

# UFI Sustainable Development Award Entry 2018

## UBM plc

### Preface:

There were several entries from across UBM’s divisions for the UFI Sustainable Development Award 2018. On reviewing these entries, the UFI Sustainability jury decided to recognise UBM globally for its sustainability strategy and progress in this area.

The document below combines the highlights of the UBM entries across its EMEA, Asia and Americas divisions.

## INTRODUCTION

### UBM plc

UBM organises over 300 market-leading B2B events every year. At our events, we create the environments which allow business to flourish. Our events serve a tremendous variety of different industry sectors – from furniture to fashion to pharma.

There over 3,750 people working at UBM. People who are passionate about the communities that they serve and skilled at creating the ideal circumstances for relationships to develop, knowledge to be gleaned and deals to be done.

We operate in more than 20 countries. This global footprint allows us to help businesses to trade both domestically and internationally. UBM has three regional divisions: UBM EMEA, UBM Americas and UBM Asia.

### Sustainability UBM

As you can see from our Events First strategy diagram below, the sustainability of our business underpins our strategy for future success and our aim of becoming the world’s leading B2B events company.

*“Being an ethical, sustainable business is central to how we behave, how we make decisions and how we do business every day. We are always working to produce a positive environmental, social and financial impact on the communities and industries we serve and in the societies in which our operations are located. UBM is committed to make sustainability part of everyday business decisions and creating a sustainable events industry. We will continue to be at the forefront of driving change towards that goal.”* Tim Cobbold – UBM CEO



### Sustainability of Our Events:

The sustainability of our events is key to our overall sustainability. UBM has developed the Sustainable 10 KPIs to show all our events a clear path of what they should be achieving, to track their progress and to see how they compare globally. The Sustainable 10 cover the following areas: Stakeholder Engagement, Material Use, Waste Management, Carbon Mitigation, Sustainable Procurement, Charitable Giving, Health, Safety & Security, and for recording results and tracking progress - Event data.

The following are award submissions from each of the three UBM divisions, detailing sustainability initiatives currently being implemented in 1) UBM EMEA, 2) UBM Asia and 3) UBM Americas.

For the past eight years, UBM EMEA has been identifying areas for improvement, setting objectives, implementing change and reporting on progress, through our ISO 20121 Sustainable Event Management System. This has resulted in continually driving forward the sustainability of our events.

**Sustainability Award Entry:** This year’s UFI Sustainable Development Award asks us to look at how we have been driving sustainability regarding our exhibition presence. As an event organiser, our exhibition presence is made up of two main sections. Firstly, the build which is built by UBM EMEA, such as the shell scheme stands, the registration and the feature areas. Secondly, the space only stands which are built by exhibitors. Although the sustainability issues facing these two sections are often the same, the ways in which we have been able to implement change have been different.

**i) UBM EMEA Build:**

In this section, we are talking about all the parts of the show build which we as the organiser contract and design, these are areas such as our registration, shell scheme booths, theatres, seating areas and feature areas. For these areas we have been focusing on four main issues:

- the reusability of the materials,
- the reduction of waste,
- the sustainability credentials of the items we procure,
- the reduction of our energy use.

To identify areas for improvement and track our progress we have developed scoring processes. Our first step back in 2013 was to develop a system which allowed us to critically understand and analyse each element which went into the build of our show. Through working with our operations teams, our contractors and our venues we compiled information for every component used at our event. Using this information, we score each element from 1-5 on the credentials of the materials used and on what will happen to it after the event. From this, a sustainability score is determined for the proposed feature area design.

*Table 1: UBM EMEA scoring for procurement and disposal of materials*

Score	Component Procurement	Score	Component Disposal
5	Reduce - prevent material usage	5	Reuse
4	Reused - previously used	4	Refurbishment
3	Refurbishment/remanufacture	3	Recycled
2	Recycle- made from recycled materials	2	Energy from waste
1	Virgin Material - new resource	1	Landfill

By integrating this process into our tendering for everything we build, we have enabled our event operations teams to make an informed decision on how we build our event. This system has allowed us to continually identify areas for further improvement and has led to a significant increase in the sustainability of our events.

