

1st edition

**September
2022**



ufi

The Global
Association of the
Exhibition Industry

ACTIVITY REPORT 2021

UFI Sustainable
Development
Working Group

UFI Research: An Overview

Global Reports



Analysing the global exhibition industry with global comparisons.

Global Barometer – Bi-annual report on industry developments.

World Map of Venues – Global report on venue capacity developments.

Economic Impact Study – Report on the value of exhibitions globally and regionally.

United Nations Sustainable Development Goals – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

Status of Sustainability – Report on the status of sustainability in the exhibition industry, including results from surveys conducted by UFI research partner Explori.

Regional Reports



Regular market overviews on UFI's chapter regions.

Euro Fair Statistics – Annual list of certified data for Europe by country.

The Trade Fair Industry in Asia – Annual analysis of market developments for Asia/Pacific by country.

The Exhibition Industry in Latin America – The first comprehensive overview by UFI of the exhibition industry Latin America.

The Exhibition Industry in MEA – Overview of the exhibition market in the MEA region.

Topical Reports



Focused reports on challenges and developments within the exhibition industry.

COVID Related Research – Data, reports, and standards covering the exhibitions industry.

Global Visitor and Exhibitor Insights – Data driven research reports on visitor feedback and exhibitor expectations.

Best Practices Compendiums – Case studies of successful industry developments.

Special Industry Topics – A wide ranging selection of bespoke reports into specific industry topics.

UFI Research Patron: **Freeman¹**

Freeman is the world's leading brand experience company. They help their clients design, plan, and deliver immersive experiences for their most important audiences. Through comprehensive solutions including strategy, creative, logistics, digital solutions, and event technology, Freeman helps increase engagement and drive business results. What makes them different is their collaborative culture, intuitive knowledge, global perspective, and personalized approach.



UFI Research is available at
www.ufi.org/research



Table of content

Welcome	4
Introduction	5
Overview of activities	6
List of activities	7-28

Welcome

The UFI Sustainable Development Working Group presents the activity report 2021, a selection of the best practices from the members of the Group regarding their work on the development of sustainability within their organization.

We work together on the development of Sustainability in the event industry and the objective of this report is to share experiences and insights not just with each other, but also with those who are interested outside our Working Group.

The first edition showcases a selection of steps taken in 2021 and we hope that they will inspire others to take a next step... every step counts.

For questions about the report please contact us at sustainability@ufi.org

On behalf of the Working Group, we wish you an enjoyable and fruitful read.

Yours sincerely,



CHAIR
Stephanie Mathas
RAI Amsterdam BV.
The Netherlands



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India



SECRETARY
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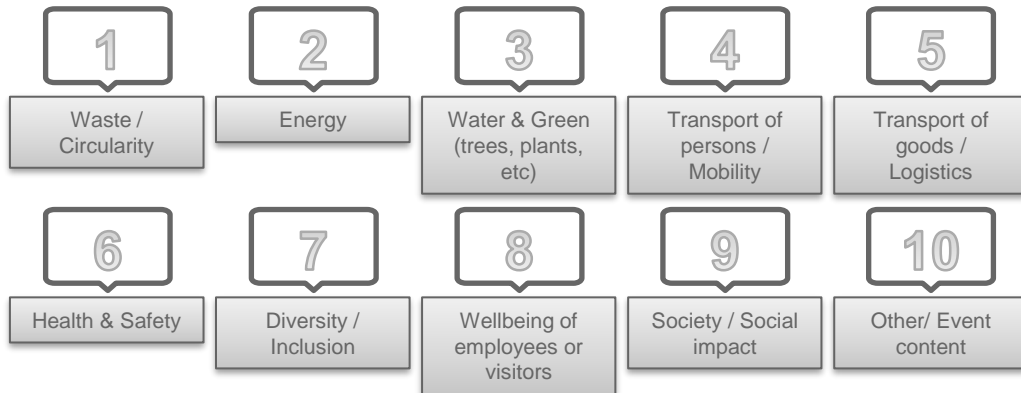
COORDINATOR
Eleonora Robuschi
UFI
France

Introduction

Categories

The report lists initiatives from the UFI Sustainable Development Working Group Members, referenced according to a list of 10 key domains related to sustainability for our industry.

Those 10 key domains are listed hereafter and they include “the integration of green initiatives into an event’s content”.



