

Press release

São Paulo, 12th June, 2013

Accor Foundation will contribute with four qualification projects in Brazil

Insert young professionals in the hospitality market is the main goal of the 55 thousand euros donation

With the objective of “linking cultures” and make this reality, the Accor Foundation provides technical and financial assistance for solidary initiatives undertaken by Accor employees where the Group operates. Since it was established in 2008, and with the mobilization of more than 6.500 employees in 36 countries, the Foundation has supported more than 165 projects that contribute for the development of individuals and their integration into the community.

In Brazil, the Foundation signs, in June 12th, the partnership with four qualification and employability NGOs: Humbiumbi, from Belo Horizonte, Vovô Vitorino, from Curitiba, União Brasileiro Israelita do Bem-Estar Social (Unibes) and Centro Social Menino Jesus, both from São Paulo.

The main goal of Accor Foundation, according to Marie Caroline Bizet, Accor Foundation Director, is to support the development of individuals that have social difficulties and to help in their integration into the community with the direct involvement of the Group’s employees that are eager to take Accor’s values concretely. “We are proud to share our knowledge and know-how in the hospitality area with our NGOs partners and offer our support to these young professionals. With those training programs, we hope to lead them to employment and social and financial independence” she says.

The actions stimulated by the Foundation will help Humbiumbi to empower the youngs from the local community, who are already contemplated with courses in visual arts, music and computer, as well as dental care. *“This partnership comes to help our mission that is to educate and coach young people for the job market,” says Maria Livia Castro Andrade, president of the institution.*

Vovô Vitorino aims to fill the teen's free time with dance, English, computer and acting classes. The institute president, Livercina Xavier, believes that the new partnership will yield results in the institution. *"It means an awesome gain to our community. The partnership will stimulate the creation of new language and vocational courses for the youth to join the job market"*, she concludes.

Unibes, located at Bom Retiro and Canindé neighborhood, in São Paulo, provides social and medical assistance, job training and access to culture for more than 14 thousand people per year. According to Célia Kochen Parnes, the institution president, the partnership has everything to continue in a right way. *"By renewing this partnership that lasts for four years, the Accor Foundation gives to many young people a chance to specialize in hospitality and so gain a job opportunity in an area as required as this one, especially at this time with Confederations Cup, World Cup and Olympics in Brazil"*, she explains.

The Centro Social Menino Jesus offers care to people in a social vulnerability situation, with daily training activities, appreciation of the principles of autonomy and emancipation. The NGO works in São Paulo, in Parelheiros neighborhood. *"This partnership with Accor is very important, because it's an international group that has an eye on social centers"*, says Maria Iannarelli, representative of Centro Social Menino Jesus.

About the Accor Corporate Foundation

To make its aim of **"linking cultures"** a reality, **the Accor Foundation** provides technical and financial assistance for outreach initiatives developed by employees in countries where the Group is active. Since it was created in 2008 and thanks to the mobilization of **over 6,500 employees in 36 countries**, it has supported over **165 projects** contributing to the development of individuals and their integration into the community.

The Foundation has chosen three fields of intervention:

- **Local know-how**: Support socio-economic initiatives highlighting traditional crafts and techniques
- **Training and Insertion**: Encourage integration and insertion of young people in difficulty aged 15 to 30.
- **Humanitarian and Emergency**: Help populations in great difficulty and answer to humanitarian disasters.

For more information, visit www.fondation-accor.com.

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