



UFI SUSTAINABLE DEVELOPMENT AWARD 2022

BEST CARBON EMISSIONS
REDUCTION INITIATIVE

CASE: WINDEUROPE ELECTRIC
CITY CONFERENCE 2021





ABOUT BELLAGROUP

Bellagroup is among the largest hospitality companies in Denmark and as such we stand on three legs of business: venues, hotels, and content.

The venue part is comprised of Bella Center Copenhagen, Bella Arena, Bella Sky Conference & Event, Cliffe Showrooms and International House.

In the hotel part, Bellagroup operates three hotels with internationally recognized brands – Crowne Plaza Copenhagen Towers, AC Hotel Bella Sky Copenhagen and Copenhagen Marriott totaling almost 1,600 rooms.

And, finally, Bellagroup produces event content such as Cliffe (Copenhagen International Fashion Fair), Bogforum (Book Forum) and LEGO World. Bellagroup has more than 160 meeting and conference rooms and in total more than 200,000 square meters with enough space to host 30,000 people.

RESPONSIBLE HOSPITALITY

Hospitality is at the heart of everything we do. We strive to host moments that matter for our partners and customers and for the many visitors and guests we welcome every year.

Being one of the largest event and hospitality groups in Denmark, we are also acutely aware of the impact we have on the environment as well as the society. Events and hospitality can be resource intensive activities and eventually have a direct impact on thousands of guests, employees, partners around the world and our local community.

We have a responsibility to take our impact into account. We need to consider how to reduce our environmental footprint every step of the way from supplier to waste management, how we interact with society and how we can drive a positive social change. This entry documents the steps we are taking on our journey towards becoming a leader in our industry in terms of environmental, social, and corporate governance.

Sustainable events

At Bellagroup we host events in all sizes and for all industries. Doing so we want to:

- **make every event matter for our guests and customers**
- **make every event sustainable**
- **make it easy to choose sustainable solutions**
- **make it valuable to host a sustainable event**

Accordingly, we periodically assess our material issues to ensure we are aligning our programs with the issues that matter most to our business and our stakeholders. Bellagroup has undergone a big transformational change, and it has also been very important to take our risks, opportunities, and material issues into consideration with our new sustainability strategy to drive long-term value for our business, clients, and stakeholders.

CHALLENGE AND SOLUTION

The challenge - meeting the demand from our customers

The vision of Responsible Hospitality is also something that our customers are increasingly demanding. Therefore, we are in constant dialogue about what is on their minds when it comes to sustainability. Last polled, 22% (based on qualitative interviews with customers in connection with our Meeting & Event Fair 2021) answered that the most important thing is the ability to measure carbon dioxide emissions in connection with events.

This is a demand that we would like to meet, but it proves difficult because the development of joint reporting is not so developed yet and because our products are complex. That makes it even harder to improve our production and collaboration with our customers to cut back on emissions because neither we nor them have basis for comparison.

But even though it is a difficult task, it does not mean that we give up in advance. It will be a long process to get a complete overview of the imprint we derive in both scope 1, 2 and 3, but we have started and, in collaboration with WindEurope, we have now prepared the first event climate footprint report on a major international congress. A milestone on the way to reducing CO2 emission even further in the future.

The solution - carbon reduction report

In 2021, we hosted the annual WindEurope Electric City Conference - a trade event for the European wind industry. It was not only the first larger event after COVID-19, but it was also the first event, where we meticulously measured and documented the environmental impact and carbon footprint of any event from resource and energy usage to recycling.

By systematically evaluating the impact of an event, we not only gain knowledge on where to improve, but also give our customers and partners an important benchmark to measure their own impact and development. It gives them (and us) an opportunity to actively use this information to improve our event and environmental management.

Our goal is to further develop this approach in 2022, so that we can provide transparency regarding the environmental impact of all events in our venues.

We are proud to have prepared a simple and clear report that focuses on carbon dioxide emissions. And our customer, WindEurope, is as excited as we are:

"On behalf of WindEurope I would like to thank you for an outstanding collaboration and equally exceptional delivery of the WindEurope Electric City Conference 2021. This was an event like no other. I would especially like to highlight the great work evolving the event climate footprint report. We are proud to have gained knowledge on our actual emission and, at the same time, on how to reduce the CO2 emission at our next conference at Bella Center Copenhagen. Also, it is exciting for us to be part of this journey with you. We are very much looking forward to building further on this report in 2023".

