

A decorative graphic on the left side of the slide consisting of a cluster of colored circles in shades of pink, purple, green, and grey, arranged in a roughly triangular shape.

UBM EMEA

Best actions to engage participants around sustainability

UFI Sustainable Development Award 2016



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

In this entry we set out how UBM EMEA has engaged its participants around sustainability:

- Spreading knowledge
- Enhancing attendee experience
- Educating and inspiring
- Both at and beyond the event.

Entry outline

1. Introduction
2. Sustainability at UBM EMEA – Scope, background and objectives.
3. UBM EMEA Sustainability Engagement:
 - a. Internal stakeholder engagement
 - b. External stakeholder engagement
 - c. Case studies
 - i. Sustainability Stand Awards
 - ii. Charity partnerships
4. Conclusion and next steps

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 exhibitions, conferences, awards, directories, websites and publications in a wide variety of industries.

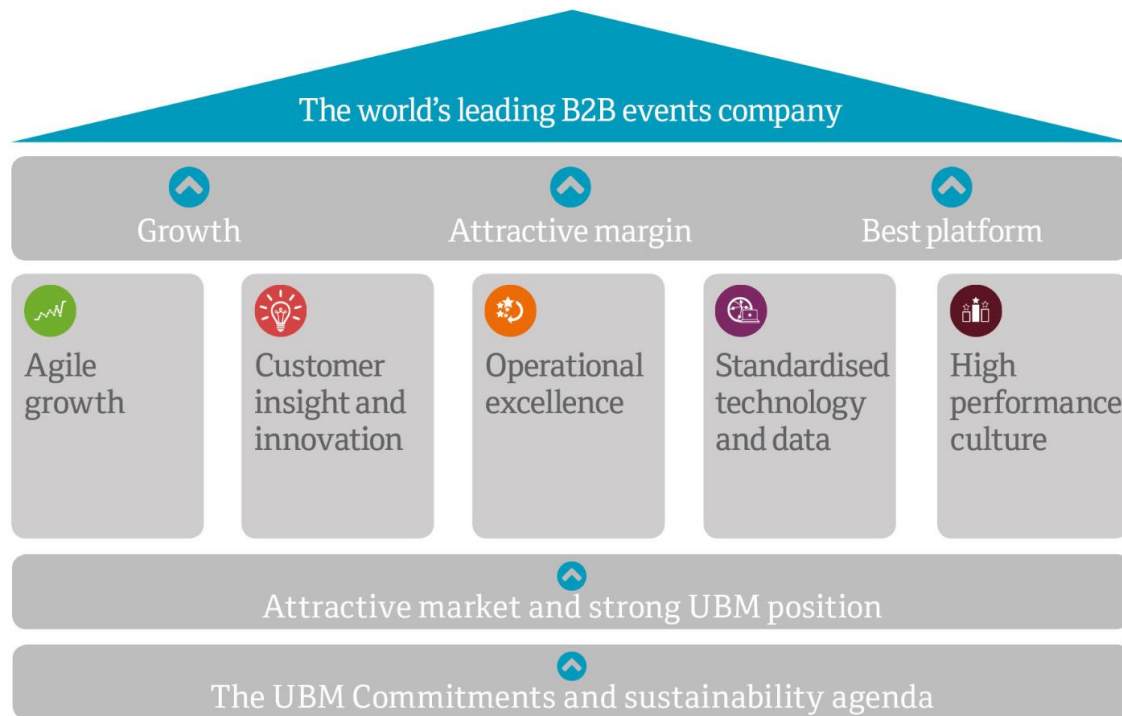


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UBM Strategy

Sustainability at UBM starts at the very beginning, as it forms the foundation of UBM's business strategy for becoming the worlds leading B2B events company. This ensures that sustainability is at the very heart of all business decisions.



Sustainability at UBM

We define sustainability as comprises of five key areas:



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

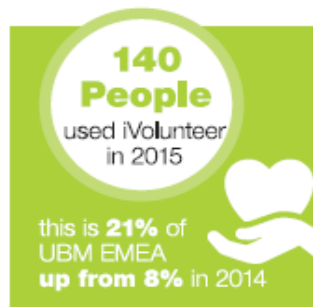
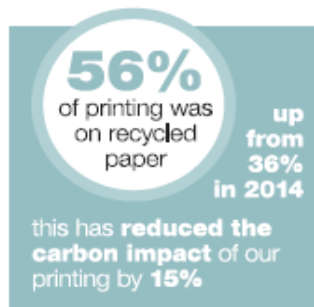


Senior Management Sustainability Objectives

In 2014 UBM EMEA set company sustainability objectives outlining what we aim to archive in regards to sustainability. Below is a summary of these objectives. Its through the delivery of these that UBM EMEA has successfully engaged its stakeholders with sustainability.

