

RX:
Building a
culture of
net zero
heroes



In the business of building businesses



RX owns and organises exhibitions and events around the world, creating jobs, supporting local economies and helping to build diverse and sustainable businesses of all sizes. Mindful of the environmental impact of our business, we are committed to reducing our carbon emissions and minimising the waste at our shows by building a culture of net zero heroes at RX.

In this introduction we share more about our sustainability structure and our goals.



In November 2021, RX became a founding signatory of the **Net Zero Carbon Events pledge**, which commits us to measure and reduce the carbon emissions associated with the delivery of a show.

This is the story of what we have done so far to create a culture of net zero heroes and to have impactful change in our industry.



1. Before the end of 2023, publish the organisation'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
2. Collaborate with partners, suppliers and customers to drive change across the value chain
3. Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice
4. Report on our progress at least every two years

We created this short video to help employees understand what net zero means to RX



The RX SUSTAINABILITY COUNCIL



Anita So
Assistant Vice President
APAC Hub



Piers Kelly
Operations Director
UK Hub



Camille Gady
Dir Operations & Proj Transverse
France Hub



Steve Steenson
Group Director
APAC Hub



Mike Grant
SVP Operation
Americas Hub



Simona Dominici
Global Director
International Sales Group



Gregor Bischkopf
Director Regional Projects
Austria & Germany Hub



Jonathan Heastie
Portfolio Director
UK Hub



Susanne Zehntner
Head of Venues
Austria & Germany Hub



Hector Morfin
Operations Director
Americas Hub



Freda Zhao
BD Manager
APAC Hub



Marcio Alves
Operations Director
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Kate Youngstrom
VP, Brand
Americas Hub




Hajime Suzuki
Chief Director of Int'l Sales & Marketing
Japan Hub




Chair: Helen Sheppard,
Sustainability Director






With sustainability becoming increasingly normalised within society it is time to make it normal in our daily business. Green events are one contribution to the whole sustainability journey for RX, but one with a huge impact on our entire supply chains.

Here in Austria, we have achieved a radical rethinking on the side of our clients and visitors. At the beginning of our sustainability journey, we had to convince them – now they are urging us to become even more sustainable which means that our work is bearing fruit. The effort pays off! And I am sure, what works on a small scale also will work on a large scale.




Susanne Zehntner, Head of Venue Administration and Sustainability, Austria
RX Global Sustainability Council






It is personally rewarding to serve on the Sustainability Council for many reasons - not least because, with the future of our planet at stake, it's the right thing to do! As a leader in the event sector RX has a key role to play in driving change through positive action, innovation and influence. RX Australia has been working with a sustainable mindset for a number of years now, developing initiatives that have put us all on the road to change. By coming together as an organisation, and collaborating across our industry, we can make the future for events something we can all be proud of.




Stephen Steenson, Group Director of Operations and Event Production, Australia
RX Global Sustainability Council





Having a 9-year-old daughter and being in this Industry for over 25 years, I want to make a positive impact for our future generations. It is not enough to make amazing events; we need to make sure we minimize the impact to our communities and planet and maintain our leadership in the event industry by being at the forefront of this conversations. Sustainable events are not only about being environmentally savvy, but it is also about adapting ideas for additional revenue streams, minimizing costs, and building a positive reputation for our company. It is about challenging ourselves on how we can reuse, recycle and reduce our footprint in everything we do when connecting businesses.



Hector A Morfin Chong, Head of House & Portfolio Director, Mexico
RX Global Sustainability Council



Key milestones established for 2022/23

Goals 2022

Achievements

Measuring

- Develop a set of metrics and align with UFI
- Test data collection with shows
- Establish a system to collect the data

- **Energy and waste reporting from 28 venues**
- **Pilot end to end emissions collection from 4 events (WTM, Batimat, JCK and National Hardware Show).**

Reducing

- Establish global sustainability toolkit for shows to support reduction strategies

- RX Sustainability playbook launched to all employees in February 2023.
- Roadshow to engage employees: webinars attended by 500+ employees with specific sessions held with event directors.

Messaging and communications

- Launch sustainability working groups
- Invigorate rxglobal.com sustainability content
- Launch a sustainability Sharepoint site

- Global Sustainability Council launched in June 2022.
- Internal sharepoint site provides an easy way to share across the Council.

