Educating staff, guests, and communities has been a vital strand of the partnership, with new training programs and community engagement initiatives rolled out globally.

In addition to the **WWF Sustainable Seafood Training**, Novotel has created a new global **Ocean Awareness Training** for all Novotel teams in all 600 hotels, enhancing their knowledge and inspiring their action and commitment. The training has been developed in partnership with **AXA Climate**. The comprehensive training explores why the ocean matters and the many significant ways it is impacted by life on land, including crucial insights into the Ocean and the role of tourism and hospitality in its preservation. The course covers the impacts of overfishing, best practices in sourcing, and strategies to enhance supplier transparency.

*“The more we understand, the more we are inspired to act”, said **Jean-Yves Minet**. “We don’t have all the answers, but we want our teams to learn from the experts so they understand enough to ask the right questions, to engage their hearts and minds and drive both business impact and community engagement.”*







In late 2024, Novotel expanded its commitment to WWF through ALL – Accor’s loyalty program – and its partnership with DIFT. On all.dift.com, ALL members began donating their points to support WWF France’s Blue Panda initiative, which champions marine research and advocates for stronger ocean protection policies. This highlights a growing desire among travelers to support meaningful environmental action.

Looking ahead, Novotel is preparing to launch a new wave of guest-facing programs designed to bring ocean awareness directly into the hotel experience. This starts in June 2025 with World Ocean Day activations in Novotel hotels around the world throughout June, to engage hotel teams, guests and communities and raise awareness of the ocean cause through educational talks, litter collections, re-use workshops and plant-based food experiences. These initiatives aim to empower teams and travelers with practical knowledge on how their choices can contribute to ocean health.

Engaging the next generation in ocean awareness is a key priority for Novotel and WWF. Novotel welcomes more than two million family stays a year and this summer families at Novotel will experience two new edutainment games designed by WWF France and Novotel to inspire and empower children to be ambassadors for the ocean. **“Guardians of the Mediterranean”** is an interactive card and digital game inspired by the WWF Blue Panda boat, created to educate families about ocean conservation in a fun, engaging way. **“Sea Turtle”** is a lively digital quiz that helps children learn how ghost gear affects turtles and other marine life. Both games will be available at Novotel hotels this summer.

*“Inspiring and educating the next generation is key to protecting our ocean,” added **Jean-Yves Minet**. “By engaging young minds through play, we plant the seeds of awareness, empathy, and action for a healthier, more sustainable marine future. As a leading family-friendly hotel brand, Novotel is perfectly placed to champion this vital mission.”*





# POSITIVE IMPACT PLAN #4

Contributing to scientific  
knowledge and research

Novotel is funding five essential WWF France conservation projects around the world, investing to support ocean impact, research and action through critical projects.

*“Protecting the ocean also means protecting our common future. Faced with the growing threats of overfishing, pollution and loss of biodiversity, economic players have a key role to play. We welcome Novotel’s commitment to integrating the preservation of marine ecosystems into its strategy. By collaborating with influential companies in the tourism sector, together we are accelerating the transition to more sustainable, responsible practices that are compatible with ocean resilience.”*

Ludovic Frère Escoffier  
Ocean Program Manager, WWF France

**WWF Project #1**  
**Protection of Posidonia**

**WWF Project #2**  
**Removal of Ghost Gear**

**WWF Project #3**  
**Blue Panda Research Boat**

**WWF Project #4**  
**Tracking & Tracing Marine Turtles in Asia-Pacific**

**WWF Project #5**  
**Protecting the sea turtles of the Western Atlantic**



# WWF Project #1

The protection of Posidonia, an endemic flowering plant of the Mediterranean which plays a key role as a carbon sink – removing carbon from the atmosphere - and provides up to 25 benefits to our human societies.

*“Posidonia is our Great Barrier Reef, our Amazon forest - just hidden beneath the surface”*

- Catherine Piante, WWF

## POSIDONIA PROTECTION: THE UNSEEN FOREST OF THE SEA AND THE FIGHT TO PROTECT IT.

**Action plans underway in 9 coastal cities; 114 buoy conversions completed in 2024 and 2025; assessing innovative financing instruments for Posidonia conservation.**

Novotel supported WWF’s work to protect the **Posidonia seagrass meadows** of the French Mediterranean, which store more carbon per hectare than the Amazon rainforest. *“Per hectare, the Posidonia meadow will sequester five to seven times more carbon than the tropical forest,”* emphasized WWF project lead, **Catherine Piante**. *“Posidonia is our Great Barrier Reef - just hidden beneath the surface,”*

But this is a vulnerable ecosystem. *“Its root system (which stores the carbon) is like a cathedral—deep, ancient, and irreplaceable,”* said **Piante**. *“A single anchor from a mega-yacht can destroy centuries of carbon capture in seconds. When a yacht drops anchor, it’s not just damaging the meadow - it’s releasing carbon stored over centuries.”*

WWF helps small, under-resourced coastal Mediterranean towns manage ecological change through training, mapping, and technical expertise.

