

Our global sustainability strategy in action at RX France.

May 2024



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.

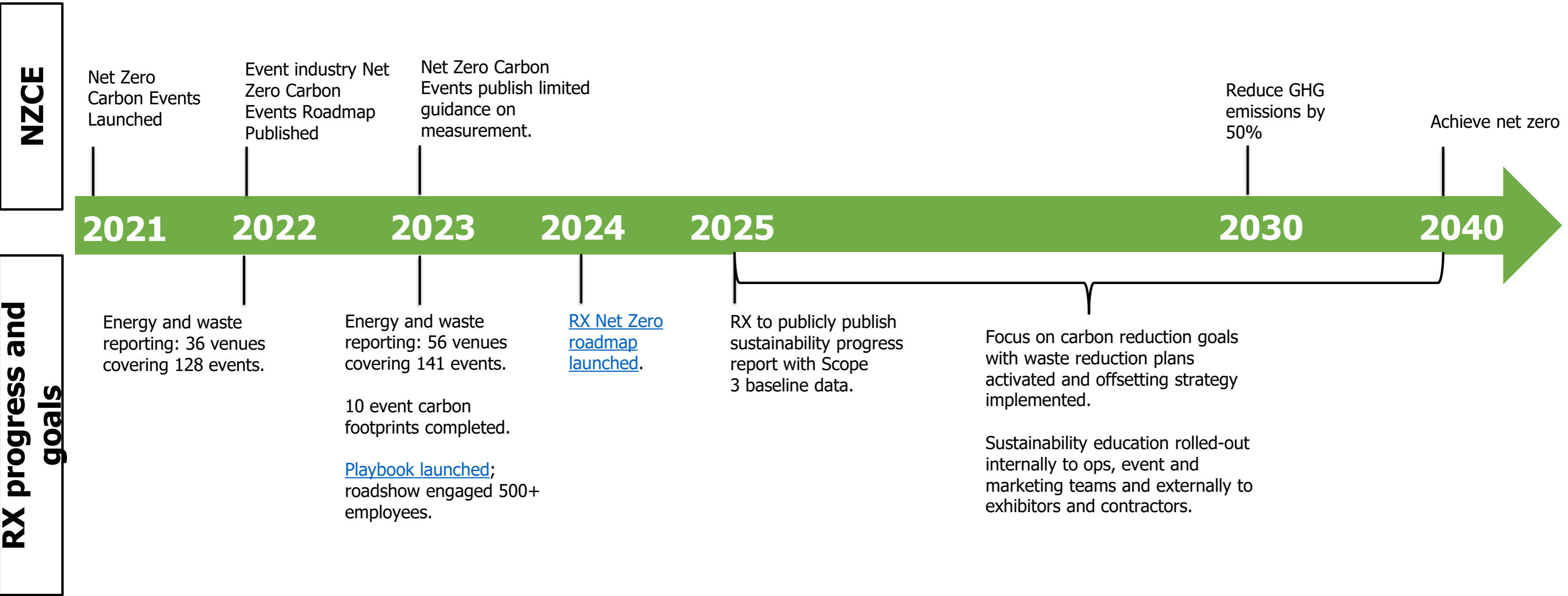
RX is a signatory of the [Net Zero Carbon Events](#) pledge which commits us to reach net zero by 2050 at the latest and to halve our greenhouse gas emissions by 2030. RELX, our parent company, has made it a priority to reduce its environmental footprint and in 2021 signed up to the [Climate Pledge](#) which commits us to reach net zero no later than 2040.

Our event teams have been empowered to develop their own net zero strategies to reduce their carbon emissions and develop best practices that we can all apply.

This award submission highlights two innovative and creative event approaches from our French business. The first – [Renodays](#) – demonstrates the opportunity afforded by a new launch to design and build an eco-event from a blank sheet; the second – [Pollutec](#) – emphasizes the potential for a long-established event to reduce its carbon footprint through transformative behaviour and use its market leading position to inspire by example.



At a global level, our sustainability strategy focuses on delivering on our net zero carbon commitments.



