

Fight against epidemics



33 million people in the world are living with HIV and 90% of them don't know it.

AIDS remains one of the leading causes of death in the world. Awareness and prevention efforts are still needed today to limit the spread of the virus. Accor has set up a project for this purpose covering all its hotels.

40% of the world's population lives under the threat of malaria, and 90% of the deaths are in Africa.

With 13,500 employees in Africa, Accor is acutely aware of the problem posed by this disease. A number of programs are therefore conducted in the hotels to increase awareness among both staff and guests.

Demographic evolution, climate change and travel increase make it easier for new diseases to appear and spread. Thus, the Accor group decided to significantly bolster its involvement in the prevention of all emerging diseases.

Accor 2010 objectives

1 - Introduce AIDS and malaria prevention programs in all hotels.

2008 yearend indicator: 2 prevention films were produced with Air France; they are being shown in the hotels in Latin America and the Caribbean.

2 - Distribute an DVD ACT-HIV in all hotels to help combat AIDS.

2008 yearend indicator: The DVD is being deployed and adapted on the basis of the local context of each region. National plans have been made in 27 countries overall.

Achievements

Based on the comprehensive programme started in 2002 in Africa, Accor has developed a Groupwide policy to fight against the disease.

[Learn more \(69k\)](#)

Accor has developed the ACT-HIV program, which is designed to provide hotel managers with

a detailed action plan consisting of 6 steps to act against AIDS, no matter what the country and the local cultural context.

[See ACT-HIV website](#)

In 2006, Accor launched the "Coalition's Travel and Tourism Industry Dialogue," which brings together companies in the industry committed to fighting HIV and malaria. This platform, which now has 14 members, is part of the broader framework of the Global Business Coalition on HIV/AIDS (GBC), Malaria and Tuberculosis.

[Learn more \(69k\) about the GBC](#)

Together with Air France, Accor has produced 2 prevention films titled "Going on a trip ?" One is on AIDS, and the other on malaria. These films are an example of the projects being achieved within the GBC.

At the beginning of 2010, Accor launched a partnership agreement with the Institut Pasteur for the immediate implementation of two wide-ranging initiatives dedicated to combating emerging diseases:

The ability to convert points earned through the A|Club loyalty scheme to donations for the Institut Pasteur to finance a climate chamber and a mobile analysis laboratory.

The financing of a health information, prevention and advice website for travellers called Pasteurtravel.com.

[See the press release \(33k\)](#)

[Discover the Pasteurtravel.com website](#)

[See the A|Club website](#)

See the movie "Going on a trip" - Prevention of AIDS

See the movie "Going on a trip" - Prevention of Malaria