

## The Louvre Hotels Group University wins Best CSR Innovation at the U-Spring 2017 Awards Ceremony

At the second edition of the U-Spring event on Tuesday, March 28, the Louvre Hotels Group corporate university, “U”, was recognised for its role in the Group’s social policy in terms of job placement, employability and internal promotion.

This award honours the constant and combined efforts of Louvre Hotels Group teams, both in operations and HRD, who work together daily to offer development programs to all of their colleagues, at every step of their career.



Founded in 2012, **U university** actively supports the three pillars of social responsibility. First, **job placement**, with measures for job seekers and the *Fast & Curious* program for motivated young graduates. Second, **employability**, by offering 5 Professional Qualification Certificates (PQC) for housekeepers, cooks, wait staff, operations assistants and receptionists, as well as implementing a course at the Ecole de Savignac hospitality management school leading to a Master 2 in hotel and tourism management. Finally, in terms of **internal promotion**, U university offers one program enabling participants to become assistant manager, and another, called *One Step Beyond*, to advance to the position of hotel manager.

These training courses of varying lengths cover the full range of operational positions and offer each participant practical tools for growth and development. In fact, 90% of the group’s hotel managers were recruited through internal promotion.

In 2016, U university also helped 100 colleagues earn a PQC, put 130 on the future hotel manager track, while 47 candidates earned a Master 2 at Savignac. Plus, 20 young graduates joined the Group via the *Fast & Curious* program. Overall, U provides training to 2,200 participants every year.

“Our job involves much more than providing a service. We are hoteliers, meaning that we blend the savoir-faire of a craftsman who enjoys the satisfaction of a job well done, with that of an orchestra conductor who ensures a harmonious whole and that of a generous host who offers warm hospitality. We must provide irreproachable service and take new initiatives every day. As a hospitality company, we have the same responsibility vis-à-vis the people who work for us.” Pierre-Frédéric Roulot, CEO Louvre Hotels Group

“This trophy recognizes 4 years of hard work from U teams. I am very proud of the development opportunities we offer our Louvre Hotels Group colleagues every day.” Judith Samama, HR Development Manager

**About Louvre Hotels Group** : Louvre Hotels Group and Jin Jiang Louvre Asia platform constitute a major player in the worldwide hotel sector, currently boasting 2,500 hotels in 52 countries. It features a comprehensive hotel offer ranging from 1- to 5-star with Louvre Hotels Group’s historic brands: Première Classe, Kyriad, Campanile, Tulip Inn, Golden Tulip, Royal Tulip ; 5 brands of Sarovar network in India and 4 Chinese brands: Metropolo, Jin Jian Inn, Bestay, Goldmet Inn. Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., 5<sup>th</sup> largest hotel group in the world.

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