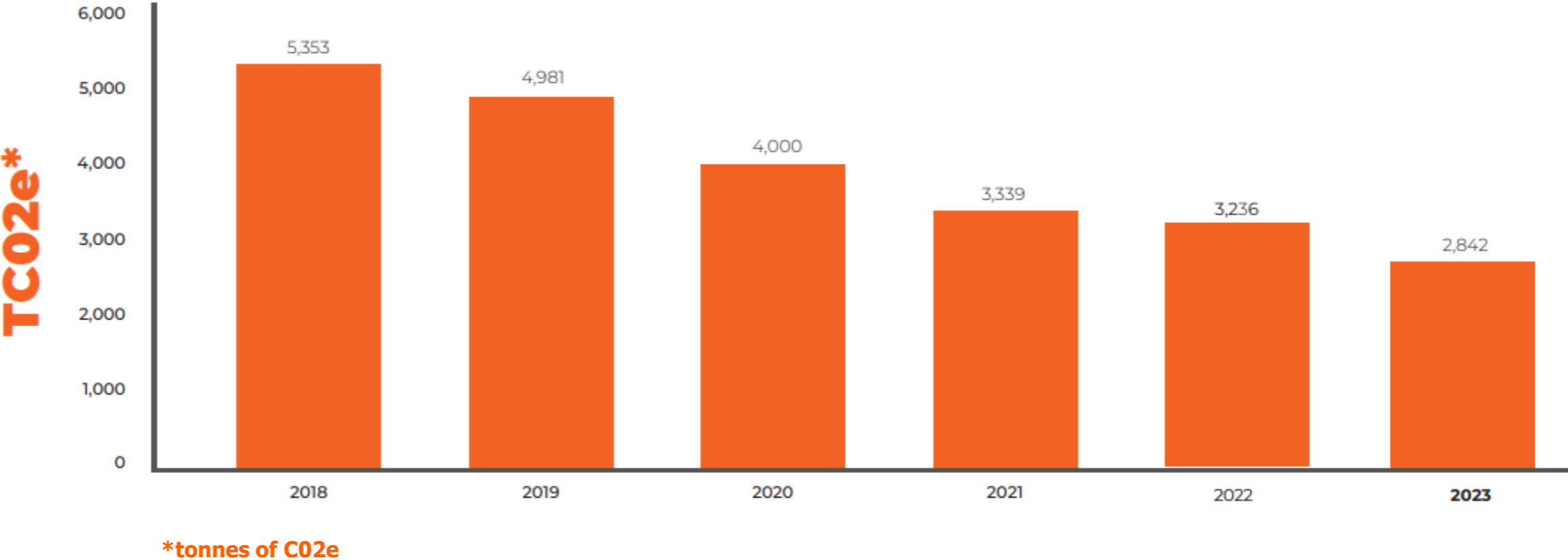
- Net Zero Carbon Events pledge**
1. Before the end of 2023, publish the organisation’s pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement’s requirement to reduce global GHG emissions by 50% by 2030.
 2. Collaborate with partners, suppliers and 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 have already made a 47% reduction in Scope 1 and Scope 3 location-based emissions, since 2018.

In addition to Scope 1 and 2 emissions, RELX reports Scope 3 value chain emissions including business travel data, which covers all air travel booked and collected through our travel partners; home-based employees; employee commuting; cloud commuting and supply chain emissions.

[relx-2023-corporate-responsibility.pdf](#)

RELX compensated for emissions, covering RX, in Scope 1, Scope 2 and Scope 3 (work-related flights, hotels, cloud computing, home-based working and commuting) by purchasing verifiable offsets in 2023 encompassing REDD+ forestry and peatland projects in Colombia and Indonesia. We do not use offsets in our carbon performance reporting.



Case Study 1: Renodays

Designing and building an eco-forum from the ground up.

RENODAYS

RENODAYS, which made its debut 12 – 13 September 2023 at Paris, Porte de Versailles, was the first RX France show conceived and designed to be a fully eco-responsible event. Results on site exceeded expectations. Client NPS results confirmed this success.

