

PRESS RELEASE

Evok Collection strengthens its commitment to responsible hospitality with UNISOAP.



As part of its ongoing CSR strategy, Evok Collection is proud to announce a partnership with UNISOAP, France's leading non-profit dedicated to recycling hotel soap. Through this concrete initiative, the group continues its ambition to transform industry practices by integrating socially impactful solutions.

Implemented across the group's properties, this program gives a second life to partially used soaps. Collected by housekeeping teams trained for this initiative, the soaps are then sent to UNISOAP for recycling and redistribution to people in need.

Founded in 2017, UNISOAP works to improve access to hygiene for vulnerable populations. Its model is also inclusive, promoting professional integration for people with disabilities, particularly through adapted work structures.

Once recycled according to strict standards, the soaps are distributed to partner charities, helping to tangibly improve the living conditions of their beneficiaries.

This initiative reflects Evok Collection's desire to embed meaningful actions at the heart of its operations, engaging its teams in a shared, socially responsible project. It also embodies a vision of hospitality where every action can contribute to lasting positive impact.

The rollout of this partnership is part of an international momentum, with teams at Brach Madrid becoming the first property in Spain to join the initiative.

Through this partnership, Evok Collection reaffirms its commitment to redefining hospitality standards by combining excellence, responsibility, and positive social impact.



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