

# Cross Association Sustainability Commitments

## Venues





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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 in forming 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 AEO, 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)

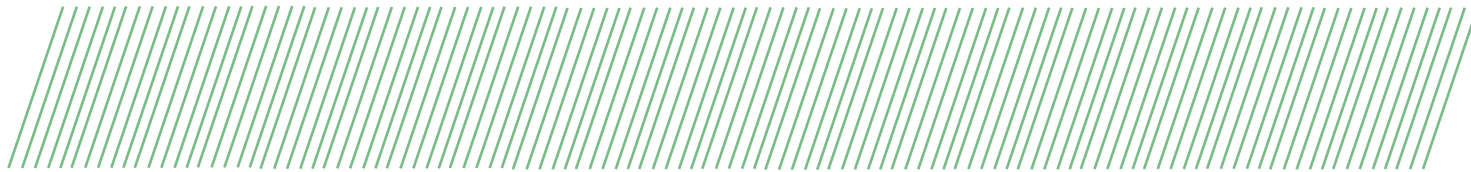


“Through the Cross Association Sustainability Working Group organisers, venues and contractors from across the industry join forces, collaborate and share best practice in order to help drive the sustainable development of the events industry. In 2020 we worked to create a practical framework which would 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, Senior Sustainability Manager, Informa (current Chair)



# Sustainability Commitments



## Venues

### Commitment mission statement:

**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.**

The aim is for AEO, AEV and ESSA Association members to work towards a consistent base level of sustainability performance. These commitments were created to give all parties a clear idea of what to be looking at, and allows members to track their progress and see how they compare.

### How will the venue commitments work?

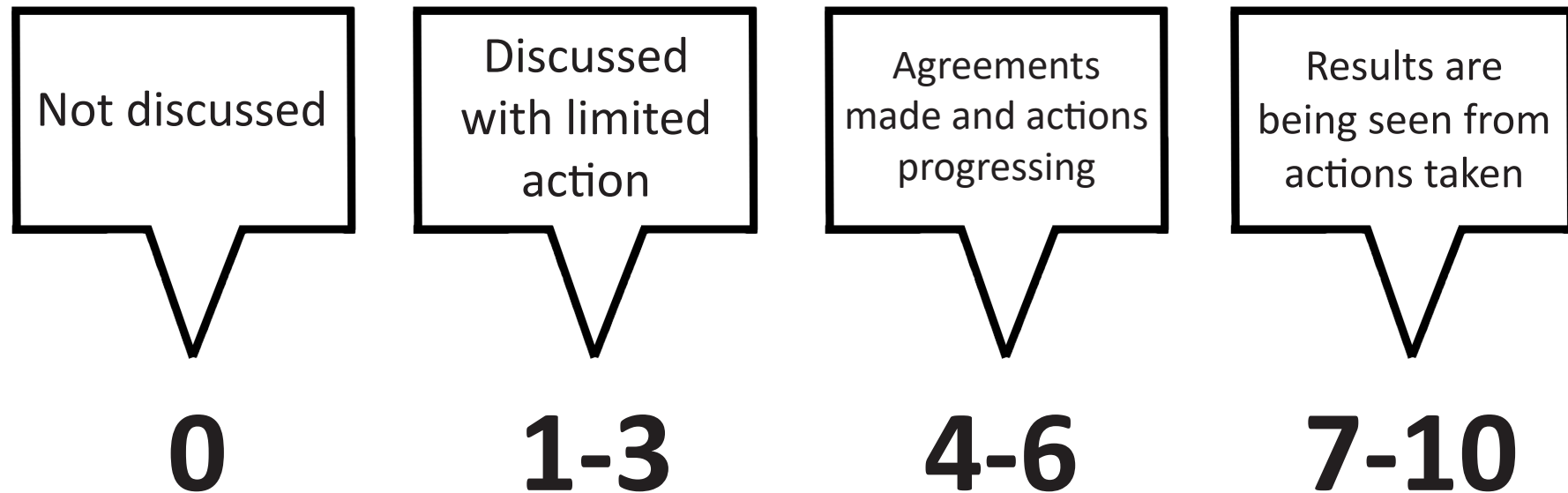
- Each commitment is divided into one or more principle
- The set of principles are designed to provide a framework of guidance for all to ensure they are implementing a basic level of sustainability
- They are intended to help identify if there are any areas needing particular focus
- Resources such 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
- Members of the Cross Association Sustainability working group will be invited to feed back progress during group meetings and offer mutual support