RENODAYS brought together 143 exhibitors and 5,000 attendees from the building and real estate sectors, institutions, and local authorities around the same goal: to effectively meet the national objectives for the energy renovation of housing. Leading by example, we integrated sustainability into the DNA of the event, rethinking the event operationally from the design phase to meet the show's strategic objectives.



1. Innovation: 100% of communal areas (conference rooms, lounge areas, registration) were eco-responsibly designed in modules made from re-usable raw wood, working with our partner Ephémère Square (B Corp company).



1. Innovation: 100% of the stands were fixed package solutions (9/18/36m2) designed and built from untreated reusable wooden elements and 100% of all aisle and stand carpet was eliminated.

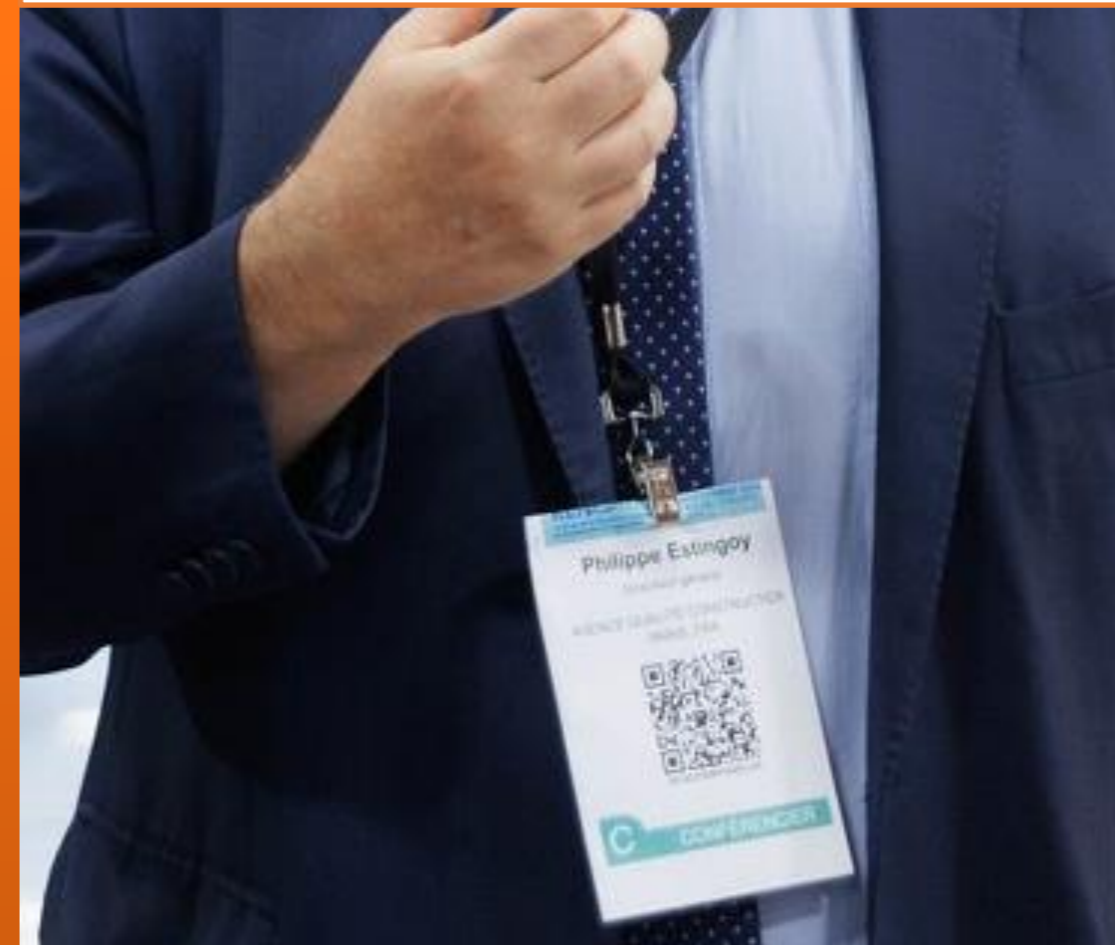


Exhibitors were informed of our eco-policies and encouraged to adopt and implement sustainable practices with our Responsible Exhibitor's Practical Guide.