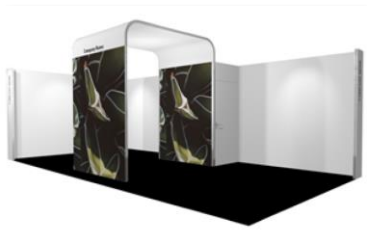
Overview of activities

This first edition covers 21 activities from 11 entities.

They highlight how the exhibition industry can make a positive environmental and social impact.

Project title	Company	Waste / Circularity	Energy	Water & Green (trees, plants, etc)	Transport of persons / Mobility	Transport of goods / Logistics	Health & Safety	Diversity / Inclusion	Wellbeing of employees or visitors	Society / Social impact	other/ event content	Biodiversity
A complete sustainable stand construction package for all exhibitors at all Jaarbeurs	Jaarbeurs	x										
Food for good	Riva del Garda Fierecongressi	x										
Too good to go	RAI Amsterdam	x								x		
Modular stand designs	RAI Amsterdam	x				x	x					
Better Stands	Informa	x					x					
From waste to social value!	RAI Amsterdam	x								x		
Task force to drive for the ESG/SD goals	Kingsmen C.M.T.I.	x	x									
Sustainability survey	AEFI	x	x		x	x	x					
Sustainability Committee	IFES	x	x			x				x		
Catering Policy	BEMATRIX	x		x			x		x			
ProjectC	BEMATRIX	x	x	x	x	x	x		x			
Fundamentals events	Informa	x	x	x	x	x		x	x	x		
Gamescom goes green	Kölnmesse		x		x	x					NZCE	
Partnership with trees for all	Jaarbeurs			x								
New logistic system	RAI Amsterdam					x						
Transport movement coordination	Jaarbeurs					x						
Network for young	Stockholm Massan						x	x	x		Innovation	
Employee vitality program	Jaarbeurs								x			
Employee Footprint	BEMATRIX								x	x		
Centre for child oncology support	Jaarbeurs									x		
Embedding sustainability into event content	Informa										x	

A SUSTAINABLE STAND CONSTRUCTION PACKAGE



Category

1. Waste/Circularity

Website and contact

www.jaarbeurs.nl

Marloes van den Berg, Chief Sustainability Officer

Description

The project has started in 2021 as part of the Jaarbeurs sustainability strategy.

The ambition is to reach the carbon net zero line in 2030 and in order to achieve this goal, Jaarbeurs decided to take two huge steps:

- Change our F&B system and, through partnerships, become meat and fish free.
- offer fully sustainable packages for trade shows and events.

Stand packages requires a considerable amount of products. To reduce this quantity, Jaarbeurs started in 2021 to select new suppliers who provided circular stand packages.

Results

May 2022: first example of new stand was showcased at the installation show VSK. This includes stand packages, carpet, LED lights and materials like chairs and tables.

October 2022: Packages available on the webshop.

2023: the first shows will benefit from the new packages.

All “free” stand packages participants will be advised to work with a Jaarbeurs’ selected sustainable supplier.

FOOD FOR GOOD

Description

The Congress Centre is a member of the national 'Food for Good' project, ensuring that local charitable associations receive donations of any food left from events.

Careful management procedures ensure the correct conservation of food, adhering strictly to health and safety standards. The aim is to actively involve organisers and participants and raise their awareness on this important topic.

Results

In 2021 the project run from July to December (previously it was not possible to host event due to the pandemic) and it resulted in 858 kg of recovered food. The food went to the local associations.



Category

1. Waste/Circularity

Website and contact

www.federcongressi.it/index.cfm/en/MS/food-for-good/
Stefania Rosa, Head of Innovation

TOO GOOD TO GO: A RAI FOOD OVERSUPPLY TO BE ORDERED IN ATTRACTIVE BOXES



Category

1. Waste/Circularity
9. Society/Social impact

Website and contact

www.rai.nl/en/corporate-social-responsibility/business/
Rientz Mulder, Executive Chef

Description

A Too Good To Go collection point has been opened at the RAI in 2021. On Mondays, Wednesdays and Fridays, our chefs offered a rescued meal, snack, bread, surprise or cake box via the Too Good To Go app. This Food-Waste Warrior app fights against food waste and the RAI fights with it. After ordering, customers were able to pick up the goodies at the RAI collection point. The pick-up point was located next to Entrance M.

