

# Cross Association Sustainability Commitments

## Organiser





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# Our path to Sustainability



## *Inspired by Informa's work on their own sustainable event Fundamentals which they open sourced*

The Cross Association Sustainability Working Group provides AEV, AEO and ESSA members with focus on the important issues around sustainability and gives all the ability to work together to help reduce the event industry's impact on the environment.

In January 2019 the (then) group chair (Martin Cottrell, A1 Event and Exhibition Cleaners) and vice (Lucille Ryan, Informa PLC) met to create short and long-term objectives.

One such objective was to:

***Develop a self- scoring system of sustainability commitments that each member can mark themselves against with no deadline of achievement***

Olympia London offered to fund The MICE Machine who held two workshops for the group at Informa PLC London. The MICE Machine assisted Olympia London form their '[Grand Plan](#)' sustainability strategy. They have facilitated a complete review of the scope of Olympia London's sustainability efforts, including a thorough, practical assessment of the venue's achievements and opportunities for improvement, strategy workshops for a group of champions drawn from each department in the organisation and the development of objectives and actions for them to achieve.

The initial workshop (March 2019) explored the concepts of sustainability for each sector of our industry; splitting into venue, supplier and organiser groups to focus thinking and then collaborate on direction of travel.

A sub group formed and met in April 2019 to condense the number of outputs from the first workshop into viable principles, split by venues, suppliers and organisers using Informa's [fundamentals](#) as a guide.

A final workshop took place in August 2019 where the group worked together to finalise the commitments





# Background to commitments



“Olympia London was delighted to sponsor two workshops facilitated by the MICE Machine for members of the cross-association sustainability working group. This collaboration between venues, organisers and contractors has allowed us to develop a valuable self-assessment tool to measure our success and commit to further improvement in event sustainability.”

Siân Richards, Head of Sustainability  
Olympia London

We feel incredibly proud to have been part of the creative process which led the AEV, AEO and ESSA Cross Association Sustainability Working Group and its wider memberships to establish a set of robust sustainability commitments and engagement criteria. It is extremely heart-warming to have witnessed the strength and determination of the participants, who share a common goal to showcase the events industry as a frontrunner in protecting the planet and preserving the richness and diversity of its inhabitants. We wish you great success and offer our continued support for your ongoing journey.

Ruth & Chris (The MICE Machine)

“Through the Cross Association Sustainability Working Group organisers, venues and contractors from across the industry join forces, collaborate and share best practice in order to help drive the sustainable development of the events industry. In 2020 we worked to create a practical framework which would outline the key sustainability opportunities for an organiser, contractor or venue, with the hope of providing a clear pathway of how to get started and to help align actions across all the associations members.”

Lucille Ryan, Sustainability Manager,  
Informa (current Chair)



# Sustainability commitments



## Organisers

### Commitment mission statement:

**Sustainability forms a part of all areas of the business; it is integral to the company'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.**

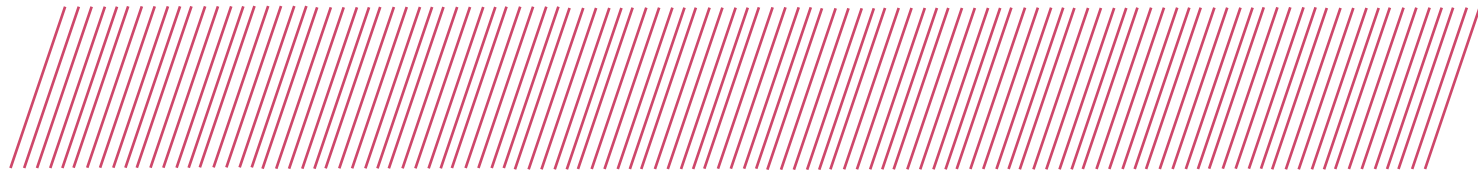
We want all of our AEO, AEV and ESSA Association members to work towards a consistent base level of sustainability performance. These commitments were created to give all parties guidance and allow progress to be tracked