1. Innovation: 100% cardboard display signs and partition coverings eliminated (no cotton awnings or tarps); reusable and recyclable badging for all visitors.



UNBRANDED BLACK LANYARDS, COLLECTED TO BE REUSED;
PAPER BADGES (NO BADGEHOLDER); DIGITAL BADGES
ACCEPTED ON PHONES.



1. Innovation: Delivering a sustainable approach to catering.



- On-site production workshop for sandwiches (as consumed) ; salads and desserts prepared in Montreuil
- No red meat
- Containers and packaging reduced to a minimum
- 0 plastic bottles
- 100% glass bottles, returnable water and soft drink bottles
- Ecocup reusable cups
- Biowaste recovered with Tryon, a methanisation composting solution
- Virtually no waste: products with long use-by dates chosen

2. Impact on sustainable development: Ensuring responsible waste management.

- Significant waste avoided because of the event's ecodesign.
- Onsite waste was sorted and recovered during the three phases of venue occupancy.
- Waste sorting and recovery rates were optimised with our dedicated sustainability partner, Re'Up.
- Bio waste was recovered in partnership with Tryon using an anaerobic digestion composting solution.
- No single use plastic bottles were allowed.
- Unbranded reusable lanyards were collected at the end of the forum. Attendees also had the option of electronic badges which could be presented on their phones.



3. Carbon footprint, measurement and reduction

- All measurable consumables were **measured** including venue energy, waste, logistics and food & beverages. The carbon footprint was calculated using the Climeet calculator, developed by the consultancy Green Events.
- The forum complies strictly with [Unimev's Energy Sobriety Plan](#) for professional events
- All suppliers were certified **ISO 20121**.

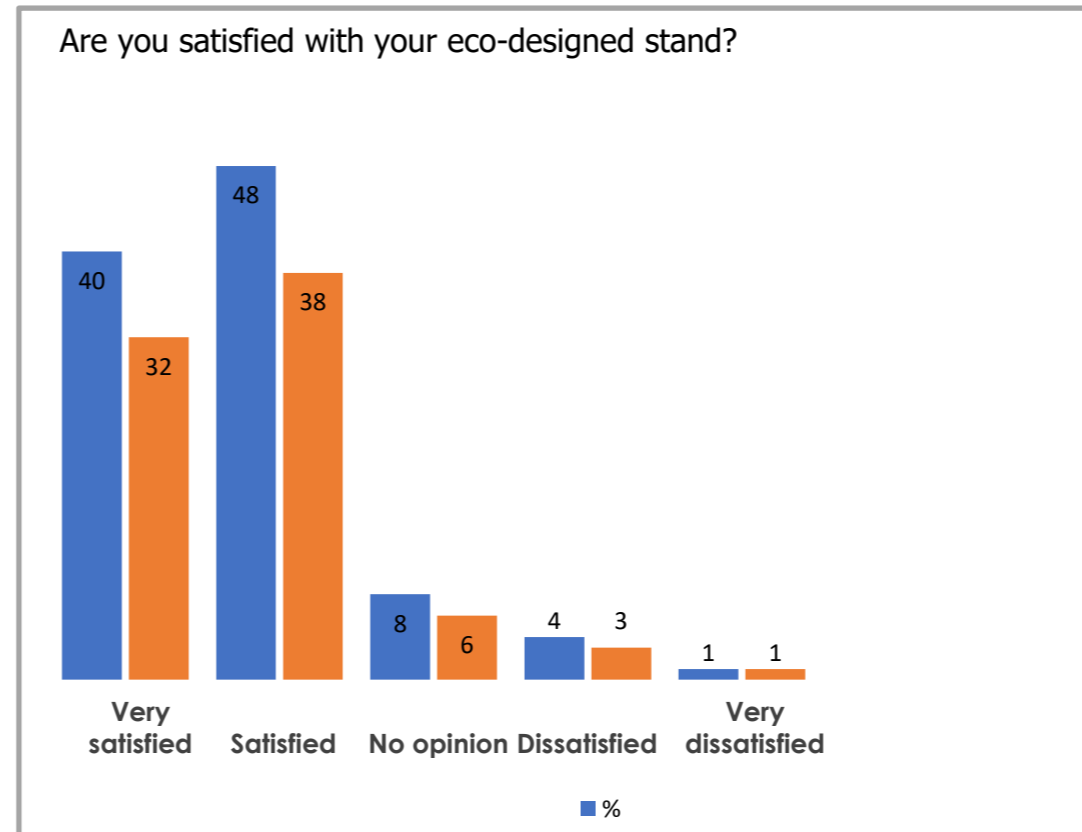
The logo for Climeet features a stylized 'C' icon on the left, composed of a circular arrow with a color gradient from yellow to green. To the right of the icon, the word 'Climeet' is written in a bold, dark teal, sans-serif font.

