

Stockholm, November 18, 2015

Scandic wins prestigious award for promoting diversity

Last night, Scandic received a special prize for its work in the area of diversity, the *Specialprisen for Mangfoldighed 2015*. The award was presented by Mayor of Copenhagen Frank Jensen at the festive Great Place to Work 2015 ceremony held at Wallmans Cirkusbygningen in Copenhagen.

In their verdict, the judges cited that Scandic had successfully adapted its entire business to make diversity among employees into a strength. One example of this is the way Scandic bridges language barriers by using pictures and pictogram solutions on tablets.

“It is with great pride that we accept this prestigious and unique prize for our work to promote diversity. We see people’s differences as a strength and gladly give new Danish citizens, people with disabilities and disadvantaged young adults the chance to work with us,” says Jens Mathiesen, Managing Director Scandic Denmark.

“What diversity at Scandic Hotels means can best be illustrated by the following quotation from a Scandic employee: ‘The best thing I’ve learned at Scandic is how our diversity can contribute to positive results. When cooperation between several nationalities leads to greater unity, it’s just fantastic.’ This is an effort that we feel is worth rewarding. Congratulations to Scandic Hotels on winning this special prize,” says Frank Jensen, Mayor of Copenhagen.

Diversity is a prioritized area within the entire Scandic Group and there are several activities ongoing in other countries to facilitate integration and promote diversity among Scandic’s employees.

“We treat our employees with consideration and respect regardless of age, origin, ethnicity, gender or sexual orientation. Diversity and inclusion are extremely important to us and we know what we’re talking about: Scandic has employees from no less than 120 different countries who interact daily and help make us more competitive,” says Lena Bjurner, SVP HR, Scandic Hotels.

During the evening, Scandic Denmark was also ranked the fourth most attractive workplace in the country according to Great Place To Work’s best workplace survey. The results came from employee surveys conducted across Denmark, and this is the first time that Scandic Denmark participated.

For more information, please contact:

Jens Mathiesen, Managing Director Denmark, +4533480455

Lena Bjurner, SVP Human Resources, Scandic Hotels Group, +46708395915

Ann-Charlotte Johansson, Vice President Communication & IR, Scandic Hotels Group, +46721802244

Scandic is the market leader in Nordic hospitality with a network of almost 230 hotels with 42,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.6 million members. Responsibility is a part of Scandic’s DNA and Scandic is the ‘best hotel brand’ in the Nordics (BDRC 2014).