

ETHIK EVENT

Socially USEFUL event management



2009-2010

UNIQUE EXPERIENCES - SOCIALLY USEFUL EVENTS

Ethik Event is the first event management company of its kind. A fundamentally ethics-driven organization, it specializes in awareness-raising events based on social inclusiveness and sensory experience. Our events are always conceived and managed in line with the principles of social and environmental responsibility.

Ethik Event has built a unique expertise in designing and managing events based on total darkness immersion and involving people with disabilities.

Ethik Event is a subsidiary of the Ethik Investment group. This independent organisation is best known for its "Dans le noir?" brand of restaurants, now represented in Paris, London, Barcelona, Moscow and soon in New York City, where people come and eat in total darkness, served by unsighted or visually impaired staff.

Ethik Event provides its services through a network of more than 200 contributors and experts from all over the world.

Ethik Event sees itself as a laboratory for social innovations, working in partnership with major corporations as well as public and charity organisations.

WORLD EXPERT IN TOTAL DARKNESS IMMERSION

Ethik Event provides the expertise needed to drive all major projects initiated by the Ethik Investment Group. Here are just a few examples of what we do:

- Technical support and staff training for the "Dans le noir?" restaurants.
- Setting-up of temporary restaurants for French hotel group Accor (Novotel Lille, 2007 - Novotel Warsaw, 2008 - Pullman Bangkok, 2009) and other partners (notably Balexert and ABA in Geneva).
- Creation of a sensory exhibition based on total darkness immersion ("Les yeux grands fermés" / "Eyes wide shut") at the Futuroscope theme park in Poitiers, France.



DANS LE NOIR ?

A UNIQUE SOCIAL AND SENSORY EXPERIENCE

Total darkness immersion events leave a profound and lasting impression on the mind. There is so much to enjoy and learn from such a unique experience:

- The out-of-comfort-zone experience alters the hierarchy of our senses and puts them in a new perspective.
- As all preconceived personal judgements based on initial visual impressions are bypassed, communication takes on a more intense and genuine resonance.
- Roles are reversed as the unsighted host takes control, thus inviting us to reflect on our attitude towards differently-abled persons



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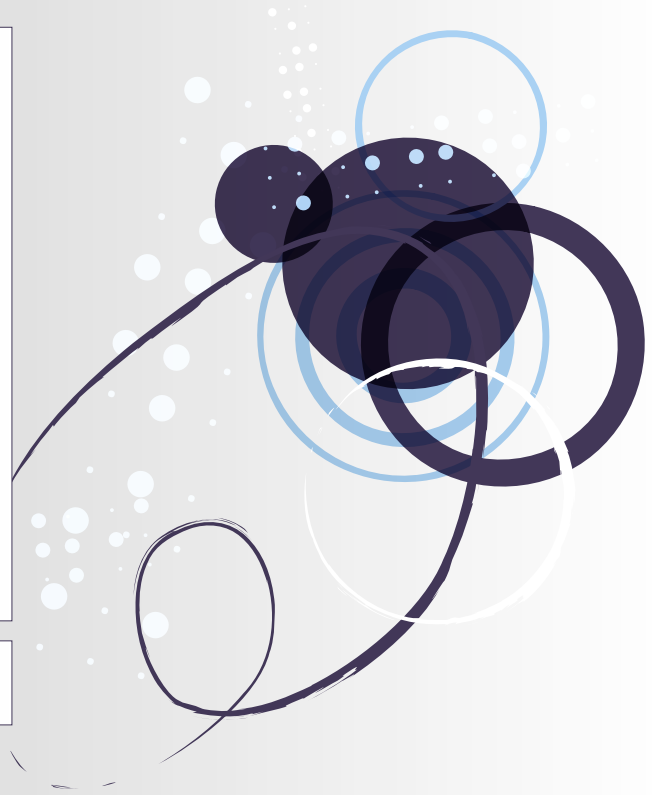
DARK LAB ?

