



UFI SUSTAINABLE DEVELOPMENT AWARD 2022

BEST CARBON EMISSIONS
REDUCTION INITIATIVE

JAAARBEURS

attract - engage - accelerate

About Royal Jaarbeurs

We believe that there should be a place where you can meet each other in real life. At Jaarbeurs, we offer and create this space to accelerate growth: as people, as an organisation and as an industry. In a sustainable, safe and smart way. Live and online. In the centre of Europe, in the midst of the Netherlands, in the heart of the city of Utrecht, with you as our main focus.

Established in 1916 to promote trade and industry and therefore to stimulate prosperity. Now, more than 100 years later, this ideal still forms the foundation of the Jaarbeurs.

Jaarbeurs organises and facilitates (trade) shows, conferences, events and other meetings.

Because of our operations in China and Thailand, we have an extensive national and international network of suppliers and cooperative partners.

We welcome you at Royal Jaarbeurs!



Executive summary

Since sustainability is key for Jaarbeurs, we are thrilled to be nominated for the UFI Sustainable Development Award 2022!

In our application for the best carbon emissions reduction initiative, we focus on our F&B activities.

Since 2020, Jaarbeurs has taken a wide variety of measures to:

- **Reduce** food waste
- **Stimulate** sustainable food choices (switching to plant based diets)

In order to achieve that, we collaborate with several partners within our supply chain. Thanks to the measures taken between 2020 – 2022, a total reduction of **846 tonnes of CO2-equivalent** in 2023 is feasible.

Which is a **reduction of 28%** in comparison to all impact associated with food consumption in 2019.

We won't stop there. By gaining further insights in where the most impact in food choices can be achieved and in what other opportunities there are to reduce food waste, we can even further reduce negative climate impacts. Jaarbeurs aims to become **net zero by 2030**.





SUSTAINABILITY JAARBEURS

Sustainability @ Jaarbeurs

Jaarbeurs believes in a world in which we show respect and care for each other and for our environment. A world in which our negative impact is reduced and mitigated by reusing natural resources, managing and reducing waste and generating our own green energy.

Jaarbeurs wants to be a leader in its sector and wants to make the difference in the field of sustainability. That is why we are accelerating our investments in a sustainable future. It is possible, and necessary.

Every year we welcome 2.3 million visitors. We can give all these customers, visitors and suppliers the experience of a more sustainable Jaarbeurs. In this way, we can set a good example, internally and externally, to our stakeholders and to society at large. And we send a clear signal to the rest of our industry: colleagues, clients and visitors – join our ambition!



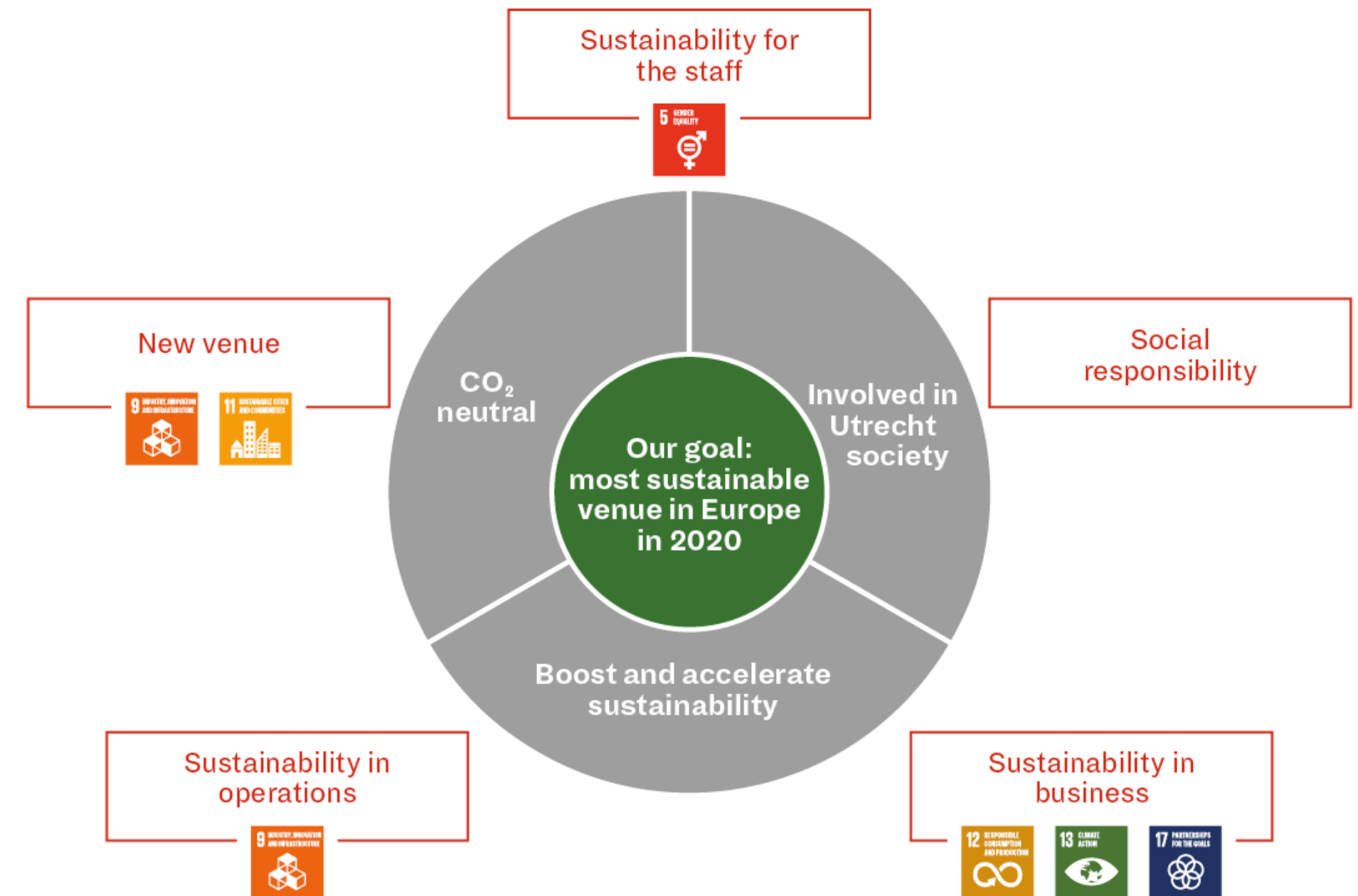
Sustainability strategy

3 key promises and themes

Our ambition is to become the most sustainable venue of Europe by 2030. And we hope to achieve that goal with three key promises:

1. To become **net zero** by 2030
2. To **help** the businesses in all the industries that we are in with building and accelerating sustainability
3. To **support** all the local sustainability initiatives in our main town of Utrecht

We have 5 themes that are important in achieving that ambition. One of them, our F&B business (25% of our revenue), is leading in this business case.





BEST CARBON EMISSIONS REDUCTION INITIATIVE CASE F&B: FOOD & FOOD WASTE

Food and food waste

Why focus on food when combating climate change?

Globally, the food & agriculture sector is responsible for up to 25% of the greenhouse gas emissions (CBS). Roughly $\frac{1}{3}$ of all the food that is produced worldwide will never be consumed due to wastage and spill. This causes a lot of resource and energy consumption that is unnecessary and that contributes to the effects of climate change.

On a global scale 90.7–101.71 gigatons of CO₂ equivalent can be reduced / sequestered when we reduce food waste (2020–2050) (Drawdown). Switching to a plant based diet also has a positive effect on the reduction / sequestration of greenhouse gases: estimates made by Drawdown show an additional 65.01–91.72 gigatons CO₂ equivalent.



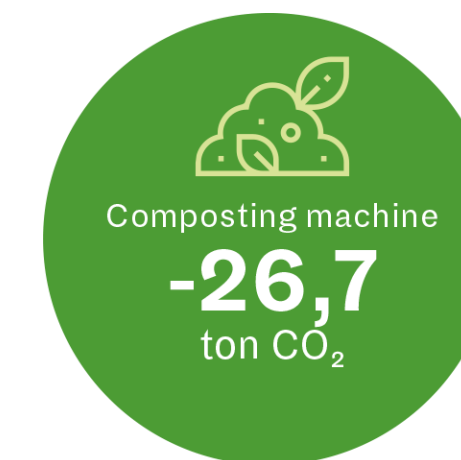
Food and food waste

Global ambitions, local results

On a global scale, the UN Sustainable Development Goals aims to reduce food waste up to 50% in 2030. On a European level, the goal is to reduce up to 55% of CO₂-equivalent emissions in 2030, in comparison to 1990 (Fit for '55).

Jaarbeurs has set sail for a less carbon intensive future by changing food choices towards more plant-based options and reducing food waste. This job cannot be done solely by Jaarbeurs - the entire value chain is needed.

Jaarbeurs has searched and found new partners to come up with solutions to reduce food waste and learn more about sustainable food choices. These initiatives reach further than the events taking place within the walls of Jaarbeurs: by introducing people with new food choices Jaarbeurs aims to inspire each visitor to also make carbon-reducing adjustments at home.





PROJECT DESCRIPTION

Project description

On our way to a green and carbon neutral food supply chain

After deciding to focus on food and food waste, we first identified the possibilities in our own organization. And not just for one product, but for all the products within the F&B activities.

This has lead to the following decisions:

- Company restaurant ONS became 100% vegetarian
- The restaurants Pleyn, Speys and Steyl 90% vegetarian
- Exhibitors at trade shows & events 80% vegetarian
- Congresses and meetings 80% vegetarian
- For visitors at trade shows & events 50-90% vegetarian, taking the target group into account (not included in this business case and calculations yet)

All as a starting point. From here we increase the percentages every year.



Loaded fries	€6,50
⇒ Vegan mayo, Bonen, Cheddar, Rode/bosui	
Tortilla	€8,50
⇒ Sla, bos/rode ui, Koriander, Vegan mayo	
Curry	€8,50
⇒ Rijst, Curry, bietenblokjes, Komkommer, Rode/bos ui, Koriander, Papadum	
Granola bowl	€4,80
⇒ Yoghurt, Fruitsalade, Kokos schuifsel	
Poke bowl salade	€8,50
⇒ bonen, rijst, mais, avocado, Mango	
Smoothies	€3,75
Broodje oude kaas	€3,50
Broodje bieten hummus	€3,50