# Sustainability Commitments

## Scoring

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

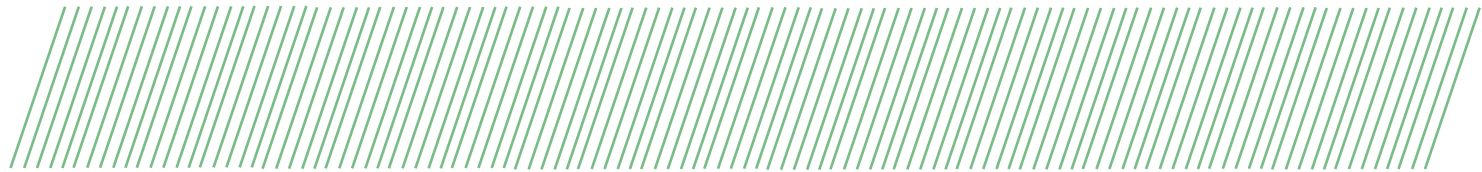




# *Commitment 1: Environment*



# Sustainability: Environment



## Principle 1: the venue is energy efficient

### Example of how to meet

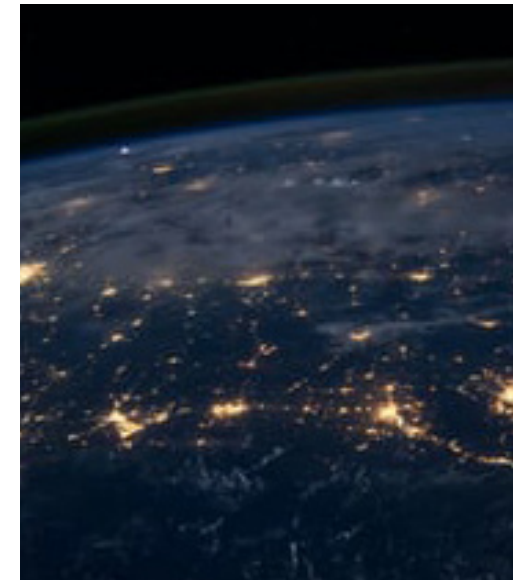
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- All lighting is LED
- Efficient building management systems ensure efficient use of lighting/heating/cooling
- Consumption is monitored and savings identified
- Renewable energy is generated on site or procured

### How is it being met?

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





# Sustainability: Environment

## Principle 2: the venue has a robust waste-management plan

### Example of how to meet

- Strong focus on following the waste hierarchy
- Use of recyclable materials
- Targets set/met for improving recycling
- Maximum possible waste diverted from landfill
- Separated waste streams on site, or via a responsible contractor
- Effective communication with organisers, exhibitors, visitors and other stakeholders on following waste management procedures

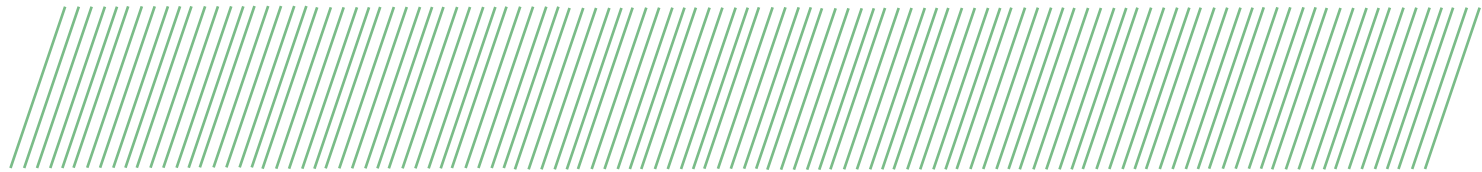
### How is it being met?

