

Success Today Leading to a Sustainable Future



Sustainable Development

'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'

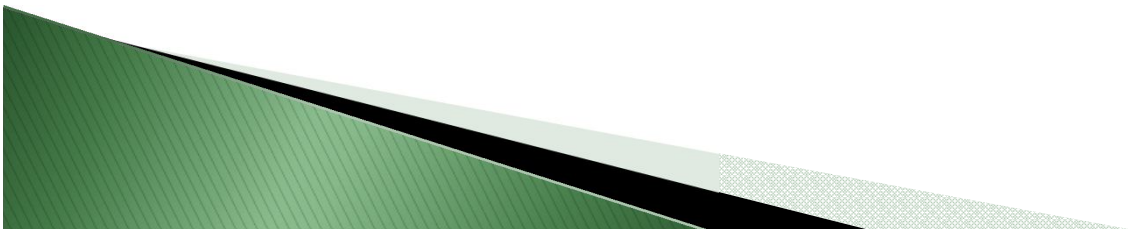
Brundtland Report - 1987

At UBM we don't sacrifice a sustainable tomorrow for a successful today. For us, we define sustainability as not just about 'being green', but about bringing an ethical, future-conscious attitude and mindset to every aspect of our commercial activities.

UBM Live

Operating internationally, UBM Live operates a number of market leading exhibitions, awards, websites/online products and publications in 20 different business sectors.

We have offices in the UK, Netherlands, USA, France and Brazil and focus on building relationships with our customers, with a comprehensive corporate responsibility programme.



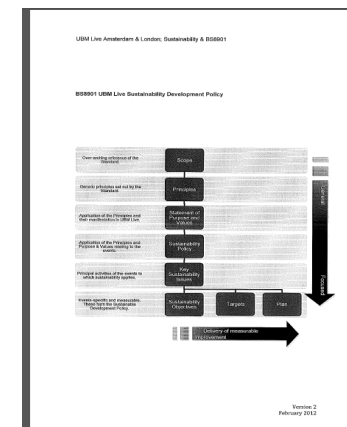
The Scope of UBM Live's Sustainability Strategy

- ▶ Integral to UBM Live's commercial strategy and development
- ▶ Strategy is built on 4 Pillars
 - Environment
 - Community
 - Workplace
 - Marketplace
- ▶ Currently covers three events
 - CPhI Worldwide/ICSE/P-MEC Europe and InnoPack
 - Fi & Hi Europe – Food and Health Ingredients
 - The Responsible Partnership Events
- ▶ Includes engagement with all stakeholders
 - Exhibitors
 - Visitors
 - Employees
 - Top Management
 - Community
 - Suppliers
 - Venues
- ▶ Implemented a sustainability management system for our office in Amsterdam and the operations teams based in Amsterdam and London
- ▶ Identified BS 8901 standards for certifying our events, while implementing multiple other ways to measure individual elements of our strategy



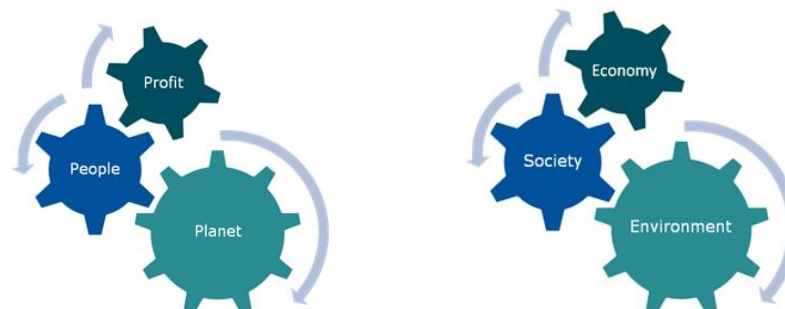
Key Milestones

1. Identified and communicated our key sustainability issues
2. Developed a comprehensive sustainability policy and values
3. Established key principles:
 - inclusivity, integrity, stewardship and transparency
 - and set our objectives and hard targets
4. Implemented BS 8901 standard and obtained certification for CPhI Worldwide and Fi/Hi Europe events, Responsible Business Exhibition UK and the Amsterdam office
5. Incorporated sustainability into our procurement process, focusing on supplier management
6. Engaged with our venues and signed a sustainability statement with Messe Frankfurt in 2011 to establish mutual co-operation and improving the sustainability practices of our business
7. Created a document management system for sustainability documentation ensuring transparency, availability and easy access for all stakeholders
8. Communicated our sustainability strategy through an internal sustainability newsletter and externally reaching out and sharing information with suppliers