Boxes full of rescued food

The boxes were composed of residual stocks that, due to the Corona situation, could no longer be used in the RAI's business in time. Via the Too Good To Go app, stocks were offered in attractive boxes and sold at an attractive rate. The initiative has been used gratefully. The reactions were enthusiastic and with a satisfaction score of 4.87 on a scale of 5, it is being investigated how this app can be used by the RAI after the corona

period.

Heartwarming Amsterdam

RAI Amsterdam is undertaking various initiatives to prevent food waste, including by collaborating with the Salvation Army and the Food Bank to give leftover food a socially valuable new destination. The new collaboration with Too Good To Go is a welcome addition to the RAI's fight against food waste. On Wednesdays, the RAI delivers a hot meal made from residual flows to the homeless via the soup bus of the Legerdesheils in Amsterdam. The food that remains after production now also finds a new destination via the TooGoodToGo app. All of this is in line with the vision after which our kitchen undertakes, called "Hartwarming Amsterdam", with which the RAI kitchen is committed to making a social contribution to the Amsterdam region with food.

Results

Not Available



MODULAR STAND DESIGNS

Description

To help exhibitors with their booth, the RAI has designed several stand packages up to 70m2 and integrated them in the webshop. On the webshop the exhibitors can order the needed square meters and the rest goes from there.

Offering these stand packages in the webshop gives to following advantages:

- The exhibitors has a reliable supplier
- The RAI uses suppliers which are based in or close by the RAI to safe transport of goods
- All stands are designed from a modular system which reduces waste as the stand materials are reused except for the exhibitor's own print items.

- LED lighting in the stands is provided by the RAI as standard
- If possible, we strive to build the stand prior the standard build up dates so the standard build up is calmer and therefore safer.

Results

The project is a success as more than 300 stands have already been ordered.

Category

1. Waste/Circularity
5. Transport of goods/Logistics
6. Health & Safety

Website and contact

<https://www.youtube.com/watch?v=rkPjF00j-nc>

Daan Dekker, Product Manager Design & Build

BETTER STANDS



Category

- 1. Waste/circularity
- 6. Health & Safety

Website and contact

Lucille Ryan, Senior
Sustainability Manager

Description

Informa launched the 'Better Stands' campaign in 2019 to encourage exhibitors to move away from single-use disposable stands to reusable alternatives that improve quality, reduce waste and help create safer, healthier working environments.

Event teams engage with exhibitors to highlight the benefits of reusable stands, with a gradual phasing into show regulations.

Informa has created a comprehensive set of guidelines and standards to allow show floor teams to quickly identify potential disposable booths and is developing communications to engage with exhibitors to help them understand how high quality, modular systems can provide a better experience all round.

Results

Following a pilot at large Informa Markets EMEA events, the programme was rolled out to Informa Connect, Informa Tech and Informa Markets North America. More than 350 shows are now actively working on eliminating disposable stands.

Meetings are increasingly being held with suppliers and Informa hopes to 'open source' its approach to peers and suppliers in the hope that this can become an industry-wide collaborative programme.

FROM WASTE TO SOCIAL VALUE!



Description

With the aim of increasing the social value of RAI Amsterdam and the aim to prevent unnecessary waste where possible, RAI Amsterdam is actively committed to linking social needs to residual flows. This results in a diversity of possibilities with which the RAI converts waste into social value, thanks to (long-term) collaborations with various social initiatives.

For example, the RAI organizes a donation program on the last day of several events that take place. A list with possible items to donate has been developed based on the needs of affiliated social initiatives. Exhibitors can donate remaining items that match this list on the last day of the exhibition to the donation team. This often concerns items that exhibitors otherwise throw away and sometimes transport back to their home country. The donation team consists of volunteers from affiliated social initiatives, RAI employees and sometimes students from affiliated schools in Amsterdam. The team is present on the show floor with shopping carts to collect the donations and bring them to the Donation Room. From there, it is subdivided into the affiliated social initiatives. In 2021, despite the Covid-19

situation, we were able to perform this program three times. Which allowed us to locally repurpose dozens of vans full of items, from food and beverages, to plants and furniture and much more. In this way we have been able to prevent waste and in some cases return transport to the origin location. The value of the program can clearly be experienced, because social initiatives are eager to join in and participate. The exhibitors are grateful that they can donate their items locally and almost all major event organizers now ask us to organize a Donation Room, because it is so well experienced and contributes to the desire to reduce waste. Several Donation Rooms are therefore planned when the major events in the RAI will take place again.

