Freeman Zero Waste Campaign

UFI SUSTAINABILITY DEVELOPMENT AWARD SUMMARY | 01 MAY 2019

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Note: Revised summary does not contain some internal tracking metrics and resources shared in the initial submission
Freeman Sustainability Overview

With more than 90 locations globally and 7,000+ employees, Freeman, a global brand experience company, has long been committed to innovation in sustainability. Highlights from the past decade include:

In 2011, Freeman became the first general service contractor to create a full-time department dedicated to internal and external sustainability initiatives as part of its commitment to sustainable best practices.

In 2016, Freeman received the prestigious ISO 20121 Event Sustainability Management System certification, the first in its industry to do so on a global scale.

In 2017, Freeman Board Vice Chair Carrie Freeman Parson announced the Freeman Manifesto and the company’s Zero Waste Goals during an enterprise-wide employee event.

In 2018, Freeman launched its Zero Waste communications campaign. Key objectives include build awareness of company-wide sustainability goals, share emerging best practices and promote personal responsibility.
Freeman Earth Week 2018

Each day of Earth Week featured specific themes related to Freeman’s Zero Waste Goal to address the biggest areas of impact, as well as ISO commitments. Custom designed infographics were emailed to all North America employee to share stats, best practices, and a call-to-action that employees could apply to their daily routines.

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>ZERO WASTE</td>
<td>RESOURCES</td>
<td>ENERGY</td>
<td>PEOPLE</td>
<td>AIR</td>
</tr>
<tr>
<td>Freeman’s goal to reduce waste of time, money, material resources as defined by our four focuses</td>
<td>minimize material waste view waste as a commodity looking at the full lifecycle reduce, reuse or recycle</td>
<td>improve energy efficiencies reduce energy waste power down program</td>
<td>employee engagement time efficiency streamlined processes up-to-date tools and platforms</td>
<td>reduce all the sources of GHG emissions efficiency improvement minimizing transportation cleaning products</td>
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Earth Week: Our Commitment to Zero Waste

At the experience FREEMAN event in August, we announced our commitment to sustainability and to a goal of Zero Waste.

As the world’s leading provider of brand experiences, FREEMAN is focusing on reducing our footprint by eliminating waste throughout our logistical chain. We are reassessing how we use materials, time, talent, and space as a business issue, and focusing our energy on creating a business model that will last us for another 90 years and beyond.

Our Zero Waste initiative has four major areas of impact: Resources, Energy, Air, and People. Learn more about Zero Waste and these four focuses at your local Sustainability Summit hosted by your Green Team Leader.

Throughout Earth Week, you will receive a daily email from Melinda Kendall, SVP of Sustainability. The messages will include a definition of each focus, an infographic so you can learn more about how FREEMAN intends to achieve Zero Waste, and tips on how to become an owner of our sustainability movement.

Learn more about our commitment to sustainability at your local Sustainability Summit or on the RESOURCE.

Thank you,

Carrie

earth week 2016
Freeman Sustainability Summits

As part of the Earth Week initiative, Local Green Teams hosted Sustainability Summits. During the hour-and-a-half meetings, employees learned about the company-wide Zero Waste Goals and what their local office is currently doing toward that goal, as well as participate in brainstorming new ideas.

Employees in small groups brainstormed Zero Waste ideas for four focus areas: resources, energy, people, and air. Ideas were shared the larger group to prioritize.

Brainstorm ideas from different locations were later compiled into a global list by the corporate sustainability team and distributed to local Green Team Leaders and department heads as a resource of ideas for our areas of improvement.
Freeman Content Marketing & Social Media

Freeman’s Zero Waste communication plan featured customized content marketing elements including:

“Three Freeman Trend Lab Trends to Embrace for Earth Day” thought leadership blog;

“Building Sustainable Best Practices” case study;

“The CMO’s Role in Driving Sustainability” guest column in Forbes magazine.

Social media highlights include:

Twitter #ExpoChat hosted by Trade Show News Network (TSNN);

Instagram posts promoting sustainability such as Earth Week, the Low Waste Movement, the Freeman Manifesto, the Waste Management, and Zero Waste Goal;

Facebook links to thought leadership content.
Beyond Earth Week

Building off the success of Earth Week, Freeman continues to educate, engage, and empower employees.

**Sustainability Opportunity Form:** Online form for employees to anonymously share ideas for Freeman to improve its sustainability performance.

**Sustainability at Freeman:** Mandatory 15-minute online training module for all current and future employees to learn about Freeman’s sustainability commitment, accomplishments, and best practices.

**Awards & Recognition:** Three internal awards to honor individual and team sustainability efforts that advance the company’s Zero Waste goals.

**Sustainable Office Checklist:** Online portal to share best practices from different locations. Also includes Sustainable Vendor Library of collaborative vendors with estimated cost savings to recycle or donate materials and supplies such as Plexiglass or batteries.

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**Freeman Manifesto**

*Sustaining our People, Planet, and Profit*

At Freeman, we are committed to a positive environmental legacy as we grow our business and help our people and partners to optimize our use of energy and material, minimize waste, and measure and improve our ecological impact.
Outcomes

**EMPLOYEE SURVEY:**
In a post-campaign survey, 70.6% of employee respondents reported they “understood well” Freeman’s Zero Waste Goals.

Approximately 67% of respondents said they “learned a lot” about Freeman’s Sustainability efforts.

Nearly 55% said they have changed their habits to be more sustainable.

**RECYCLING:**
326,739 lbs. of aluminum

**UPGRADE OF WAREHOUSE LIGHTING:**
11,000 LED lightbulbs saving 8.5 million kwh

**WASTE DIVERSION**
97% by our exhibit fabrication team in Grand Prairie

**SUPPLY CHAIN**
aisle carpet: 840,000 miles of trucking saved equals 1,342 tons of CO2 saved