In 2014 we developed the UBM EMEA Event Sustainability Rating which uses a scoring matrix to grade the event’s sustainability on over 40 different criteria, to give the event an overall sustainability score. Through the development of this scoring system we can track our events progress, highlight areas of best practice, identify areas for improvement, and communicate internally the level of sustainability achieved by each event. Since its development, we have seen all events within EMEA increase their score, showing the continual improvement of the sustainability of our events.

In 2016 we launched the UBM EMEA Event Sustainability Minimum Requirements. By tracking all our events compliance against these ten minimum requirements we ensure we are reaching a minimum level of sustainability for all our events. These ten requirements have now evolved to become the UBM Sustainable 10.

These processes have led to a significant increase in the sustainability of our events. Below are some of the key examples of our success.

**Signage:** Our signage is now mainly made from cardboard when it was previously plastic. For where we still need plastic signage, for instance if it needs to be waterproof, we have switched to an option called Fomalux, which is not only recyclable but also made from recycled material making it a 'closed-loop' item.

**Energy Use:** Our first step was to carefully assess our processes to ensure we were being as efficient as possible. As part of this, we developed a checklist of actions for our operations teams to work through with our venue and contracts. Our second step was to work with our contractors to introduce the use of LED lights for all our feature areas and our shell scheme stands. In 2014 only five of our events used any LEDs, in 2017 we have successfully changed this so all our events within EMEA only use LEDs. On average this has meant a reduction from 35watts to 7watts per bulb, an 80% decrease.

Our next focus has been to maximise the use of renewable energy, in 2017 as our events CPhI WW and FiE were both held at Messe Frankfurt we had the option of selecting renewable energy for our feature areas. Building on this success we have made the choice to purchase Renewable Energy Certificates for all of our EMEA events in 2018. In 2016 6% of our electricity use was renewable, in 2017 we increased this to 19%, for 2018 we aim for 100% of our electricity use to be from renewables.

**Structures:** One of our challenges has been to move away from the use of disposable structures. This results in large environmental impact through the materials being used and the impact of the waste created. We have tackled this by carefully designing our feature areas so that they use stock panels or system builds, meaning that they will be used time and again. In the rare cases where this is not possible as the design needs a specific look or function, we work to find homes for the items after the event. We have previously found homes for items at local schools.

Another example is that by working closely with our contractors we have developed a design for registration desks which comes in modules which can be configured in different ways. We have developed these to solve the issue of our registration counters having to be built new for each of our UK events. These will also be available for hire from our contractors for other organisers. This is a way in which UBM EMEA's dedication to sustainable change is spreading to affect other organisers.

In 2017 62% of our events in EMEA successfully achieved the objective of no structural waste being created by UBM build. Although we still have necessary progress to make, this is a vast improvement from where we started and is a considerable shift from the norm within the European events industry.

**Carpeting:** We have increased the use of carpet tiles which are reused many times preventing any waste. For instance, our event Pharmapack Europe now uses this for all shell scheme stands and feature areas and therefore prevents the creation of 4,513m<sup>2</sup> of carpet waste.

We have worked to ensure that all our carpet is recycled after the event, by avoiding the use of landfill we reduce the impact of disposal by 2.51 tonnes of Co<sub>2</sub> which is a 38% reduction in carbon impact.

In 2017 we trailed and introduced the use of carpet which is made from 67% recycled content.

**Community Impact:** Another way in which we develop the sustainability of our events is through the support we give to our charity partners. By ensuring that our charity partners are relevant to the industry our events serve, we ensure that the resources we have to offer are of considerable use and value to them, such as a stand at our event or inclusion in the event content and signage. This is one of the ways in which our exhibitions have a positive community impact. For instance, the Protection and Management Series worked with 3 industry relevant charities in 2017 and donated a total of £85,000 worth of resources.

