

Cross Association Sustainability Commitments Supplier





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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



Suppliers

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 Supplier 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

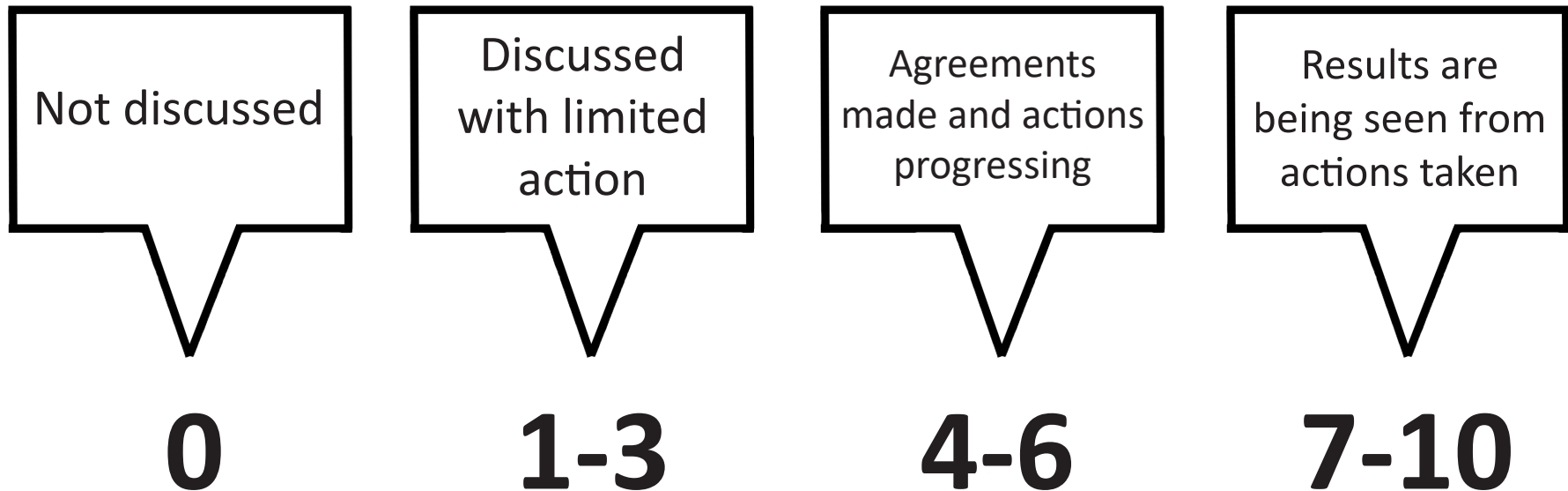


Sustainability commitments



Scoring

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





Commitment 1: Creating a responsible business





Sustainability: Management



Fundamental 1: For sustainability to be at the heart of an Event Contractor

Example of how to meet

Company Policies in place to cover; - Sustainability, Ant-Slavery, H&S & Welfare.



How is it being met?

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



Sustainability: Management



Fundamental 2: For the Event Contractor to have a meaningful partnership.

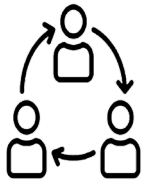
Example of how to meet

For the Contractor to support key messages surrounding sustainable development and achievement. Examples of partnerships could be with bodies that include increasing local community projects, increase inclusivity, equality and welfare (including mental health first aid, disability facility provision, gender/LGBTQ) and apprenticeships.



How is it being met?

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



Sustainability: Stakeholder Commitments



Fundamental 3: For there to be external sustainability communications.

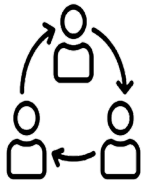
Example of how to meet

For there to be a significant sustainability communication detailing Contractor sustainable credentials included in areas such as the company website, social media and relevant communications to organisers, venues and stakeholders.



How is it being met?

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



Sustainability: Stakeholder Commitments



Fundamental 4: For Contractor teams to be engaged with sustainability, and it to be a part of decisions.

Example of how to meet

For a briefing to be given to all team members at least every 4 months covering the sustainability features of the contractor company/materials used as well as any objectives and plans for progress to be outlined and implemented. To include, Induction, training and proof of training.

How is it being met?

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





Commitment 2: Running an Environmentally responsible operation





Sustainability: Carbon Reduction and Waste Management

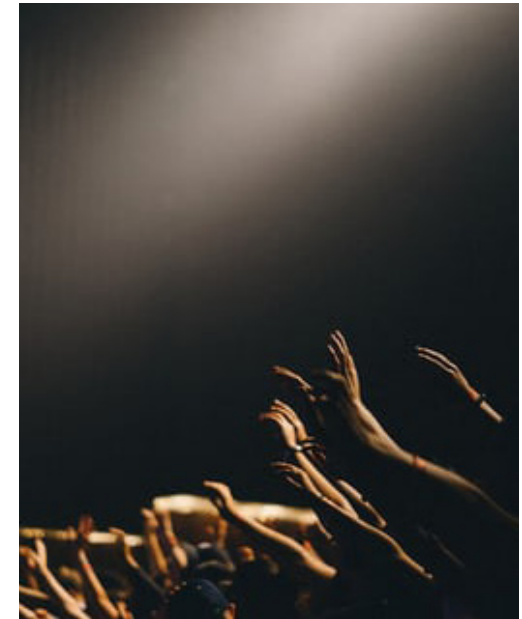


Fundamental 5: For all Contractors to show adherence to various industry guidelines and Carbon Footprint reduction

Example of how to meet

British Standards 8901 for sustainable event management has been considered and followed where relevant. eGuide sustainability section has been referenced when tendering for events.

Work with Venues to encourage wider contractors use of products that contain less Volatile Organic Compounds (VOCs), PVC free materials (banners), replace disposable signage with projections, recycle banners, use digital signage, inventory of materials that come to an event and which can be returned and disposed of, research which materials can be processed separately (given local auth of venue) – use of clear refuse bags



How is it being met?

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



Sustainability: Carbon Reduction and Waste Management



Fundamental 6: For the Contractors to have minimal to no waste generation in build-up/breakdown

Example of how to meet

Assess products being sent on site- create methods
statements/show ryders detailing sustainable commitments.



How is it being met?

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



Sustainability: Procurement



Fundamental 7: For 3 items procured for the Contractor to have enhanced sustainability credentials.



Example of how to meet

This could include: sourcing recyclable materials, limiting use of chipboard, reusing carpet, LED lighting, creation of material rider

How is it being met?

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



Sustainability: Procurement



Fundamental 8: Travel to and from Venues.

Example of how to meet

For all travel to be evaluated, to ensure your carbon footprint is kept to a minimum. Can stock be kept in a venue to reduce travel exposure.



How is it being met?

(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