Project description

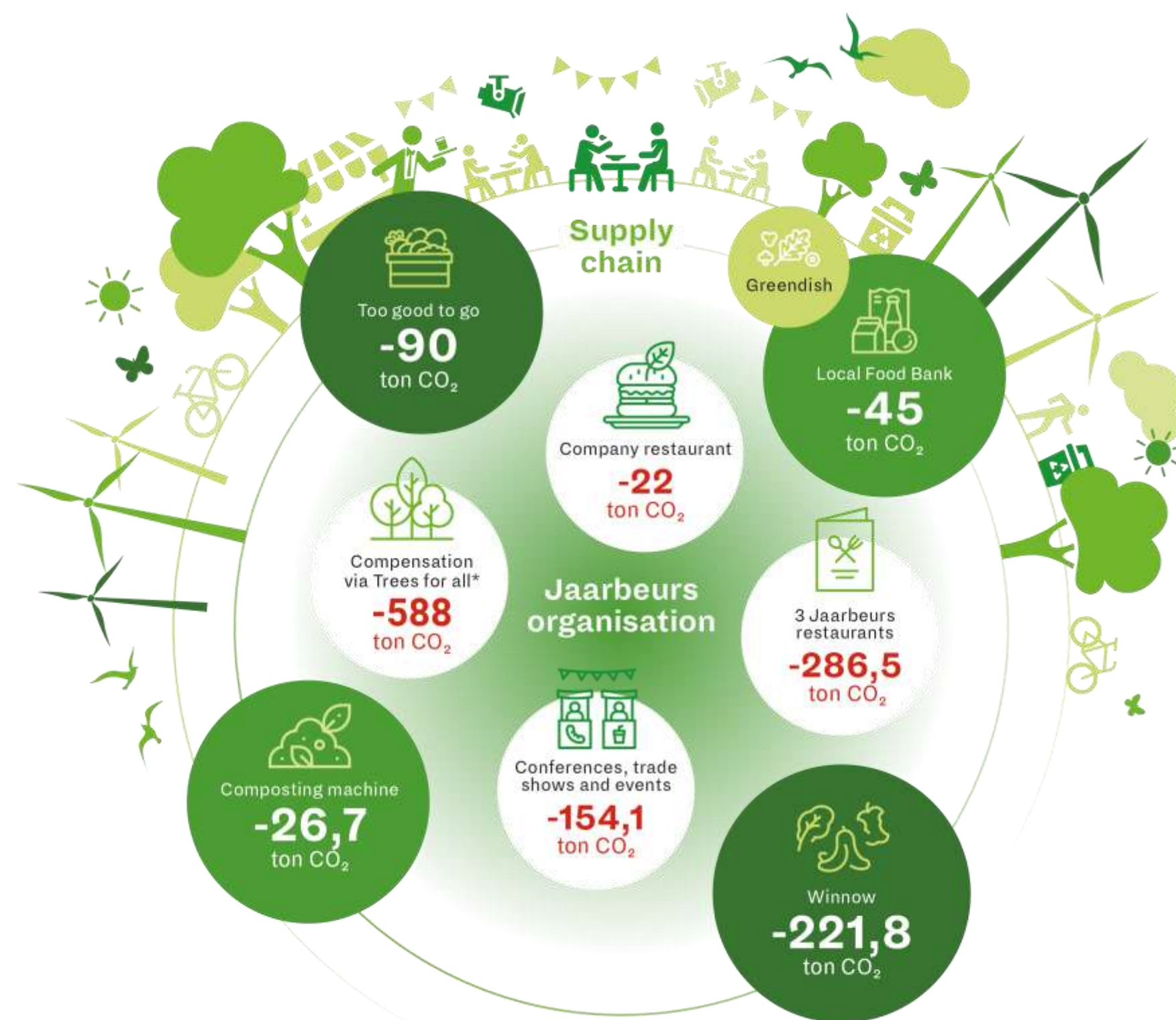
Following these decisions, we've made several partnerships in our supply chain in order to increase the impact:

- One for learning about menus and ingredients (Greendish)
- One for learning on “loss” of ingredients and leftovers (Winnow)
- One to help us reduce the number of waste (Beelen for composting)
- And one to help us give food a second life (Too Good To Go/ Food Bank Utrecht)

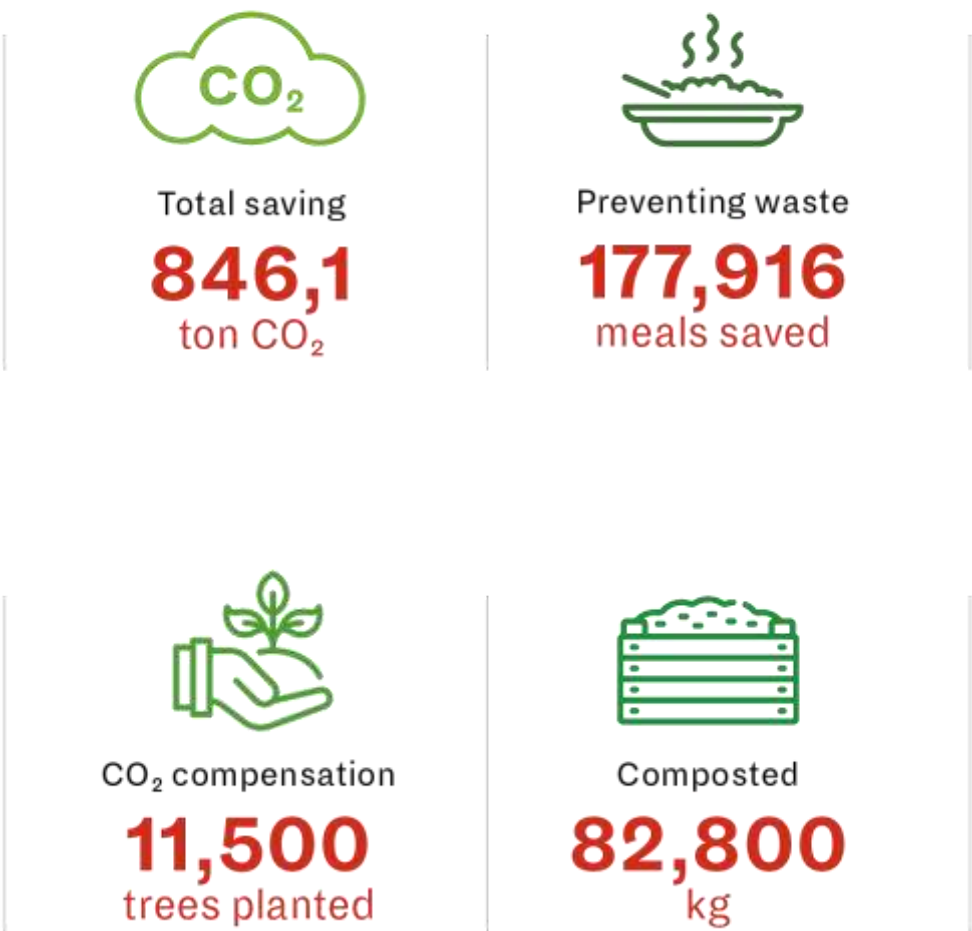
The goal for 2023 is to diminish carbon emissions by **864KG** CO2

