

# UFI Sustainable Development Award 2023

10 May 2023



# Executive summary – Event Sustainability at Informa

We are thrilled to be finalists in the UFI Sustainable Development Award 2023.

For our application, we have chosen to focus on our sustainable events management system and, in particular, our Fundamentals programme. This programme is designed to help hundreds of our events improve their sustainability and meet the expectations of a modern event audience. This helps tackle one of the biggest challenges Informa faces – how to inspire 100s of unique brands across 40 countries with very diverse needs and encourage them to improve their sustainability in a way that makes commercial and practical sense to them in their local market.

We work to embed and operationalise sustainability across our business, building a robust framework that supports the embedding of sustainability in our brands to achieve positive environmental and social impact.

This takes all 11,000 of our colleagues pulling in the same direction, with recognition of what their individual roles can each contribute.

# Executive summary – Our key successes so far

- We developed and launched The Fundamentals in 2019, these cover 12 areas we think every modern audience expects from an event.
- We committed to increasing the number of Fundamentals completed by 25% in 2022 to 166 events and working towards the top 200 events all participating in the Fundamentals. We massively overdelivered that target with 399 events taking part.
- Data provided through the Fundamentals has allowed us to calculate one of the most accurate, complete and largest environmental and social footprints from events in the world.
- We open sourced our Fundamentals to help others adapt them for their own needs. This includes working with the AEO/AEV who created their own version of the Fundamentals, based on ours, for the UK industry.

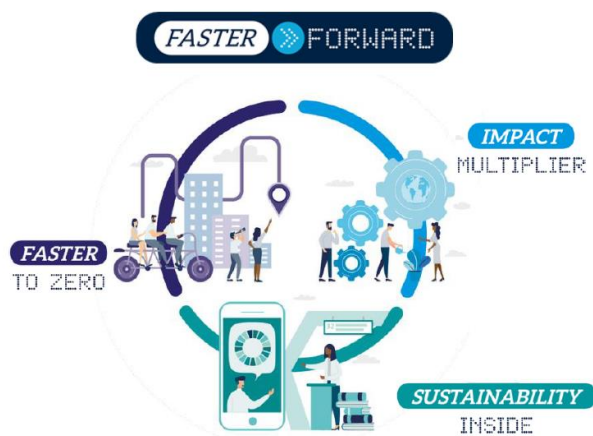


# Our sustainability strategy is embedded across the business as a strategic, competitive differentiator

Informa has a global sustainability programme called FasterForward, created in 2020, with the aim of helping Informa be an ever more sustainable, positive impact business. Through the FasterForward programme, we are embedding sustainability into everything we do and seizing business opportunities from helping our customers and markets do the same.

FasterForward is a structured three-part programme with ambitious commitments and a wide range of activities, covering Informa's business operations, our brands and products and our broader community impact. It goes beyond the traditional 'eco' side of sustainability and considers how our products are influencing their markets and how we create a positive impact for our communities.

There are many things we can and should be doing on sustainability, but FasterForward has allowed us to focus on the most relevant sustainability issues for our business and FasterForward underpins our business growth strategy and is one of three key commercial priorities.



FasterForward global goals

- Faster to Zero
  - Become carbon neutral as a business and across our products by 2025
  - Halve the waste generated through our products and events by 2025
  - Become zero waste and net zero carbon by 2030 or earlier
- Sustainability Inside
  - Embed sustainability inside 100% of our brands by 2025
  - Help and promote the achievement of the UN's Sustainable Development Goals through our brands
- Impact Multiplier
  - Enable one million disconnected people to access networks and knowledge by 2025
  - Contribute \$5bn per year in value for our host cities by 2025
  - Contribute value of at least 1% of profit before tax to community groups by 2025
  - Save customers more carbon than we emit by 2025

