Innovative cost-saving in the value chain. Implementing sustainability.

We are committed to the continual improvements of the sustainability of our events.

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UBM EMEA

At UBM EMEA, a division of UBM, we connect people and create opportunities for companies to develop new business, meet customers, launch new products, promote brands and expand markets.

Operating in over 23 countries, UBM EMEA organises many of the world's largest, most important exhibitions, conferences, awards, directories, websites and publications in a wide variety of industries.

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Scope and background

Sustainability has been a key part of the UBM EMEA Business Strategy for several years.

During 2014 we recognised an opportunity to make more tangible objectives to facilitate further development of sustainability within the business.

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Scope and background

Senior Management sustainability objectives created in 2014:

- Embedding of sustainability in the business.
- Providing a directed approach.

The sustainability objectives were made relevant and applicable to all parts of the business.

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What Sustainability means for UBM EMEA

"A sustainable business is one that can adapt and thrive. It is mindful of healthy economics, conscious of society, and aware of environmental systems. A business that is responsive to these elements creates value and contributes to the community.

UBM EMEA strives to make sustainability part of every business decision and to educate our stakeholders about our policies, values, and principles. I believe that we'll achieve success now and in the future by constantly evolving our business in a sustainable manner."

Simon Foster, CEO of UBM EMEA

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Sustainability objectives of senior management

1. Incorporation of sustainability into all business decisions.

2. Streamlining of the approach to sustainability across senior management level.

3. Being profitable and ensuring the long term success of the UBM EMEA events.

4. Making a commitment to leadership in sustainable development for exhibitions, setting the bar for best practice and striving to find innovation in the events.

5. Making stakeholders aware of the UBM EMEA sustainability policy, values and principles and encourage them to adopt sustainable management practices and engage on UBM EMEA sustainability initiatives.

6. Maintaining safe and healthy working conditions for UBM EMEA staff and others affected by our activities.

7. Reducing carbon emissions associated with the business.

It is the responsibility of all senior management to drive these objectives down through the business and their teams.

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Cost saving objectives

Objective: Being profitable and ensuring the long term success of the UBM EMEA events.

- **Target:**
  - Establishing and driving the core set of sustainable development principles that incorporate leadership.
  - Establishing and driving sustainability in order to manage revenue and costs based on relevant sustainability indicators.

- **Cost Savings:**
  - Using sustainable business decisions and sustainability initiatives to **save £200,000** across the **UBM EMEA business throughout 2014** [baseline costs/spend based on 2013 spend].

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Detailed actions and solutions

There are three main steps that transformed these targets into results:

1. Communication and engagement

2. Incorporation into team's objectives

3. Implementation, innovation and collaboration

   with stakeholders

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1. Communication and Engagement

- Strategy presentations from our CFO

- Sustainability Workshop's for new starters

- Blog posts on our intranet "The HUB"

- Biannual supplier and venue sustainability newsletters

This communication was the vital first step towards the success we have had in achieving our objectives.

2. Incorporation into team's objectives:

This event is ISO 20121 certified.
UBM Live is committed to the continual improvement of the sustainability of our events.

One of the key ways UBM EMEA is embedding sustainability into the way we organise events is the attainment of **ISO 20121 Certification** (in 2014 eleven of our events were certified).

Sustainability objectives and targets are set by event teams, and aligned with 'Senior Management Sustainability Objectives'.

Therefore delivering on sustainable cost savings are an objective for the event teams.

2. Incorporation into team's objectives:

Sustainability Objectives CPhI 2014 v2.1 Last updated: 25-11-2014					
Issue	**Anticipated Legacy**	**Objective**	**Target**	**Indicators/Metrics**	**Plan**
6) Financial Viability	legacy of continuation of the financial success of the company	Reduce costs through sustainability related initiatives that reduce the environmental impact of the event	Save 71K across Pharma in 2014 related to sustainable initiatives/activities where feasible Determine further opportunities through baseline measurement in 2014 to reduce costs through reduction in environmental impact	print reduction costs energy use reduction baseline costs waste reduction baseline costs	Collect the appropriate information and incorporate these into measurements to better track 'sustainability' KPIs throughout 2014 and going forwards Work with teams to identify opportunities to make environmental impact reductions in printing, feature areas, and materials reduction.