Impact sustainable choices Jaarbeurs hospitality

Impact in a ‘normal’ year



Impact of the hospitality measures

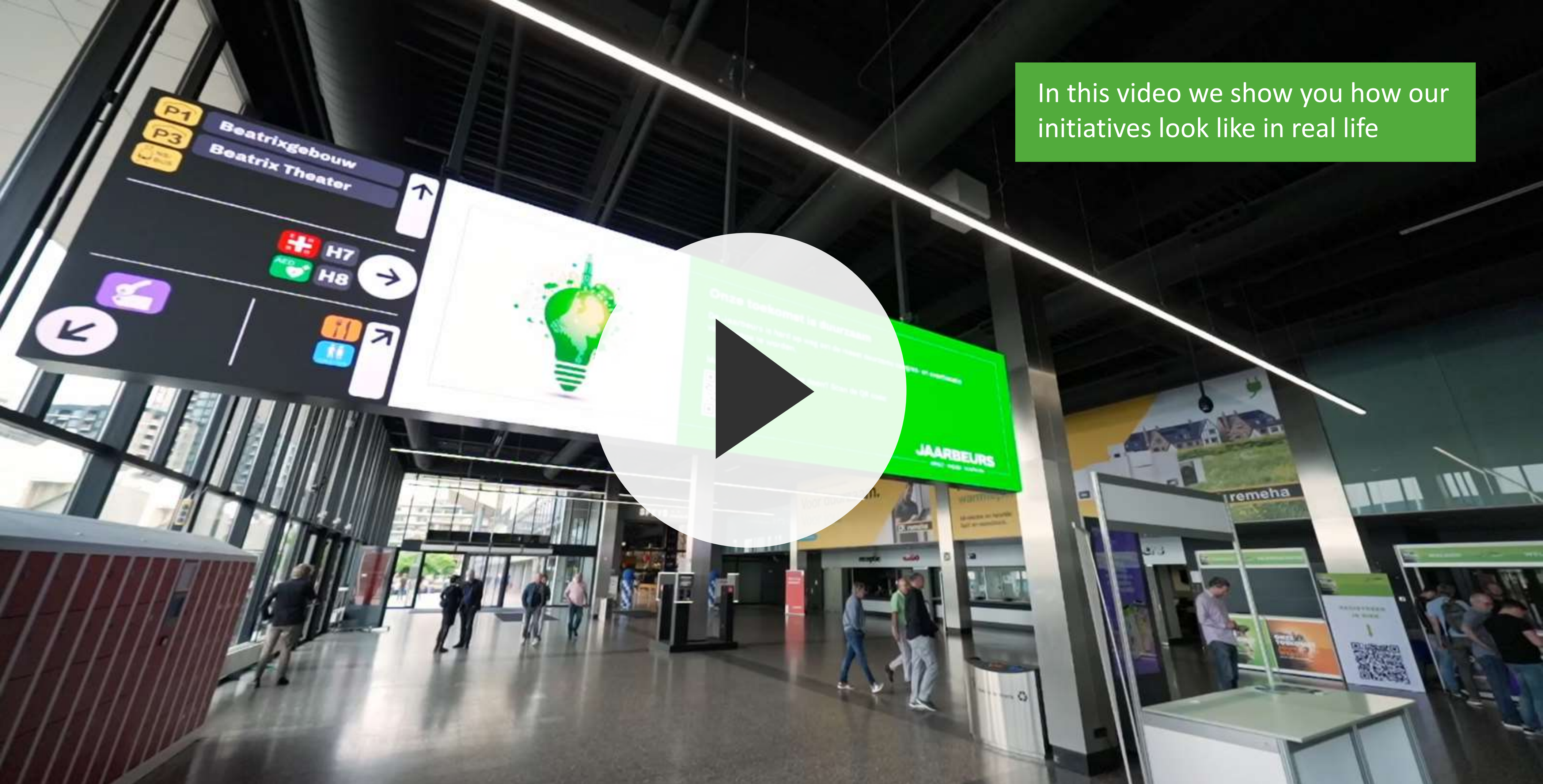


* Trees for All, is used now for compensation but as soon as we scale up our activities this impact will diminish.

Our reduction in numbers and in comparison to other categories

Measures	Kg CO2-eq	Km by car	Driving around the earth	Trees	Oilbarrels	Return journeys by car from Utrecht to Paris
Foodbook /vega assortment	154,106	1,413,818	35	2,202	385	1,504
To good to go	90,015	825,824	21	1,286	225	879
Winnow	221,763	2,034,520	51	3,168	554	2,164
Composting machine	26,680	244,771	6	381	67	260
Foodbank	44,959	412,471	10	642	112	439
Company restaurant ONS	22,039	202,188	5	315	55	215
Speys, Zeyn & Steyl	286,501	2,628,448	66	4,093	716	2,796
Totals	846,062	7,762,040	194	12,087	2,115	8,257

