

Spotlight on Sustainability

The ICC Wales



What is the purpose of your Venue?

The purpose of modern day venues, should go beyond that of just delivering events. There is a responsibility and we should focus towards the protecting of wildlife, carbon reduction, enhancing supply chains, reducing waste, recruitment, community support, educating others, having the ability to bring a once in a life time event to an area/kudos/pride.

All of the above commitments allow us to create a legacy, one which addresses the climate crisis and to look to move us away from said crisis, whilst creating a stable future for those to follow in our footsteps.

Our objective is to be able to function with minimal negative environmental impact, it is also to encourage and support event organisers to having the same environmental appetite.

It is for this reason that we modernise all of our building stock to becoming sustainably effective and any newly constructed properties are designed with environmental performance in mind.

Which of the commitments did you follow?

- Energy Management
- Waste Management
- Behavioural Change
- CSR

What initiatives did your venue implement?

We constantly monitor our energy and waste performances and report them out to the wider business to highlight the value of their having a sustainable mindset.

We created working groups to develop a relationship with team members and their working environment. The initiative is designed to help individuals become more vigilant to identify factors that affect our environmental performances.

We established a Mandatory Training programme, delivered to team members, across The Collection and ICC Wales, to help them understand their roles as individuals to all things sustainability, regardless of where they are.



What went well? Were there any learnings?

There are some good and bad experiences, trying to revive the previous environmental message from the business to individuals post COVID, had its challenges. Giving more information around what the world is asking for and how we all fit in to being a solution is key.

The provision of performance data, allows team members to understand the impact of their actions. Site audits were invaluable, presenting them to the business and teams to help understand the basic dos and don'ts for daily activities.

The mandatory training worked well, it gave staff a platform to speak up on the things that they see and to help them understand that there is no 'Them' and 'Us', effectively we are in it together and that they we are all valuable assets.

What will you continue to do?

I will continue with Mandatory Training and site audits. Delivering performance reports and also publicising wins that our actions have resulted in. Keeping colleagues more informed of strategies, so they are aware and can understand how they can support whatever scheme is being created by the business.

Give clear, short-term manageable targets, whilst giving the insight to the overall objectives.