UBM Live and Sustainability

- ▶ UBM Live has fundamentally re-engineered its key business processes to align them with the principles of sustainability
- ▶ Our sustainability strategy is reviewed continually and revised with new objectives, targets and attainable goals being set on a regular basis
- ▶ BS8901 is a key driver of our sustainability strategy, but not the only driver. UBM Live is fully committed to making its business genuinely sustainable across the board
- ▶ We are weaving sustainability into every aspect of our work, considering environmental responsibility, economic activity, the marketplace and social progress as key
- ▶ We are leaders in the events industry and creating best practice by embracing our sustainable values and communicating these with all stakeholders and the rest of the industry



Four Pillars of Sustainability



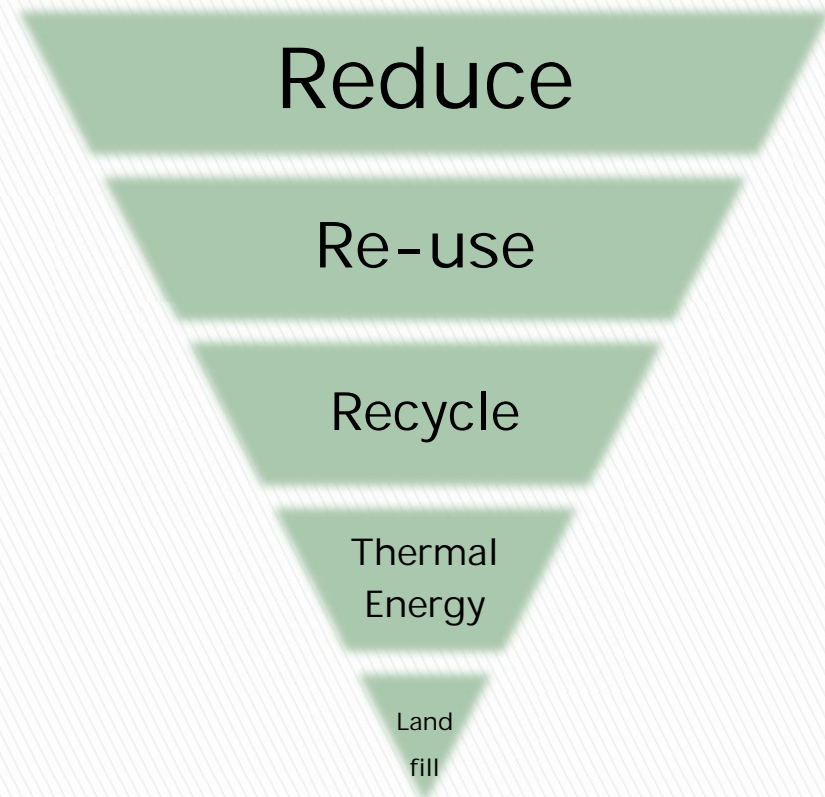
Marketplace

- ▶ Proving that it is possible not only to maintain but to improve the quality of our events by adapting sustainability into our planning and processes, and to ensure functional excellence
- ▶ Promoting sustainability in our business processes while ensuring the financial viability of our events and creating long term value
- ▶ Full utilisation of business continuity planning; requirements of suppliers to provide risk assessments and contingency plans. Also for our own business
- ▶ We take into account the impact of new legislation and regulations that may apply to the events as well as the sustainable management system
- ▶ Sourcing products and services that are produced or provided in a sustainable manner



Environmental Responsibility

- ▶ Valuing materials and resources that impact on the UBM Live sustainability management system, focusing on environmentally friendly materials and products for both on and off site
- ▶ Reducing our own energy use and carbon footprint
- ▶ Finding innovative ways to reduce the amount of waste sent to landfill
- ▶ Full promotion of the need to reduce carbon emissions to all stakeholders and how they can do this for example with digital communications
- ▶ Subject our events to regular internal and external audits to ensure that the environmental impact of the event is built into the sustainability management event lifecycle
- ▶ UBM Live seeks to deliver positive stewardship of the environment, sourcing products and services that are produced or provided in a sustainable manner
- ▶ Also considering how reducing our impact on the environment factors into our business continuity and the long-term future of the events industry