However, this is not all. The RAI's kitchen is also involved in preventing food waste and being of social significance. Inventories left over due to the business shutting down temporarily (Covid 19) were repurposed locally. When the RAI's business is up and running, a weekly three-course lunch is prepared from residual flows from the RAI, donated to The Salvation Army. The RAI kitchen also provides a weekly warm meal, composed from residual flows, for The

Category

1. Waste/Circularity
9. Society/Social impact

Website and contact

www.rai.nl/en/corporate-social-responsibility/society-and-region

Stephanie Mathas, CSR & Sustainability Manager



FROM WASTE TO SOCIAL VALUE!

Salvation Army 'soup van', which is distributed to homeless people in the city. Our kitchen is always open to new initiatives.

Social Matchmaking – a way of working

Connecting abundance with social needs is a method that RAI Amsterdam implements in all possible ways. Within the RAI we call this Social Matchmaking. We connect social issues and needs to appropriate solutions that arise from our business operations. In this way we find opportunities to add social value and at the same time reduce wastage in any form. Why waste something when it can be of value to someone else?

The collaboration between vocational college 'ROC van Amsterdam' with their students and our kitchen is an example of this. The students that want to become a cook were unable to gain practical experience in the catering industry due to Covid-19. The kitchens and cooks of the RAI were ready to receive these students, so that they do not incur study delay.

The RAI has a very active venue sponsorship program as well. When a space in the RAI is vacant, we connect it with social initiatives that can benefit from using it. In concrete terms, this means that social initiatives fill the

commercial gaps. For example, The Boeren voor Buren Foundation, an initiative to connect Dutch farmers with the residents of Amsterdam who do not have much to spend, packed food parcels every week for one year in a hall that was not used. Also, vocational college 'ROC van Amsterdam' regularly uses RAI facilities as a classroom or as a location for sports activities. Through this policy, we can help different initiatives with our venue and we make it possible to use facilities that are not commercially used, to have social value.

Due to Covid-19 the business came temporary to a standstill, but the social added value of the organization certainly did not. In 2021 we found many possibilities to connect social needs with different possibilities to meet these needs through the organization of the RAI. With the venue, with the business and with our organisation. From connecting leftover items and food and drink products, to connecting unused facilities, knowledge, expertise and our network with local initiatives that can really benefit from it. By means of this working method, the RAI is committed to avoiding wastage of value and the RAI finds opportunities to be of social significance.

Category

1. Waste/Circularity
9. Society/Social impact

Website and contact

www.rai.nl/en/corporate-social-responsibility/society-and-region

Stephanie Mathas, CSR & Sustainability Manager

K SUSTAINABLE DEVELOPMENT WORKING GROUP



K-Sustainable Development
กลุ่มพัฒนาเพื่อความยั่งยืน

Description

Kingsmen C.M.T.I. PCL in Thailand, has set up the company's SD working group (KSD) in July, to drive for ESG and SD goals strategies. The activities of the working group also include communication to employees and suppliers.

Results

Not available yet.

The main task of the KSD is to drive the activities in the company, at the initial stage, to reduce the environmental impacts from energy, utilities, supplies and waste, especially food waste.

In addition, the company has emphasized the governance approaches in business operations.

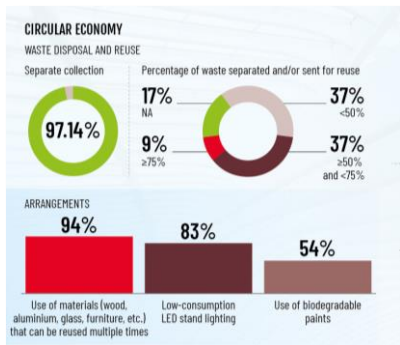
Category

1. Waste/Circularity
2. Energy

Website and contact

www.kingsmen-cmti.com
Pravit Sribanditmongkol,
Managing director

SUSTAINABILITY AMONG THE ITALIAN EXHIBITION DISTRICTS: SURVEY RESULTS



Description

AEFI conducted a survey in October 2021 on “energy efficiency and renovation of building”. The survey includes the information from almost all of the trade fair districts in Italy and put the spotlight on the changes implemented by the exhibition industry to achieve greater sustainability standards.

Results

One fact stands out above all others: more than half of exhibition districts produce their own renewable energy from photovoltaic panels (54%).

Italian trade fairs score the highest in the circular economy, with over 97% of districts active in waste separation.

