

Accor signs a major partnership with the French Ministry of National Education, Youth and Voluntary Organizations:

- 100 VAE (Validation of Learning from Experience) certifications for better recognition of the hotel industry professions
- 3,500 traineeships a year to assist the professional insertion of young people
- Training courses about the hotel industry's new professions for 30 teachers every year

Today, Denis Hennequin, Chairman and CEO of Accor, and Luc Chatel, France's Minister of National Education, Youth and Voluntary Organizations, will sign a major five-year partnership which aims to **increase the employability** of Accor's employees, **enhance the appeal of hotel and restaurant professions** for young people and **boost the efficacy of professional training** through better interaction between schools and companies.

This partnership follows on from the framework agreement signed by the Hotel-Restaurant industry. It is the concrete expression of Accor's drive to intensify its on-going and effective cooperation with the French Ministry of National Education, to commit to ambitious objectives and to expand its initiatives across the whole of France.

"Today, through this unprecedented partnership with the French Ministry of National Education, Accor is committing to sharing its unique expertise as the world's leading hotel operator and improving the information to young people about of the wealth of hotel industry's professions. The agreement also formalizes the group's determination, since its inception, to promote the professional skills of its employees and use training as a vector for progress and social innovation," announced Denis Hennequin, Chairman and CEO of Accor.

To enhance **employability and recognition of the hotel industry professions**, Accor will help 100 employees obtain VAE (Validation of Learning from Experience) certifications, a system that gives employees access to qualifications (a diploma) recognized by the French National Education system.

By creating its own corporate university as early as 1985, Accor made employee training a key focus of its growth policy and effort to attract and develop talent to support its expansion in France and internationally. Accor Academy, with its 17 campuses, is the top international hotel school with 135,000 trainees, or over 327,000 days of training a year and the driving force behind the "career ladder" policy that has characterized Accor since its inception.

As part of this agreement, the group is targeting French high schools (offering general secondary education, and technical and vocational education) with communication campaigns to raise pupils' awareness of the **uniqueness and diversity of the hotel-restaurant industry professions**: creation and distribution of information through ONISEP (the French national office for information on higher

education and professions), 30 guided visits of hotels for 100 young people deciding which higher education courses to follow and professions to choose, creation of films about the hotel industry professions, organization of half-day individual insertion programs and open table discussions, etc.

To **help the insertion and professionalization of young people**, Accor has committed to taking 3,500 trainees every year, to organizing recruitment preparation workshops and to helping organize practical work sessions inside schools.

Accor also plans to continue its efforts to **assist French National Education personnel**. With this in mind, every year, it will provide educational material as well as a two-day training course for 30 teachers on the hotel industry's changing professions, for example revenue management and distribution. Visits and full immersion traineeships in hotels will also be offered for teachers.

Through its cooperation with the French National Education system, Accor will also help **adapt and create new educational courses** that account for the changes and developments within the industry and the advent of new professions.



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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