**Cost Savings:** Another aspect we keep in mind when looking at the sustainability of our exhibition build is the cost savings which go hand in hand with many of our initiatives, such as the reduction in waste or the reduction in energy cost through our increased efficiency. Over the last three years, we saved costs of around €1m within UBM EMEA thanks to the sustainability considerations and initiatives.

## ii) Exhibitor Build

The other main section of build at our events is exhibition stands by our space only exhibitors. As the design and build of these stands are largely controlled by our exhibitors we have had to approach the implementation

of sustainability differently to how we have for our own build. We have worked to influence the action of our exhibitors in four main ways:

- a. information,
- b. reward,
- c. the services we provide,
- d. regulations.

**a) Information:** we have developed many communications which engage our exhibitors in the sustainability of the event. A key example of this is our Exhibitor Guide to Sustainability, where we outline our commitment as an organiser, highlight the 10 key actions exhibitors should be considering, and inform them of the benefits of avoiding a disposable stand. Through these communications we inform our exhibitors of the choices they can make, and empower them to make changes to the way they exhibit.

Another example is our Sustainable Stand Audit which has been compulsory for all space only exhibitors at our CPhI and FIE events since 2014. This audit is scored and details their key areas for improvement and how they compare to others. Through this process, we are empowering and encouraging our exhibitors and contractors to make changes in how they exhibit, which results in the increase of the sustainability of our events.

**b) Reward:** We have also influenced the sustainability of our exhibitions through our Sustainable Stand Awards. Our exhibitors enter by detailing the sustainability credentials of their stand. After an initial selection stage, we then inspect the stands onsite and conduct an interview with the exhibitors and their contractors. We then use our media channels to announce and promote the winners. Through these awards we highlight best practice, reward our sustainable exhibitors, and create an incentive for further progression.



*Figure 1: An exhibitor winning the Sustainable Stand Award*

**c) Services We Offer:** We have increased the sustainability of our events by changing the services offered to our exhibitors. For example, we have worked with our main contractors to ensure that exhibitors are only offered a choice of energy efficient LED lights for their stands. Where possible we have given our exhibitors the option to select renewable energy for their stand.

**d) Regulation:** Through the integration of sustainability concerns into our regulations we influence the behaviour of our exhibitors. An example is the regulations we have in place to control exhibitor waste. Any exhibitor leaving waste behind will receive a fine on top of the cost of the waste removal. Regarding our space only exhibitors, one of the main issues that we have faced is the use of disposable stands, which are stands that are built to be only used once. This practice is the cause of enormous amounts of waste across the events industry.

Our first step was to conduct an analysis of all the stands being built at our events to identify exhibitors which were using disposable stands, and to identify the key trends. From this data we have been able to build the business case for why we should aim to work with our exhibitors to prevent the use of disposable stands. Benefits included reduced health and safety risks, reduced environmental impact, and reduced build times. Our plan is to, through a staged implementation over the next three years, introduce the regulation that all structures must be reusable. The implementation of this new regulation will create a significant improvement in the sustainability of our events.

### **Conclusion:**

As we have outlined in this entry UBM EMEA is not only committed to the sustainability of its events but has also been successfully delivering change for the past eight years. We have successfully integrated the consideration of our environmental, social and financial sustainability into every aspect of the delivery of our exhibition presence. This has resulted in significantly increasing the sustainability of our events. Where we have comparable year on year event data, we have seen both our kWh of energy and kg of waste decrease and therefore our carbon impact. We have also successfully introduced new sustainable materials, and have developed processes which influence both our contractors and our exhibitor's behaviour.

