

At Accor, human rights is just not an initiative. Human rights is a foundation of who we are and how we show up for our world. Our Purpose can only be realized when dignity, when respect, and fairness are non-negotiable. Because we believe that truly responsible hospitality begins long before a guest arrives. It begins with how we treat our people, how we treat our partners, and the communities that we serve.

Together, we've learned that upholding human rights isn't limited to policies or leadership decisions. It shows up in our everyday traces. When we act with empathy, protect the vulnerable, we speak up for what's right, and we support one another's well-being – this is when we see human rights really flourish and come into play. This is only the beginning for us. We are now focusing on deepening our commitment, embedding human rights even more firmly on how we lead, on how we work, and how we care for the world.

VERONA NAIDOO
*VP People & Culture Operations,
Middle East, Africa & Türkiye*