

TRAVEL AND HOSPITALITY

# Accor honors hospitality ‘heartists’ with corporate program

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Four pillars uphold the updated EVP. Image credit: Accor

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By LUXURY DAILY NEWS SERVICE

French hotel giant Accor is spotlighting the contributions of its staff in new advertising.

Through a new Employee Value Proposition (EVP) titled “Hospitality is a Work of Heart,” the company is demonstrating what it means to work in the industry. The placement and corresponding corporate program are meant to uplift the brand’s 330,000 current workers as well as draw in new talent to the fold, portraying the group as “Heartists” or those who can uphold the art of authentically connecting with others.

“Hospitality has the unique power to create and accelerate career opportunities; it is a world like no other,” said Steven Daines, chief talent & culture officer at [Accor](#), in a statement.

“Our new Employer Brand signature Hospitality is a Work of Heart’ illustrates not only the beauty of working at Accor, but also aims to attract talent to join what is a blessed industry,” Mr. Daines said. “I’m proud to unveil our new Employee Value Proposition’ as we continue to rally our teams of Heartists,’ across all functions, countries, divisions and brands as part of our ambition to change lives.

“Working in hospitality is more than just having a job it’s an opportunity to work with passion and embark on a journey of the heart.”

## **Working with purpose**

Built upon four pillars, the new EVP is said to showcase the benefits of working for Accor across four distinct areas.

The first, called “Be Who You Are,” focuses on diversity and inclusion, with more high-ranking opportunities touted for employees who are either female or a member of the LGBTQ+ community. Currently, 28 percent of Accor’s general managers are women, although a goal has been set to reach a margin of 40 percent by the end of next year.

*Accor presents “Hospitality is a Work of Heart”*

Titled “Grow & Create Your Path,” the second pillar focuses on professional development.

The company offers various training and higher education programs in partnership with a global collective of schools and universities.

A wider push for sustainability colors the third post. Referred to as “Work with Purpose,” it is among many environmental initiatives, as Accor recently joined the United Nations CEO Water Mandate ([see story](#)).

The fourth and final pillar, “Enjoy & Feel Valued,” focuses on company culture and the various annual benefits employees receive while working on Accor properties, of which there are more than 5,500 across the world.

To spotlight the new EVP, the hospitality giant released a short film showcasing the work that its employees do on a daily basis, from preparing food to cleaning rooms and creating lasting memories for guests.

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