Show content

- Map shows aligned to sustainability content

- Show portfolios mapped.



At the global level: a closer look at the data.

“Establishing a set of metrics against which we can determine a baseline, set goals for our events, and measure our progress over time has been a key priority for RX in 2022.”

Helen Sheppard, Sustainability Director

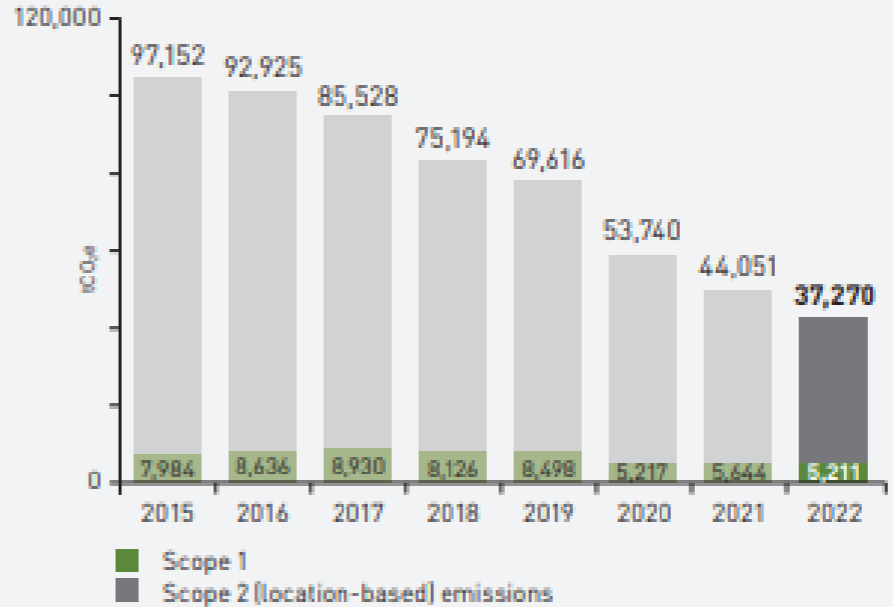
Through our parent company, RELX, we measure and monitor our scope 1, 2 and some scope 3 emissions data.

RELX has made significant progress in scope 1 and 2 emissions reductions, with a 61% reduction since 2015.

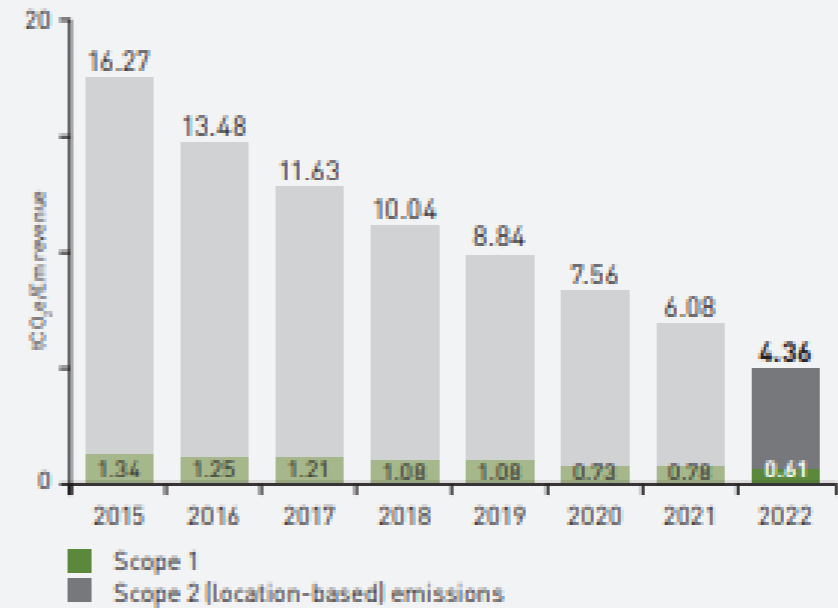
This data includes the venue, Messe Wien, which we operate. In 2022, the venue was responsible for approximately 3% of scope 1 and scope 2 (location-based) emissions.

2022 climate change performance

Absolute Scope 1 and Scope 2 emissions



Intensity Scope 1 and Scope 2 emissions



Since May 2022, we have had an accelerated focus on collecting energy and waste data for the 254 events held in 2022.