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.

Sustainability at UBM EMEA 2015



Here is a summary of UBM EMEA's sustainability achievements of 2015.

For full details please see UBM EMEA's End of Year Sustainability Report 2015.

Sustainability Engagement

1. The first step is to develop understanding and engagement throughout the company.
2. Once we had established internal engagement with sustainability the second step is to communicate sustainability to our external stakeholders and engage them with the issues of sustainable events.
3. The third step, is once we had engaged our external stakeholders is to use the power of communication to influence our visitors, exhibitors and contractors to make sustainability part of their decision making process.

Internal Engagement

Internal Communications:

During 2015 our internal communications have included:

- Intro to sustainability
- Hub pages
- Newsletters
- Post Show Reports
- Sustainable Event Rating
- Sustainability Committees
- Sustainability Working Group
- Event Meetings
- Community and charity Video



Protection and Management Series 2015
Post-Show Sustainability Report

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1 EVENT SUSTAINABILITY RATING

A	←	31	Protection & Management 2015	30/30	Outstanding Sustainability Achievements
B	←	25	Protection & Management 2015	25/30	Great Level of Sustainability
C	←			20/30	Good Level of Sustainability
	←			15/30	Some Consideration as evidence taken towards Sustainability



Sustainability update
Read about the [UFI Sustainable Development Award](#), the [CPH WW Sustainable Stand Award](#), the volunteering initiatives of [Amsterdam Cares](#) & how [Deconex](#) achieved the [ISO 20121 certification](#) and [eCommerce Expo](#) and [Customer Contact Expo](#) [retained their certification](#).

External Engagement

External Communications:

During 2015 our external communications have included:

- Exhibitor and visitor Engagement
 - Inclusion in show communications and signage,
 - Top 10 sustainability tips,
 - Sustainable Stand Awards,
- Contractor Engagement
- Awards
- Association Membership
- External Sustainability Newsletters

Top 10 things to consider as an exhibitor:

1. Have your sales information in digital format, rather than printed hardcopies: over 60% of exhibition handouts are thrown away.
2. If you have to use printed material try and use FSC or recycled paper.
3. Design your stand so it can be used again at other events.

Towards sustainable future

CPhI Sustainability Update - 2015 Achievements

'We are committed to the continual improvement of the sustainability of our events.'

CPhI WW awarded the Sustainable Stand Award to Novo Nordisk Pharmatech and Novozymes

This is a sustainable stand

CPhI WW recognised the exhibiting company with the most sustainable stand. CPhI presented Novo Nordisk Pharmatech and Novozymes with the CPhI Sustainable Stand Award 2015. Their combined stand could clearly show that they have taken sustainability into consideration during the design. All elements are reusable, it was completely build out of modular systems, with minimal waste, the stand uses LED lights, and they made usage of digital signage. Overall a great example of a sustainable stand design.



Energy efficiency

All shell scheme stands had LED lights to reduce our energy use. We also ensured efficient use of hall lighting and heating.



Material use

CPhI's feature areas were build out of modular system and generated almost no waste. All carpet and signage of the show was recycled afterwards.

CPhI WW continues to retain its ISO 12121 certification



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Engagement case studies

We have picked two key examples of how we engage with our audience with sustainability, which both spread knowledge, enhance attendee experience, educate and inspire them on sustainability for both at the event and beyond.

1. Our Sustainable Stand Awards
2. Our Charity Partnerships

Sustainable Stand Awards

At three of our largest exhibitions:



Aims:

- a. Reward the cases of best practice
- b. Demonstrate to our exhibitors and visitors our focus on sustainability as an organiser
- c. Engage our audience with what they should be considering as an exhibitor in the future

Sustainable Stand Award

When assessing the sustainability of the stand, we look at:

- a. Materials used to build the stand,
- b. What if anything will be waste at the end of show
- c. Their procurement for the event, e.g what collateral they have used
- d. Whether they have positive community initiatives.