In this video we show you how our initiatives look like in real life





OUR PARTNERS

Meet our partners



Collaboration with Greendish

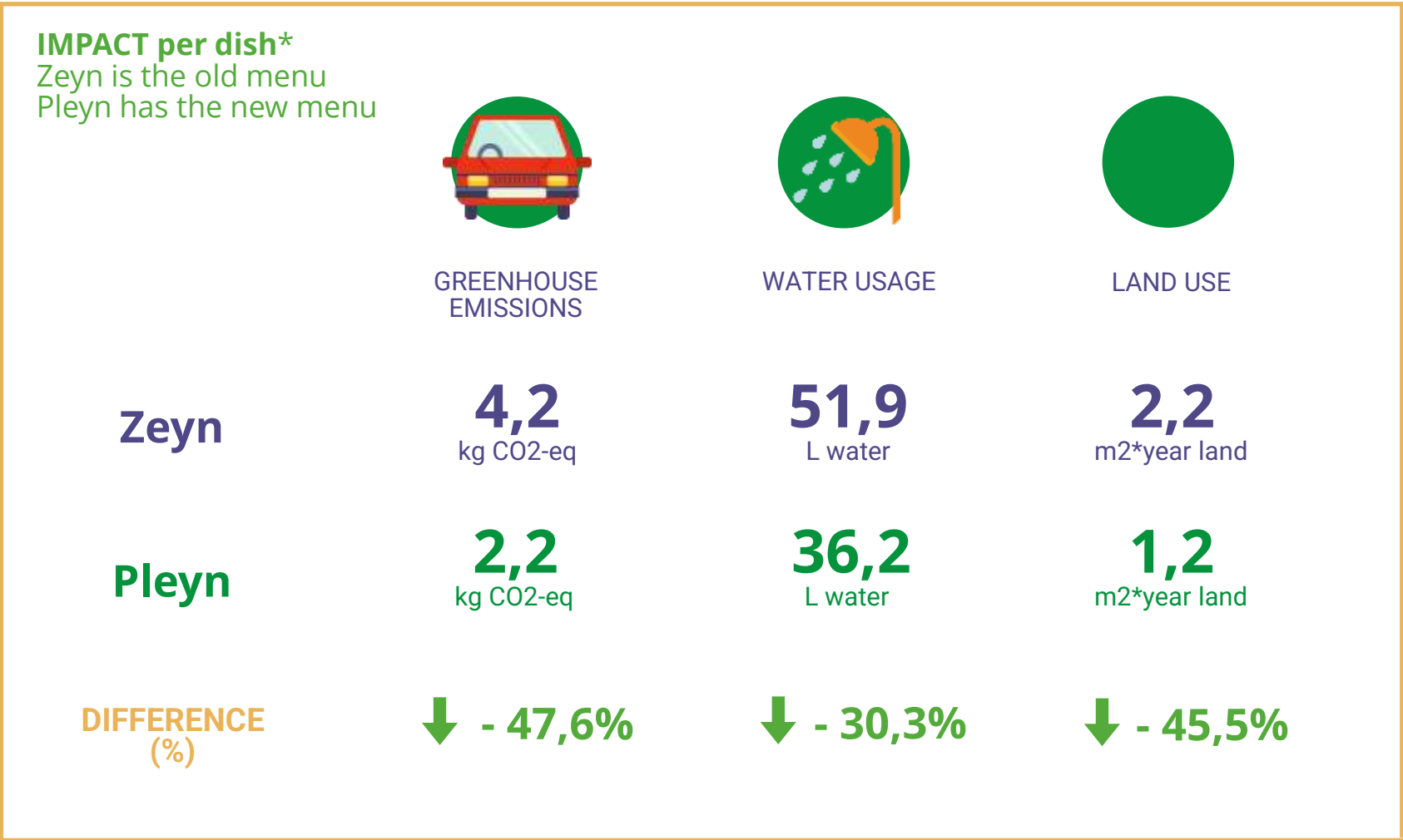
Greendish is our partner in making our F&B range healthier and more sustainable. With Greendish we are optimising our recipes, purchasing and menus. We also measure how much food is thrown away, in order to make even more efficient choices.

With the **Greendish Academy**, our kitchen teams are learning more about sustainability in our restaurants. We also use the catering points of our own events for our sustainability mission: together we showcase how catering can be healthier and more sustainable in a specific sector as well.

For instance at healthcare-related events, we create the **Hospital Café of the Future**. Together with Greendish, we provide the inspiration, experience and information that sectors and organisations can use to model themselves.



Environmental impact



* Average environmental impact per dish on the basis of the composition of the five most sold items.
This is the average impact a dish has...



Winnow

We use “smart” waste bins (created by Winnow), that measure the swill cut up in the kitchen and show us what returns from buffets, trade shows and events and cannot be sold.

The leftovers are used in our composting machine 😊



Composting machine Beelen



Within a few months, our own composting machine will be put into service. It will process our kitchen scraps. We have calculated that the composter will produce up to 82,800kg of compost every year.

Per kilogram of organic waste that is composted instead of incinerated, we save approximately **0.05kg CO₂** emissions (CE Delft).

An additional benefit is that we can use the compost on our own premises. In the future, we want to use the compost to grow some of our own vegetables.

This way, we become **fully circular!**

Too Good To Go and Food Bank

If there is any packed food left after an event or conference, the **Utrecht Food Bank** makes sure that this goes to someone who needs it. In addition, we sell fresh food leftovers after events and in our restaurant Speys through the app **TooGoodToGo**. Not only for visitors of our events, but also available for residents of Utrecht, who can pick up the boxes at the Jaarbeurs.

In this way, we are helping to reduce food waste. We help guests to make a sustainable choice via signs at our catering points. In 2020, we saved 509 meals this way. On the longer term, the gain could be over 108,000 meals. That amounts to 20,000 TooGoodToGo boxes a year.

According to TooGoodToGo, an average of **2.5kg CO₂** emissions is saved per box.





CONCLUSIONS

Future perspective

Besides all the measures taken so far and the positive impact we have made, there are still many more opportunities.

- Trade shows & events visitors (only exhibitors are currently in our calculations). This year we have launched our first fully vegetarian restaurant on the trade show floor. This will have significant further impact on carbon reduction
- Restaurants: Together with Greendish we are optimizing our menus even further this year. Besides, the F&B staff keeps building experience in the Greendish Academy.



Future perspective

- **New partnerships:** we are still working on new partnerships. For example our new partner Waste Watchers can predict, based on our checkout data and with the use of artificial intelligence, what type of food and in which amount will be needed on the different days of the week. We can actually predict which sandwiches our customers want on a Wednesday, compared to a Friday.
- **New property:** we have plans to fully rebuild our venue within the next few years. This also gives us the opportunity to save on energy and on water usage within F&B.
- We keep learning every day and are really happy with the results we have achieved so far.
- We hope other venues and organisers in the world will be inspired by our story. Together, as an industry, we can make a difference for the millions of visitors we attract each year!