Results: The Forum's eco-design resulted in a drastic reduction in waste, without incurring additional overall costs and while increasing exhibitor satisfaction scores.

Only **4.6 tons** of waste was collected, 2.9 tons of which was **recycled**, equating to a recovery rate of **63%**. This equates to 0.65kg/gross m2 for a 7,000+ sqm event! It is the **lowest tonnage of waste** and the **highest recovery rate** recorded since 2015 at more than 38 RX France events.



Choosing eco-responsible materials represented **additional costs** compared to modular or wooden structures covered in brushed cotton, but these costs were **fully offset** by **savings** related to carpet elimination, and limited waste due to the use of stand packages only.



In a post-show survey, **88% of exhibitors** indicated being "satisfied" or "very satisfied" with their stand.

- **Exhibitor NPS** reached **+54** and **Visitor NPS +35**
- RenoDays was identified and presented as a best practice at HEAVENT, a forum dedicated to the French event industry, in November 2023.



Positive environmental and social impact through Renodays.

Sustainable Building Plan: Building and real estate stakeholders around a common mission: to promote the achievement of the energy and environmental efficiency objectives of this sector.



Dorémi

A social enterprise that aims to find sustainable renovation solutions to lift people living in France out of fuel poverty. They received 2 spaces: 100m² and 18m².

Construction21

An information and meetings network for sustainable construction professionals. A genuine dissemination tool, it enables as many people as possible to find out about the latest news and best practice among those involved in the city and construction sectors.



Stop Energy Exclusion

An association whose ambition is to transform the lives of the most precarious in terms of housing and energy. They received a 9m² equipped space and delivered a participatory workshop focused on training and informing on the causes, consequences and actions to be put in place to fight against energy poverty.

Case Study 2: Pollutec

Reducing event waste,
changing supplier behaviour.

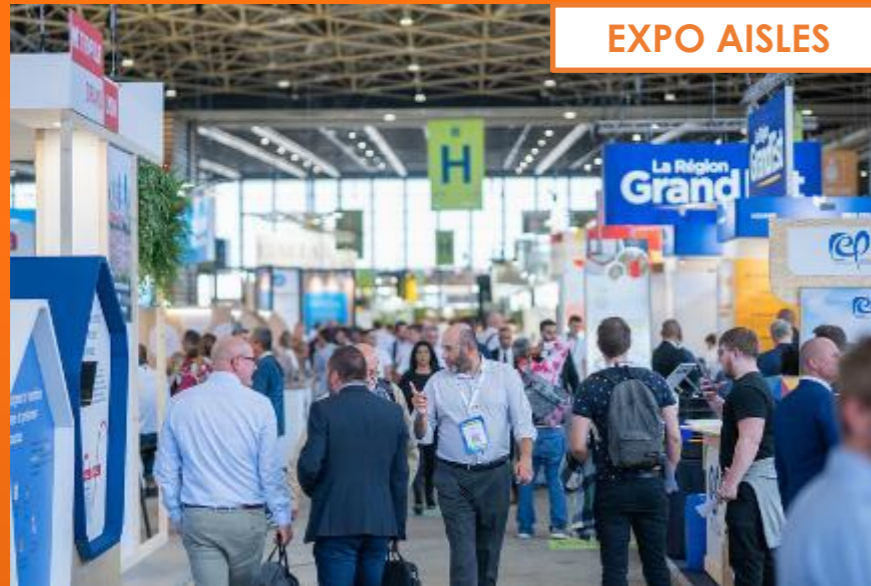


Pollutec is a leading international event for the environmental and energy sector, attracting over 2,000 exhibitors and +50,000 attendees to its 2023 edition in Lyon. We believe that Pollutec has a responsibility, and a great opportunity as well, to set a sustainable example to the industry.