In addition, we prioritised data from 30 venues which represent 90% of face-to-face statutory revenue, with approximately half of these venues currently able to report data.

“We started collecting this data in May 2022, we’ve made incredibly progress to date covering 28 venues and 113 F2F events (35 events from 2019, 28 from 2021, and 50 from 2022) – but, we still have a long way to go.”

Helen Sheppard, Sustainability Director

As of, February 24 2023:

	# of F2F events reported	% of F2F events reported
2019	35	8%
2021	28	13%
2022	50	20%



SUSTAINABILITY

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The RX Sustainability Playbook

- To achieve our ambitious Net Zero Carbon Events goals by 2040 we need the understanding, support and engagement of everyone at RX.
- The [RX Sustainability Playbook](#) has been developed by the Global Sustainability Council to help all our people become net zero heroes by making more sustainable choices.

pay homage to

SUSTAINABILITY & self

WELCOME TO OUR OASIS

Refresh with a variety of sensational
while taking a break to enjoy a
"SHOULDER MASSAGE"

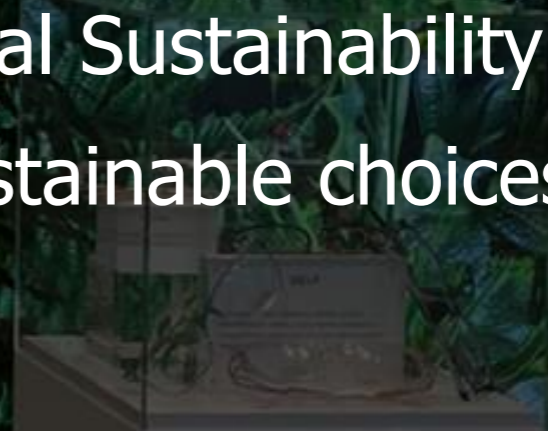
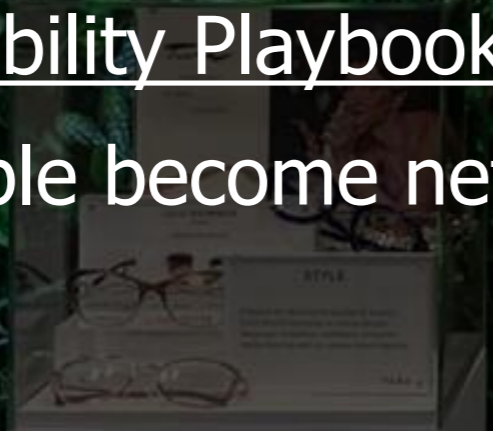
10 pm Friday/Saturday

expresses a unique design language, targeting
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manufacturing process is an ongoing mission.

Custom designs, variety of fits, and bespoke
element is thoughtfully crafted for a broad
n providing a wide variety of fits.

*Shoulder massage provided during your appointment



The Sustainability Playbook

The [RX Sustainability playbook](#), launched in February 2023, gives show teams practical ways they can reduce their carbon footprint. Supporting the launch, were a series of webinars and in-person workshops attended by 500+ employees.

The playbook covers:

- Measurement
- Stakeholder engagement
- Venues
- Production
- Waste
- Logistics
- Travel
- Communications

It is the first step to developing our roadmap, to be published in 2023.



Sustainability is now a part of the strategic plan for Event Directors. They need to include how they are implementing the playbook, measuring their footprint and making carbon reductions in their event-level strategic plan.



Supporting our RX Event Teams

All event teams are required to collect venue data for waste, energy and water using a common RX template. All the venues we work with have been asked to provide this information. Only by demonstrating our baseline carbon emissions across all our events can we identify the reductions needed to achieve our ambitious targets. The playbook gives guidance on how to do this.

2

INTRODUCTION

RX is a founding signatory to the **Net Zero Carbon Events pledge**. This commits us to reduce our greenhouse gas emissions by 50% by 2030 and to be net zero by 2050. In fact, we are on a faster trajectory than the rest of our industry as our parent company, RELX, signed the **Climate Pledge** committing us to be net zero by 2040.

Our commitment to carbon reductions across our show portfolio is good for business. In a recent panel RX conducted, over 60% of visitors interviewed believed that sustainability has an important role in our shows when they are deciding to attend. *

What is the value of Net Zero to the events industry?