Sustainable Stand Award: Winners

THE SUCCESSFUL WINNERS & RUNNERS-UP



Winners Over 60m2: **Dulux Trade**



Runners-up Over 60m2: **Arden Windows**



Winners up to 60m2: **Norvento**



Runners-up, up to 60m2: **Graf**



Sustainable Stand Award, Making an impact

A clear example of how our sustainable stand award is having a tangible effect on the sustainability of our events is that this year one of our large exhibitors at Ecobuild, prior to choosing a stand contractor asked us for 2016's award criteria.

This was so that they could make it a part of their tendering process, and have consequently chosen a new stand contractor who could deliver on the required sustainability criteria.



Sustainable Stand Award

The impact:

- We demonstrate our commitment to sustainability.
- We reward our exhibitors who are joining us in increasing the sustainability of the event.
- We highlight best practice, and therefore influence other exhibitors to make positive changes.
- Exhibitors become competitive, so in order to win they push forward the boundaries of sustainable exhibiting.

Event Charity Partnerships

A key example of how we engage both our event teams and our event audiences with sustainability is through our event charity partners.

Through these partnerships we develop, foster and support the positive impact of our events and the wider industry represented at our event by making sustainability a part of the content of the show.

**Our key ethos is to use the power of our brand,
to help theirs.**

Event Charity Partnerships

To help ensure the success of our charity partnerships for all parties involved we have developed a selection criteria, the key parts of this are:

- a. The charity needs to be relevant to the topic and industry represented at the event.
- b. That the event team is engaged with the charity.
- c. That the partnership is beneficial to the charity.
- d. That the charity has passed our due diligence questions

How we work with our charities

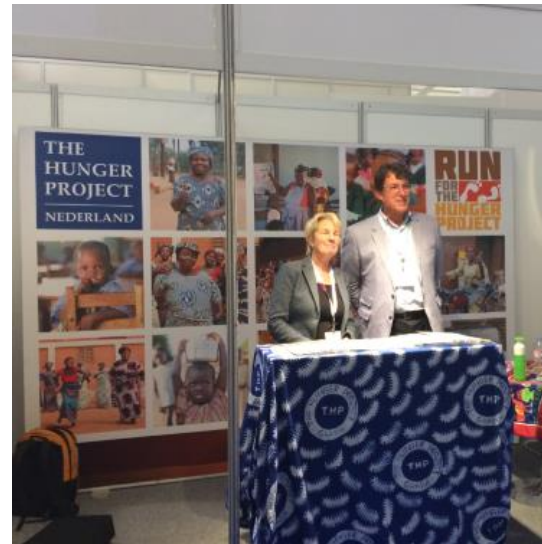
Food Ingredients Europe and The Hunger Project

At the show: engaging our audience

- A stand at the show
- Signage throughout the show
- A speaking slot at the women's breakfast
- A speaking slot in our show conference



THE
HUNGER
PROJECT



How we work with our charities

Food Ingredients Europe and The Hunger Project: At the show: Engaging our audience

- Inclusion in all marketing such as the event guide and the website.
- Sponsorship and presentation of an award at the FIE Innovation Awards.
- An interview on FIE live TV.



How we work with our charities

Food Ingredients Europe and
The Hunger Project:

At our office: engaging our team

- Charity run
- Cake baking competition
- Raffles
- iVolunteering



How we work with our charities

Food Ingredients Europe and The Hunger Project

The Impact:

- It enables our event teams to engage and run initiatives to enhance their positive legacy.
- It engages our visitors and exhibitors with what they can do to make a positive impact within their industry.
- It gives the charity the perfect platform to spread their message to a large relevant audience.



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How we work with our charities

Food Ingredients Europe and The Hunger Project

The Impact:

Show	Money Raised (£)	Value of Giving In Kind	Total
FiE	2,276.64	7,448.40	£9,725.04

Event Charity Partnerships

FIE's partnership with The Hunger Project is only one example, in 2015 UBM EMEA supported over 50 different charity's and non for profits.

Through money raised, donations and giving in kind this engagement of our employees and of our audiences resulted in a staggering total of over £500,000.

See [here a video](#) about UBM EMEA's charity engagement



Summary

Overall, our initiatives really help us to foster sustainability for the different events and help us drive change.

These initiatives create great value for all involved stakeholders and are repeatable at different shows with different stakeholders and audiences.

Moreover, the detailed initiatives are embedded in a stringent sustainability strategy with clear objectives for external and internal stakeholder engagement.

Summary

UBM EMEA will continue to strive making its events more and more sustainable and help its visitors, exhibitors and wider audience improve their sustainability impacts.



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