

Press release

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Accor unveils the results of the first edition of student contest “Take Off!”

Today, Accor, the world’s leading hotel operator and market leader in Europe, names the winners of “Take Off!” the contest it launched last March 15 at 32 schools in nine countries. 250 students from universities, business schools and international hotel management schools entered the contest.

Accor’s Global Chief Human Resources Officer, Antoine Recher, comments *“This competition aims to strengthen bonds between Accor and these establishments, to open our group’s frontiers and stimulate in these young people the aspiration and motivation to join us after completing their courses. Given the success of this first edition, with a total of 83 projects submitted and over 70.000 online votes, we are keen to repeat the experience next year!”*

In this first edition, candidates were invited to revolutionize the hotel experience by imagining all the stages of a totally sustainable stay, from the booking stage through to departure, for a customer in a capital city hotel. At each of the three stages of this digital and multimedia contest, candidates had to demonstrate inventiveness, photo and video editing skills, and the ability to convince both in writing and orally in order to obtain the highest opinion scores on the online voting site www.accortakeoff.com and from a jury.

The first prize was awarded to the group « Sustainably Yours » at IMIH, by a jury consisting of about a dozen hotel professionals as well as Augustin Paluel-Marmont, co-founder of food products brand Michel & Augustin and a committed campaigner for more responsible consumption. Online check-in, greener itinerary suggestion, removal of magnetic card and access to the room thanks to a mobile application, these are a few examples of the digital devices that the winners have imagined for a paperless hotel. Beside the implementation of rain water collectors, the team has designed a room equipped with solar chargers to power all multimedia equipment as well as a recyclable bed made from recycled plastic bottles. In this project, dining options include both fair trade products and organic food that consumes little water and customers can also enjoy a fitness room with exercise machines that turn sweat into electricity energy. Finally, guests will be able to contribute to the conception of a green wall in the lobby for better thermal control.

“This competition revealed a wide diversity of talents and great competitive and entrepreneurship spirit! It’s a wonderful opportunity for students to learn how to transform an idea into a long-term, operational and innovative project. It allowed them to tackle the issues of sustainable development, a vital challenge for Accor, which places sustainable hospitality at the heart of its strategy and expansion,” added Augustin Paluel-Marmont, co-founder of Michel & Augustin.

The prize-giving ceremony was held last night at the Pullman Paris Tour Eiffel, attended by Denis Hennequin, Chairman and CEO, Yann Caillère, President and Chief Operating Officer and Antoine Recher, Global Human Resources Officer. The winners took home a four-day stay at an Accor hotel in one of the following cities: Saint-Petersburg, Berlin, Athens, Marrakech or Lisbon.

List of the five finalist teams:

- **1st Prize: « Sustainably Yours » Team - IMHI (Institut de Management Hôtelier International) - France**
 - Erwin Boodhun
 - Victor Bellier
 - Kevin Pillet
- **2nd Prize: « The DHK Minds » Team - SEG Hotel Institute Montreux - Suisse**
 - Artnarong Wannakan
 - Su Qin
 - Tang Khoa
- **3rd Prize: “Less CO2, More O2 !” Team - ESG Management School - France**
 - Frederic Prince
 - Blanche De Saint Jacob
 - Nabihoudine Ahmed-Adbou
- **4th Prize: « Ecologimhi » Team - IMHI - FRANCE**
 - Marie Ozanne
 - Johanna Wagner
 - Mathieu Weiss
- **5th Prize: “CSHG” Team – CSHG (Centro Superior de Hosteleria de Galicia) ESPAGN**
 - Casares Hidalgo Paula
 - Maria Olalla Gómez Méndez
 - Porto Vaz Regina
- **6th Prize: « The Clever Rabbits » Team – IAE Savoie Mont Blanc FRANCE**
 - Héloïse Rolin
 - Yoan Mulnet
 - Delphine Philip

83 projects submitted:

- 43 projects submitted by hotel management school students
- 21 projects submitted by business school students
- 19 projects submitted by university students

32 participating schools:

- Hotel management schools: Hotelschool The Hague, IMHI, SEG, Ecole Hôtelière de Lausanne, Glion, Ecole de Savignac, CMH Paris, Les Roches Marbella and Les Roches Suisse, Institut Paul Bocuse, Centro Superior de Hosteleria de Galicia, CFA Metz.
- Business Schools: Skema Business School, EM Grenoble, ESG, EDHEC, BEM, Rouen BS, ESC Rennes, ESC Toulouse, EM Lyon, Reims Management School.
- Universities: IAE Savoie Mont Blanc, Esthva Angers, MS Ramaiah College (India), University Munich, Université Sorbonne, Université Joseph Forunier, CETIA Université Toulouse II, Saratov State University (Russia), University College of Northern Denmark, HEC Liège.

9 countries represented: France, Switzerland, the Netherlands, India, Spain, Denmark, Germany, Russia and Belgium.

Find out more on: www.accortakeoff.com



Accor, the world's leading hotel operator and market leader in Europe, is present in 92 countries with more than 4,400 hotels and 530,000 rooms. Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons/ibis Styles, Etap Hotel/Formule 1/ibis budget, hotelF1 and Motel 6 - provide an extensive offer from luxury to budget. With more than 180,000 employees* in Accor brand hotels worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

**Including 145,000 in owned, leased and managed hotels*

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