- Meeting the increasing expectations for action of customers, governments and investors
- Igniting the innovation needed to drive efficiency and keep our industry viable
- Creating a platform for collaboration to ensure an efficient and coordinated transition
- Ensuring our industry's continued attractiveness as a "future-ready" area of enterprise
- Helping prepare for and protecting the future of the industry through demonstrated action

*250 people from our global customer panel responded to our survey. www.rxglobal.com/sustainability

1. MEASUREMENT

"What gets measured, gets managed."

To meet our net zero pledge commitments, our first challenge is to measure our scope 3 emissions: those related to all aspects of our events, such as emissions from venue energy, and production and waste from stands, signage and carpets. These emissions are not necessarily generated directly by us as the event organiser but by our suppliers, partners and customers as categorised below in **Figure 1. Emissions by Source**.

Measurement is the first step to understanding our baseline carbon emissions across all our events. Establishing a baseline is important to determine the carbon emissions reductions needed to achieve our ambitious targets. Measurement will identify areas where those reductions can take place.


All event teams need to embed data collection for carbon emissions into their event strategy - the earlier you can do this the better.

We are initially prioritising data collection for waste, venue energy and water, supported by a team at RX Philippines.

All the venues we work with have been asked to provide this information.

You can support the collection of this data by ensuring the venue you are operating your event in is aware that we wish to report this data post-show.

Contact your Global Sustainability Council representative for the data collection **template**. It has sections aligned with the key emissions categories in Figure 1. You can go further by using the 'production' and 'logistics' tabs to collect additional relevant data, where it is available. This data must be submitted to **Helen Sheppard, Sustainability Director**.



www.rxglobal.com/sustainability



Supporting Event Venues

Organising events is a collaborative effort and we are heavily dependent on local infrastructure and third-party suppliers. This calls for us to work with venues and suppliers to find new and better ways of doing things.

For example, our teams are **kick-starting discussions with venues about current or planned use of renewable energy, LED lighting, power off strategies, provision of water stations for bottle refills, and more.**

Event teams need to engage with their venues to better understand their approach to sustainability and to influence any behavioural change.

Below are a selection of questions you can use to kick-start the discussion:

1. Have they signed the Net Zero Carbon Events pledge?
2. Is renewable energy used to power the venue?
 - a. If not, how soon could it be implemented?
 - b. What are the current limitations on implementation of renewables to the venue?
3. Do you have LED lighting across the whole of the venue?
 - a. If not, is there a strategy in place to replace older lights with energy efficient LED lighting?
 - b. What is your time frame for implementing this?
 - c. What are the limitations on implementation of LED lighting at the venue?
4. Is there a strategy to prioritise daylight ahead of overhead lighting across the event?
5. What is the venue's low power strategy for out of event hours?
 - a. Can the venue implement a power off strategy for venue electricity (including power outlets and escalators) 30 minutes after the event day closes and 30 minutes before the event day opens?
6. Does the venue have water stations?



SUSTAINABILITY

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Local-level waste reduction pilots

- RX is introducing and piloting a wide range of sustainability initiatives to reduce and recycle the waste produced by our global event portfolio.
- These initiatives not only point the way ahead for RX but inspire our people to share our best sustainable practices, and to copy them with pride.