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





# Sustainability: Environment



## Principle 3: the venue has implemented a sustainable procurement process

### Example of how to meet

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- Circular economy (resusable) practices
- Responsibly/locally sourced products and services
- Responsible procurement policy
- Environmentally-friendly cleaning products

### How is it being met?

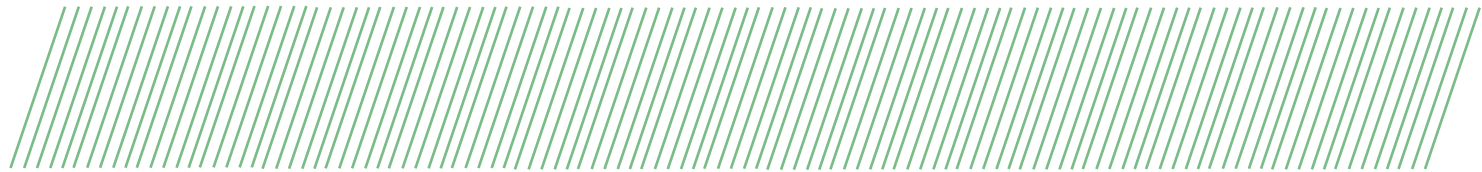
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(for you to fill in with examples of how your venue meets the principle)





# Sustainability: Environment



## Principle 3: the venue's catering offer is sustainable

### Example of how to meet

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- Food waste reduction, separation and responsible disposal/ 'Guardians of Grub' campaign sign-up
- Minimising packaging and single-use plastic
- Providing free water refills
- Discounts on beverages purchased in reusable cups
- Increasing vegetarian, vegan and free-from options
- Ethically/locally sourced ingredients
- Food redistribution organisations used



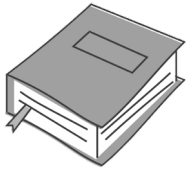
### How is it being met?

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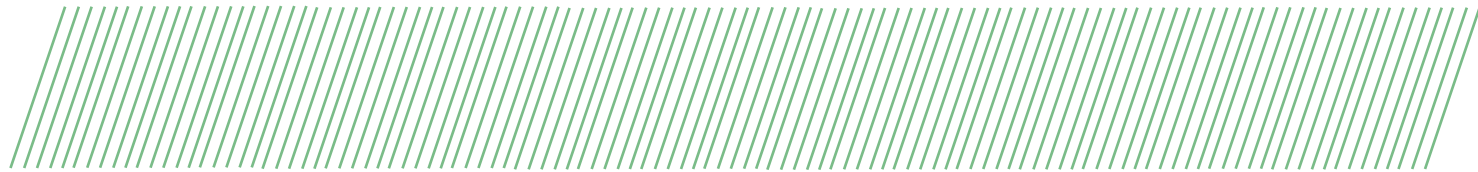
(for you to fill in with examples of how your venue meets the principle)



*Commitment 2: Education*



# Sustainability: Education



## Principle 5: Venue teams are engaged with sustainability

### Example of how to meet

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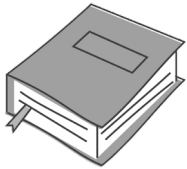
- Sustainability induction and training programme
- The venue has a 'green team'
- Involvement of all in setting and achieving sustainability objectives
- Employees understand and can communicate the organisation's sustainability goals

### How is it being met?

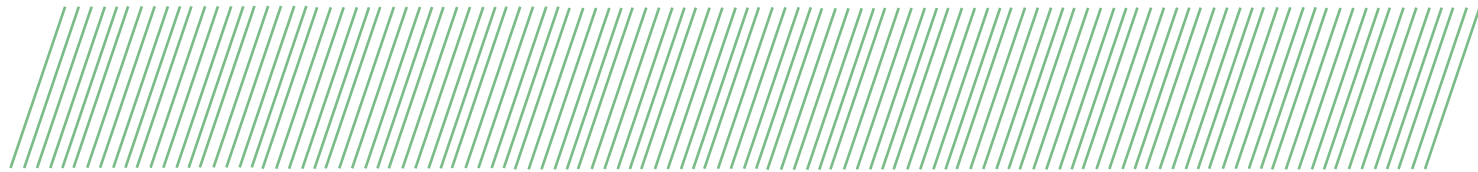
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(for you to fill in with examples of how your venue meets the principle)





# Sustainability: Education



## Principle 6: Sustainability forms part of decision making

### Example of how to meet

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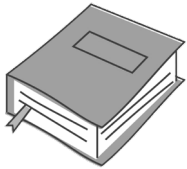
- Procurement policies and procedures include reference to environmental and social, as well as economic requirements
- Employees and service partners trained and proactive in carrying out venue sustainability practices and procedures
- Engagement in the organisation's sustainability goals achieved at all levels of the organisation



