



— Accessibility at Scandic —

**MAKING SURE
EVERYONE IS WELCOME
IS EASIER SAID
THAN DONE.**



DISABILITIES COME IN ALL SHAPES AND SIZES.

When we started working with accessibility, we had no idea how well our hotels were adapted to guests with disabilities but we know now. Our aim is for everyone to feel welcome at Scandic, whether they have a disability or not. Your comfort and safety on holiday or during a conference is very important to us.

Welcome to everyone!



ACCESSIBILITY – NOT ALWAYS GUARANTEED.

A major hotel chain should be accessible even if you've a broken leg, have impaired hearing, use a wheelchair or for other reasons need a little extra consideration. Remarkably, that's not the case. We at Scandic have worked hard to make our hotels accessible for all. We have even employed a dedicated Accessibility Director who has considered all the angles.

Most of us know someone who has some kind of disability, even if we don't think about it every day. They need a hotel where they can hold meetings and stay without any problems. A hotel that makes sure all the guests can reach the

coffee cups on the breakfast buffet. That can provide hearing loops. That has fitted toilet doors with an inside handle at the right height so that you can close it behind you even if you're in a wheelchair, that has a walking stick holder in the reception and alarm clocks that vibrate for those with impaired hearing. In short, a hotel chain that welcomes everyone with the same friendly smile! As a part of this work, we've created a checklist of 135 points to ensure that we really are as accessible as we say. You can see an extract later in this brochure.

What is convenient for you may be essential for others.

The improvements we are making at our hotels are not just of benefit to guests with a disability. Did you know that comforts such as height-adjustable beds, remote controls and single-grip mixer taps were originally designed to help disabled people. But that doesn't stop everyone being able to benefit from them.

Welcome to Scandic and unhindered access!

WE ARE PROUD TO PRESENT OUR ACCESSIBILITY DIRECTOR!

When did you begin working with accessibility at Scandic?

I first stepped into the office with my rehab dog Ada in autumn 2003. The aim was for Scandic to attract more guests, to show that everyone's money was of equal value.

How did the idea of giving a presentation on accessibility to Scandic come about?

I was working as a chef at a Scandic hotel, but I contracted a rheumatic disease in 1999 which put me on sick leave for a couple of years. In 2002 I was planning to travel, but my illness made walking difficult. So I began studying the websites of various hotel chains. I couldn't find any information on accessibility to help guests with special needs. Then I came up with the idea

of presenting this to Scandic's management team and showing how Scandic could attract more guests to its hotels by starting to work on accessibility issues. I was brought in to work on accessibility in 2003.

What was the first thing you did to get the work started?

We began by hiring three wheelchairs for the office. Then all the team members got to spend two hours in a wheelchair to experience life from that perspective. We had the wheelchairs going around head office for three months. Being in a wheelchair is just one of many disabilities, but it's a great way to get people talking about the issues. The team members quickly started noticing the shortcomings of existing solutions.

So what questions came up during the process?

Examples included: "How am I supposed to close the door to the disabled toilet?" (there was no extra handle for that purpose on the inside of the door), "Does the mirror have to be so high up?" and "How do I reach the coffee cups on the breakfast buffet?" One team member started worrying about whether her mother, who has impaired hearing, would be woken up by the hotel's fire alarm.

How was the work structured after this experience?

We began by drawing up our own standard and training our team members. The Accessibility Standard now comprises 135 points, 90 of

which are compulsory for all the hotels. Whenever we refurbish or take over a new hotel, all 135 points are applied to that property.

How are the team members trained?

We have a training programme that is conducted at all the hotels, and when we open a new hotel or take over an existing one we also take the training to them, so the team members can learn all about different disabilities and our standard.

What reactions have you had to your work, in Sweden and abroad?