As our commitment is to continually improve, we continue to identify areas for further improvement. For 2018 two of our main projects are the procurement of renewable energy for all our events and offices, and the introduction of regulations against the use of disposable stands. Both projects promise to deliver further significant improvement to the sustainability of our events, as we continue to lead in the drive towards a sustainable events industry.

## Case Study: Cosmoprof Asia – Reducing Stand Height



Cosmoprof Asia is the leading beauty event in the Asia Pacific region, organised by Cosmoprof Asia Ltd (a joint venture between UBM Asia and BolognaFiere Group) and managed by UBM Asia.

Cosmoprof Asia encompasses all aspects of the cosmetics, hair and beauty industry from raw materials, manufacturing and packaging, through to finished products and services.

In 2017 the event covered 108,000sqm across both Hong Kong venues (the HK Convention & Exhibition Centre and AsiaWorld Expo) with 2,870 exhibiting companies from 54 countries/regions, and more than 83,700 visitors.

### Reduced Stand Height Policy:

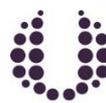
Since 2014 there has been a strict policy of capping all stands at maximum 3m height (no double-decks are permitted).

Here are the reasons for us taking this decision and how they relate to the **Sustainable 10**:

- **Waste Reduction:** We are all aware that the exhibition/events business can be very wasteful, with raw space (space only) stands often being constructed for a few days only, then disposed of at the end of the event. In Hong Kong, due to very expensive land (storage facilities) and low dumping costs, much of the stand material tends to go straight to the landfills. Lower stands mean less material is used, quicker move-in/out and quicker stand building times, with less waste and packing materials being sent to landfill.
- **Carbon Mitigation:** Less material being transported also means less trucks required for the move-in and move-out, less traffic congestion and emissions produced around the venues.
- **Health & Safety:** In terms of worker safety, conditions are improved. The highest incidence of workplace accidents is from “working at height” so reducing the stand height to 3m helps in this regard.
- **Stakeholder Engagement:** For our stakeholders – the exhibitors and delegates to the show in this case, the key elements are the quality of the stands and the exhibits displayed, not on the height of the stands. All exhibitors are given a “level playing field” in terms of stand height. Please see Appendix 2 to see 3m stands that are beautiful and functional.

### The Results:

Working closely with our official stand contractor, AMC Ltd, we have attempted to quantify the amount of material saved (compared to when stands were 4m high), calculating a saving of 0.11cubic metres for each raw space square metre.



At Cosmoprof Asia 2017 this would equate to a saving some 2,180 cubic metres of material, equivalent to **66 x 20 foot shipping containers in and out of the venues. It is estimated that this has saved 194 tonnes of CO2e (carbon emissions).**

The stand height reduction process was not straightforward – there were lengthy discussions with our joint-venture partner, BolognaFiere, and initial resistance from exhibitors and other parties, particularly stand contractors, who envisaged their income being reduced.

However, the opposite has happened, with stand contractors being able to take on more individual raw space stands, build these more quickly and safely, and concentrate on provide a quality product, which is the hallmark of Cosmoprof Asia.

#### Economic Impact of the Changes:

The stand height reduction directly leads to less material used, less trucks and fuel used which benefit the contractors and suppliers.

In addition, our stand contractor is now investing in LED lighting and environmentally friendly design features at our request. This should result in lower electrical consumption and lower disposal charges post show.

#### Other Sustainability Initiatives:

In addition to the stand height reduction, various other sustainability initiatives are underway.

- As mentioned above, the official stand contractor, AMC Ltd, has a programme to replace all the ready stand (shell scheme) halogen spotlights to LED. Over 32% (almost 3,000 pieces) were changed in 2017.
- Boutique is a customised sampling bar sponsored by exhibitors offering their products for sale to benefit a local charity. Launched in 2014, it's the first "shop for charity" concept in Asia's beauty fair. All cash donations from Boutique at Cosmoprof Asia 2017 went to the HK Breast Cancer Foundation.
- Custom made signage, features, offices etc are also being changed reducing the amount of one-off material used, with greater emphasis on the use of fabric and reusable materials. (Please see examples below.)



