



EVOK

COLLECTION

**Green Globe
certified**



NOLINSKI
PARIS

BRACH

UN STYLE DE VIE
PARIS



COUR DES VOSGES
PARIS

SINNER



Evok Collection is proud to announce its commitment to a sustainable future with the award of Green Globe certification.



NOLINSKI PARIS, BRACH PARIS, SINNER AND COUR DES VOSGES ARE NOW CERTIFIED.

This distinction reinforces the company's commitment to social and environmental responsibility (SER).

It also demonstrates our ongoing commitment to reducing our environmental footprint and promoting responsible business practices.

It is also a recognition of Evok Collection's efforts to improve its employees' quality of life and make a positive contribution to local communities.

The **Green Globe** label is an international certification that rewards tourism companies and destinations for their sustainable practices. It assesses their environmental, social, economic and cultural impact, and encourages reducing waste, responsible management of resources, gender equality and respect for human rights. To obtain certification, companies have to reach a predefined threshold in accordance with criteria evaluated by independent auditors.

For nearly a year, Evok Collection has been working hard to obtain this certification. This involved a detailed review of our current practices, the introduction of targeted action plans and the involvement of all our employees.

Specific measures have been taken in a number of areas.



IN TERMS OF ENVIRONMENTAL SUSTAINABILITY,

we have introduced a number of significant initiatives, including the elimination of single-use packaging, the adoption of an energy efficiency plan and the promotion of local products and producers. These specific actions demonstrate our determination to reduce our carbon footprint and preserve natural resources for future generations.



IN TERMS OF SOCIAL RESPONSIBILITY,

we are firmly committed to combating sexism, having recently signed the StOpe au Sexisme charter. We also provide our employees with a range of tangible benefits, such as reimbursement for public transport fares, access to private drivers, the monthly delivery of two seasonal vegetable boxes and access to employment for disabled people, particularly through initiatives such as Duoday.



IN TERMS OF SOCIETAL INVOLVEMENT,

we have established strong partnerships with various associations such as Etoiles du Sport and Paris Local, with which we regularly organise cultural and sporting events open to all. We also support young people by offering high-quality work experience opportunities to students through our "**Viens voir mon taf**" initiative.



FOR US, **GREEN GLOBE CERTIFICATION**

For us, Green Globe certification represents much more than simple recognition. It is an important step in our journey towards sustainability.

It demonstrates our steadfast commitment to responsible business practices and to continuing to innovate and inspire change in our industry.

We are eager to maintain this momentum and continue to drive continuous improvement in CSR.

For further information about our CSR initiatives and our commitment to a sustainable future, please consult our online brochure on the Evok Collection website.

<https://evokcollection.com/rse/>

ABOUT EVOK COLLECTION

Using property owned by Pierre Bastid, Evok was formed and developed by Romain Yzerman and General Director Emmanuel Sauvage and opened in 2014. The aim of its three co-founders was to create new lifestyles and destinations that change the rules of what a luxury hotel can be. At each of its addresses, Evok offers its guests the welcome of their dreams, providing a unique contemporary interpretation of European culture and lifestyle.

Every Evok brand has its own distinct identity, but what they all share is the desire to provide a warm, authentic atmosphere that draws influence from the various environments in which the hotels are situated. Nolinski is a haven of tranquillity at the very heart of bustling city-centre locations. At Brach, Evok brings a sophisticated, welcoming lifestyle to imposing districts, while at Sinner, it draws on the vibrant energy of a historical neighbourhood, transforming it into an uncompromisingly edgy interpretation of a cultured lifestyle. Evok also invites you into some highly exclusive properties: BAST, Palais Royal Restaurant, and Cour des Vosges.

Each location has its own brand, ambition, concept, and atmosphere inspired by its surroundings. For every project, the aim is to identify a suitable location, bring it to life and give free rein to the imagination of Evok's chosen designers: Philippe Starck, Tristan Auer, Jean-Louis Deniot, Christophe Tollemer and LeCoadic-Scotto, among others. The end goal is to provide unique, joyful moments of pleasure and wellbeing through outstanding service and the careful curation of every detail.

The group aims to be a key contributor to society, helping its team members to grow, imparting expertise and life skills, energising and striving for a more environmentally friendly future. It is our way of giving back, sharing our successes and promoting an exchange of skills and ideas as part of a project that goes well beyond the company itself.

Evok has developed real flair and expertise in the hotel, restaurant and wellness industries. From creating new hotels to refurbishing existing ones, in the group's native France and beyond, we offer bespoke services thanks to our strong management, auditing and consulting expertise.

Building on a collection of six extraordinary premises, the story continues with the international expansion of the group's brands. After Nolinski in Venice (June 2023), Brach Madrid (2024) and Brach Rome (2026) will join the collection.

EVOK COLLECTION PRESS COORDINATION

CHARLINE HANROT

chanrot@evokcollection.com

PRESS CONTACT

FRANCE

BÉATRICE KORB KAPLAN

beatrice.korb@agenceproches.com

UNITED-KINGDOM

NICOLA FRANKLIN

nicola@bacchus.agency

USA

CARA CHAPMAN

cara@bacchus.agency

ITALY

JASMINE LE VAN KIM

jasmine@levankim.it

SPAIN

CARLOTA LARIO AGUADO

carlota@brandscomm.com



EVOK

COLLECTION

17 AVENUE DE L'OPÉRA
PARIS 1^{er}

T. +33 (0)1 58 12 03 03

CONTACT@EVOKCOLLECTION.COM

EVOKCOLLECTION.COM