**AEO Organisers**

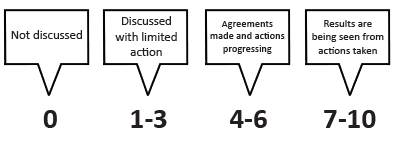
Sustainability Commitments

The aim is for AEO, AEV and ESSA Association members to work towards a consistent base level of sustainability performance. The 9 principles enable event organisers to have clear focus on areas that can be explored and allow for tracking progressagainst the guidance given.

***How will the commitments work?***

* Each commitment is divided into one or more principle
* The set of principles are designed to provide a framework for all to ensure they are implementing a basic level of sustainability
* They are intended to help identify if there are any areas needing particular focus
* Resources such as achievement case studies, eGuide content, templates and guidance documents will be available to help Association members achieve the principles
* Members of the Cross-Association Sustainability Working Group will be invited to feedback progress during group meetings and offer mutual support

Use the following scoring scale to help map progress:



**Organiser Commitment:**

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| **Sustainability forms a part of all areas of the business; it is integral to the venue’s strategy and culture, is included in all processes and procedures and is**  **understood and implemented by all staff. This is underpinned by a clear sustainability policy.** |  |

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|  | Focus Area |  | Principle | Examples of how to meet the principle | Score |
| **Inspiring Sustainable Development** | Purpose | 1 | **For the organiser to support the future success of the industry their events serve through their content and features.** | Examples range from support of innovation, new talent development, and start-ups, through to sustainability related topics within the education program. |  |
| 2 | **For the organiser to have developed a purposeful partnership with a not for profit.** | For the organiser to have donated their skill and resources to develop a purposeful partnership with a non for profit. Examples include providing space at the event, running an initiative with them, fundraising or providing them with a speaking slot. |  |
| Stakeholder Engagement | 3 | **For there to be substantial sustainability communications.** | For the organiser to communicate their commitment to sustainability, their achievements and to encourage visitors and exhibitors to join in. Examples of possible channels include event websites, event guides, exhibitor manuals, attendee travel, contractor communications, and social media. |  |
| 4 | **For the organiser and their employees to be engaged with sustainability, and for it to be a part of event decisions.** | For the organiser to have a commitment to sustainability and for it to be embedded in to the company. For it to be communicated internally, leading to it being a part of event meetings and decisions. Examples include company policies, company on boarding, team training, setting objectives, internal communications, and inclusion in agendas and strategies. |  |

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|  | Focus Area |  | Principle | Examples of how to meet the principle | Score |
| **Running an Environmentally Responsible Event** | Carbon and Waste | 5 | **For the organisers to have initiatives in place which increase the events efficiency in regards to energy and utilities.** | For all lighting procured by the organiser to be energy efficient LEDs, for the organiser to have engaged and worked with the venue on lighting, AC, gas and water efficiency, and for the organiser to encourage the energy efficiency of exhibitors. |  |
| 6 | **For the organisers to have initiatives in place which decrease the amount and impact of waste generated by the event.** | For the organiser to be tracking the waste generated by the event, and to be aware of what happens to it after the event. For all aspects of the event that are built by the organiser such as shell schemes, registration and feature areas, to be structurally waste free, and for the carpet to be either reused or recycled after the event. For the organiser to also be actively influencing the waste generated by exhibitors stands. |  |
| 7 | **For the organiser to have initiatives in place which reduce the impact of the transport and travel generated by the event.** | For the organiser to be aware of the transport and travel generated by the event and to have initiatives in place that help decrease its impact. Examples include looking at the teams own travel and how its impact can be reduced, engaging exhibitors and visitors with the positive choices they can make such as walking rather than taking taxis from local hotels, taking the train or public transport, as well as collaboration with contractors to increase consolidation and the use of sustainable fleets. |  |
| Procurement | 8 | **For the organiser to include sustainability considerations in to their procurement processes and choices.** | For sustainability to be a part of tenders and discussions with contractors or suppliers, and for the full economic, social and environmental credentials of each choice to be considered. Positive actions include increasing efficiency and preventing unused items, looking at the materials items are made from, as well as the credentials of the companies providing them.  Examples include ensuring your supply chain pays the living wage, using FSC recycled paper, switching to PVC free or cardboard signage, or lanyards made from recycled plastic, as well as fair trade ingredients for catering. |  |

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|  | Focus Area |  | Principle | Examples of how to meet the principle | Score |
| **Running a Socially Responsible Operation** | Local community & Diversity | 9 | **For the organiser to implement initiatives which supports the local area around their offices and events** | For the organiser to consider whether they are “a good neighbour”, what positive and negative impacts do they have on the surrounding area?  This includes initiatives such as processes to prevent air pollution or traffic congestion, proactively choosing local suppliers, promotion of local tourism, discounted tickets for locals, local volunteering, support of local charity’s, a ‘legacy project’ or contribution to the local community**.** |  |
| 10 | **For the organiser to implement initiatives which enhance the equality, accessibility, and respect for all.** | For the organiser to enhance the diversity and accessibility of their company and their events. This includes initiatives such as an exhibitor code of conduct, diverse panels, promotion of diversity, hiring processes, HR initiatives, equal pay, and the design of the event to ensure access and accessibility. |  |
| Wellbeing & Governance | 11 | **For the organiser to implement initiatives which enhance the wellbeing of all involved with the event.** | This includes the mental and physical wellbeing of employees, staff, contractors and attendees. Examples range from ensuring the availability of water refills, initiatives to address long hours or stress, processes to prevent modern slavery, to the availability of affordable and healthy food. |  |
| 12 | **For the organiser to collect and analyse event sustainability data in order to inform future improvements.** | By collecting data and information about the events sustainability performance the organiser can analyse what it is telling them and identify where there are areas for improvement. Key examples include KGs of waste, rate of recycling, KWH of energy, carpet use and value of money raised or giving in kind to non for profits, customer feedback. |  |