



Freeman Zero Waste Campaign

UFI SUSTAINABILITY DEVELOPMENT AWARD SUMMARY | 01 MAY 2019

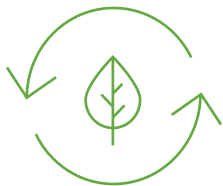
For more information, contact Melinda Kendall, Freeman SVP Sustainability, melinda.kendall@freeman.com

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.

Monday



ZERO WASTE

Freeman's goal to reduce waste of time, money, material resources as defined by our four focuses

Tuesday



RESOURCES

minimize material waste
view waste as a commodity
looking at the full lifecycle
reduce, reuse or recycle

Wednesday



ENERGY

improve energy efficiencies
reduce energy waste
power down program

Thursday



PEOPLE

employee engagement
time efficiency
streamlined processes
up-to-date tools and platforms

Friday



AIR

reduce all the sources of GHG emissions
efficiency improvement
minimizing transportation
cleaning products

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.



Carrie Freeman Parsons
Vice Chair
The Freeman Company

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

RESOURCES ● ● ● ●

How a True Blue Company goes green

See how Freeman is leading the way in sustainability.

Reduce **Reuse** **Recycle**

Freeman offers three different graphic substrates that are **100% recyclable AND COST-EFFECTIVE.**

1.3 million SQUARE FEET
The amount of signage Freeman printed last year that was recyclable.

31% of the total square footage Freeman prints is accounted for by PVC.*

65% of all graphics printed by Freeman are recyclable.

*PVC is a non-recyclable or earth-friendly substrate that does not decompose in the landfill.

2 months
That's how long it takes cardboard to decompose in a landfill. PVC never decomposes. For most clients printing graphics for one-time use, recyclable substrates would fulfil their needs.

make it personal.™

Set your default setting on your printer to black/white and double-sided. Try to reduce your printing to only essentials.

ENERGY ● ● ● ●

Powering down for a brighter future

Freeman has saved **\$1.02 million** and **6,305 metric tons** of carbon emissions.

This is equivalent to lighting **611 homes** for a year, just by converting all but two facilities to high-efficiency lighting.

How much money we can save per year if all Freeman employees powered down.

\$307,241

108 metric tons of carbon emissions

How much we could also reduce our annual carbon emissions by powering down.

\$1.8B
This is how much the United States can save per year if everyone used Energy Star computers and laptops like Freeman does.

make it personal.™

Turn off your lights, computer, monitor, and unplug chargers when not in use.

PEOPLE ● ● ● ●

We're investing in our best asset: our people

Our culture of cooperation and appreciation resulted in an **80% engagement score!**

The Freeman Learning Cycle helps us reduce wasted effort by using design thinking to fully understand the issue before solving it.

three ways Self-Service Exhibitor Order to Cash can be more efficient*:

- We will reduce and remove paper from our processes
- streamline processes to allow the right people to do the right work at the right time
- digitize as much of this work as possible to remove multiple touchpoints and data entry

*The PVC group is already working towards this goal.

make it personal.™

Respect each other's time. Be on time for meetings and end your meetings on time. Invite the right people to your meetings.

AIR ● ● ● ●

Cleaner transport. Cleaner habits. cleaner air.

440,000 miles
How many miles we'll save annually in over-the-road trailers by direct shipping carpet from the manufacturer instead of from the CDC.

520 hours a year
How long the average truck sits idling. Our No Engine Idling policy would look to reduce greenhouse gases by having our trucks switch off while idle.

Amount of trucks currently in the Freeman fleet.

628

\$888,243
How much money we would save annually on fueling our fleet with a No Engine Idling policy.

17,413 metric tons
How many metric tons of carbon emissions we could keep out of the atmosphere through full compliance of the No Engine Idling policy.

make it personal.™

Carpool or use public transportation to reduce your own personal footprint.

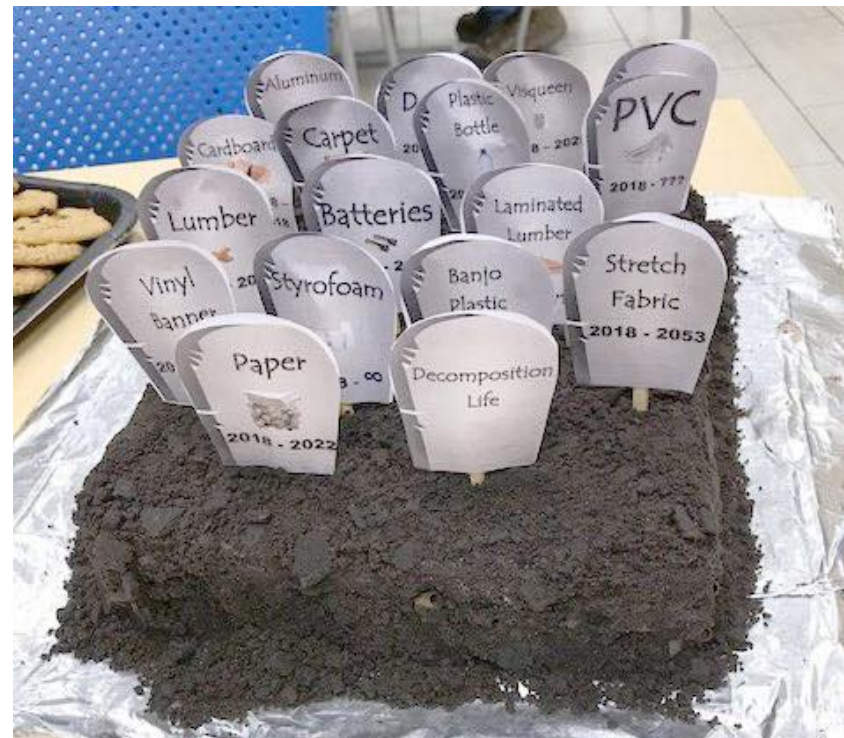


Freeman Sustainability Summits

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.

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.



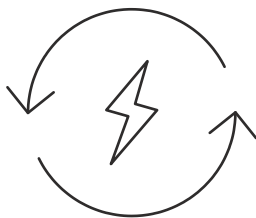
Outcomes

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.

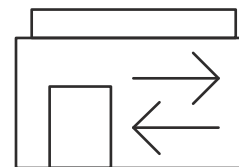
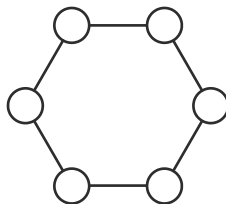


UPGRADE OF WAREHOUSE LIGHTING:

11,000 LED lightbulbs saving 8.5 million kwh

RECYCLING:

326,739 lbs. of aluminum



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

