

Press release

Paris, February 24<sup>th</sup> 2015

## Accor signs the United Nations' "Women Empowerment Principles" (WEPs)

*In honor of International Women's Day on March 8, Accor pledges global commitment to gender equality and diversity*

[Accor](#), the world's leading hotel operator and market leader in Europe, announces that it is a signatory of the Women's Empowerment Principles (WEPs). This program, an initiative of UN Women and the United Nations Global Compact, defines seven principles that foster the empowerment of women in the workplace, the marketplace and the community, including:

- **Principle 1:** Establish high-level corporate leadership for gender equality
- **Principle 2:** Treat all women and men fairly at work - respect and support human rights and non-discrimination
- **Principle 3:** Ensure the health, safety and well-being of all women and men workers
- **Principle 4:** Promote education, training and professional development for women
- **Principle 5:** Implement enterprise development, supply chain and marketing practices that empower women
- **Principle 6:** Promote equality through community initiatives and advocacy
- **Principle 7:** Measure and publicly report on progress to achieve gender equality

[Find out more about the WEPs](#)

Sébastien Bazin, the Group's Chairman and CEO, declared: *"By signing the Women's Empowerment Principles, Accor is reasserting its commitment to fight stereotypes and encourage an increase in the percentage of women in decision-making positions. I am convinced that diversity is an asset that stimulates performance and innovation within our teams. We all stand to benefit!"*

Accor recognizes each of its employees' differences and believes individual skills are central to performance. Equality in the workplace and the fight against stereotypes have been a priority for the company and were officially declared as such in 2011 in its Diversity Charter, which was translated into 15 languages.

This approach also led to the creation two years ago of **Women at Accor Generation (WAAG)**, the international network of female employees that aims to support the personal and professional development of Accor's female employees in the head offices and the hotels. WAAG, which has 2,500 male and female members worldwide, notably promotes a mentoring program, dialogue with roles models, career progress and the forging of ties with other networks.

Sophie Stabile, Accor's Chief Financial Officer and President of WAAG, added: *"As well as the initiatives it has implemented over the last two years, WAAG not only offers our female employees a new forum for expression, but it also reinforces the Group's commitment to a policy of continuous improvement intended to accelerate its cultural and managerial transformation."*

Throughout 2015, WAAG intends to maintain its momentum and include more men in its activities while continuing to develop and support local initiatives as well as awareness raising and training programs.

[Find out more about WAAG](#)



Accor, is the world's leading hotel operator, with **470,000 rooms** in **3,700 hotels** across **14 trusted brands** in **92 countries**. The company is organized around two distinct divisions, **HotelServices**, which operates and franchises the hotels and **HotelInvest**, which is a hotel owner and investor. The Accor hotels sit in three segments from budget to luxury which are constantly reinventing their concept to satisfy the needs of business and leisure customers around the globe. Accor brands include in luxury-upscale; **Sofitel, Pullman, MGallery and Grand Mercure, The Sebel**, midscale; **Novotel, Suite Novotel, Mercure and Adagio** and economy; **ibis, ibis Styles, ibis budget, adagio access and hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

The Group's **170,000 employees** benefit from working for a company that believes in progression and has an industry leading training program, the Accor Académie. Since its creation 45 years ago, Accor is making innovation and sustainable hospitality the focus of its strategic vision as well as of its customer centric approach development and innovation process.

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