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**

- **March 7th**  
  Application opening

- **April 7th**  
  Application closing

- **April 25th**  
  Video deadline

- **May 7th**  
  Announcement of the 5 finalists

- **May 16th**  
  Pitch training

- **May 27th**  
  Coaching before the final

- **March 20th**  
  30 minutes webinar about Accor and the 2024 topic around the Ibis Family

- **April 15th**  
  Announcement of the 15 shortlisted teams

- **May 6-7th**  
  15 teams' presentations to the jury

- **May 15th**  
  30 minutes webinar with the 2023 Take Off! Winners

- **May 24th**  
  Deadline to send the documents for the final presentation

- **May 28th**  
  Final
**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.
- 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, 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.

**GREAT CHINA**
- China, Hong-Kong, Macau, Taiwan.
- 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.
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
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
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!
If you have any questions or need more information, do not hesitate to contact us!

students@accor.com

GOOD LUCK!