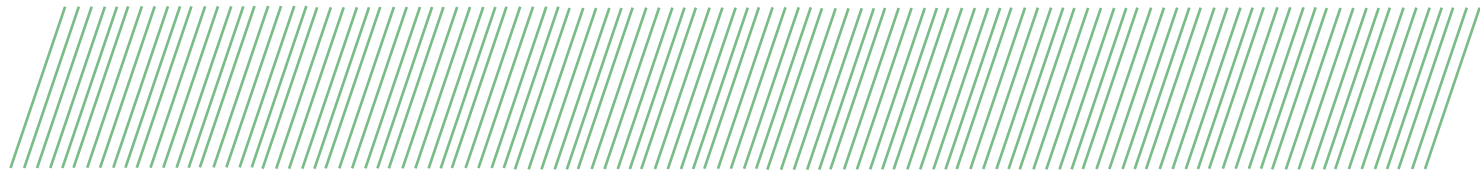
### How is it being met?

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



# Sustainability: Education



## Principle 7: The venue is engaged with its stakeholders on sustainability issues.

### Example of how to meet

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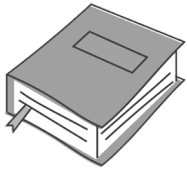
- Energy consumption and waste data is shared with organisers and improvements are identified
- Information on achievements (e.g. energy saving; waste reduction; charity and local community projects) is readily available
- Sustainable means of travel promoted
- Effective use of technology to reduce carbon footprint, e.g. video conferencing; digital systems.

### How is it being met?

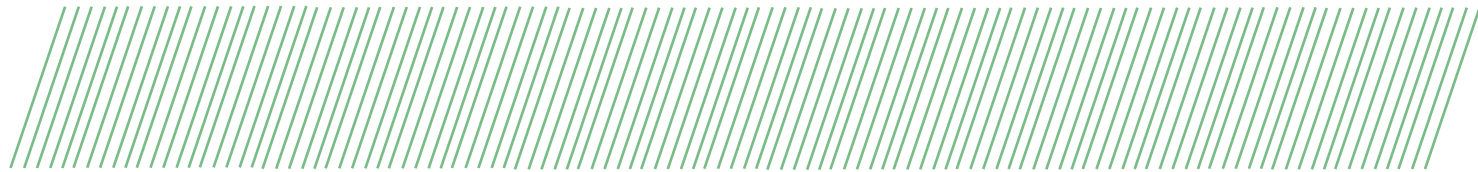
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(for you to fill in with examples of how your venue meets the principle)





# Sustainability: Education



## Principle 8: The venue recognises achievements in improving sustainability.

### Example of how to meet

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- Recognise employees who make a significant contribution to sustainability initiatives
- Recognise event sustainability improvements by organisers, contractors and exhibitors
- Communicating achievements via internal and external channels



### How is it being met?

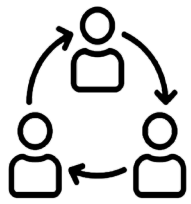
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(for you to fill in with examples of how your venue meets the principle)

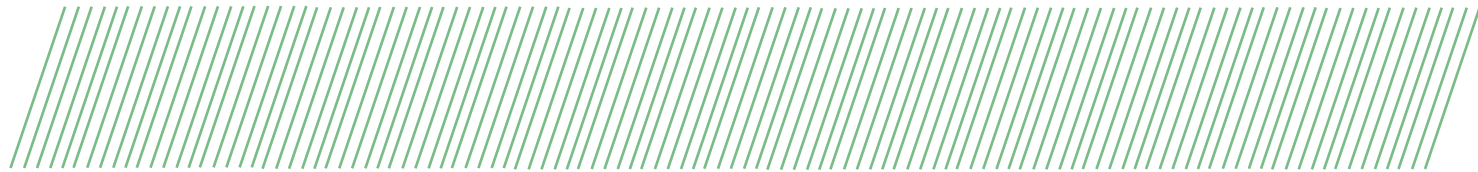


## *Commitment 3: Collaboration*





# Sustainability: Collaboration



## Principle 9: The venue takes an active part in Industry initiatives.

### Example of how to meet

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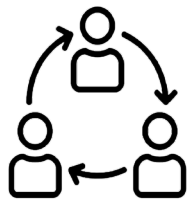
- Representation/regular participation in the cross-association Sustainability Working Group
- Engagement with other Industry sustainability groups
- Adherence to and promotion of the eGuide and other Industry best practice.