### How will the Organiser commitments work?

- Each commitment is divided into one or more principle
- The set of principles are designed to provide a framework of guidance 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 eGuide content, case studies, templates and guidance documents will be available to help Association members achieve the principles of the commitments
- Self-score using scoring system on page 4
- Representatives who sit on the Cross-Association Sustainability Working Group will be encouraged to feed back progress

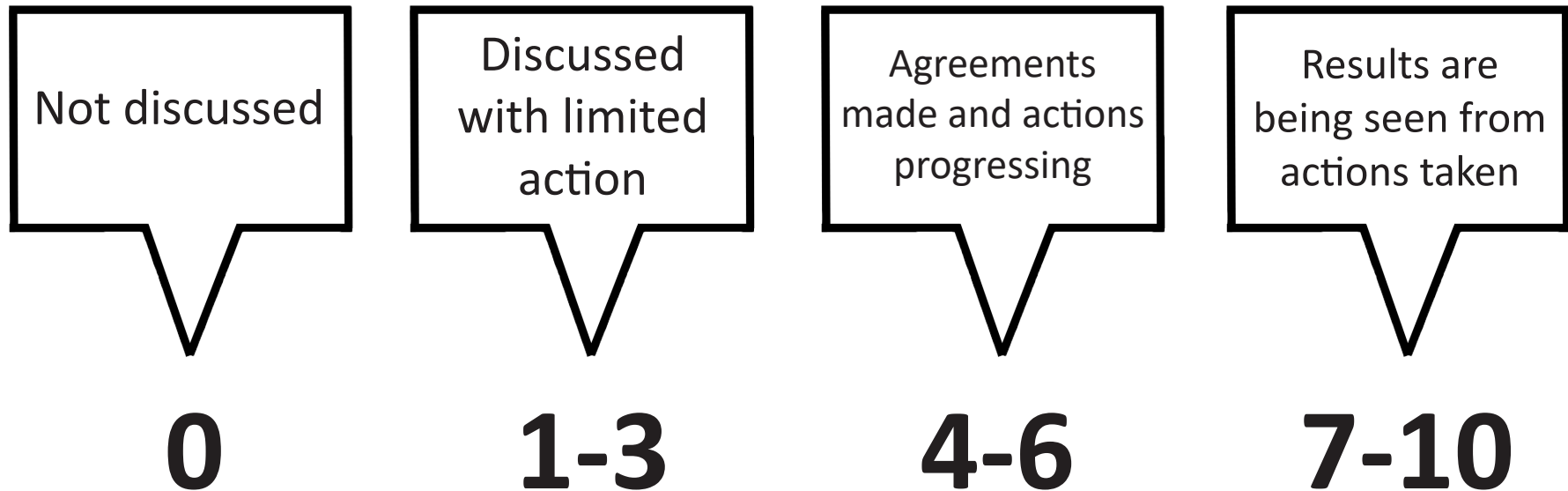


# Sustainability commitments

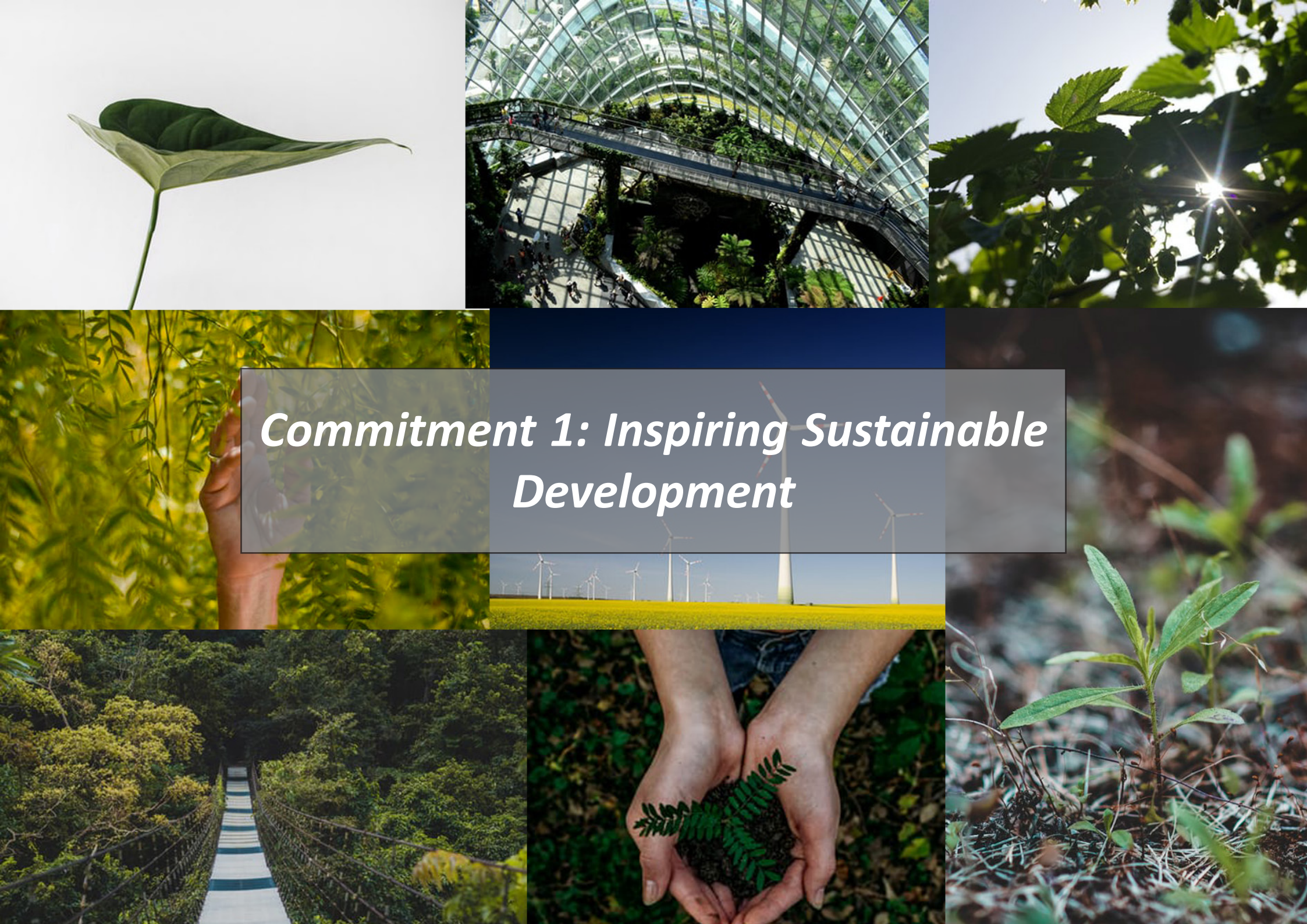


## Scoring

Use the sustainability scoring parameters to monitor your venue's progression