Lessons learned

- Dare to act. Don't think too much about the consequences and what customers might say. Just start, involve and set the standard!
- Sustainability is of great importance for your branding. Working on sustainability has attracted many new, mostly young, talent to the company.
- Make conscious decisions, also when selecting partners. You can only set the standard once (and be aware of greenwashing!).





For more information please look at
www.jaarbeurs.nl/en/wie-wij-zijn/sustainability

#MOSTSUSTAINABLEVENUE

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Appendices

1. Impact of Food choices
2. Too good to go
3. Company Restaurant ONS
4. Composting
5. Collaboration with Greendish
6. Restaurants
7. Winnow
8. Conferences, shows and events
9. Local Food bank
10. Trees for All
11. Jaarbeurs company movie



Appendice 1

Impact of Food choices

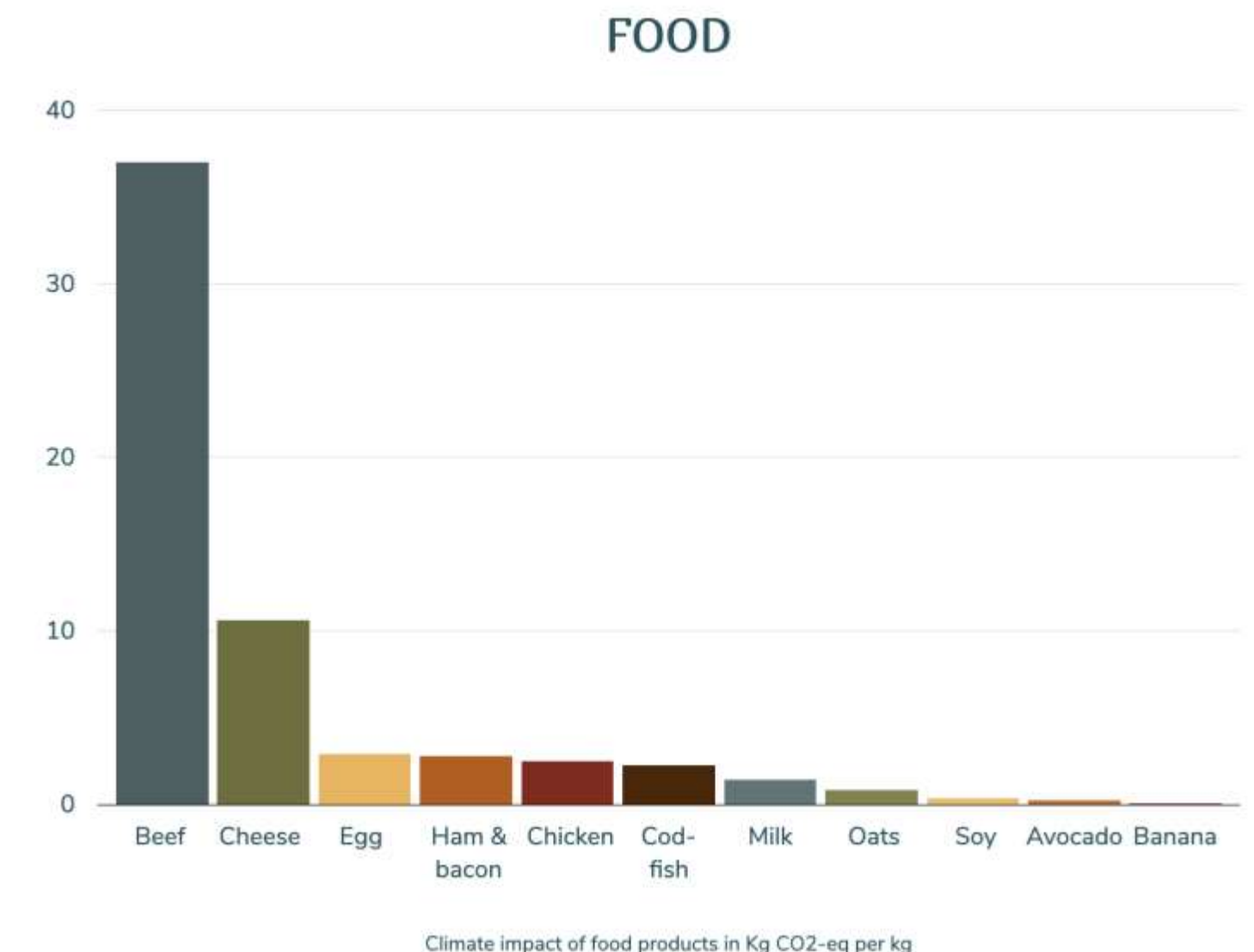
Many people are unaware of the impact of the choices they make with regard to what is on their plate. Research by the Dutch RIVM institute shows that choices matter greatly, when we take the climate impact into account. This isn't limited to CO2 emissions, other indicators like land-use / biodiversity loss, human health can also be taken into account.

When looking at these indicators, it becomes clear that for example:

- Beef and other red meats have negative effects on human health
- Nitrogen that is related to livestock deteriorates biodiversity

According to the EAT LANCET, an interdisciplinary collaboration of international scientists, transformation to healthy diets by 2050 will require substantial dietary shifts.

Global consumption of fruits, vegetables, nuts and legumes will have to double, and consumption of foods such as red meat and sugar will have to be reduced by more than 50%. A diet rich in plant-based foods and with fewer animal source foods confers both improved health and environmental benefits.



Appendice 2

Too Good To Go

According to TooGoodToGo, an average of 2.5 kg of CO₂ emissions is saved per box. This is comparable to the climate impact of 1.5 lunches in the Netherlands (average) (RIVM). On average, 0.0157 boxes were saved per visitor in 2020, this has been extrapolated for the years 2022 and 2023.