pay homage to *STYL*
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& self

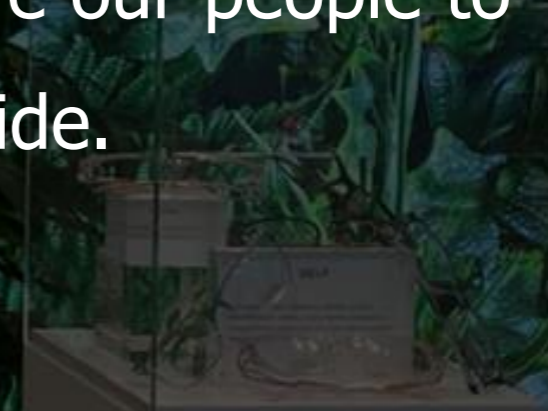
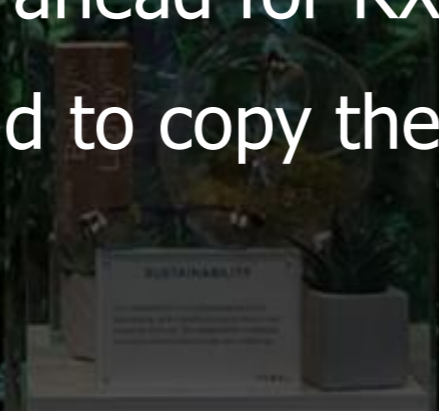
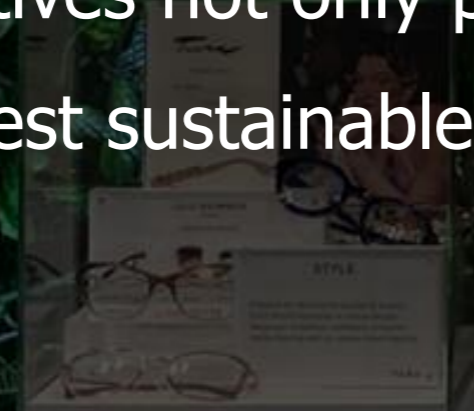
WELCOME TO OUR OASIS
Refreshes with a variety of sensational
while taking a break to enjoy a
ROCKY MOUNTAIN MASSAGE*
10 pm Friday/Saturday

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...th providing a wide variety of fits.

*Includes a massage voucher during your visit.



STANDout Stand Building

case study

RX-owned STANDout, one of Europe's leading stand building and event technology suppliers, has developed the new 'Vario' stand concept.

This is a modular, reusable and customisable solution incorporating lightweight fascia boards and fabrics which is made using 80% material re-use resulting in a 40% reduction in transport volume.



Batimat Case Study

Batimat, the world's largest event dedicated to building and construction, introduced a more affordable and responsible stand policy in 2022, limited to five eco-friendly options with a maximum stand size of 99sqm.

It also sorted and recycled all waste and put in place a major logistical plan to encourage some 5,000 visitors to use trains and buses organised by the event. The plan incorporated a carbon calculator on the pre-registration page so that visitors could see how their chosen method of transport impacted their carbon emissions.

Net zero carbon
Objectif 2040
BATIMAT^{IM} IDEOBAN^{IM} INTERCLIMA^{IM} mondial du bâtiment

NOS PRIORITÉS POUR L'ÉDITION 2022

En tant qu'organisateur de salons, nous mettons tout en œuvre pour limiter nos émissions de carbone.

En tant que rendez-vous de référence de la profession, nous donnons une direction claire à nos contenus pour inspirer et engager les professionnels dans la décarbonation.

Nous avons repensé notre modèle économique
en mettant fin aux espaces d'exposition démesurés. Nous ne proposons désormais que 5 tailles de stand dont le maximum est 99 m² par société exposante.

Nous favorisons l'éco-conception sur l'ensemble du salon.
La moitié des exposants ont opté pour les stands éco-conçus que nous proposons. Cela signifie que les matériaux utilisés sont recyclés (moquettes, revêtement de cloisons, signalétique...), valorisés (bois) et réutilisés (cloisons, ampoules LED, portes, mobilier). Les espaces d'accueil sont par ailleurs fabriqués en bois labellisé « Bois de France ».

Nous optimisons la logistique
de montage pour grouper les flux liés au transport des stands et matériels d'exposition.

Nous réduisons l'impact des déplacements des participants, sachant que ceux-ci représentent 80% de notre empreinte carbone. Nous organisons et finançons les transports groupés. Nous affrètons par exemple 50 bus dans un rayon de 300 km autour de Paris et plus de 50 voyages en train pour les déplacements des visiteurs. Bien entendu, nous encourageons les modes de transport à énergie décarbonée tels que le train, le métro ou le tramway.

Nous proposons une restauration responsable, c'est-à-dire, élaborée avec des produits locaux et de saison.

Nous supprimons les consommables
en digitalisant les supports de communication.

Nous calculons et publions le Bilan Carbone® de l'événement.
Notre partenaire Ecoact utilise la méthodologie développée par l'ADEME pour calculer les émissions de gaz à effet de serre du salon.

