

*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

*General Manager, Mövenpick Ambassador Hotel Accra, Ghana*