

# **UFI Sustainable Development Award 2018**

## **BVV Trade Fairs Brno**

As part of its company strategy BVV Trade Fairs Brno focuses on the following areas of sustainable development:

- Ecology, waste, energy consumption
  - Environmental protection
  - Energy consumption
  - Historic preservation
- Giving back to the community
- Economic context of sustainability

All tools to carry out sustainable development are incorporated in the company's annual plans and are regularly assessed with the aim of further developing these key parameters.

### **Ecology, waste, energy consumption**

#### **Environmental protection**

The nature of our business has minimal environmental impact. Nevertheless, BVV Trade Fairs Brno systematically focuses on implementing an environmental policy that goes beyond mandatory legislative requirements in all areas of its activities. The company is a participant in the EKO-KOM collective system for recycling and utilizing packaging waste.

Great emphasis is placed on sorting waste and reducing total waste amount. In 2017 the company achieved significant results in this area:

- Total amount of waste reduced by 36.23 t/year
- Waste sorting implemented in the company's waste management system in cooperation with SUEZ Využití zdrojů a.s. The total amount of waste sorted for further processing included:
  - 995.0 t sawdust, shavings, and residual material from wood, particle boards and veneers
  - 4.02 t discarded electrical and electronic equipment
  - 6.50 t plastics and plastic packaging
  - 2.01 t glass and glass packaging
  - 1.56 t paper and cardboard packaging
- Additional utilization of used materials from exhibitions and trade fairs significantly increased.
  - Annually BVV Trade Fairs Brno purchases roughly 300,000 m<sup>2</sup> of carpet. Most of this carpet is used for exhibitions, conferences and trade fairs. 85% of the carpet purchased each year is able to be re-used instead of discarded. Carpet is used for building reconstruction and renovation, to protect material from being scratched, or for sporting purposes etc.

When possible, for its daily operations the company purchases recycled products such as office paper, plastic profiles for benches throughout the grounds, particleboard for exhibit stand construction, etc. Within its complex the company employs waste water and stormwater runoff systems, a retention and ecological disposal system for petroleum residue from parking lots and grease from restaurant facilities. Last but not least, trade fairs raise public awareness for environmental protection.

### Marketing communication – sorting waste

To meet the goals it has set, the company utilizes effective marketing events aimed at sorting waste within the exhibition grounds and in office spaces. The system also includes the placement of collection bins for used textiles and clothing within the BVV complex.



**NEHAŽTENÁSDOJEDNOHOPYTLĚ**



BVV ve svém areálu podporuje třídění odpadů



Users are encouraged to recycle packaging waste at “green points” that are part of the EKOKOM system. These recycling stations are located throughout the complex to make proper waste management convenient.



Office waste is sorted into designated containers.



## Energy consumption

Reducing energy consumption is an important component of the company's sustainability strategy. The energy plan is focused on the long term. The following tools are used to meet the goals of reduced consumption:

- installation of energy-saving technologies
- installation of automatic control and regulation equipment
- use of advanced algorithms to manage the operation of energy systems
- continuous monitoring, recording and assessment of energy demand

Such manners of monitoring and assessing consumption lead to decisions which result in operational energy savings. This includes power-saving modes during closing hours and optimized operating parameters for heating, cooling, ventilation and outdoor lighting etc.

All of these measures combined with improved management and regulation of energy technologies and appliances will over the long term achieve at least a 20% reduction in heating costs.

As part of its long-term strategy for environmental policy, BVV Trade Fairs Brno is implementing additional activities beyond legislative requirements. This includes continuous monitoring and assessment with the aim of optimizing energy use. Activities consist of the following studies and analyses:

- Energy cost analysis for the heating of select buildings
- Potential possible energy-saving measures
- Evaluation of possible energy savings
- Assessment of sustainable consumption and production

Sustainable development undoubtedly includes work with water consumption. The company's internal rules address this problem by analyzing the consumption and heating of hot service water. Water management also includes maintenance of the exhibition grounds, where water from the well on site is used for outdoor cleaning or watering green spaces. Great emphasis is placed on regular monitoring of water consumption to minimize losses in the distribution system.

### **Historic preservation**

Considerable attention is paid by the company to preservation of the historic buildings on the exhibition grounds. Each year the company invests millions of crowns in the maintenance of historically protected buildings. In 2017 the company invested 6.2 mil. CZK in the maintenance of historic buildings. All major technical modifications of these buildings are carried out following consultation with the staff of the Department for the Preservation of Monuments and the National Heritage Institute, or possibly under their supervision.

### **Giving back to the community**

Giving back to the community is one of the company's priorities within its sustainable business model. Main pillars include:

- Support for sports
  - Providing direct financial support
  - Providing discounts during sport trade fairs and festivals or providing exhibit space for select sporting events in between trade fairs.
  - Total amount of support for sports in 2017 was valued at 4.3 mil. CZK.
- Support for culture
  - Providing direct financial support for select projects
  - Providing exhibition space
  - Total amount of support for sports in 2017 was valued at 2.2 mil. CZK.
- Charity, public benefit events
  - The company provides both financial and non-financial support to select institutions that perform social work (non-profit organizations, protected workshops)

- Public benefit activities include support of firefighters and police during our Safety Days at the Idet trade fair.
- The company provides opportunities for the physically disabled. In this area it cooperates with Meta Brno, an organization whose mission is to create and ensure suitable working conditions for disabled persons who otherwise would have difficulty finding employment. BVV employs an average of 5 workers per month who help wash various components of exhibition equipment and perform minor warehousing tasks.
- The total amount of support for public benefit activities in 2017 was valued at 4 mil. CZK.

### **Economic context of sustainability**

BVV Trade Fairs Brno is a major regional economic engine that impacts the prosperity of the City of Brno and the South Moravian Region. The company's business significantly affects the entire region.

In 2016 the business activity of BVV Trade Fairs Brno generated 1,738 jobs. The company creates economic opportunities for local businesses in the restaurant, marketing, retail and hotel sectors.

With respect to sustainability, the key parameter is the company's efficiency. Efficiency is judged by the extent to which the exhibition grounds are used. The complex is utilized a total of 10.5 months per year. On average there are only 3.5 days a month when no major event is taking place on the grounds (42 days a year, especially in the summer months).

The company's non-commercial activities strengthen the positive benefits for the city and relations with its inhabitants. BVV Trade Fairs Brno is not only perceived as an important economic entity, but also as an integral component of public life.

### **Conclusion**

The sustainable business strategy of BVV Trade Fairs Brno is an integral part of the company's planning process. The company emphasizes all areas of sustainable business, not just the environment, but also social and economic context. Giving back to the community is an important element of our strategy. We want the region, the city and its inhabitants to benefit from our business. The goal of the company is to be an important and respected company in the region that makes a real difference in people's lives.