Nous mettons en valeur les acteurs qui apportent des solutions concrètes pour la décarbonation du secteur, en dédiant une part importante des espaces d'exposition aux solutions bas carbone (espaces low carbon construction, photovoltaïque...) et en organisant des visites guidées thématiques.

Nous sensibilisons et formons les professionnels aux grands défis climatiques et environnementaux
à travers un programme de 450 conférences et plus de 1 000 intervenants.

Nous offrons une tribune aux personnalités qui font autorité sur ces sujets :
chercheurs, experts et artisans d'une société bâtie sur de nouvelles fondations.
Pour n'en citer que quelques-uns : Jean-Marc Jancovici, Yamina Saheb, Navi Radjou, Emma Haziza, Sébastien Maire, Emmanuelle Ledoux, Joëlle Zask, Franck Boutté, Anne Démians, Philippe Pelletier, Cynthia Fleury ou Carlos Moreno.

Built by **RX** In the business of building businesses



NHS Case Study

The National Hardware Show (NHS) swapped paper for a digital directory; used sustainably sourced signage; and offered smart badge technology to enable attendees and exhibitors to capture information digitally, negating the need for printed brochures and business cards.

By restricting carpet to the two main aisles and lounge areas only, NHS also prevented 18,656 metres of carpet going to landfill, reduced their carbon emissions by 8.5 tonnes. To educate customers on the benefits of being carpet-free, floor stickers were placed around the show floor to highlight these and other statistics.

Through the contractor, Freeman, we were also able to ensure that the main aisle and lounge carpets contained 25% recycled materials and were re-used at least four times.



Waste Reduction at Events

We have a number of regional waste reduction initiatives being piloted:

- [Aluminium China 2022](#) replaced partition boards with light booth construction materials such as fabrics in all RX function zones, and reduced carpet use by a third by decreasing the width of aisle carpets in the halls.
- Eco-friendly lanyards and badge holders made from plant silk and recycled plastic bottles made their RX debut at [Big Data London](#) in September and are being rolled out across all RX events in 2023.
- Food waste from [New York Comic Con](#), [ISC East](#), [Vision Expo](#), [National Hardware Show](#) and other New York and Las Vegas-based events is being diverted to local non-profit organisations fighting food insecurity.



SUSTAINABILITY & self

Industry engagement

As a global organiser of market-leading events, RX recognises its responsibility to use our platforms to promote and support sustainable business transition within the sectors we serve.

Here are just a few examples...

ready homages

SUSTAINABILITY & self

WELCOME TO OUR OASIS
Refresh with a variety of sensational
while taking a break to enjoy a
SHOULDER MASSAGE*
10 pm Friday/Saturday

Our design expresses a unique design language, targeting
the market while aligning with its unique brand identity.

Our commitment to sustainable product,
and manufacturing process is an ongoing mission.

Custom designs, variety of fits, and bespoke
the element is thoughtfully crafted for a broad
with providing a wide variety of fits.

*Shoulder massage included during your appointment.