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3. Implementation, innovation and collaboration with stakeholders:

There are many examples across all of our shows of initiatives which have reduced our environmental impact, increased our positive community legacy and resulted in a cost savings.

Two examples:

- Waste reduction at ecobuild 2014
- Efficient printing at CPhI 2014

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Waste reduction
at ecobuild 2014

ecobuild set a target of a 10% reduction of the carbon footprint of waste in 2014 vs. 2013

REDUCE

➢ Worked closely with our contractors GES on theatre designs.

➢ Use a construction material that meets customer expectations & **designed out as much waste as possible**. We came up with a shell scheme structure which is all stock items, with a covering of reboard.

Reboard is a renewable and recyclable material which adds an interesting design element.

➢ Engaged all of the contractors to reduce waste on site.

➢ We also engaged all of our exhibitors through our "top 10 sustainable tips for exhibitors", in the training and exhibitor manual.

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Waste reduction
at ecobuild 2014

REUSE

- Reuse as much of the materials from ecobuild as possible.

- Worked closely with a local school to the venue.

- Any suitable materials left at the show were donated to the school's design department.

- We also turned waste PVC banners from the show, into 100 aprons for the local school.

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Waste reduction
at ecobuild 2014

RECYCLE

➢ Worked with the venue and the waste management company to **get a better understanding of the waste treatment system**

➢ Help us with our monitoring and measurement.

➢ Learning of how we can improve our waste management on site.

The final step of the plan was our work in conjunction with our floor managers to **control the waste on site** and be stringent in preventing exhibitors leaving any waste behind, through constant monitoring of the show floor and communication of our no waste left policy for exhibitors.

The total savings attributed to sustainability initiatives at ecobuild 2014 was **£183,454.**

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Waste reduction
at ecobuild 2014

Results:

- Through our collaboration with the venue and their contractor for waste management, the case study showed that contrary to the 12% recycling level which was previously attributed to the waste from the show, the level of **recycling was at around 65%.** This **collaboration benefited all** by generating more accurate data on recycling levels.

- Our work with the local school not only helped us to reduce our waste numbers (and therefore our costs and environmental impact) by re-homing materials, but also had the positive effect of **supporting the local community** and ensuring ecobuild left a **positive legacy** behind.

The end result of all of these initiatives was a **38% reduction in the CO_2 emissions of waste** per m2 of ecobuild in 2014 compared to 2013, a significant **saving of 2.4 tonnes of CO_2**.

The cost of waste for shows is calculated on a tonnes basis, ecobuild went **220 tonnes in 2013 to only 105 tonnes in 2014**.

This was a significant cost saving for ecobuild.

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Efficient printing at CPhI 2014

In 2014 CPhI set a long term target of archiving a 30% reduction in the carbon footprint of their printed collateral by 2016 compared to the baseline of 2013.

Reduce the amount of paper used.

1. Shift from the ethos of "best to have lots spare" to "we can accurately predict how many is needed to prevent excessive waste". To achieve this a collateral audit was done to record the amount which was left over.

Efficient printing at CPhI 2014

2. Move away from paper towards digital.

   Through the **show app** attendees can access all information about the show and reduce the reliance on paper forms.

   Another example is UBM EMEA's **digital rebooking platform** while improving business performance and customer experience, has also moved towards preventing any need for paper contracts.

