



STUDENTS HANDBOOK

AND THE TOPIC IS...

Take Off! is the worldwide students' innovation competition organized by Accor. Our competition enables you to work on a global challenge for the Group. For the last 12 years, Accor has been challenging you from every corner of the globe with various issues connected with the Group's activities, such as loyalty programs, F&B services, lifestyle brand, CSR or talent shortage.

This year's topic is based on **ibis brands**.

The question we ask you is:

“

Imagine the future of Social Connection for ibis Family by developing a CSR campaign aimed at engaging a new generation of guests!

”

KEY DATES



UNDER WHICH CATEGORY SHOULD I REGISTER ?

EUROPE & NORTH AFRICA

Antigua and Barbuda,
Argentina,
Bahamas,
Barbados,
Bermuda,
Bolivia,
Brazil,
Canada,
Chile,
Colombia,
Costa Rica,
Cuba,
Dominican Republic,
Ecuador,
Guatemala,
Guyana,
Jamaica,
Mexico,
Nicaragua,
Panama,
Paraguay,
Peru,
St. Lucia,
Suriname,
United States of America,
Uruguay,
Venezuela.

Algeria,
Armenia,
Austria,
Azerbaijan,
Belarus,
Belgium,
Bosnia and Herzegovina,
Bulgaria,
Croatia,
Cyprus,

Czech Republic,
Denmark,
Estonia,
Finland,
France,
Georgia,
Germany,
Greece,
Hungary,
Ireland,

Iceland,
Italy,
Kazakhstan,
Kyrgyzstan,
Latvia,
Lithuania,
Luxembourg,
Malta,
Moldova,
Monaco,

Morocco
Netherlands,
North Macedonia,
Norway,
Poland,
Portugal,
Romania,
Russia,
Serbia,
Slovakia,

Spain,
Sweden,
Switzerland,
Tajikistan,
Tunisia.
Turkmenistan,
Ukraine,
United Kingdom,
Uzbekistan.

MEATA

Australia,
All countries on the African
Continent
(Morroco, Algeria & Tunisia
excluded),
Bahrain,
Cambodia,
Egypt,
Fiji,
French Polynesia
India,

Indonesia,
Iraq,
Israël,
Japan,
Jordan,
Kuwait,
Laos,
Lebanon,
Malaysia,
Myanmar,
New Zealand,
Oman,
Philippines,

Qatar,
Saudi Arabia,
Seychelles Islands,
Singapore,
South Korea,
Thailand,
The United Arab Emirates
Turkey,
Vietnam,
Yemen,

GREATER CHINA

China,
Hong-Kong,
Macau,
Taiwan

ROUNDS & AGENDA

ROUND 1

**From March 7th to
April 7th**

**Register to the platform
and submit your project**

Describe your project
within **1000 words** and
create a **moodboard**.

**From April 8th to
April 15th**

Then an international jury
will choose the most
promising 15 projects to
move to round 2.

ROUND 2

Before April 25th

**Create a 1m30 video as
well as a 7 minutes pitch**

Then you will pitch your
project in front of an
international jury. The
session will be followed by
a Q&A session. The jury
will deliberate and select
the 5 finalists teams!

ROUND 3

For May 28th

**Prepare an 8-minutes pitch,
including the following
elements:**

- Concept & Details
- Marketing &
Communication
- Business Model
- Implementation Plan
- Scalable
- Investable
- Updated resume of each
participant

On the day of the final, you
will be asked to present your
final pitch.

The presentation will be
followed by a 7 minutes
Q&A.

**After deliberation, we will
announce the 2023
Winners!**

CONDITIONS OF PARTICIPATION ?



Aged from 18 to 30 years old at the time of the registration.



Be enrolled in a post-secondary institution of higher education. In possession of a valid 2024 student card.



Form a group of 2 or 3 students. Students do not have to be from the same educational center but studying in the same country.



In possession of a valid email address. To be updated all along the process!



Register under the region where your school is located. Read carefully the list of countries belonging to each geographic area!



Students cannot be:
Employees, apprentices, trainees, and/or interns working in the ibis Family teams of Accor.



WHAT'S IN IT FOR YOU ?

- > Get a chance to win an amazing trip to Paris with Accor
- > Present in front of Accor experts from around the world
- > Work on real Accor case study and add value to your CV
- > Share your unique perspectives in front of a global group of Accor experts
- > Get to know Accor better
- > Have a say in the Future of Hospitality
- > Develop your network with people all around the globe
- > Grow your potential & develop new skills
- > Have an intercultural exchange

Explore limitless opportunities and enjoy the journey!