Figure 2: Boutique charity sale for HK Breast Cancer Foundation



Figure 3: New lightbox - reusable frame and fabric used for the graphic



Figure 4: Cardboard material used for signage (recycled and recyclable).

## UBM AMERICAS

### Case Study: Sustainable lighting at Mandalay Bay Convention Centre

In this award submission we set out to highlight how UBM Americas is implementing strong sustainability components in their exhibition booths and related operations.

Through a strategic partnership with MGM Resorts International Mandalay Bay Convention Centre, UBM Americas has successfully developed an innovative approach to create positive impact by implementing a sustainability initiative that will drastically minimize our carbon footprint for decades to come.

To further grow the UBM Americas sustainability initiatives and programs, Tony Calanca, Executive Vice President of Exhibitions of UBM began communication with the team at the Mandalay Bay Convention Centre (MBCC), after the close of August 2016 edition of MAGIC (the world-renowned fashion tradeshow), on a concept lighting project that would aesthetically enhance the on-site experience for both exhibitors and attendees while improving energy efficiency. As a result, UBM Americas joined forces in a strategic partnership with MBCC to co-develop a new LED lighting system within its exhibit halls. Together they have made a multi-million-dollar investment to upgrade the lighting while reducing our carbon footprint at the Convention Centre, taking effect during the February 12-14, 2018 edition of MAGIC.

This new system will demonstrate MBCC's and UBM's commitment to being progressive leaders in sustainable, environmental, and socially-responsible business practices. This investment will provide significant carbon footprint reductions and improve the overall appearance of the Convention Centre. *"UBM is committed to sustainability across its events, so when conversations about partnering with the Mandalay Bay Convention Centre to upgrade existing lighting, replace all fixtures and install a new control system came to fruition, we enthusiastically agreed. Not only did this result in a higher quality lighting display but also reduced our environmental footprint and resulted in a positive social impact,"* said Tony Calanca, Executive Vice President of Exhibitions, UBM. *"We are honoured to partner with the MBCC and the impressive team responsible for executing this expansive lighting overhaul in just a matter of months. UBM's partnership with the MBCC, coupled with this new, state-of-the-art lighting system, will provide long-term sustainability for the tradeshow industry, the city of Las Vegas and the broader society in which we live."* UBM and MBCC have replaced more than 1,000 light fixtures with top-of-the-line LED lights, increasing the luminescence range of the interior hall by nearly 300 percent and resulting in 85% less energy usage than previous lighting units.

#### Conclusion:

The new control system is estimated to reduce energy consumption by 85% due to the ability to customize light levels. This amount of projected energy savings could power all of Mandalay Bay for nearly 5 days and prevent 900 Metric Tons of greenhouse gases (CO<sub>2</sub>e) each year. Within the 10-year project life, there will no longer be a need to recycle 26,898 fluorescent lamps, which equals 20.4 miles of lighting.

- Each of the pre-existing fluorescent lamps contained 4 mg of mercury, which means the 26,898 lamps recycled every 10 years contained 4 ounces of mercury. It only takes one ounce of mishandled mercury to contaminate a lake for centuries.
- Each year, 3,000 lamps will no longer need to be boxed a second time then transported to other states for recycling.

#### Benefit to the UBM Exhibitors:

This state of the art lighting system will provide substantially better product presentation and drastically improve the overall appearance of MBCC; thus, enhancing the entire show environment. These enhanced ambient lighting fixtures and controls have been designed and tested to enhance the overall presentation of apparel, accessories, and footwear. A team of fashion experts were instrumental in the development of the LED light colour and temperature to ensure optimal results specifically geared towards the fashion industry. Because of the enhanced lighting project there is no longer a need for the track lighting and framing that has previously been included in exhibitor booth packages, thus creating a more open and luminous environment.