*Commitment 1: Inspiring Sustainable Development*





# Sustainability: Purpose



**Principle 1: For the organiser to support the future success of the industry their events serve through their content and features.**

## Example of how to meet

Examples range from support of innovation, new talent development, and start-ups, through to sustainability related topics within the education program.



## How is it being met?

(for you to fill in with examples of how your company meets the principle)





# Sustainability: Purpose

**Principle 2: For the organiser to have developed a purposeful partnership with a not for profit.**

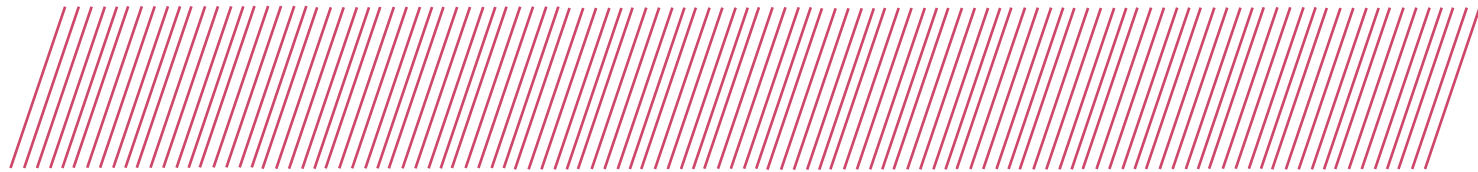
## Example of how to meet

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.