In 2023, the goal was to demonstrate to the entire event ecosystem (from suppliers to customers) that Pollutec is aware of its environmental impact and committed to reducing it by three ways: making the event look and feel more sustainable; delivering a significant and measurable reduction in waste; and engaging and inspiring the show stakeholders and customers to adopt sustainable practices by making it fun and easy for them to do so.



1. Seen to be green: Pollutec took the bold decision to eliminate carpets from all stands and aisles. Carpeting has become a symbol of waste in the event management industry and Pollutec's decision saved 35,000 sqm of carpeting weighing approximately eight tonnes that would otherwise have gone to landfill.



1. Seen to be green

- The communal event areas were built from reusable wooden structures.
- Water fountains were placed around the event to limit the need for plastic bottled water.
- Attendees could opt to download an online badge to their mobile phone, negating the need for a printed badge.
- Cigarette butts were collected for energy recovery
- A carpooling platform to limit single use of cars has been introduced



2. Waste reduction programme: Pollutec 2023 was 25% bigger than 2021 in terms of gross space (sqm), and 7% bigger than the pre-pandemic event in 2018; yet the show team was determined to deliver a significant reduction in waste by redirecting the money saved on carpeting into a comprehensive waste management programme.



- Build a team of professional suppliers: Re'UP (a startup specialised in waste management) + PAPREC (an exhibitor and leader in waste management) + Axial (cleaning company)
- Re'Up managed the waste reduction process and coordinated with all stakeholders (venue, venue service providers, decorators, RX suppliers, RX Ops staff). Operational meetings were held during build-up to engage, inform and co-ordinate all our waste management service providers.
- Prior to the event, Re'Up had identified local companies, such as associations, who were willing and able to accept waste materials for re-use.
- Waste was sorted directly on the show floors at four designated collecting sites.
- Work with the venue to install CCTV at the collecting sites to avoid misbehaviour and assure the team could react rapidly when waste was not being put in the right collection area (wood, plastics, bio-waste etc.)
- Introduction of a fines Policy for illegal waste dumping by suppliers/decorators (10k€), communicated widely.

3. Effective stakeholder engagement.

To succeed with the waste reduction goals, there was a need to educate the suppliers and stakeholders on Pollutec's sustainability goals & policies and engage their voluntary support. This required some creative thinking!

A Waste Management Guide has been produced as well as newsletters to educate and inform contractors about the sustainability actions put in place.

Clear signage and QR codes were put onsite to increase visibility and information about waste collection and recycling.



Installation PAV en collaboration avec



Brief Stand-ING

3. Effective stakeholder engagement: for the first time at Pollutec, a 'Contractor's Village' was created with a Re'Up house located in the main car park next to the stand contractors' registration office. This created a sense of community and gave Re'Up a way of engaging directly with contractors on waste reduction.

CONTRACTORS VILLAGE



Free coffee in the morning and refreshments available in the afternoon for contractors to increase engagement.

RE'UP HOUSE



PRE-OPENING PARTY



During build-up, there was a Contractors BBQ in the 'village', a tradition taken from the construction sector and an additional pre-opening social for suppliers and RX staff. Both these events helped to raise awareness of and legitimize the role of Re'UP. It also helped the show team to build stronger relations with their suppliers.

3. Effective Stakeholder Engagement: incentivising contractors to get involved.



To motivate contractors to engage with waste reduction and recycling, and share their actions on their social media channels, Pollutec decided to gamify the process by organizing a challenge –the 'EventGreener' social media challenge (#EventGreener Pollutec 2023).