Efficient printing at CPhI 2014

3. Working closely with our paper suppliers to **procure 100% recycled paper**.
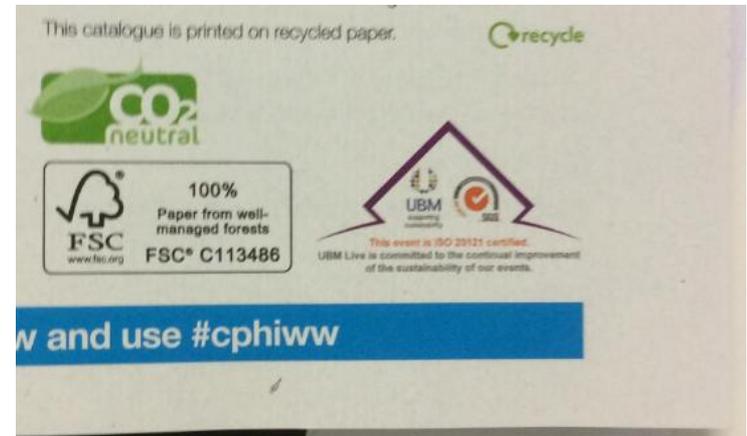
Total Cost saving of the above initiatives was £13,969.

Efficient printing at CPhI 2014

Results:

➤ **CPhI reduced its environmental impact by 28%,** a saving of 3.3 tonnes of CO_2 emissions by procuring recycled paper instead of virgin paper for the event guide.

➤ By reducing the number of catalogues printed by promotion of the event app and through carefully predicting the numbers needed, **CPhI reduced the number of catalogues by 20%,** therefore reducing the tonnage of paper used and consequently reduced the environmental impact of our paper usage.

➤ The recycled paper used in 2014 was cheaper than the virgin paper used in 2013, this on top of the savings due to reduced numbers **resulted in a significant cost savings for CPhI**.

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Efficient printing at CPhI 2014

Results:

➢ The 'show app' helped CPhI's **support of the charity Global Angels** as direct links to their donation portal were possible. Our increased use of technology was part of the positive social impact of the show.

Global Angels – Official Charity of CPhI
CPhI is supporting Global Angels which is an international charity, transforming disadvantaged communitie:
around the world. Contribute to these life changing projects and make your donating today! For more
information or to donate visit cphi.com/global/charity

➢ The switch to new technology developed in house for our rebooking to be done digitally **preventing the need for 79% of the paper contracts**, therefore preventing the cost of printing them and the environmental cost.

Sustainability objectives

These two examples clearly demonstrate how UBM's leadership in setting challenging sustainability objectives have lead to numerous innovative sustainability actions by all stakeholders of our events, which in turn have led to significant positive social legacy, reductions in environmental impacts and a cost saving for the company.

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2014 Cost Savings Results against the Senior Management Objectives

In order to align with the objective set at the beginning of 2014 to save £200,000 related to sustainability initiatives, we have been tracking the cost savings across the business which can be linked to a sustainability benefit.

Where possible we have tracked savings and activities for events that are not within the scope of the certification.

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2014 Cost Savings Results against the Senior Management Objectives

Even with this limited view of the full cost savings across the company, **to date we can attribute approximately £500,000** of cost savings to sustainability-related activities through 2014.

This is more than double the initial target set for 2014, and therefore clear demonstration of the success of the sustainability management system in place in UBM EMEA.

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2014 Cost Savings Results against the Senior Management Objectives

Internal communication of sustainability highlights by UBM EMEA CFO Richard Kerr:

Sustainability - Highlights from H1 2014

Posted by Richard Kerr in UBM Live on Sep 16, 2014 10:55:00 AM

I am really proud of all of the progress in sustainability that we have achieved during the first half of 2014. Thank you to everyone who has contributed to the successful ISO 20121 certification of: Ecobuild & Resource, MEDTEC Europe & SUDTEC and Internet World & the Big Data Show as well as the second audit of the P&M series. Also, I am particularly pleased with the progress around the sustainability initiatives in our UBM Live Overall Objectives. We have significant achievements in cost savings, reducing our environmental impact, and engaging with local communities.