A FLEXIBLE TOOL FOR SPECTACULAR EFFECT

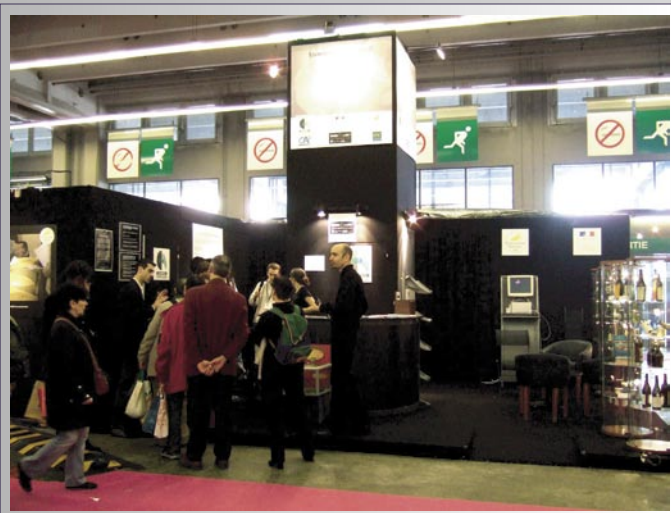
As its name indicates, the Dark Lab is a darkness-immersion laboratory. Fully mobile and modular, it adapts to all environments and requirements. The Dark Lab can be set up inside company premises, trade fairs and all sorts of events, to consistently spectacular effect.



Dark Lab set up in the Balexert shopping center, in Geneva, for ABA Geneva and Swiss communication consulting agency MSC, 2008.



SENSORY AWARENESS WORKSHOPS IN THE DARK



"Dark tasting" session with high quality, award-winning French produce, sponsored by French bank Crédit Agricole as part of the Paris International Agricultural Show. Paris, 2007/2008/2009.

Taste, touch and smell awareness workshops
Concerts, reading sessions...

The Dark Lab can be used to set up a wide range of sensory awareness workshops moderated by unsighted professionals.

Breakfasts, lunch, diner, drinks...



Setting up of a "Dans le Noir?" restaurant on behalf of the French embassy and the Pullman Bangkok King Power Hotel, as part of the "La fête" French cultural festival. Bangkok, June 2009.

TEAM BUILDING & BRAINSTORMING

Immersion into total darkness is a tremendous revealer of personality. It is also conducive to disinhibition, conviviality and openness. Participants listen to each other more closely and pay greater attention to the actual message behind the words of their peers. Ultimately, total darkness contributes to combating preconceived ideas, breaking down hierarchies and stimulating imagination and creativity. Team-building exercises, debates, conferences: all these events and more can be organized in the dark. Our team will help you design a session best suited to your goals and requirements.



As part of a team-building exercise organized for the sales staff of British company Pure, participants were asked to craft an object together in total darkness. Restaurant "Dans le noir?". London, 2008.

ATYPICAL PRESS CONFERENCES UNMISSABLE PRODUCT LAUNCHES

By showcasing a product in the dark, you allow it to take shape in your audience's imagination first. You can use the unusual setting to create mystery and inspire desire around it. As their non-visual senses are stimulated, the audience can be fully receptive to the essential qualities of the product. This provides a unique opportunity to focus on a particular aspect of your product. Total darkness is particularly effective in maximising promotional impact. Various approaches can be envisaged: press conferences, product showcases, comparative tests, trade show booths, etc.

Press conference and tasting session at the Royal Society of Arts, as part of the launch of a new Starbucks coffee range. Setting up of a Dark Lab designed to enhance sensory awareness around coffee products, as 700 store managers gathered in the Barbican Center. London, 2005.



ADAPTIVE SPORTS : DISABILITY AWARENESS IN ACTION

Ethik Event organises sporting events such as blind football or wheelchair basketball tournaments. These make for truly magic moments that foster sharing, respect and understanding around the universal values of sport.