The Workplace and the Community

- ▶ We see our impact on the community as reciprocal, the choices we make as a business affect the communities and in return these communities affect us as a business
- ▶ We utilise our business expertise and have a global series of Responsible Business Events that are not-for-profit partnering events, linking our people development with our comprehensive responsible business strategy. We also give NGOs free space at exhibitions to network and utilise B2B events to promote their objectives
- ▶ UBM Live awards staff time off every year in order to contribute to community progress through our company wide iVolunteer programme. This programme promotes staff engagement and utilises employees time while ensuring personal development and a raised awareness of our corporate responsibility
- ▶ UBM Live considers staff engagement to be a business imperative. We conduct an annual global employee engagement survey, and have established a number of programmes in response to the feedback from the survey (including reward and recognition programmes, career development initiatives and increased community work)
- ▶ A key element to creating a successful future is our ability to attract, develop and retain the most talented people at all levels. We provide talent management initiatives and programmes (including a global Business Leaders Programme and Emerging Leaders Programmes), strong succession planning and talent review processes, flexible working policies and talented women initiatives
- ▶ We see our commitment to sustainability as a key element of our recruitment and retention strategy. We have staff incentives, rewards and schemes and give staff the opportunity to participate in team building activities; our employees are proud to work for UBM Live

Sustainability Principles

Inclusivity

- Engaging with internal and external stakeholders to ensure sustainability issues are fully understood and shared

Transparency

- Decisions based upon agreed processes and shared key documents, all roles and responsibilities are clearly documented

Sustainable Development

Integrity

- Promoting sustainability in all business processes, own, suppliers, contractors and the wider community

Stewardship

- Our activities impact the environment, economy and community. Our mission is to achieve the highest standards of sustainability throughout the business

Activities

- ▶ Effective waste management on site through collaboration with stakeholders
- ▶ Promotion of carbon reductions in marketing tools, on site collaboration and dialogue
- ▶ Switch to green electricity on site
- ▶ Switched to environmentally friendly give-aways; 100% recycled PET lanyards and biodegradable plastic pens used as give-aways during 2011 events
- ▶ Engaged with stakeholders during an on site forum during CPhI Worldwide 2011, gaining insight into key issues
- ▶ Engaged with venues: signed a sustainability statement with Messe Frankfurt for continual improvement in sustainability
- ▶ Determined baselines on site upon which to measure our sustainability progress
- ▶ Ensured Health and Safety of all stakeholders at our CPhI Worldwide and Fi Europe events
- ▶ Promoted sustainability in the supply chain
- ▶ Taking into account full risk assessments of suppliers
- ▶ Implemented business continuity planning for UBM Live
- ▶ Considered the cost-effective nature of sustainability and how this will add value in the long-term to UBM Live and all of its events

On Site

Activities

- ▶ Built sustainability into every part of our business strategy; taking it into account our responsibilities in acquisitions and other decisions and how considerations of sustainability factors into this
- ▶ Determined baselines upon which to measure our sustainability progress
- ▶ Surveys, questionnaires and dialogue amongst all stakeholders; obtaining a broad information base and all around comprehension of the key sustainability issues
- ▶ Office switch-off audits in addition to a smart meter monitoring our energy use
- ▶ Document management system creation
- ▶ Contribution to local community projects and charities
- ▶ Granted staff time off for volunteering purposes through the iVolunteer programme, incorporating a charity activity into our Christmas celebrations
- ▶ Sustainability newsletter created and distributed regularly for better communication with staff and linking our sustainable actions to a tangible outcome

Off Site

What have we achieved?