# Getting the Fundamentals right

- Events are our biggest impact on the world, for good and for harm. Getting the right focus, and ensuring progress, is key.
- Our solution was The Fundamentals: Launched in 2019, these cover 12 areas we think every modern audience expects from an event. Topics span a wide range of ESG issues from governance, to D&I, procurement, waste, carbon, communications and purpose.
- They're designed to guide and measure but also to give flexibility to adapt to local conditions and make the biggest difference E.g. We want at least 2 initiatives to support the local community from Fundamental 9, but it's up to the event to choose which works best for them and their unique situation.
- Events are asked to score themselves against this checklist, develop a plan to improve and the results are reviewed by a central team. That team provides training and coaching for 1000s of colleagues to help them make the biggest difference, whether they're in marketing, operations, sales, leadership or elsewhere.
- We committed to increasing the number of Fundamentals completed by 25% in 2022 to 166 events and working towards the top 200 events all participating in the Fundamentals. We massively overdelivered that target with 399 events taking part. We think this is because of how much the event teams have engaged with the Fundamentals and a sign of how important it's become to the business's success.

	Topic	Fundamental
<b>INSPIRING SUSTAINABLE DEVELOPMENT</b> 	PURPOSE	01 For the content of the event to support the sustainable development of the industry
		02 For the event to have a purposeful partnership with a not for profit.
	STAKEHOLDER ENGAGEMENT	03 For there to be six substantial sustainability communications.
		04 For the event team to be engaged with sustainability, and it to be a part of event decisions.
<b>RUNNING AN ENVIRONMENTALLY RESPONSIBLE EVENT</b> 	CARBON AND WASTE	05 For all lighting specified by Informa to be energy efficient LEDs, and for the venue's lights and AC to be used efficiently.
		06 For the event to have minimal to no waste generation from areas of the show built by Informa, and for the carpet to be reused or recycled.
	PROCUREMENT	07 For three of the printing and promotional items procured for the event to have increased efficiency and to have enhanced sustainability credentials.
		08 For there to be at least three ways in which the sustainability of the food and beverages (F&B) of the event has been enhanced
<b>RUNNING A SOCIALLY RESPONSIBLE EVENT</b> 	LOCAL COMMUNITY AND WELLBEING	09 For the event to have at least two initiatives which support the local community around the event venue.
	10 For the event to have at least three initiatives which enhance the wellbeing, equality, accessibility, and respect for all.	
GOVERNANCE	11 For the event to successfully implement the Informa Event Safety Operating Model	
	12 For event sustainability data to be submitted within six weeks of the event.	

# Strong progress on the Fundamentals so far

- More than 1000 submissions over the last 4 years
- Participation has grown by nearly 400% since launch
- 399 events participated in the Fundamentals in 2022
- The average score has increased to 10.6/12 with many events now getting full marks
- We open sourced the framework for other organisers to use - the AEO liked it so much that they adapted it for the whole of the UK industry
- Our event teams are more empowered, more excited about sustainability and better able to deliver ESG outcomes
- Leadership and the board frequently refer to the Fundamentals as one of the most successful cross business engagement programmes that we've delivered and it's become a model for how to do it in other functions
- In 2022, leadership, including our CEO, had part of their bonus determined by the number of events in Fundamentals
- Fundamentals 2.0 has just launched with 4 more ambitious targets to expand our expectations of events further
- An additional section on DE&I has now been added with other functions looking at joining

Examples of how the  
Fundamentals have  
helped events consider  
aspects of sustainability  
and improve their  
impacts in practice



# Embedding Sustainability Inside - Using our events to help promote sustainability in our customer markets



## Inspiring Sustainability

### Fundamental 1

Purpose: Sustainability Inside the content helps customers become more sustainable

The Australian Hydrogen Conference is an electrifying event which brings together leaders in the rapidly expanding hydrogen energy sector to explore the latest emerging projects, challenges and opportunities.

The conference incorporates sustainability throughout its content. Attendees heard about major industry developments and envisioned what Australia's and the world's hydrogen future may look like.

Speaking topics ranged from building hydrogen refuelling stations to the role that hydrogen can play in helping countries decarbonise and becoming energy secure. The conference stressed the importance of the sustainable development of the industry and how the industry can support a zero carbon society.



# Considering procurement choices, and engaging with exhibitors, to reduce waste from events



## Environmentally Responsible

### Fundamentals 7 & 8 Carbon and Waste | Procurement

Like many of our events, London Tech Week's events hosted by Informa worked closely with the Queen Elizabeth II Centre to reduce the waste and energy use during the event and to purchase renewable electricity.