A few months after I started being responsible for accessibility issues, hotel managers got in touch to say: "At last we have someone to ask about these things!" We've also received a great deal of recognition for our work in the form of awards. This is clearly a hot topic in Europe, and we regularly receive requests to hold talks on our work in Swedish and international contexts. This is hardly surprising, as there are around 65 million people with some form of disability in Europe, and that is a huge market. We see our accessibility work as an investment.



"Everyone is welcome at Scandic, whatever their background or disability."

Magnus Berglund, Accessibility Director

MORE WELCOMING THANKS TO 135 POINTS.

SCANDIC'S STANDARD

We were quick off the mark in drawing up our own standard and training our team members on its content. Today it comprises 135 points, 90 of which are compulsory for all the hotels. Whenever we refurbish or take over a new hotel, we follow all 135 points. The standard has been drawn up by carefully following the route taken by guests through the whole hotel from the car park onwards. It applies in all the countries in which Scandic operates and all our hotels' websites explain the accessibility situation at their particular hotel. The standard makes us unique in the world.



ONE OF THE WORLD'S BEST INTERACTIVE TRAINING COURSES.

We want all our guests to enjoy the same high level of service, with or without a disability. In late 2013 we therefore launched an interactive online training course aimed at providing you with the optimum service, understanding and treatment. This course has now received several honours, not least in the Swedish Learning Awards, where it came out top in the category "Best e-learning organisation run for profit". It contains a number of tests and instructional videos, for example on how to treat a guest with impaired hearing, how to prepare and serve food for a guest with impaired sight and how to provide the best service to a guest in a wheelchair. And the focus of all this is to ensure that you feel happy and welcome. The training course is open to everyone on our website but it is also one of the courses at our internal academy, Scandic

Business School, that all team members at the hotels have to complete. In addition to the digital training course, we constantly conduct a training programme that involves us travelling around the hotels that are newly opened or have just been taken over. Here the team members get to learn all about different disabilities and our standard. Much of the time is focused on what each team member can do to improve accessibility in their particular department. This can be anything from how the coffee cups are positioned so they can be reached from a wheelchair to understanding how a hearing loop works.

The alarm clock that hears the fire alarm!
If you have impaired hearing, a vibrating alarm clock is a smart idea. Ask us for one!



How many of your co-workers need a hearing loop?
In a group of 40 people, there is usually always someone with a hearing aid. Naturally we have hearing loops!



ALL FOR SPORT AND PARASPORT.

Sport has always been close to our heart. We work with several parasport associations in the Nordic countries and we have been working actively on accessibility since 2003. This means that our hotels are adapted so that all sportsmen and women are offered the same high standard, whether or not they have a disability.



Stefan Jansson
Swedish wheel chair rugby team

Foto: Pyno Quantz

DOG AT WORK!

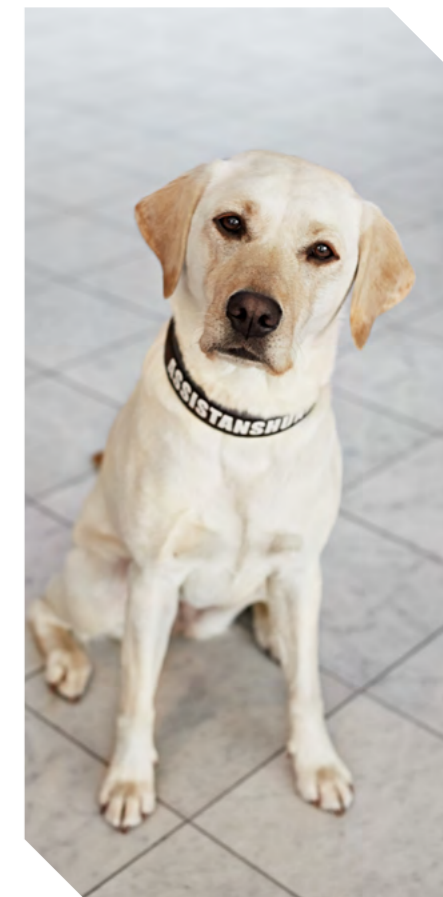
As our Accessibility Director Magnus Berglund suffers from a rheumatic disease, he needs help with everyday tasks from his assistance dog Dixi. She has undergone specialist training at a school that trains up dogs to help people with various types of disability in their everyday life.