This is based on 2,300,000 visitors (the number of visitors in 2019), whereby 36,110 Too good to go boxes are sold and food waste is avoided.



Appendice 3

Company restaurant Ons

Data from the RIVM has shown that an average Dutch lunch has an emission of 1.7 Kg CO₂-eq. A comparable vegetarian lunch has an impact of 1.2 kg CO₂-eq. In 2019, there were approximately 40,000 transactions in the company restaurant.

The difference is the total expected impact reduction by switching to a fully vegetarian menu in the company restaurant.

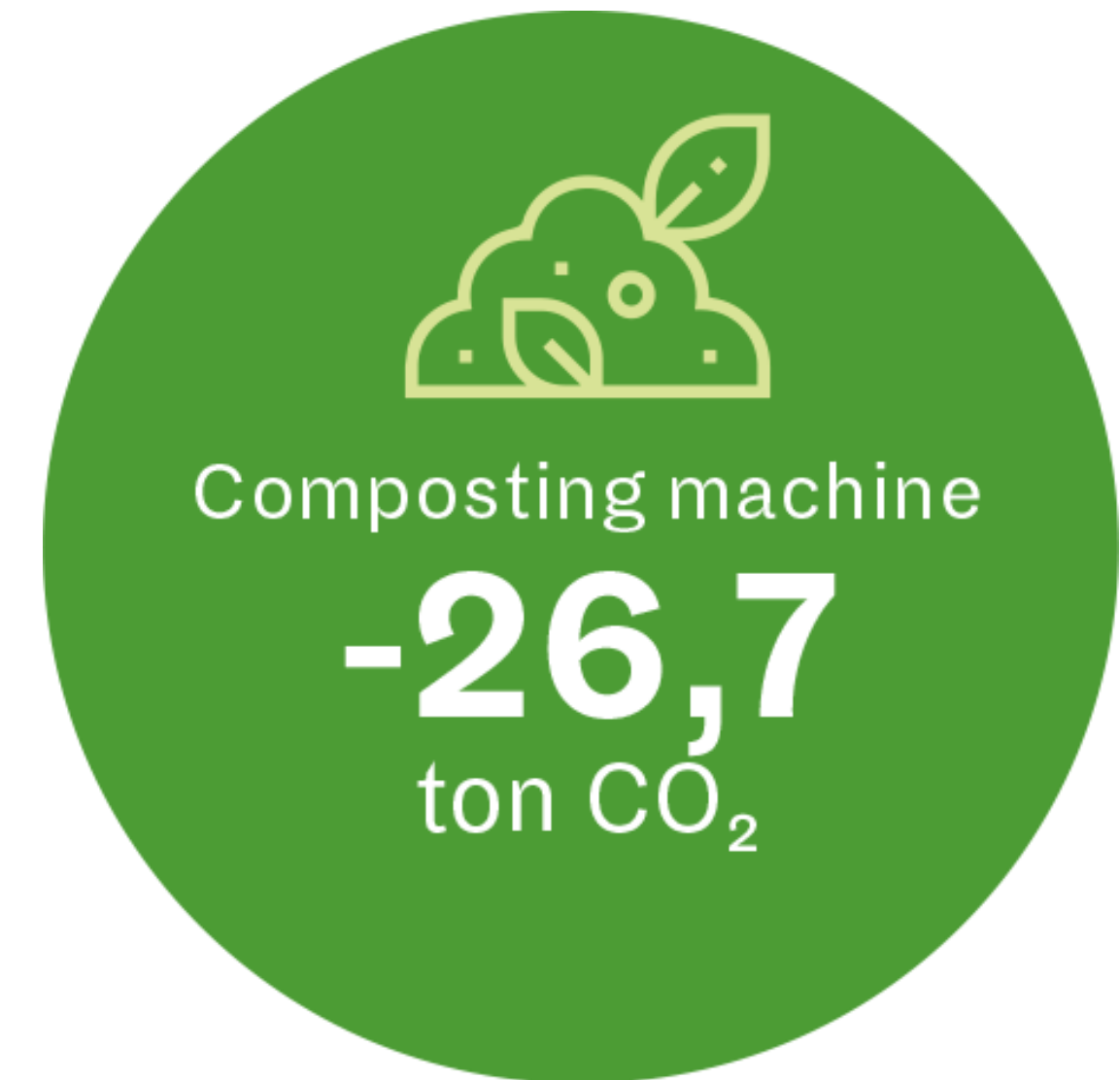


Appendice 4

Composting machine Beelen

Per kg of organic waste that is composted instead of incinerated, approximately 0.05 kg of CO₂ emissions are saved (CE Delft). Approximately 80 grams of organic waste is produced per visitor, consisting of cutting waste and food waste. Up to 90% of this number can be composted, the rest goes with the residual waste towards incineration.

This swill is normally thrown into residual waste (65%) and the rest (35%) composted. The compost machine composts 90%, the remaining 10% is burned. This results in a total reduction of 26.7 tons of CO₂.