Our next big goals are to certify eCommerce Expo & Customer Contact Expo, and to audit the CPhI Worldwide & co-located events and Hi Europe & Ni for the third year. CPhI Worldwide & the Food Portfolio have had some fantastic results already and continue to face challenges as peripatetic events. Having been the trial events for several successful initiatives we will continue to work on these shows and aim for consistent best practice across Europe and continuously innovate to raise the bar of sustainability in UBM Live.

And what's more it pays to be sustainable - we have saved over £400k by being more sustainable this year

Key Achievements at our Events:

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More info:

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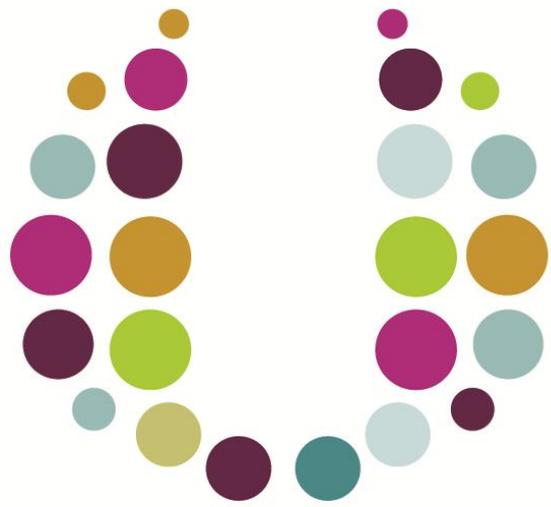
Appendix: overview of some other initiatives and their impact

Event:	Initiative	Impact
May Design Series	Donated a feature areas raw materials (perfect condition MDF boards and colourful cardboard tubes), to a local school to the venue.	This had the positive social impact of supporting a local school by providing free materials for their Design Technology Department. Reducing our environmental impact by finding a second use for some of our waste. Saving the cost of a skip for the disposal of the materials.
Health Ingredients Europe	Reduce the number of lights in the design of our feature areas	Reduce or electricity usage and therefore the carbon footprint of the event. Saved the cost of hiring and fitting of the lights and the cost of the electricity used.
Health Ingredients Europe	Transition to e-badging from direct mailing.	Prevent the environmental impact of the production of paper, and the impact of the postal delivery. Save the cost of producing the tickets, and envelopes, and the cost of postage.
MEDTEC Europe & SUDTEC	Reduce the lighting level in the halls to make use of the natural light through the glass roof, and turn lights of completely in the void areas.	Reduction in the shows electricity used saved both CO2e and money.
Ecobuild	Change to modified trad for the shell scheme and pavilions.	Reduced material usage and waste caused by the shell scheme and pavilions, reduced the environmental impact of the show. Also a cost reduction in the production of the shell scheme and pavilions.
Ecobuild	Eliminate the unnecessary relaying of all carpet at the entrance to each hall each day.	Reducing the amount of carpet material used and reducing the resulting waste. Preventing the cost of the carpet and the working hours to lay it.
Ecobuild	Design out PVC from the banner designs, by switching from box banners to double sided banners.	Reduction in the environmental impact of the banners and halve the amount of PVC and printing and ink needed. Halve the cost of the banners for the show.
Resouce	Sharing of panels, Resource designed their seminar and feature areas to reuse the panels and walling from a UBM show the week previous.	Prevented the build from TFM&A having gone to landfill by reusing at Resource and prevent the creation of new material usage for the creation of resources build. By reusing a significant proportion of the build of the show, Resource only needed to pay for the transport and refitting of the materials, which was a large cost saving.
MEDTEC Europe & SUDTEC	Switched Digital Marketing for 47% of marketing	Prevention of the environmental impact of the paper usage and printing. Cost saving of the cost of paper, printing and postage.
Protection & Management Series	Change from bespoke build of theatres to a truss system,	The new truss system was a waste free option. This reduced cost of waste and was a cheaper option to buy as all of the items were hired meaning the suppliers split the cost of buying them across it life, rather than a one use product.
Customer Contact	Switched Digital Marketing for 80% of marketing	Prevention of the environmental impact of the paper usage and printing. Cost saving of the cost of paper, printing and postage.