Tasks that Dixi can help with:

- Fetching clothes for Magnus in the morning.
- Picking up Magnus's stick if he drops it.
- Carrying Magnus's laptop bag, e.g. at the airport.
- Emptying the washing machine.
- Carrying bin bags.
- Fetching the TV remote control.

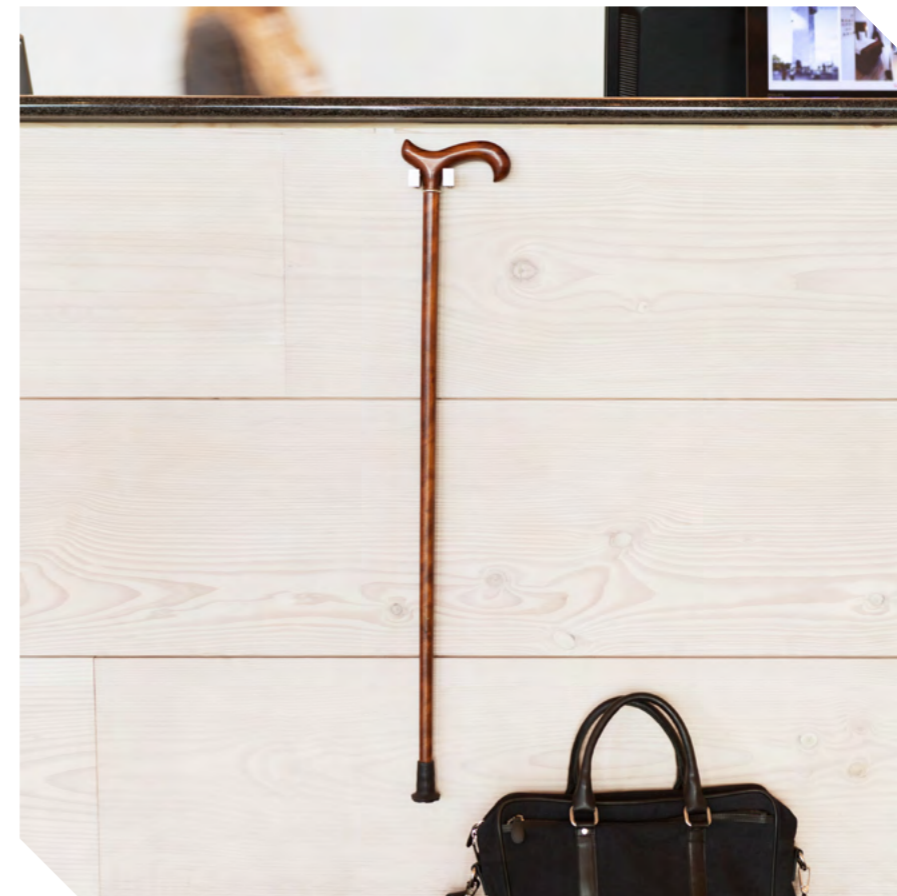
Dixi takes around 150 flights with Magnus each year. When she's not off travelling, she goes to the office and helps with tasks such as putting Magnus's laptop bag on his desk. Dixi is well-known among Scandic's team members and likes to go to one of Magnus's colleagues for a play when she doesn't have any jobs to do. Follow Dixi on Instagram: @dogatwork

Guide, rehab and service dogs are naturally always welcome at our hotels. To find out more, visit assistanshundskolan.se





**IF YOU HAVE A BROKEN
LEG, WE RECOMMEND
OUR LOBBY!**



We aim to make our receptions and lobbies a pleasant experience for everyone, including those with a walking stick, crutches, a wheelchair, a walking frame or a guide dog. We have therefore fitted them with the following features:

- Hearing loop in reception, clearly indicated by the hearing loop symbol. The hearing loop was invented to help people with hearing aids.
- Seating and tables in reception so that guests can sit down.
- Walking stick holders at the reception desk.
- A guest computer with wheelchair access.