Oliver Wykes, Chief Operating Officer
WindEurope

METHODOLOGY OF RESEARCH

The preparation of an event climate footprint report is ambitious and aims to cover the entire emission of all future events. We also have ambitions to include the participants' emissions from transport and consumption of Food & Beverage. Therefore, various methodological choices have been made to ensure that the result is as correct and complete as possible.

Among other things, the Radiative Forcing Index (RFI) is included in connection with emissions from air transport, which means that it must be considered that CO2e emitted higher up in the atmosphere has a greater greenhouse effect than CO2e emitted on ground.

At the same time, consideration is given to whether the emission factor for electricity is based on the annual average for composition of the electricity production (environmental declaration), or whether the emission factor corrects for companies' purchases of green certificates, so-called guarantees of origin (electricity declaration).

In this first report, however, the focus is on measuring the direct consumption from electricity and heat as well as consumption related to waste.

Actual initiatives to reduce CO2 emissions and costs

Although measurement, knowledge and reporting are important steps on the way to more sustainable events, sustainable solutions are already a strategically important focus area.

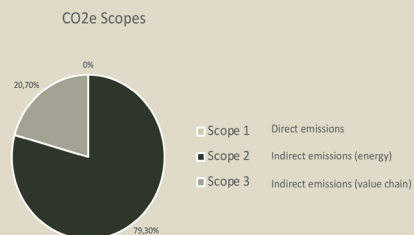
Our ambition at Bellagroup is to focus on how we can go beyond just complying with environmental policies. We are already driving efficiencies in our operations that cut emissions and costs, which both reduces our impact and gives us a competitive advantage.

Result for WindEurope 2021: 51,54 ton CO₂e

Category	Scope 1 (ton CO ₂ e)	Scope 2 (ton CO ₂ e)	Scope 3 (ton CO ₂ e)	Total
Electricity	0	25	6,86	31,86
Heat	0	17,02	4,08	21,1
Waste	0	0	0	-1,42
Total	0	42,02	10,94	51,54

Key Figures

CO ₂ e pr. attendee	6,44 kg CO ₂ e
CO ₂ e pr. m ²	1,09 kg CO ₂ e



Amounts to approx.
142 roundtrip flights
Copenhagen - Brussels



As a hospitality company our core business is especially linked to:

- **Energy and carbon**
- **A more sustainable food experience**
- **Water management**
- **Waste management**

We work actively in all four areas, and, before the end of 2023, we will publish Bellagroup's pathway to achieve net zero by 2050 at the latest with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030.

Meanwhile, we want to briefly highlight our great efforts in waste reduction, which – as it turns out – counts positively in the report for WindEurope. At Bellagroup we work towards a goal of having zero waste. For us this means sending as little as possible to the landfill and ensuring that waste materials are reduced, reused, recycled, or repurposed.

Therefore, we have continuously and during the running of the WindEurope Electric City Conference 2021 worked effectively with upcycling, minimization of single-use plastic and not least our comprehensive program to minimize food waste. This counts as many as six initiatives from purchasing and menu planning to donation of excess edible items and disposal of remaining inedible food.

What lies ahead

In the nearby future we commit to a development of the report so that it contains a larger part of our supply chain, e.g. Food & Beverage, but also a clear strategy and a daily effort to improve the results of the report itself. By these means we feel confident that we can maintain the fantastic and important work of bringing people together from all over the world for them to share knowledge and together find solutions to all kinds of challenges, including measuring and reporting imprints – and, more importantly, solving the great challenges we face ahead. A task that is gigantic and important for both WindEurope and us.

Result for WindEurope 2021: 51,54 ton CO₂e



Electricity:
167.950 kWh



Waste:
Recycled, 2.460 kg
Incinerated for district heating, 21.180 kg



Attendees:
8.000



Heating:
197 mWh



Water usage:
317 m³



Square meters:
47.000

Please note that the resource use was higher than average, due to additional Covid-19 initiatives at this event.