## How to meet

(for you to fill in with examples of how your company meets the principle)





## **Principle 3: For there to be substantial sustainability communications.**

### **Example of how to meet**

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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.

### **How is it being met?**

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(for you to fill in with examples of how your company meets the principle)





## **Principle 4: For the organiser and their employees to be engaged with sustainability, and for it to be a part of event decisions.**

### **Example of how to meet**

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 strategy's.

### **How to meet**

(for you to fill in with examples of how your company meets the principle)







## *Commitment 2: Running an Environmentally Responsible Event*







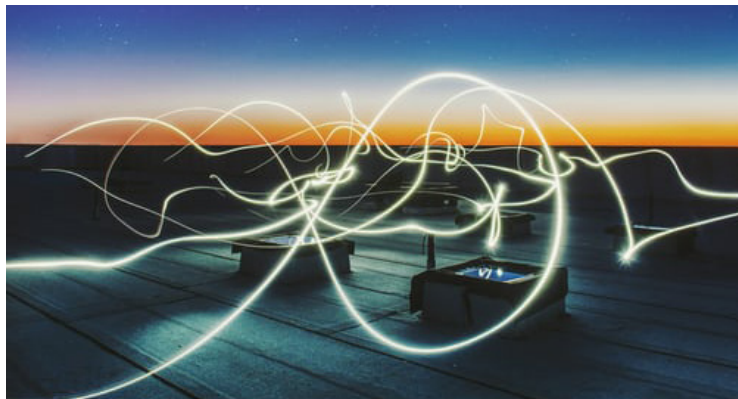
## Sustainability: Carbon and Waste



**Principle 5: For the organisers to have initiatives in place which increase the events efficiency in regards to energy and utilities.**

### Example of how to meet

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.



### How to meet

(for you to fill in with examples of how your company meets the principle)



## Sustainability: Carbon and Waste



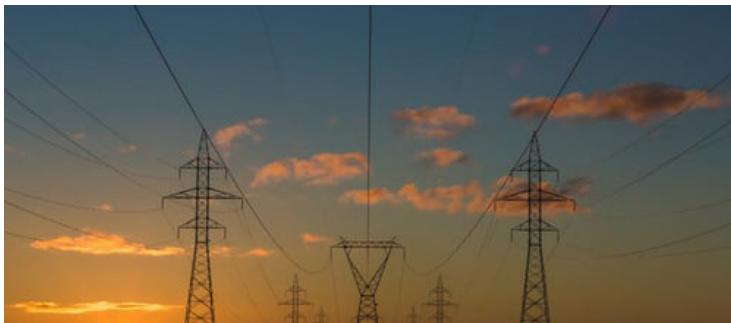
**Principle 5: For the organisers to have initiatives in place which increase the events efficiency in regards to energy and utilities.**

### Example of how to meet

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 strategy's.

### How to meet

(for you to fill in with examples of how your company meets the principle)







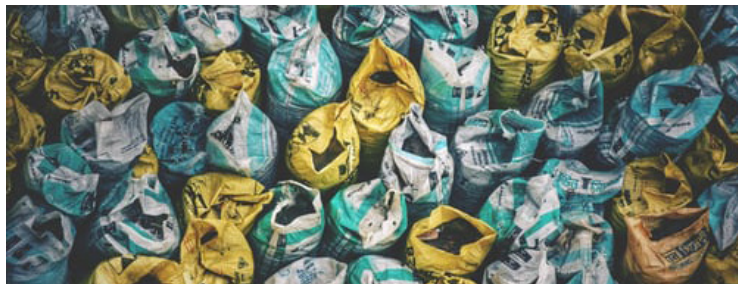
## Sustainability: Carbon and Waste



### Principle 6: For the organisers to have initiatives in place which decrease the amount and impact of waste generated by the event.

#### Example of how to meet

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.



#### How to meet

(for you to fill in with examples of how your company meets the principle)



## Sustainability: Carbon and Waste

### Principle 7: For the organiser to have initiatives in place which reduce the impact of the transport and travel generated by the event.

#### Example of how to meet

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.