The event fully implemented the 'Better Stands' programme so no disposable stands were used. In addition, no new carpet was laid specifically for the event, therefore eliminating the two largest sources of waste at a typical event. Paper badges and lanyards were made from recycled materials and dedicated collection bins were provided for attendees to dispose of lanyards to be reused in future events.

The sustainability of catering was also improved through a range of measures: eliminating single use plastic cutlery and cups; serving beverages from jugs instead of plastic bottles; and providing composting bins. To further minimise carbon emissions, food was locally sourced and, on ClimateTech day, only a plant-based menu was on offer.

# Understanding, measuring and reducing event waste

## Fundamentals 7 & 8 Carbon and Waste | Procurement

Our event teams have a key role to play in reducing waste from events to enable us to achieve our Faster to Zero commitment of a 50% reduction by 2025. Waste reduction takes all shapes and forms with many of our colleagues taking innovative approaches to cut waste at a local level.

We can then share this around hundreds of events to scale it through storytelling and our Fundamentals system.

The Fundamentals not only provide ‘nudges’ for event teams to tackle their waste footprint, it also collects data across many events to help us more accurately measure our waste footprint and identify the key areas we need to improve across our business.



# Fundamental 6: Examples of how events are tackling waste

## Boston:

### FanExpo: making biogas

Organic waste collected at the Boston Convention Centre is sent to a local facility, where it is made into slurry for biogas. In 2022, the recycling and organics diversion programme resulted in 62% diversion from landfill.

## Brazil:

### Landscaping with wood waste

At Agrishow, wood waste from the show's stands is collected and transformed into wood chips which in turn is used for landscaping in the local area and from 2023 will be used at our own event.

## Canada:

### The art of waste reduction

Art Toronto and The Artist Project Canada are taking waste reduction to new heights. The team that runs both shows commissioned exhibition walls around ten years ago to display the art and they are still using them to this day. The walls are stored for most of the year and brought out twice a year for these two artistic events. By reusing the exhibition walls, Art Toronto and The Artist Project Canada for the past decade have eliminated the need for temporary walls and cut the waste that would have been generated.

## Egypt:

### Sustainable seating area

Since 2022, the sustainable seating area is made of 100% reused materials and provides a relaxing environment for event attendees to grab a snack, chat, relax and get people to think about the circular economy. Every element of this new area is upcycled: wooden pallets are turned into reusable benches, barrels into planters, and seats are made from repurposed tyres. The area was created by our general service contractor for Pharmaconex and reused at our Egypt Energy and Sahara agricultural events. We aim to reuse this seating area at all Egyptian shows in the future and repurpose more materials to make new backdrop designs to suit our event's themes.

## Indonesia:

### A creative collaboration

The teams at Food & Hotel Indonesia and Lab Indonesia have collaborated with Paisley Things, part of the **Darius Tobing Foundation** to upcycle supplies from events into craft products. Local artisans craft a range of popular handmade products, such as bags made from newspaper and upcycled vinyl. The programme has clear goals: to support economically local villagers and curb the migration to large cities while reducing waste.

## Malaysia:

### Carpet from events to farms

Our teams in Malaysia are on a mission to reduce and recycle carpet used at our events. We no longer use carpet in the aisles and the carpet inside exhibitors' stands is cleaned, taken back to the warehouse and reused. In 2022, we have managed to recycle or reuse 70% of carpet. Our Metaltech event in the country donates the upcycled carpet to nearby farms to benefit the local community.



## Singapore:

### Waste audits

In October 2022, we formed an alliance with the Singapore Tourism Board to develop sustainable events and to reduce waste at local exhibitions. The partnership leverages Informa Markets' global expertise in sustainable event planning to explore new waste reduction solutions.

The first step of this was in 2022's Food and Hotel Asia event, our largest event in Singapore, where we conducted a first of its kind detailed waste audit in partnership with Zero Waste City to help us develop clear plans to reduce and recycle waste streams. The event eliminated 8,000 tonnes of aisle carpet and appointed waste ambassadors for the first time to help exhibitors sort and recycle waste. This saved over six tonnes of waste which would have ended up in landfill.



