



The Set Collection announces partnership with global wildlife conservation charity, WWF, in a commitment to environmental stewardship

January 2024 - The Set Collection is proud to announce its partnership with WWF, a global force in wildlife conservation and sustainable development. In a demonstration of their shared commitment to environmental conservation and sustainability, The Set Collection has made an initial donation of £10,000 on behalf of its three founding hotels, Lutetia Paris, Conservatorium Hotel in Amsterdam, and Hotel Café Royal in London. Through this donation, The Set Collection have adopted over 300 endangered animals and pledges ongoing support through additional donations and wider partnership activations over time.

This partnership marks a significant step for the group in its continued mission to integrate responsible practices across its operations, not only in their founding properties and member hotels, but beyond. In addition to WWF, The Set Collection also supports a wide range of domestic and international charities, such as Make A Wish, Clean the World, Salvation Army, Boomforest, and London Wildlife Trust.

Earlier in the year, The Set Collection announced its world first-partnership with CHOOOSE, a global carbon measuring and offsetting platform. This partnership represented the largest sustainability project in the Set Collection's history and now, with the announcement of WWF, has become part of a broader and longstanding commitment to global conservation.

In addition to these groundbreaking partnerships, The Set Collection has achieved notable milestones, including a Green Globe Certification for its founding Europe properties with Hotel Café Royal in London being the only hotel in the UK to receive this. Lutetia Paris and Conservatorium Hotel in Amsterdam have also been awarded this esteemed certification, highlighting the group's commitment to continuous improvement in environmental practices.

Green Globe, an Affiliate Member of the United Nations World Tourism Organization, is one of the+ most reputable sustainability certification programs in the hospitality industry. It commits The Set -Collection to ongoing efforts such as waste and water reduction, plastic minimisation, recycling, energy efficiency, community engagement, and sustainable sourcing.

As part of The Set Collection's overarching sustainability strategy, the group advocates for environmental best practices and the use of ethically sourced and fairly traded products. This year, the company has implemented a new and ambitious Sustainability Management Plan, along with anti-bribery, modern slavery, and Gren Globe training initiatives.

The group's member hotels in Hong Kong, Greater China, and Mexico guarantee support for environmental and ecological standards. Hotel Esencia, its first member property in the Americas, is located in a diverse wonderland of protected flora and fauna. Xpu-ha beach, in front of the hotel, is a nesting ground for six species of sea turtles between March and October. The hotel's staff are trained in conservation techniques, allowing them to safely care for and release hundreds of hatching turtles every year from their beach reserve. In addition, The House Collective in Hong Kong and Greater China have initiated a group-wide action plan to make their restaurants and kitchens as energy-efficient and environmentally friendly as possible.

The Set Collection remains dedicated to pioneering sustainability within the hospitality industry, setting an example for responsible business practices and demonstrating the positive impact that can be achieved through strategic partnerships and ongoing commitment to environmental stewardship.



About CHOOOSE

CHOOOSE is a dedicated team of entrepreneurs, engineers, and climate experts in Oslo, Norway, building the digital toolkit so that everyone, anywhere, can more simply and easily integrate climate action into everyday life. Together with its ecosystem of partners and individual-supporters, the CHOOOSE platform is accelerating access and adoption of climate solutions across a range of key technologies – from nature-based solutions, to carbon removal to sustainable aviation fuel.

www.choose.today

About Green Globe

The Green Globe certification is a network of dedicated auditors represented in over 83 countries assessing the sustainability performance of travel and tourism businesses and their suppliers.

www.greenglobe.com

About The Set Collection

The Set Collection is a distinguished brand representation company, comprising like-minded independent hotels, led by seasoned hoteliers. Designed to provide an alternative to traditional representation and distribution services, The Set Collection offers a tailored solution that adapts swiftly to ever-evolving market conditions and the specific needs of its member hotels. The collections portfolio has expanded to include 18 unique properties, comprised of hotels, resorts and private residences, across 9 countries and continues to strive in curating the world's most exceptional stays for its esteemed guests.

www.thesetcollection.com