Appendice 5

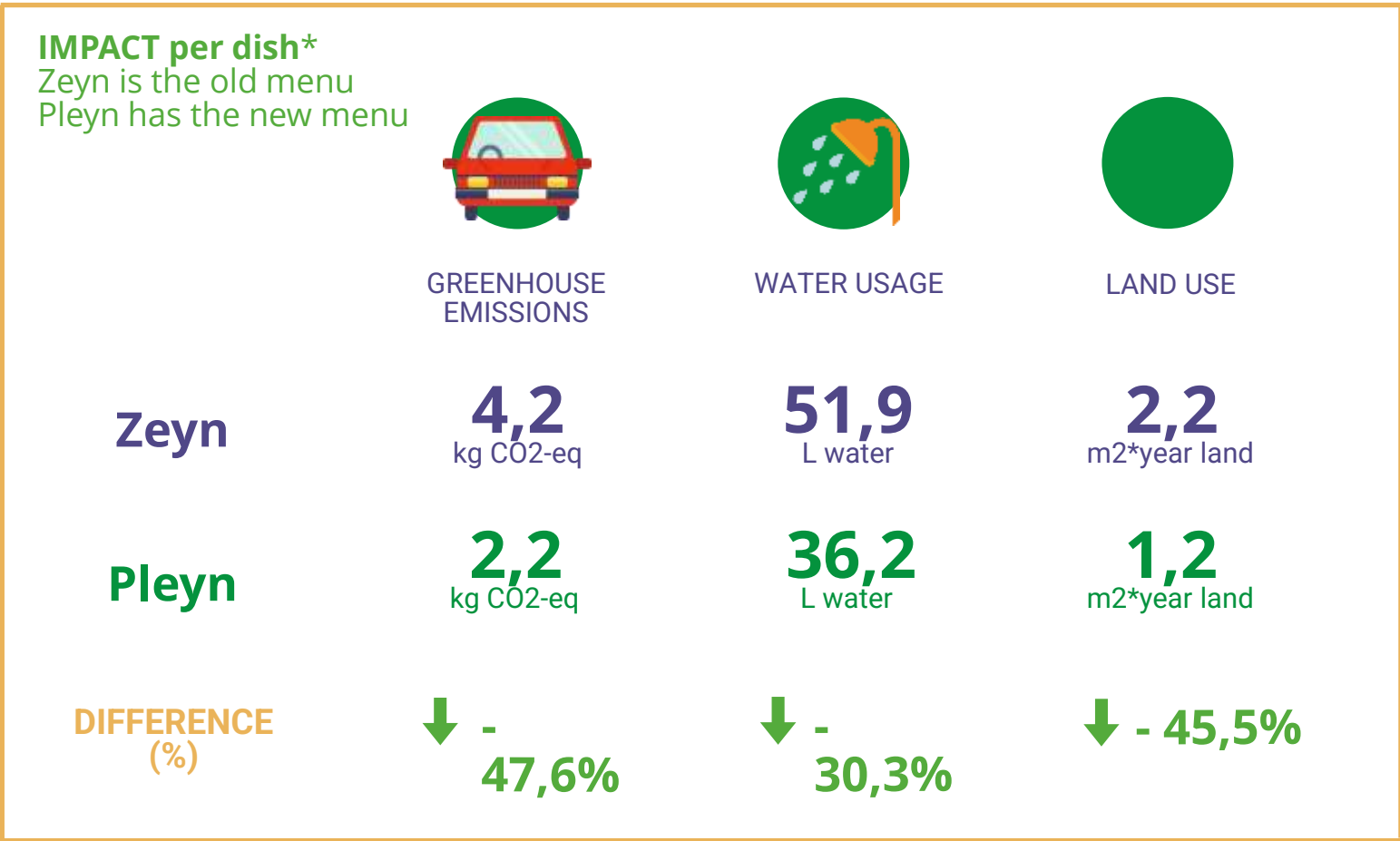
Collaboration with Greendish


Looking at the top three products that have been adjusted on our menu's, all impacts in terms of climate change emissions (CO2-eq), water consumption (L water) and land use (m2 / year) have been reduced. We have replaced our tuna sandwiches for salmon, thereby cutting CO2 emissions with 40% and our beef burgers have been replaced with vegan burgers from Beyond Meat, cutting emissions with 85%.

Per average dish we reduced our emissions by 47,6%, water usage by 30,3% and land use by 45,5%. To reduce our total emissions, we are dependent of choices by our guests and clients. Greendish is assisting us in improving our sales towards more sustainable alternatives, thereby increasing our impact on the environment.



Environmental impact



* Average environmental impact per dish on the basis of the composition of the five most sold items.
This is the average impact a dish has... 

Appendice 6

Restaurants

The offer of the three Jaarbeurs restaurants is 90% vegetarian. It only concerns lunch dishes. The impact is calculated by saving per option vegan, 3x vega and 1x fish instead of an average Dutch lunch. This is based on 260,000 transactions in the Speys, Zeyn and Steyl restaurants.

It is assumed that for each transaction two people have consumed a drink in the restaurant. Data from the RIVM has shown that an average Dutch lunch has an emission of 1.7 Kg CO₂-eq. A vegetarian lunch has an impact of 1.2 kg CO₂-eq.



Appendice 7

Winnow

Approximately 14% of the food purchased is wasted in restaurants. Winnow helps to be able to reduce this overproduction by 40%. This is based on an average Dutch lunch where 393 grams of food is eaten, compared to the number of visitors (2,300,000) in 2019 (Data: RIVM).

As a result, a total of 5.6% less food needs to be purchased with a total saving of 221.8 tons of CO₂.



Appendice 8

Conferences, shows, events

Of the 390,000 visitors in 2019, 85% ate from the foodbook. It is assumed that each meal represents an average NL lunch, with a shift towards more plant-based and vegetarian food.

Data from the RIVM has shown that an average Dutch lunch has an emission of 1.7 Kg CO₂-eq. A vegetarian lunch has an impact of 1.2 kg CO₂-eq.



Appendice 9

Local Food Bank

To determine the impact of the food bank measure, the list of donations in 2020 is based on the list of donations in 2020. In 2020, more than 2 tons of food was donated. In addition, there were 17.82% of visitors in 2020 compared to a normal year (2019).

To approximate a normal year, these figures have been extrapolated to a normal year and it is expected that the collaboration with the Food Bank can prevent more than 11 tons of food waste every year.



Appendice 10

Trees for All

Jaarbeurs aims to reduce impact by taking emission reduction measures. Some emissions however can not be reduced yet. That is why Jaarbeurs buys a tree for each event that is taking place.

Compensation or offsetting of emissions currently being produced by the activities of Jaarbeurs is a short term solution and Jaarbeurs aims to take more measures to reduce emissions in the upcoming years.



Thank you for your attention and
Welcome to the Royal Jaarbeurs



Welcome to the Royal Jaarbeurs.