Excellent results also for the use of reusable materials in stand fittings (94%) and the use of biodegradable or recycled cutlery in catering (85%).

Category

1. Waste/Circularity
2. Energy
4. Transport of persons/Mobility
5. Transport of goods/Logistics
6. Health & Safety

Website and contact

www.aefi.it
international@aefi.it



Category

1. Waste/Circularity
2. Energy
5. Transport of goods/Logistics

Website and contact

www.ifesnet.com/about-us/sustainability

Uta Goretzk, Executive Director

Description

IFES has revitalized its Sustainability Committee. First aim is – after business gets back after Corona – to investigate the willingness of exhibitors and service providers to invest in sustainable exhibition presentations.

First, IFES conducted a survey on the above-mentioned topic.

Furthermore, they are evaluating different certificates around the globe for sustainability and for the reduction of carbon footprint.

Results

First results will be available in due time.

CATERING POLICY

Description

Not all initiatives need to be sophisticated and expensive. Sometimes, the benefit is in creating awareness more than on a direct reduction of the carbon footprint. Our catering policy is “low hanging fruit” to get the process started in the minds of employees and visitors of our company.

Results

The company created awareness with their employees to better think about what they drink and eat. Water, coffee and tea instead of soft drinks. Vegetarian & vegan options are also tasty. Food waste is minimized, reused, sorted, composted.

Category

1. Waste/Circularity
3. Water & Green
6. Health & Safety

Website and contact

Edwin Van der Vennet,
CEO/Owner

The initiative focus on four main categories (waste, coffee, drinks and food) to optimise processes and implement more sustainable practices. Several actions are suggested for each category to facilitate the implementation of the goal.

PROJECT C!

Description

The company created a reduction masterplan of action based on the measurement and will measure every year as from now.

Results

Measuring is done and will be repeated. An action plan is made up following the Science Based Targets.

The final result will be:

- for scope 1 and 2, along the 1.5C path: from 303 tCO₂e in 2019 to 163 tCO₂e in 2026 minus 46.2% or minus 140 tCO₂e.
- for scope 3, the target includes a reduction from 11570 tCO₂e in 2019 to 8388 tCO₂e in 2026, minus 27.5% equivalent to 3182 tCO₂e.

Category

1. Waste/Circularity
2. Energy
3. Water & Green
4. Transport of persons/Mobility
5. Transport of goods/Logistics
6. Health & Safety
8. Wellbeing of employees or visitors

Website and contact

Edwin Van der Vennet,
CEO/Owner

FUNDAMENTALS EVENTS



Category

1. Waste / Circularity
2. Energy
3. Water & Green (trees, plants, etc)
4. Transport of persons / Mobility
5. Transport of goods / Logistics
6. Health & Safety
8. Wellbeing of employees or visitors
9. Society / Social impact

Website and contact

<https://www.informa.com/sustainability/sustainable-products/>

Lucille Ryan, Senior Sustainability Manager

Description

Informa asks all of its events to complete a 12-point sustainability checklist, called 'The Fundamentals' to ensure we are running events with a positive impact. These cover three main topic areas: Inspiring Sustainable Development, Environmental Responsibility and Social Responsibility.

Event teams are asked to report back on a range of metrics (such as waste and energy use) as well as provide qualitative evidence of sustainability communications, content and initiatives designed to help Informa achieve our sustainability goals.

Results

In 2021, 228 events submitted reports on the Fundamentals. Of these, 134 events scored 10/12 or above.

Informa has shared this approach and framework with others in our sustainability report and with industry associations to share. We're pleased this has been useful to many others who're also seeking to create sustainable events.

	Type	Fundamental	2021 progress	Examples of the Fundamentals in action
INSPIRING SUSTAINABLE DEVELOPMENT	PURPOSE	1. Has the event been designed to inspire sustainable development with a clear purpose?	76%	
		2. Has the event been designed to inspire sustainable development with a clear purpose?	65%	
		3. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		4. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
RUNNING AN ENVIRONMENTALLY RESPONSIBLE EVENT	CARBON AND WASTE	5. Has the event been designed to inspire sustainable development with a clear purpose?	62%	
		6. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		7. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		8. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
RUNNING A SOCIALLY RESPONSIBLE EVENT	SOCIAL COMMUNITY AND WELLBEING	9. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		10. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		11. Has the event been designed to inspire sustainable development with a clear purpose?	61%	
		12. Has the event been designed to inspire sustainable development with a clear purpose?	61%	

GAMESCOM GOES GREEN

Description

The organizers of *gamescom*, the game – The German Games Industry Association and Koelnmesse, are also aware of their responsibility in climate action. The clear goal is for *gamescom*, as the largest games event in the world, to also lead the way in terms of climate action.

