



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic Hotels receives accessibility award and invited to speak at UN Office in Vienna

Scandic Hotels' holistic accessibility strategy has earned the company an award as one of the most innovative practices in the prestigious Zero Project. The award ceremony will be held at the Zero Project Conference at the United Nations Office in Vienna. In addition to receiving the award, Scandic Hotels has been invited to speak about the company's world-leading accessibility initiatives at the event.

- This is yet another fantastic acknowledgment of the committed work that we're all doing to advance accessibility every day, from the management team to the team members at all of our hotels, says Even Frydenberg, President & CEO of Scandic Hotels Group.

Scandic's awarded practices were selected by Zero Project network experts from around the globe, both with and without disabilities. The company will receive a certificate of excellence at the [Zero Project Conference](#) that will be held on 21-23 February at the United Nations Office in Vienna.

Scandic Hotels' Director of Accessibility, Magnus Berglund, has been invited to speak at the conference about the company's innovative practices and holistic hotel accessibility strategy that has earned Scandic recognition the world over. This strategy includes Scandic's Accessibility Standard, a checklist of 135 points that has been implemented across the whole hotel chain. In addition, Scandic's 16,000 team members also undergo interactive online training on accessibility that includes tests, tips and instructional videos showing how to provide top-notch service for guests with disabilities.

Scandic Hotels' mission is to create great hotel experiences for *everyone* and as the leading hotel chain in the Nordic countries, Scandic has a chance to create real change within the industry.

- We've been dedicated to working with accessibility for many years and it has truly become ingrained into Scandic's DNA. What makes us most proud is when guests tell us that when they stay at Scandic, they're treated as hotel guests, not as people with disabilities, says Magnus Berglund, Accessibility Director.

### About Zero Project

The Zero Project focuses on the rights of people with disabilities globally. It provides a platform where the most innovative and effective solutions to problems that people with disabilities face are shared. Its sole objective is to help create a world without barriers. With a growing network of over 3,000 disability experts in over 150 countries, Zero Project seeks to identify the most innovative and effective policies and practices that improve the lives of people with disabilities. [Read more about Zero Project](#)

### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with 16,000 team members and a network of around 280 hotels in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been a pioneer when it comes to integrating sustainability in all of its operations. Scandic Hotels is listed on Nasdaq Stockholm. [www.scandichotels.com](http://www.scandichotels.com)

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