

## Press Release

September 30<sup>th</sup>, 2011

# Accor awarded twice at the “*Rencontres Internationales de la Diversité*”

Winner of the 2011 Diversity Trophy and the « Grand Prix AFPA »  
for its policy of innovative training for diversity

At the 7<sup>th</sup> edition of the “*Rencontres Internationales de la Diversité*” (International diversity meetings), Accor’s Diversity Department won the **2011 Diversity Trophy in the “Training”** category as well as the “**Grand Prix AFPA**” for the design and deployment of an e-learning course on diversity management. The jury praised the group’s desire to train its hotel general managers in France to identify stereotypes, recognize the principles of non-discrimination and promote the multiplicity of origins, cultures and nationalities in their teams.

The Diversity Trophies reward companies and organizations that initiate exemplary practices which place diversity at the center of their daily performance and management concerns. Last year, Accor was awarded the “Communication on Diversity Management” Trophy for the quality of the treatment of diversity in its publications.

Partner of these meetings since 2 years, the AFPA (National Association for Adult Vocational Training) rewards companies which have developed programs of innovative training against discrimination and for equal opportunities.

### Accor, rewarded for the “diversity training” it provides for managers

Diversity and the fight against discrimination have been key concerns at Accor for several years. Accor was one of the first companies to sign the **French Diversity Charter** in 2004 and in 2007 it signed a “diversity agreement” with all its social partners for the implementation of an anonymous CV policy on the group’s recruitment website – *Accorjobs* – and for the creation of a **Diversity intranet site**. In 2010, the group drew up the Accor International Diversity Charter to establish diversity at the core of a pro-active and on-going policy in all the countries where it operates.

Resulting from the close cooperation between Accor Academy, the human resources teams and hotel managers, the e-learning course was created in association with France’s Hospitality Industry Training Fund (FAFIH). It is based on two training modules: “Acting to prevent discrimination” and “Living diversity in my hotel”. The course was launched at the end of 2010 and is intended for 2,500 hotel general managers and department heads in France. It provides virtual training that reproduces real-life situations in five fields: recruitment, assessment, career progress, training and conflict management.

“*We are proud of this trophy which praises Accor’s commitment to diversity and the professionalism of all the teams behind this project which aims to make every manager an actor of diversity*”, concludes Frédérique Poggi, Accor’s Diversity Manager.

**Accor, the world's leading hotel operator and market leader in Europe**, is present in **90 countries** with **4,200 hotels** and more than **500,000 rooms**. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis styles, Etap Hotel/ibis budget, hotelF1 and Motel 6** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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