Over the course of 2024, **73 traditional mooring buoys were converted to low-impact alternatives** in Grimaud and Théoule-sur-Med while WWF overall supports nine municipalities to implement Posidonia protection. This work is part of a wider WWF program involving new regulations, supporting stakeholder engagement, and assessing innovative financing instruments for Posidonia conservation.

In total, the protection communication campaign reached over **6.75 million people** through national media outreach, and work is ongoing to expand public engagement through a 2025 campaign targeted at boat owners and rental platforms.

*“This isn’t just about protection,”* adds **Piante**. *“It’s about not reversing centuries of carbon sequestration.”*



## WWF Project #2

The identification and removal of “ghost gear”  
– lost, abandoned and otherwise discarded  
fishing gear - the deadliest form of marine  
plastic waste which impacts many marine  
species such as marine turtles and mammals,  
elasmobranchs such as sharks, rays and skates,  
and marine birds.

*“A net is designed to catch fish. When it’s lost,  
it doesn’t stop - it just becomes invisible”*

- Théa Jacob, WWF

### TACKLING GHOST GEAR: INNOVATION, COLLABORATION AND RECOVERY IN ACTION

**Over 1,000 hectares prospected in Bonifacio, Corsica; several\* nets identified; pilot retrieval with underwater robots scheduled for 2025–2026; new prospection missions in Calanques National Park, France and Ajaccio, Corsica planned.**

Novotel’s first year of partnership with WWF contributed directly to reducing ocean-bound pollution through habitat restoration, marine debris detection and elimination, and innovative circular economy solutions.

Ghost gear represents one of the deadliest and most persistent threats to marine life. *“A net is designed to catch fish. When it’s lost, it doesn’t stop—it just becomes invisible,”* said **WWF France project lead Théa Jacob**.

Ghost nets can remain active for up to 600 years, continuing to trap marine life and degrading into harmful microplastics.

In 2024, WWF teams pioneered the use of side-scan sonar in the Mediterranean to map underwater ghost nets with unprecedented precision. *“The side-scan sonar allowed us to scan vast areas of seafloor for the first time in the Med. It’s a game changer,”* said **Théa Jacob**.

One of the most significant achievements took place in the Bouches de Bonifacio Marine Park, Corsica, where WWF scanned over **1,000 hectares of seabed** using side-scan sonar, identifying several\* ghost nets, each capable of causing devastation to marine life and ocean health for up to 600 years.

Identification of which nets to retrieve involves assessing their impact on the ecosystem. Some nets may be left in place if they no longer pose a threat due to their integration into marine habitats. Local fishers are central to the project—both in identifying high-risk zones and participating in net retrieval.

\*Exact number of nets identified to be communicated by WWF France after 23 May 2025



Not all nets are removed, some have become artificial reefs, requiring careful ecological assessment before intervention.

These missions will now evolve into a regional first: the use of underwater ROVs (remotely operated vehicles) to retrieve deep-sea nets from depths of 70 to 120 meters.

*"We're now testing a retrieval technique using ROVs for deep lost nets. No one has done this before in the Mediterranean sea,"* said **Théa Jacob**.

At the same time, progress in circular solutions is accelerating, with Fil & Fab - a French startup - expanding their recycling processes to tackle a wider range of fishing gear materials. These efforts not only remove marine hazards but also support a new model for responsible waste recovery and reuse.



## WWF Project #3

The Blue Panda sails across the Mediterranean conducting missions to develop science-based solutions and recommendations to protect Mediterranean marine life, to raise public awareness, and leading lobbying missions with countries and communities.



## THE BLUE PANDA: INNOVATION, EDUCATION, AND CONVENING FOR MARINE CONSERVATION

**2024 campaign completed in France, Greece, Turkey, Italy and Croatia; educational visits reached 550+ children in France; Cap Cétacés anti-collision system tested; ghost gear prospection and MPA studies conducted; Blue Panda to be in Nice 8–14 June for UNOC with stakeholder events.**

The Blue Panda, the WWF Ambassador boat for the Mediterranean, catalyzes action by convening NGOs, scientists, local authorities, communities and pupils aboard one platform with a unified ambition. In that way the Blue Panda's main role is marine advocacy. The presence of the Blue Panda, as an active marine vessel, is used to raise awareness and attract media attention to marine conservation challenges and initiatives.