On Site

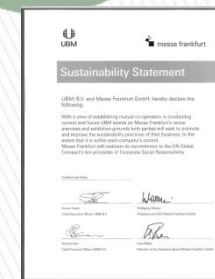
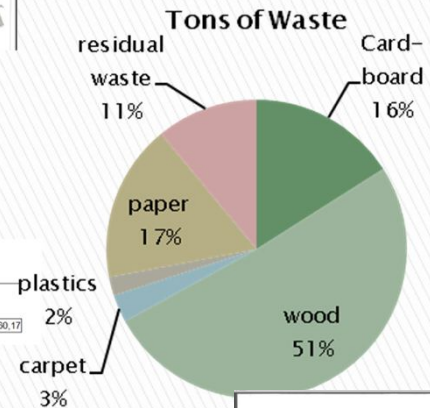
- Certification of BS 8901 standard for CPhI Worldwide Fi/Hi Europe, and Responsible Business UK events
- Reduced waste at events; 18% reduction in waste at Fi Europe 2011, recycled 88.8% of our waste at CPhI Worldwide 2011, in total saving 527 tons of waste from landfill
- Use of 100% green electricity at CPhI Worldwide in 2011
- Upheld the quality of our events while incorporating sustainability. We have an average customer satisfaction rate of 90%
- Incorporated digital engagement elements, delivering to our customers without increasing our carbon footprint
- Collaboration with venues and suppliers to exchange best practice, impacting them to improve their sustainability strategy as a part of doing business with us
- Effectively managed risks to the business

UBM Live Amsterdam Achieves Certification to BS 8901 for Event Sustainability Management Systems
UBM Live Amsterdam, a leading global live media and B2B communications, marketing service and data provider, has achieved certification to BS 8901 ...

UBM LIVE AMSTERDAM CASE STUDY

CPhI - Waste Statistic

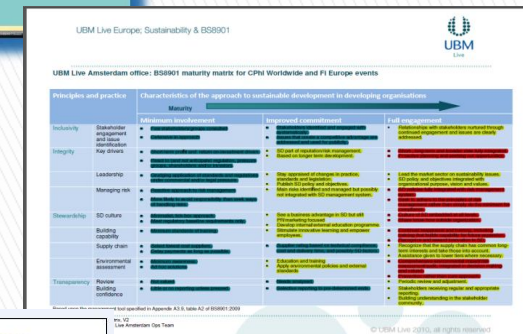
2011		Lamination		Plastic		Paper		Card Board		Wood		Carpet		Residual Waste	
Total	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to	% to
100	537.45	2.18	11.8	0.17	0.88	17.25	92.71	15.83	85.05	50.86	273.32	2.51	13.51	11.20	60.17



What have we achieved?

Off Site

- Installed a smart meter in the office and started to measure our electricity consumption, maintaining low energy usage per person in the Amsterdam office at 77 kWh per person
- Raised employee awareness of the importance of sustainability; approximately 70% of our staff have read our sustainability policy, our sustainability policy is now a compulsory part of our induction process
- Implemented recycling programme in the Amsterdam office, reducing our waste by approximately 40% in the last six months
- Set up of sustainability committees (local and company-wide)
- Staff volunteering at The Food Bank Amsterdam through our comprehensive company-wide iVolunteer programme
- Full communication of our progress with top management



Next Steps

Implementation of strategy at other events and offices

Work towards ISO 20121 to replace our BS 8901 certification

Promotion of sustainability on site and recycling or reusing of materials at the event, for example 'up-cycling' our banners into backpacks to be donated to a children's charity in Rwanda

Supporting charities chosen by our staff by collecting materials for donation, and promoting their work on site to all of our stakeholders

All inclusive stakeholder forums to receive input from all key suppliers and venues

Focusing on communicating sustainability to all levels of our clients to ensure full understanding and cooperation of UBM Live's ethos

Reciprocal communication with our customers; engaging and interacting to ensure solid relationships and effective communication, therefore including their ideas and perceptions into our decision making process

Incorporating digital communications and engagement across our events to reduce our carbon footprint and communicate alternatives that maintain the quality of our events

Sustainability reporting for UBM Live according to GRI guidelines

Comprehensive sustainability e-learning that can be adapted company wide

UBM Live Recommends

1. **Don't have a "Sustainability Strategy."** Sustainability must be integral to the overall commercial strategy
2. **Culture beats strategy:** Focus on engagement of all stakeholders to ensure a greater impact on the industry
3. **Create an holistic approach:** Work from the bottom up as well as top-down but also inside out and outside in to achieve greater results. Bring ALL your stakeholders with you and make them part of the solution
4. **You can't manage what you can't measure:** Audit what you are already doing and analyse and your resources to start a "process" of building up to Sustainable Development
5. **Control the controllables:** Be clear what you can affect and what you can't. Set your processes to achieve measureable change
6. **Look at other success stories** for inspiration.

Thank you and questions?