Organizing an international blind football tournament, with the national teams of France, Italy, Greece and Spain. Initiation sessions were also offered to the public. Parc du Futuroscope, 2007



MULTI-DISABILITY AWARENESS



Awareness-raising sessions as part of the Disabled Workers' Week in France. Tasting sessions in the dark and workshops dedicated to Braille, French Sign Language and using a wheelchair in the workplace. National Tour commissioned by French bank Crédit Agricole. Vannes, Quimper, Lille, Arras, Dijon, Lyon and Macon, 2007 and 2008.

Ethik Event can provide a comprehensive set of Dark Lab-based activities aimed at raising awareness on multi-disability.

This program consists in a series of educational and play-based workshops. Topics are approached from both the social and sensory angles.

- Sign language and non-verbal communication workshops
- Braille workshops, with presentations of adaptive material
- "Blind itineraries" aimed at raising awareness about the difficulties met by unsighted people in their daily life
- "Wheelchair itineraries"
- Wine-tasting workshops
- Multi-tactile workshops
- Drama sessions
- Music sessions



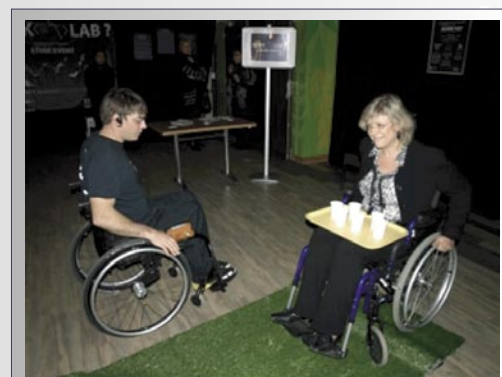
Creation of a comprehensive series of five workshops, one for each of the five senses. Each workshop was designed to tackle a particular disability, as part of the annual meeting of 150 disability referents of the Areva group. Hôtel Mercure, Marseilles, 2009.



All our operations are optimized in terms of logistics planning, compliance to safety standards, workflow management and service quality. All our workshop facilitators are experts in their field. They have been specifically recruited and have received all necessary training.



We set up a comprehensive exhibition in the city center of Genevilliers, France, which stayed open for one week and was designed to cater for all audiences (school pupils, residents and city council members). Genevilliers, 2008.



Creation of a program aimed at fostering better integration for the disabled in the workplace. Parc Astérix, France, 2009

THEY TRUST US



A DYNAMIC AND HIGHLY EXPERIENCED TEAM

Ethik Event was born out of the encounter of three entrepreneurs with complementary skills and a common passion for social inclusiveness.

Didier Roche

Un sighted, entrepreneur, a specialist in disability issues, an active member of community organizations: Didier Roche is all these things. Having directed a string of businesses in the field of technological innovation aimed at helping his fellow unsighted, Didier Roche joined the Ethik Investment group in 2005 as a founding partner of Ethik Event. He is currently President of Ethik Event and Executive Director of Ethik Investment Group.



Fabrice Roszczka

Fabrice Roszczka has been working in the field of social innovation for more than ten years, in both business and not-for-profit organisations. He joined the team in 2005 and is now the Executive Director of Ethik Event. Fabrice Roszczka is the world's foremost expert in total darkness immersion events. He is also a specialist in professional training for staff with disabilities.



Edouard de Broglie

Founding Chairman of the Ethik Investment Group (created in 2003), Edouard de Broglie is an entrepreneur and an expert in CSR and social innovation issues. He is also the author of "Brands and ethics" ("La marque face à l'éthique"), published in France in 2002 (Pearson - Le Village mondial). He also has 15 years of previous experience in working for major marketing and advertising agencies (Havas and Young & Rubicam), where he was a senior consultant in project management, marketing, communication and innovation for major corporations such as Xerox, Danone, Pernod Ricard, Nestlé and many others.



THE OFFICES OF ETHIK EVENT

Ethik Event has a number of local offices and partners to organise and support the development of your projects in Europe and beyond.

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