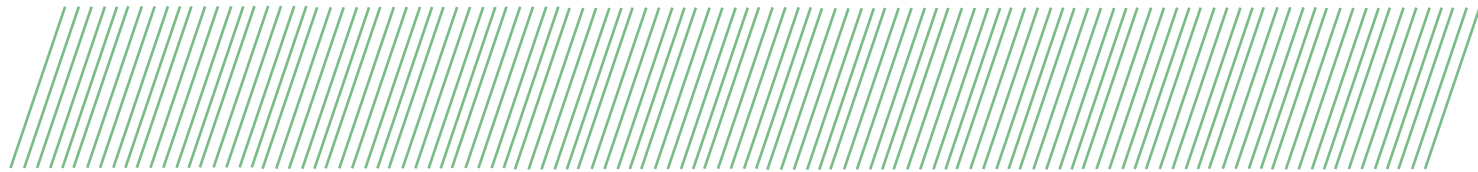
### How is it being met?

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



# Sustainability: Collaboration



**Principle 10: The venue has initiatives in place that enhance health, wellbeing, equality, accessibility and respect for all.**

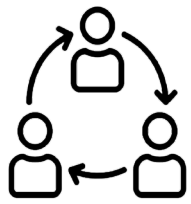
## Example of how to meet

- Sustainability code of conduct
- Disability equality/inclusivity/modern slavery/safeguarding policies and training programmes
- Health and wellbeing initiatives
- Mental health first aid training
- Promotion of diversity

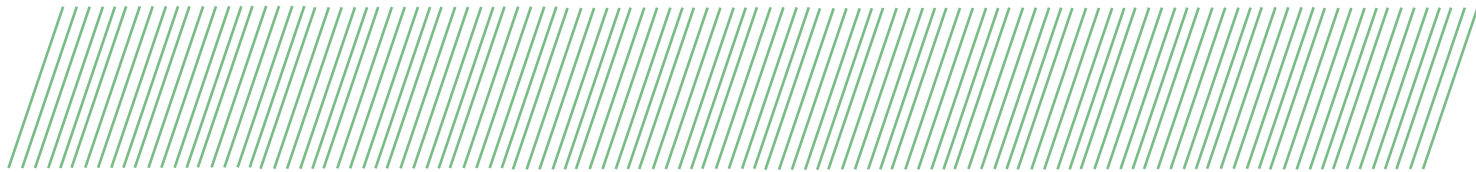


## How is it being met?

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



# Sustainability: Collaboration



**Principle 11: The venue has initiatives in place that support the local community.**

## Example of how to meet

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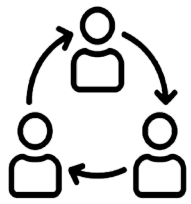
- Prevention of traffic congestion and air pollution
- Local suppliers proactively selected
- Local people actively recruited
- Use of apprenticeship scheme
- Local community engagement



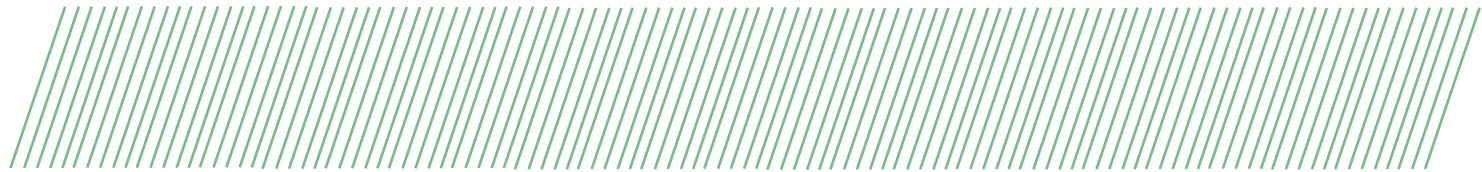
## How is it being met?

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



# Sustainability: Collaboration



## Principle 12: The venue supports charities and not-for-profit organisations.

### Example of how to meet

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- Partnering with local charities
- Holding fundraising events
- Hosting charity and community event
- Employee volunteering days

### How is it being met?

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(for you to fill in with examples of how your venue 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 AEV [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