STYLE

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Bodily Lightly

SUSTAINABILITY

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self

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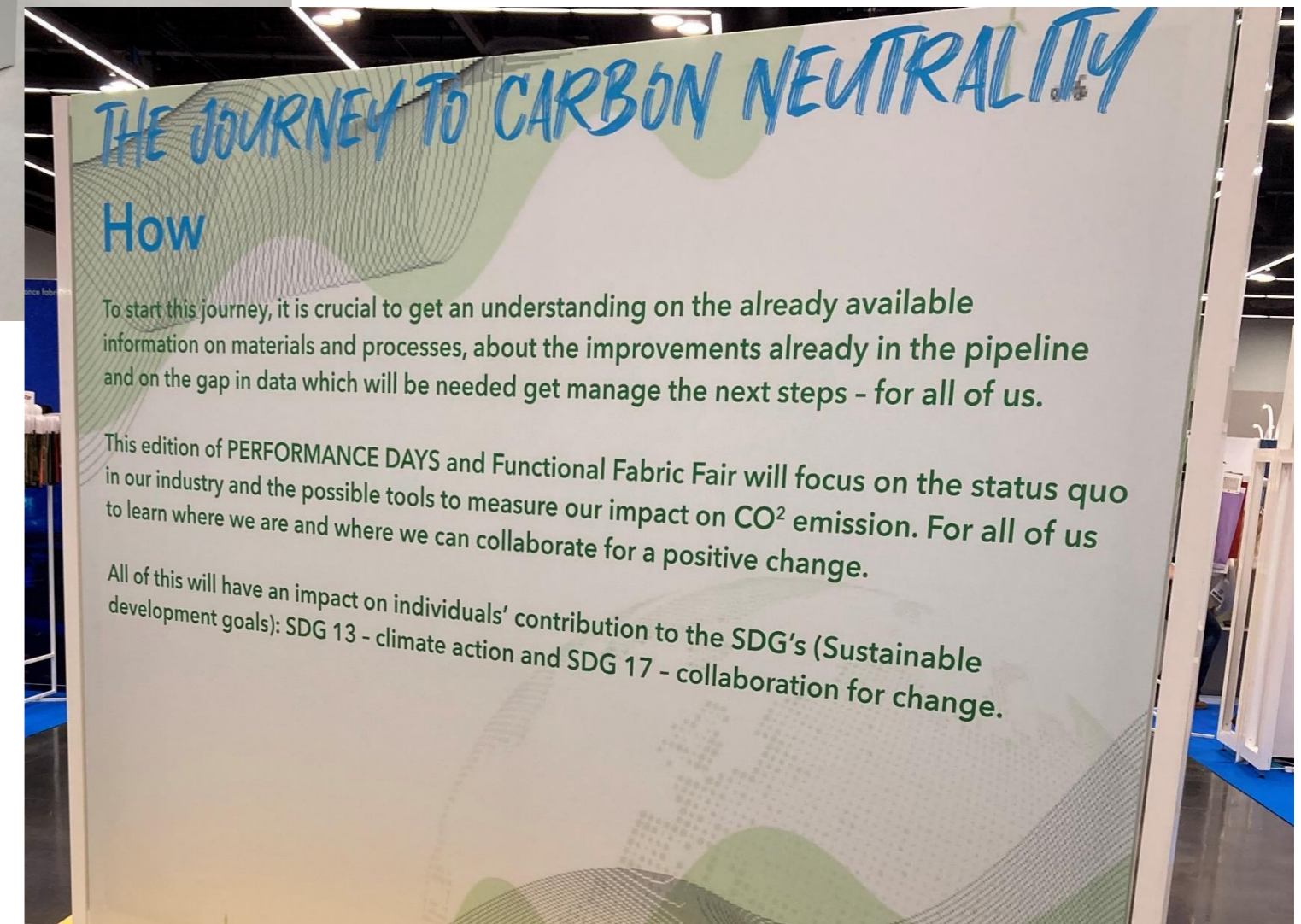
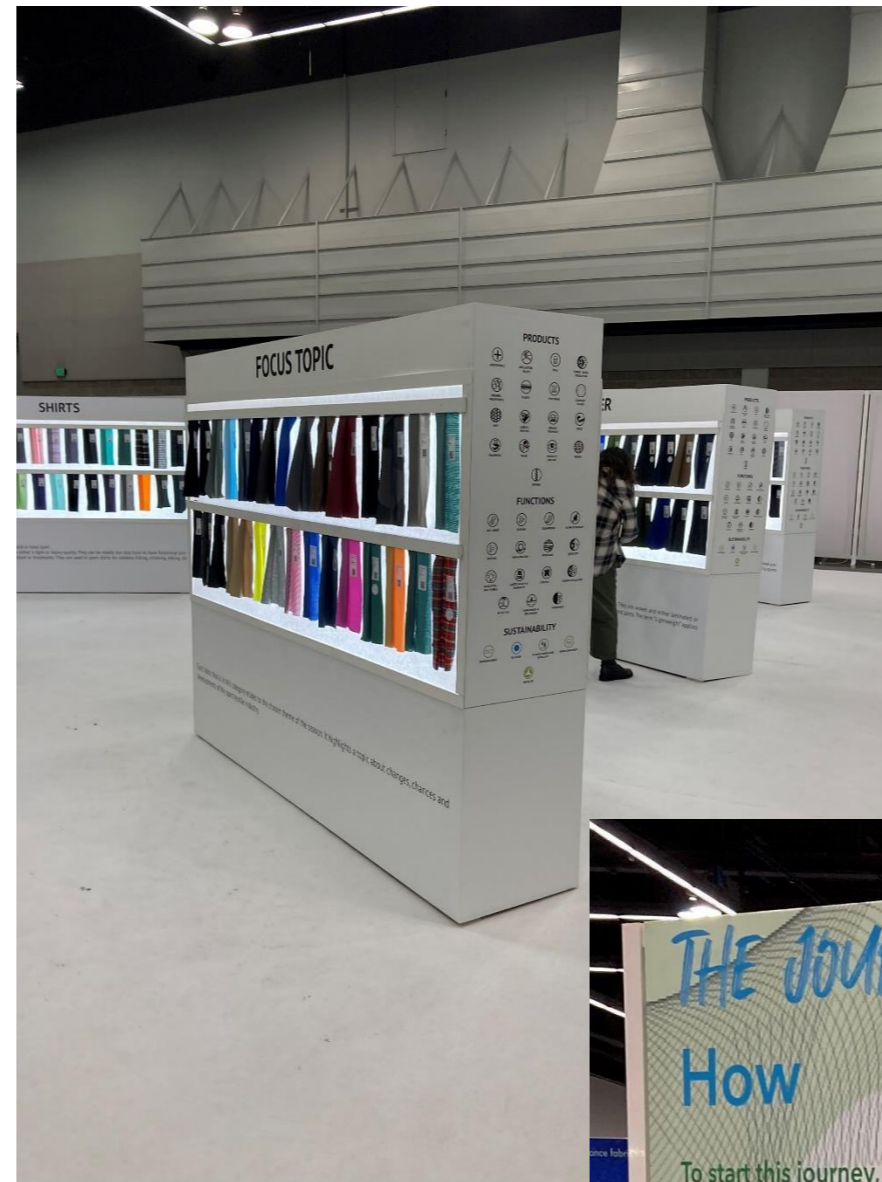
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Example 1