Following this claim, the organizers have launched the project "gamescom goes green". Building on existing measures in the medium and long term, Koelnmesse and the games association want to make *gamescom* as a whole climate-neutral by reducing and avoiding CO₂ and, in the short term, through CO₂ compensation.

In the short term and as a pilot project, *gamescom* 2022 will already

become even more climate-friendly along three pillars:

1. The core event
2. Visitors
3. Exhibitors

With these three pillars, the joint commitment of *gamescom*, visitors, partners and exhibitors creates a comprehensive concept that makes *gamescom* more climate-friendly than ever before.

Results

The results of *gamescom* 2022 reach a total of 2 967 177kg CO₂ offset on two projects:

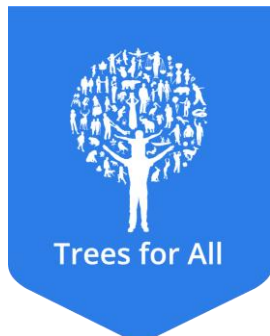
- Wind energy Northeast, Brazil
- Clean cookstoves Abuja, Nigeria

Category

2. Energy
4. Transport of persons/Mobility
5. Transport of goods/Logistics
10. Other/Event content

Website and contact

<https://b2b.gamescom.global/gamescom/gamescom-2023/sustainability/>
 Susanne Tönnies, Project Assistant gamescom



PARTNERSHIP WITH TREES FOR ALL

Description

Jaarbeurs established a partnership with *Trees for All*, NGO based in the Netherlands, to offset their CO2 emissions and to commit to a reforested world.

Thanks to the partnership with *Trees for All*, a tree is planted for every meeting, trade show or event that is held at the venue to compensate for the event's emissions.

Results

In total the company expects to plant around 8400 trees per year (in the Netherlands and South America).

Category

3. Water & Green

Website and contact

www.jaarbeurs.nl

Marloes van den Berg, Chief
Sustainability Officer

NEW LOGISTICS SYSTEM AT RAI AMSTERDAM

Description

A new logistics system has been launched at the RAI in 2021, aimed at better spreading logistics traffic to and from the RAI during the day. From now on, all suppliers for the set-up and breakdown of events must register online for a time slot, during which they can pick up or unload cargo at the RAI.

The RAI expects many benefits from this new way of working. Wim Braakman, Manager Traffic & Logistics RAI, is pleased: “The intention is that suppliers do not have to wait in line in front of the venue until it is their turn, but choose a moment that suits them best. By working with time slots, we can better distribute the transport over the day. This way we prevent crowding for the venue and work on a good flow of logistics traffic.” The RAI is also working to improve the quality of life

in the neighbourhood. “We expect that this will reduce the pressure of logistics traffic in the vicinity of the RAI and thus the additional nuisance to the neighbourhood,” says Wim.

The new RAI Logistics Management System is made possible by Voyage Control, active worldwide in the event industry. The RAI will start working according to this new system at a number of events this year. In 2022, all events that take place in the halls of the RAI will work according to this new system.

Results

After two pilots in 2021, the system is now fully operational. More than 5000 bookings have been made in 2022. It brings peace and quiet in the neighbourhood and on the working terraces, and a noticeably more organised logistics traffic in the halls.

Category

5. Transport of goods/Logistics

Website and contact

Wim Braakman, Manager
Traffic & Logistics



TRANSPORT MOVEMENT COORDINATION

Description

The pilot project around one of our main b2b shows, VSK, involves the collection of data about all transport movements. The goal is to identify possible actions to organise the transport in a more efficient and green way. One of the propositions is to collect all the goods at the border of the city and from there on to transport the goods to destination in the most efficient way, using fully electrical vehicle.

Results

Not available.

Category

5. Transport of goods/Logistics

Website and contact

www.jaarbeurs.nl

Marloes van den Berg, Chief Sustainability Officer

The pilot was focused on gathering information on the number of logistical movements in and around Jaarbeurs during the fair VSK. What truck (electrical or not), what load, also how fully loaded was the truck etc. Our goal is to decide whether or not to make a hub just outside the city.