WHAT DO YOU WIN ?



The Winners

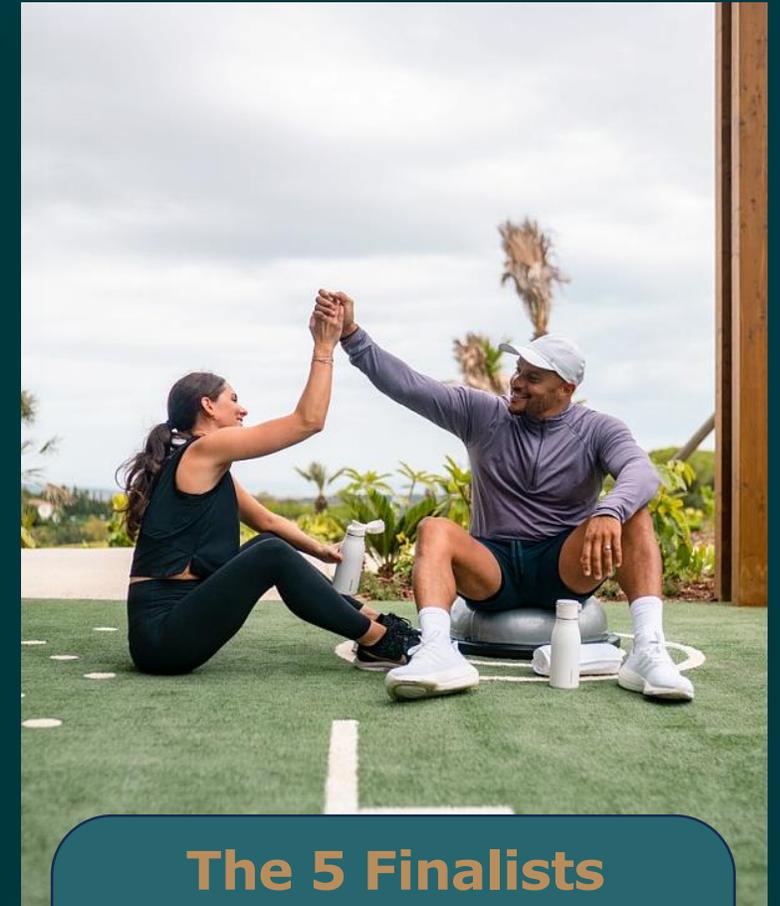
A sponsored trip to Paris and the chance to inspire Accor stakeholders!



The Finalists

From fifth to second

Each team member receives an Accor experience in one of our properties (restaurant, spa...)



The 5 Finalists

The chance to get a pitch training with a coach and the opportunity to take your first step at Accor

MORE CONTEXT

The ibis family is one of the pillars of the Accor group.

With more than 2,500 hotels worldwide, it represents a significant part of Accor's portfolio. Divided into 3 brands, each with its own identity and specific features, it is organized as follows:

- ibis: 1,271 hotels, 158,423 rooms
- ibis budget: 641 hotels, 65,060 rooms
- ibis styles: 675 hotels, 72,567 rooms

Playful and dynamic, the ibis family is celebrating its 50th anniversary. To mark the occasion, we are challenging you to create a CSR campaign focusing on the social aspect for the ibis Family Brands.

To have more information about the brands, click on the logos and find a comparator [here](#) !



QUESTIONS TO CONSIDER ?

- What defines sustainable hospitality (social aspect), where and how is this concept developed (country, industry, approach)?
- Who are the frontrunners and what do they do (trans-sectoral benchmark)?
- What are the expectations from the guests/ the market?
- How can this impact the ibis Family brands in the future (vision)?
- What are the key and concrete actions the ibis Family Brands shall put in place? How to become a leader on this market? (recommendations)
- How to raise Heartists[®], guest's awareness and communicate on these actions within the ibis Family brands ?
- Can you elaborate a guest journey relating to the cause you chose (touchpoints, communication...)
- How would you adapt this cause to each ibis Family brands ?



ADVICE

- Don't forget about the “how” you will implement the “what”
- Have a global mindset! By this, ensure your ideas and concepts can be applied given various employment and labor legislation
- Make sure your solutions can be adapted within a property environment
- Consider CSR, Diversity & Inclusion elements
- Emphasize non-monetary aspects Explore new ways of working
- Lead with creativity, but ensure feasibility

Explore Limitless Possibilities!