Functional Fabric Fair has long been championing sustainability in the activewear industry. Exhibitors are only considered if they have achieved, or are working towards, at least 50% of their material coming from a recycled source, and every exhibit package features turn-key, sustainable booth builds that keep costs low while minimizing the carbon footprint.

In addition, each event is dedicated to a specific sustainability topic to highlight new developments and opportunities. For 2022 the theme was 'The Journey to Carbon Neutrality', which highlighted the metrics, formulas, agencies and theories to quantify and measure the CO2 emissions for performance fabrics.



Example 2

Launched in 2017, the Sustainability Zone at in-cosmetics Global has grown from 29 exhibitors in 2019 to over 40 for the 2022 edition in Paris and is being expanded further for 2023.

The Sustainability Zone combines an interactive educational area, where participants present their sustainable ingredients and technologies to potential partners, with a dedicated conference programme.



Example 3

RX is proud to own a global portfolio of clean energy business events, including [All-Energy UK](#) and [Australia](#), [World Future Energy Summit](#), [World Smart Energy Week](#), [Japan](#), and [Pollutec](#), which are all working to accelerate the UN's sustainability agenda.

By providing a platform for thought leadership, and a showcase for clean energy transition, we are helping to solve the most pressing climate issues of our time and creating blueprints for a sustainable future.



**WORLD FUTURE
ENERGY SUMMIT**

**World Smart Energy
Week**

pollutec 



Example 4

In France, where the construction sector is responsible for a quarter of annual carbon emissions according to the Government, MIPIM has launched 'Road to Zero', a dedicated new 400m2 zone where corporates, cities, investors and innovators can come together to discuss decarbonisation solutions.



EXCEL LONDON

ABU DHABI NATIONAL EXHIBITIONS COMPANY

ADNEC 

The RX Roadmap, and beyond

- At RX we aim to publish our own roadmap to net zero in 2023.
- Work will continue with our partner venues to measure and reduce our energy footprint.
- We will also be prioritising production emissions and the reduction and recycling of waste.
- During 2023 and 2024 we will continue to pilot a wide range of sustainable solutions to determine which have the greatest impact, so that we can share and scale them up.
- We are also committed to communicating our actions, sharing our success stories and sustainability insights, and encouraging our partners, suppliers and customers to become net zero heroes, through our [CR website](#).
- We will continue to promote our CR efforts through our external channels – [view our stories](#)

Thank you

Helen Sheppard,
Sustainability Director