NETWORK FOR YOUNG PROFESSIONALS

Description

In 2021, a network for young professionals was established at Stockholmsmässan. The purpose of the network is to provide the Stockholmsmässan's younger employees with a focus on personal development and guide them towards what they want to achieve as a professional rather than within their current professional role.

The network has several purposes, but the team is particularly committed to :

- Give visibility to the younger employees
- Increase the retention of young employees and maintaining skills within the company
- Raise more young employees to leadership positions

- Strengthen the collaboration between the company's units
- Become a more attractive employer and role model in the industry
- Contribute to the company's CSR and sustainability work in line with the UN goals

The participants to the network can join a one-hour meeting per month. During these meetings, the company experts address various themes based on the group's needs, issues from the organization, or anything else related to the purposes above. The network also has ongoing communication via an active digital community.

Results

Not Available

Category

6. Health & Safety
7. Diversity/Inclusion
8. Wellbeing of employees or visitors
10. Other/Event content

Website and contact

www.stockholmsmassan.se/?s_c_lang=en

Linda Elmén, Head of Sustainability



EMPLOYEE VITALITY PROGRAM

Description

Jaarbeurs has run since 2019 an extensive employee vitality program to ensure the employees wellbeing. The initiative also includes a new mobility package to encourage the employees to take the train or bike to work.

Results

About 1/3 of all employees participated.

Stopped during the pandemic. The program has now been relaunched with the establishment of a boxing clinic within the venue.

Category

8. Wellbeing of employees or visitors

Website and contact

www.jaarbeurs.nl

Marloes van den Berg, Chief Sustainability Officer



EMPLOYEE FOOTPRINT



Category

8. Wellbeing of employees or visitors

9. Society/Social impact

Website and contact

Edwin Van der Vennet,
CEO/Owner

Description

BeMatrix decided to start their carbon reduction campaign, ProjectC!, (see page #) with the calculation of the carbon footprint of all employees. The goal was to raise awareness amongst all the employees about carbon footprint and provide a better understanding of topic related terms.

The project was conducted by using the questionnaire available on the website : www.footprintcalculator.org. The survey, although not exhaustive, was a user-friendly and efficient tool.

Since no measurement was in place in 2021 yet, the company also decided to join a project of cookstoves in Guatemala.

Results

1. Thanks to this initiative, the company could raise the employees' awareness about the topic and motivated most of them to actively participate in the ProjectC! campaign with a "we can do better" attitude.
2. The company offset the 2019 footprint of all of their employees which equals the full 2019 footprint of the companies scope 1.



CENTRE FOR CHILD ONCOLOGY SUPPORT

Description

Jaarbeurs supports Prinses Maxima Center for child oncology since 2019, through a cooperation that was extended in 2021.

Results

Not Available

Jaarbeurs currently funds the Prinses Maxima Center in two ways :

- the possibility to donate to the center when buying the tickets for Jaarbeurs' consumer shows.
- the transfer of the money gained through the resell of plastic bottles.

Since July 2021, all the small plastic bottles have a dedicated deposit. They are collected at Jaarbeurs. The amount gained through this system is donated to the center.



Category

9. Society/Social impact

Website and contact

www.jaarbeurs.nl

Marloes van den Berg, Chief Sustainability Officer

EMBEDDING SUSTAINABILITY INTO OUR EVENT CONTENT



Category

10. Other/Event content

Website and contact

<https://www.informa.com/sustainability/sustainable-products/>

Lucille Ryan, Senior Sustainability Manager

Description

As one of the three strategic pillars of our FasterForward sustainability programme, Informa aims to embed relevant 'Sustainability Inside' in to all of the content of our events by 2025.

This helps meet demand from our customers but also recognises our ability and opportunity to use our platforms to help our customer markets address their own sustainability challenges. It helps increasingly position Informa as a valued partner to our customer markets and as a catalyst for sustainable development in the industries we serve. It also helps us more broadly promote progress towards the UN's Sustainable Development Goals.

Sustainable content takes many forms, including: a Sustainability Innovation Pavilion at Farm Progress, co created content with Black Lives Matter Licensing at Brand Licensing Europe, a Climate Summit for finance CEOs at IM Power,

and partnering with the World Bank to deliver content on sustainable aquaculture farming at Food & Hotel Vietnam.

Results

In 2021, 75% of events that reported on their sustainability progress featured sustainability content.

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