*"It is both a magnificent sailing boat for sea lovers, and a very efficient working tool. With one ambitious purpose: bring people together for the Mediterranean,"* says **WWF France Project lead Gregory Rondeau**.

The Blue Panda serves as a floating classroom and platform for unity—where scientists, policymakers, and local authorities meet at sea to drive coordinated action. The boat's presence turns abstract challenges into personal experiences. *"It's a kind of experience that can change something in the mind of a kid because it's out of their daily life,"* shared **Gregory Rondeau of WWF**.

WWF's Blue Panda boat traveled through the Mediterranean, docking in France, Greece, Turkey, Italy and Croatia to deliver education and outreach. The 2024 tour reached over **550 children through onboard programs**, created millions of social impressions, and hosted regional events and school visits in Marseille, Toulon and Trieste. *"The Blue Panda is a storyteller. It doesn't just collect data - it makes people care,"* said **Gregory Rondeau**.

The Blue Panda crew led innovate sonar mapping techniques over the past year. The sonar-based ghost gear scanning initiative was deployed for the first time in the Mediterranean and is generating regional demand.

Cetacean research also advanced. In the Pelagos Sanctuary, the **Cap Cétacés program** conducted 40 days of observation and tagging, collecting data on **60 fin whales** and **1 sperm whale**. This work supports the development of an **anti-collision system**, a critical measure to protect whales from marine traffic—the leading cause of unnatural mortality in the area.

*"It is both a magnificent sailing boat for sea lovers, and a very efficient working tool. With one ambitious purpose: bring people together for the Mediterranean."*

**- Gregory Rondeau, WWF**





## WWF Project #4

Tracking and tracing marine turtles in Asia-Pacific, gathering knowledge on their movements from nesting beaches to migratory corridors and foraging grounds, and mapping critical populations and conservation areas. Six of seven species of marine turtles remained threatened by harvesting, illegal trade, being caught by commercial fisheries and the loss of nesting beaches.

*“So far we’ve mostly protected turtles where they nest. To be truly efficient we must also protect them where they feed, migrate, and face the greatest risks, and for that we must know their whereabouts”*

- Marc Oremus, WWF

### TURTLES IN PACIFIC & BEYOND: MAPPING GLOBAL TURTLE MIGRATION ROUTES AND BRIDGING DATA GAPS.

**‘Blue Corridors’ initiative launched October 2024; over 12,600 turtles tracked globally; data gathering and connectivity analysis ongoing in 2025; brochure to be published at UNOC 2025.**

Through its funding and partnership, Novotel has enabled WWF to launch a new global project, generating and mobilizing vital scientific knowledge across multiple ecosystems.

In October 2024, WWF officially launched the **Blue Corridors for Turtles** initiative, a global program to track turtle migrations and identify critical oceanic habitats. With data from partners such as SWOT and CLS, the project has already compiled tracking information on **over 12,600 marine turtles**, informing spatial planning and international conservation priorities. By uniting fragmented datasets into a single conservation map, the project empowers governments, NGOs, and communities to take targeted, science-based action. *“With all the right people finally in one room, this isn’t just data - it’s direction.”* said **Marc Oremus, WWF Marine Scientist and project lead.**

The project is driving unprecedented collaboration and for the first time, major global turtle tracking datasets are being combined. A vast amount of existing turtle data globally is underutilized; the project seeks to consolidate this knowledge to address regional conservation issues effectively. This initiative aims to move from blind conservation to targeted action.

In 2025, this dataset will be enriched by genetic research and threats mapping, helping direct efforts to the regions most in need. *“We’ve spent decades working hard, but often in the dark. This project brings light,”* added **Marc Oremus.**



*“The ocean and the threats to its emblematic species feels far away here. Our job is to build emotional links and amplify local voices - first through experience, then through action.”*

- Marie Trémolet, WWF

## WWF Project #5

Protecting the sea turtles of the Western Atlantic, strengthening regional cooperation on sustainable fishing techniques and combating illegal fishing.

Mobilizing civic society and fighting illegal, unreported and unregulated fishing will help protect leatherback turtles breeding on coastal areas of the Guianas, and green and olive ridley turtles from Brazil to Venezuela.