# Partnering with local institutions to support host cities, communities and charities through Purposeful Partnerships



**Socially  
Responsible**

## Fundamentals 9 &10 Local community and wellbeing | Governance

Hospitalar proudly partners with Instituto Horas da Vida, a Brazilian non-profit institution that offers access to primary health care to people in situations of social vulnerability. Together, they promote the 'Doe Saúde Project' (Donate Health Project) to fund medical care for the most underserved communities. Over £12,000 was raised thanks to donations from event attendees. Attendees also provided over 1,600 hours of volunteering to help deliver medical care, well exceeding Hospitalar's goal of 1,000 hours of community service through the project.

Hospitalar also launched in 2022 the Wheelchair Inclusion Project to make the event more accessible for all. Dedicated registration areas and motorized chairs were made available for visitors who needed them and every area of the fair was accessible through wide ramps.

# Deep Dive Case Study- Informa Markets Brazil



# Informa Markets Brazil summary

To achieve the objectives of FasterForward, in 2022, all fairs held by Informa Markets Brazil acted on the Fundamentals, the 12 point checklist with practical steps for events to reach a level of excellence in sustainability.

Among the 12 points of the Fundamentals, ESG aspects are encompassed such as: purpose; content and communication; stakeholder engagement; environmental, in items such as energy efficiency and waste management; social, supporting the communities surrounding the fair venues, well-being, inclusion, accessibility and participants and governance, especially in terms of safety.

For this, we have several partnerships, from sectoral and governmental entities to NGOs. The main objective is to walk together with these partners, joining efforts to meet the requirements of the Fundamentals and generate even more positive impact.



# Informa Markets Brazil practical examples

- Education - we partnered with SENAI (National Industrial Apprenticeship Service) and in the social aspect, the partnerships with the NGO Safrater and the Quebrada Alimentada Project, at the Mocotó restaurant, mainly in the collection and donation of food baskets for people in socially vulnerable situations.
- Inclusion - we partnered with Instituto PAE (Efficient Attendants Programme), with the work of PCDs (People With Disabilities) at the reception of fairs.
- Environment - we are seeking to increasingly reduce our carbon footprint, working to reduce the generation of waste at fairs and optimising and improving logistics and transportation (going and coming) of visitors to our fairs. We are also working on the aspect of energy efficiency, also in the pavilions where our fairs take place.



# Informa Markets Brazil results

As a result, the fairs held by Informa Markets Brazil achieved an average of 10.9 points out of 12 possible in Fundamental, surpassing the global average of 10.5 and being among the best ranked countries.

This result confirms the engagement of the entire company and the work we were already doing even before working at Fundamentals. With it, we accelerated and directed our activities even further towards a more sustainable events sector.

2023 will be our second year at Fundamentals and we aim to further improve our performance and score and generate more positive impact on society.





# Informa Markets Brazil next steps

We will participate in the Better Stands programme, which in turn has 2 specific objectives:

- To eliminate the use of disposable stands, replacing them with reusable stands. This is a major source of waste in our market
- To eliminate the generation of waste in the stands. We want to show that reusable stands can be better and create an even more relevant experience at our events.

One of the Better Stands initiatives for this year is the Sustainable Stand Award at 11 of our fairs, which has the purpose of valuing the sustainable practices of exhibiting companies and assemblers.

This is one of several initiatives we are carrying out to raise awareness and engage our stakeholders to participate in this journey with us towards the future of events in Brazil and in the world, more sustainable for everyone and for the environment.



# Where next for the Fundamentals?



# What's next?

- As part of our company-wide strategic growth programme (GAP2), we are investing in a new workflow management tool to help get more events into the Fundamentals. This software platform will enable events to participate much more efficiently in the Fundamentals, allow real time reporting and eventually help us connect with venues and other suppliers to gather data.
- We are also launching Fundamentals 2.0 in 2023 which will raise the bar for our events on sustainability by including at least another four criteria to meet, increasing the minimum expectations for all events as we move towards our FasterForward goals. These much more ambitious criteria will tackle key elements of sustainability including:
  - Helping events reduce the impact of attendee travel
  - Phasing out disposable exhibition stands
  - Embedding more content about sustainability into our events to help influence customers
  - Connecting individuals and communities to our content and networks to help with social mobility and inclusion
- Increase the number of events participating in the Fundamentals
- Include the completion of the Fundamentals into managers' targets



# Thank you

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