

We felt like it was important that we go beyond hospitality.

So in August 2025, the Mövenpick Ambassador Hotel as part of the Human Rights campaign embarked on a special platform where we invited decision-makers to come to the hotel and discuss labor practices as well as value chain practices.

It was the first time in the history of the country that a hospitality establishment decided to take human rights to the higher level.

I can tell you that since the Human Rights campaign has started, Heartists® have become more aware.

Within the hotel, that's what has been created. But as a city, what we've seen is that we are attracting a lot of NGOs and CSOs who did not have a voice in the past.

We've become the enabler and the place to be to drive the discourse on human rights.

We are the first, if not the only, currently, that has become a rallying point for issues of human rights within the city and the country.

ISAAC ADJEI

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