The three winners received, each, a communication package in which they would be promoted as 'Green Partner' (a ROI opportunity for them).

Results: The bold choices made by the event team had a significant impact on overall waste diverted away from landfill for re-use without impacting negatively the NPS scores.

+9

NPS score increased to NPS 20 for exhibitors

+24

NPS score increased to NPS 53 for visitors.

[Click to watch Pollutec's sustainability video](#)

9%

The total amount of waste generated at Pollutec has been reduced by compared with 2021 and by 49% compared with 2018.

30

tons of material was re-used

69%

of waste in 2023 has been upcycled vs 34% in 2021, a 105% increase. This waste has been delivered to local contractors to limit mobility and freight impacts.



Positive environmental and social impact through Pollutec.

Innovation awards: Pollutec has a mission to support and encourage innovation for the environment. The 2023 edition of Pollutec brought together over 180 innovations, to share good practices encouraging the acceleration of ecological initiatives at international scale.

From this 180 innovations, 96 applied to the Pollutec Innovation Awards, 12 were selected to pitch in front of a jury, composed by experts and CEOs of major companies, who then elected 3 winners: [Grims Energies](#), [MTB](#) and [Purenat](#).

Grims Energies was awarded for its very compact, modular and connected thermal storage (0° to 110°C); **MTB** for its solution for handling end-of-life Li-Ion batteries with a capacity of 1 - 4 tonnes per hour and **Purenat** for the first textile on the market able to capture and destroy airborne organic pollutant.

These 3 solutions were chosen for responding to crucial needs in the ecological transition and for their simplicity. The 12 innovations shortlisted by the jury were promoted at Pollutec in a special exhibition during the show, and benefited from high coverage on all Pollutec's communication supports. All 180 innovations were gathered in a "visit path" onsite, but also presented in an innovation guide addressed to journalists and to visitors.

Pollutec works every edition with innovations clusters and experts to bring onboard the best start-ups and innovative companies, such as Impulse Partners, Solar Impulse or EIT Innoenergy.



Pollutec's programme aims at improving inclusion in the environment industry.

- 43% of the official speakers were **women**: we deliberately chose to have fewer male CEOs on stage creating more opportunity for women in the programme. Aiming for a gender equal programme means we also have to give the opportunity to brilliant women who are not yet in the C-suit but have a wealth of expertise.
- 2 keynote speakers were under **25 years old**: The voices of young people are critical to climate action and the environment. Pollutec provided a platform to elevate their voices.
- Inclusion also means hear the **silent ones** – Feris Barkat launched Banlieue Climat: an association which aims to unite, raise awareness and inspire populations in popular neighborhoods on environmental and climate issues in order to bring out their voices in public debate and develop their power to act. He was one of our keynote speaker.



Next steps:

At RX, our sustainability strategy focuses on three pillars:

- Measure
- Reduce
- Communicate

These two case studies help bring our strategy to life as we continue to build engagement with our event teams to deliver our roadmap. These case studies have been shared widely as 'best practice' via our Global Sustainability and at our Leadership Conference.

They help to inform more practical goals for event teams to embed into their event strategies to enable waste and carbon reduction.

As an organization, we are highly conscious of the necessity for continuous effort to reduce our carbon footprint and respect the NZCE pledge. "Thinking" net zero from the outset, is the easiest way to attain sustainability goals as proven by Renodays and Pollutec.

When it comes to existing events, a defined investment, both human and financial, must be considered. Having dedicated teams on site to educate all stakeholders in relation to waste management is key to adoption and to drive new habits. Renodays and Pollutec will serve as showcases for all our upcoming shows.

RX France has appointed a "Show sustainability champion" who will implement a "copy with pride" approach to deploy best practices and learnings across all show teams, starting with Batimat 2024:

- Continue to evaluate the event carbon footprint and reduce by 30% vs prior edition
- Promote and encourage exhibitors to choose eco-designed stands
- Remove carpet from the show
- Raise awareness and promote low-carbon transport (group train travel; car-pooling)
- Optimised waste management
- Focus on green industry
- Facilitate shared and optimised freight transport logistics.



Thank you