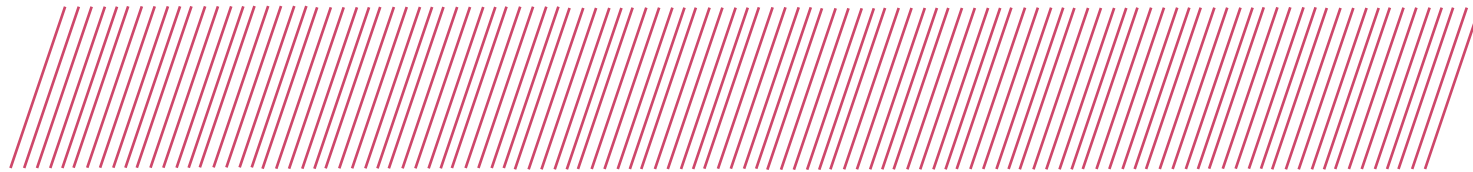
#### How to meet

(for you to fill in with examples of how your company meets the principle)





## Sustainability: Procurement



### Principle 8: For the organiser to include sustainability considerations in to their procurement processes and choices.

#### Example of how to meet

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.

#### How to meet

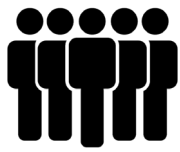
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*Commitment 3: Running a Socially Responsible Operation*





## Sustainability: Local Community and Diversity



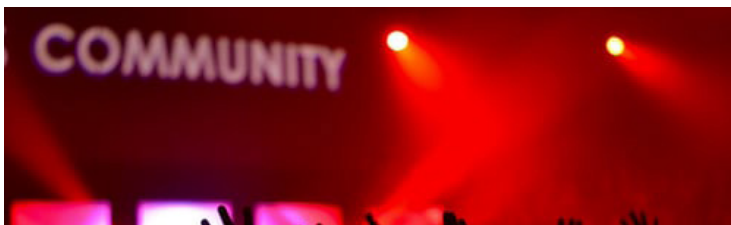
### Principle 9: For the organiser to implement initiatives which supports the local area around their offices and events

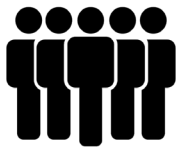
#### Example of how to meet

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.

#### How to meet

(for you to fill in with examples of how your company meets the principle)





## Sustainability: Local Community and Diversity

### Principle 10: For the organiser to implement initiatives which enhance the equality, accessibility, and respect for all.

#### Example of how to meet

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.

#### How to meet

(for you to fill in with examples of how your company meets the principle)







## **Principle 11: For the organiser to implement initiatives which enhance the wellbeing of all involved with the event.**

### **Example of how to meet**

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.

### **How to meet**

(for you to fill in with examples of how your company meets the principle)





## **Principle 12: For the organiser to collect and analyse event sustainability data in order to inform future improvements.**

### **Example of how to meet**

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.

### **How to meet**

(for you to fill in with examples of how your company meets the principle)





# Contributor Appendix



The MICE Machine exists to encourage and support greater sustainability in the Meetings, Incentives, Conferences and Exhibitions (or Events) industry.

Our aim is to show businesses how being more sustainable can be fun, fresh and profitable! We do this through training, workshops, personalised consultancy, 1:1 support and providing resources to support you. Whatever your needs, we can help.

The MICE Machine have worked closely with Olympia London on the development and launch of the venue's reinvigorated sustainability programme – The Grand Plan. This sits at the heart of what they do, putting them at the forefront of sustainable events management and helping to champion better futures for all who work at and attend events.



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# Contributor Appendix



From breath-taking consumer shows and thrilling sporting and music events, to large, colourful trade shows, Olympia London is the home of inspirational events. Located in the heart of London, its atmosphere, distinctive architecture and 135-years heritage are a magnet for the best and boldest events in the UK and worldwide.

Thank you to all the Cross Association Sustainability working group members for feeding into and driving this forward.

Please visit the [website](#) to find out more about the working group and who are current members.



Photo taken from MICE Machine's initial workshop, at Informa PLC's offices in London – 20th March 2019