DESIGNED FOR YOU. IN FACT FOR EVERYONE!

The concept “Design for all” plays a key role in our accessibility work. Design for all means that an adapted room should be just as well designed as every other room, with smart solutions that go almost unnoticed except by those who really need them.

Hooks, mirrors and peepholes at two heights are good for children and for people in a wheelchair. Height adjustable beds and extra spacious bathrooms are appreciated by all guests. Other examples might include a lowered reception desk or a guest computer in the lobby at a convenient height.

We make sure we bring our knowledge of accessibility to the design and construction process at an early stage. Hotel rooms for guests with disabilities used to look more like hospital rooms, but today guests will barely notice any difference. See the examples to the right, for example, from Scandic Rubinen in Gothenburg. The pictures show the same room, which takes about a minute to set up.





ROOMS FOR EVERYONE WHO LIKES COMFORT.

It should feel comfortable and homely when you open the door to our rooms. Here are a few extra bonuses that you'll always find in our rooms for disabled guests:

- Height-adjustable bed.*
- Telephone on the bedside table (along with a remote control).
- The bed is a little higher than in other rooms (at least 55 cm).
- There is a space of at least 80 cm beside the bed.
- The door width for the room and bathroom is at least 80 cm.
- A vibrating alarm clock and fire alarm is available on request.
- Hooks at different heights, reachable from a wheelchair.

** Applies to certain hotels (Installed as we refurbish our hotels).*

A DELICIOUS BREAKFAST FOR EVERYONE

Scandic has long been committed to creating an environment that is accessible to as many people as possible. Our work has previously concentrated on the physical environment and training our team members, but now the focus has been expanded to include the breakfast buffet at all our hotels in Sweden.. We don't want breakfast to be a delicious experience just for a few people. It should be good for everyone.

So when you wake up with us we hope you're hungry. We serve a breakfast buffet that is enjoyed by most vegans and allergy sufferers, as well as all the lactose lovers and bacon enthusiasts. All so that you get a good start to the day.

With us you'll find choices such as gluten and lactose-free products, and dairy-free options such as oat and soya-based breakfast products. The breakfast buffet also offers gluten-free bread and gluten-free muesli with tasty toppings. Since allergy issues have a different profile in different countries, there may be some variation. In Finland, for example, lactose-free is standard. But whatever you put on your plate, we hope you enjoy a delicious start to your morning.



AND FINALLY A BIT OF BRAGGING.

WORLD RESPONSIBLE TOURISM AWARDS (2015)

Best accommodation for disability access.

Jury statement: "Scandic was given the award for its work on integrating accessibility into all parts of its operation. The hotel chain's work also covers a broad spectrum of disabilities. The jury was particularly impressed with the way Scandic has shown leadership and promoted the issue of accessibility across the whole industry, for example via its interactive training course, which is open to everyone on the Scandic website."

BRITISH E-LEARNING AWARDS (2014)

Scandic's accessibility training won silver in the British e-learning Awards 2014, in competition with 250 international entries.

More awards:

- Best e-learning, Swedish Learning Awards (2014).
- Golden Wheelchair, Independent Living Centre (2015).
- European Diversity Awards (2014).
- Norwegian Design Council Award (2011).
- Social Capitalist Award (2012 and 2011).
- Magnus Berglund is much in demand as a speaker at the UN, EU, UNWTO and at major international trade fairs such as ITB and the World Travel Market.
- Reports on CNN, BBC and in the general industry press, plus international and local press.

Scandic

**FOR BOOKINGS OR MORE
INFORMATION:**

scandichotels.com

scandichotels.dk

scandichotels.fi

scandichotels.no

scandichotels.se

scandichotels.com/specialneeds