DELIVERABLES

ROUND I

From March 7th to April 7th

1

1000 words describing your project

2

A mood board

3

1m30 motivation video



RATING CRITERIA

ROUND I

1

Project Feasibility

2

Originality

3

Connection with Accor Strategy

4

Scalable

5

Investable

6

Team Spirit/Motivation



DELIVERABLES

ROUND II

From April 7th to May 3rd

1

1m30 project video (submitted by April 25th)

2

7min pitch with a Power Point with 5 slides maximum (submitted by May 3rd)



RATING CRITERIA

ROUND II

- 1 Project Feasibility
- 2 Originality
- 3 Coherence
- 4 Cost & Deployment
- 5 Scalable
- 6 Investable
- 7 Aesthetic
- 8 Team Spirit/Motivation
- 9 Answers to Jury



DELIVERABLES

FINALE

May 28th

1

8min Pitch & Power Point with 10 slides maximum
(Submit the Power Point by May 26th)

2

Followed by a 7min Q&A



RATING CRITERIA

FINALE

- 1 Originality
- 2 Concept & Details
- 3 Business Model
- 4 Implementation Plan
- 5 Cost & Deployment
- 6 Scalable
- 7 Investable
- 8 Marketing & Communication
- 9 Aesthetic
- 10 Team Spirit/Motivation
- 11 Answers to Jury

FINAL WORDS

- 1 Be **creative and innovative**: push the limits and dare to have an idea that stands out from the crowd to be more memorable to our jury members.
- 2 Imagine a **feasible** and **well-designed** project aligned with Accor's strategy.
- 3 Be **motivated, engaged in the process** and do your best passion is your asset!
- 4 Make a good use of **all the resources** at your disposal and don't hesitate enrich your research through exchanges with other players and **Heartists®**.

HAVE FUN!



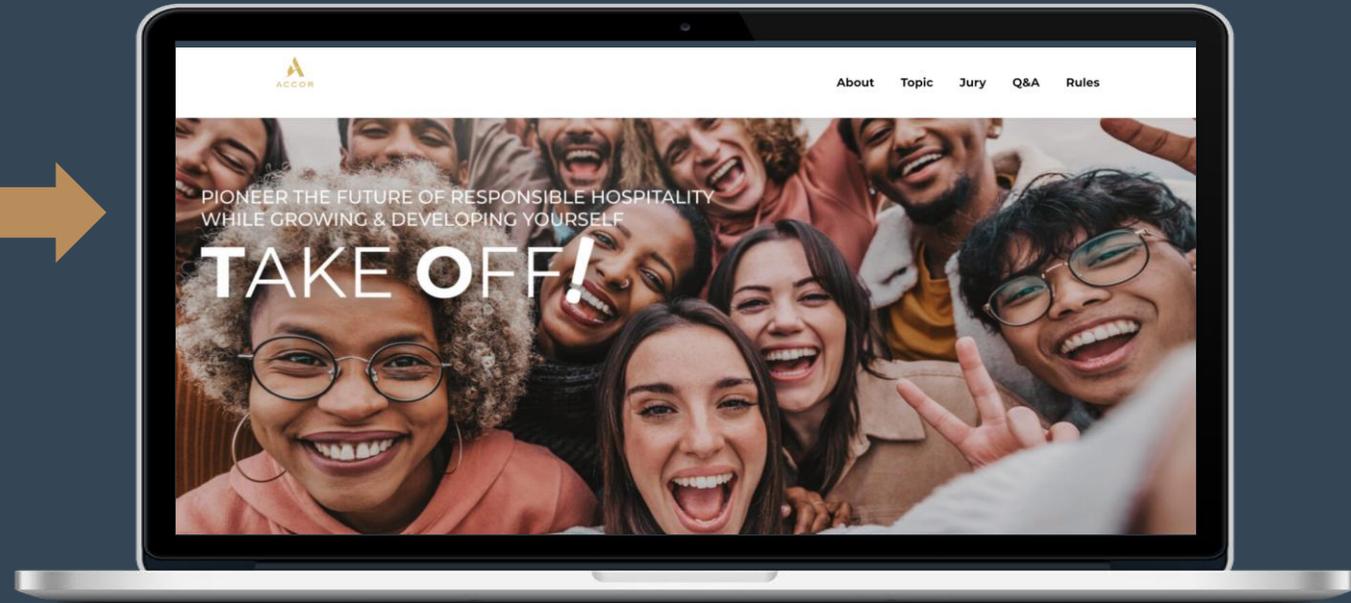
CONTACT DETAILS

[Accor – Challenge Take Off! 2024](#)



If you have any questions or need more information, do not hesitate to contact us!

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GOOD LUCK !