### ATLANTIC TURTLES: YOUTH-LED ADVOCACY AND COMMUNITY MOBILIZATION.

**Youth ambassador program launched; regional delegation to attend UNOC in June 2025; field projects including eco-guide training, citizen science, and advocacy actions ongoing through 2025-2026.**

Leatherback turtle nesting has dropped 95% in the past 20 years in the Guianas, a significant decline in the region.

In the Western Atlantic, WWF France launched a **Youth Ambassador program** to combat illegal, unreported and unregulated (IUU) fishing and advocate for turtle conservation. Fifteen young leaders from French Guiana, Suriname and Guyana were trained in advocacy and will attend the 2025 UN Ocean Conference in Nice.

*“At UNOC, our youth will represent coastal communities on the frontline of turtle protection,”* noted **Marie Trémolet**. Whether through school visits, marine nature outings, or citizen science, the program is not only nurturing ocean literacy but also seeding sustainable livelihoods in ecotourism and advocacy.

Meanwhile, in the Guianas, a holistic marine literacy project was launched. It included **30 marine nature outings, three educational marine zones,** and a **citizen science program** that engaged students with sea turtle protection and the wider marine environment.



# Conclusion

07.

## The Ripple Effect

The first year of the Novotel x WWF partnership has laid a powerful foundation for what meaningful, measurable corporate-NGO collaboration can achieve. From protecting marine ecosystems to inspiring guests and communities, this partnership has already delivered real impact — and it's only the beginning.

In 2025, the international partnership with WWF France will deepen its engagement across regions, broaden its scientific reach, and bring ocean awareness to more communities and guests. **Key actions ahead include:**

- Retrieval of deep-sea ghost nets using ROVs in Corsica, France
- Expansion of seafood traceability and supplier reform
- Stakeholder events and media outreach aboard the Blue Panda at UNOC
- Youth advocacy from the Guianas at the United Nations Ocean Conference
- Consolidation of Blue Corridors datasets and the launch of a global turtle conservation map
- Guest-facing engagement programs across Novotel hotels
- New projects with WWF around the world

*"In 2025, Novotel is set to scale its ocean commitment with even greater ambition," said **Jean-Yves Minet**. "Through innovative scientific initiatives, global education efforts, and frontline conservation, the partnership will deepen its reach and expand its influence. Every action reinforces a shared belief: protecting the ocean is not only possible — it's essential, urgent, and deeply interconnected with our future."*

With a clear science-based roadmap and the commitment of hundreds of hotel teams and WWF experts, Novotel and WWF will continue working toward one shared mission: ensuring a future where the ocean - and the communities who depend on it - can thrive.



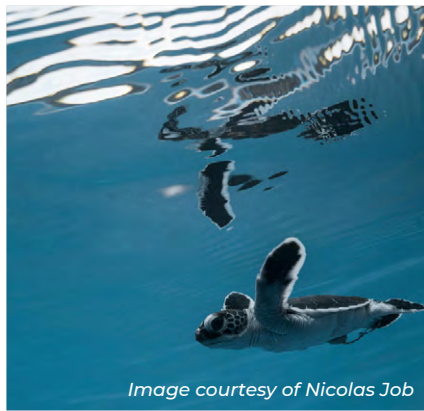
The scale and integrity of these actions signal a deeper truth: that hospitality brands can move beyond mitigation to impact, beyond awareness to action.

With the support of WWF, Novotel will continue to champion a healthier, more sustainable relationship with the ocean. At the heart of Novotel's ocean commitment is a belief in longevity — that real change comes from better choices and sustained action.

As **Jean-Yves Minet**, Novotel Global Brand President, says: *“The choices we make every day have the power to impact our oceans. Together, we can lead the way toward a healthier, more sustainable future – one choice at a time. When sustainable action and positive impact is behind the experience, guests don’t have to choose between doing good and living well — they get both. With every stay, every plate, and every decision, individuals can contribute to a more sustainable relationship with the ocean - helping to ensure its longevity, and theirs.”*



**THE OCEAN  
IS HOME TO  
OVER 240,000  
KNOWN  
SPECIES**



# WHAT'S NEXT FOR NOVOTEL?

## POSITIVE STEPS TO IMPACT OCEAN LONGEVITY

Looking ahead, Novotel remains committed to amplifying its impact by:

- Collaborating with industry leaders at the UN Ocean Conference in Nice to drive meaningful change
- WWF Sustainable Seafood Training – launching summer 2025
- Ocean Awareness Training in partnership with AXA Climate – launching summer 2025
- Expanding sustainable seafood practices across all hotels
- Embedding a new Plant-Forward menu strategy in all hotels
- Introducing new guest engagement programs focused on ocean preservation
- Continuing to support critical WWF France ocean preservation projects around the world



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