

# Sustainable events

9 things you can do to make a difference



# The Exhibition Think Tank Sustainability Group



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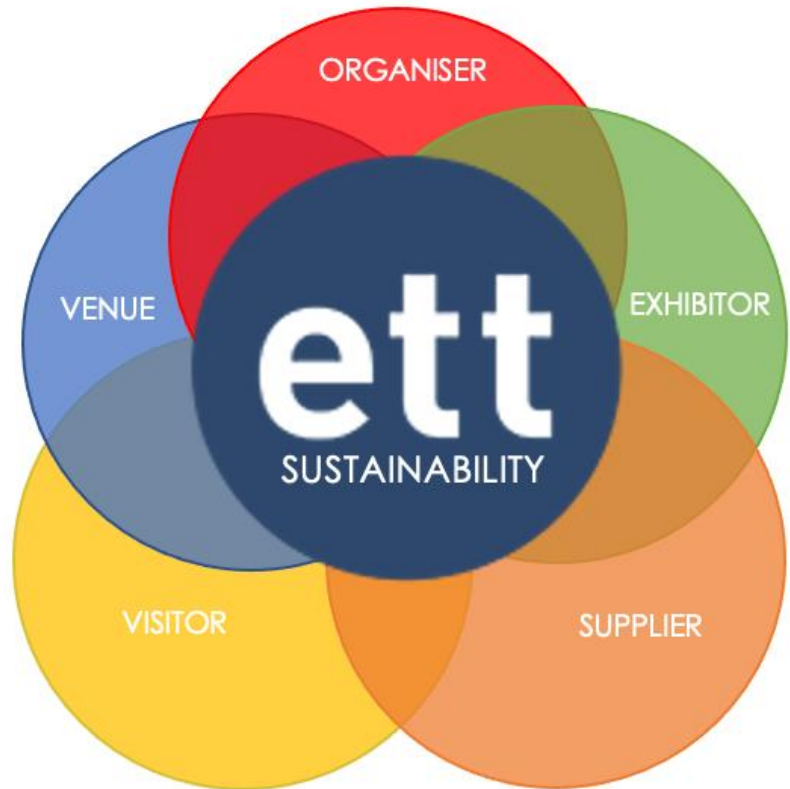


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## A new ETT Group for 2022

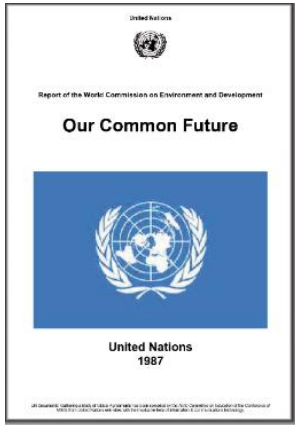
- A collection of global eventprofs – all interested in sustainability
- Open to anyone at any level in any part of the industry
- Our aim was to find simple, relatable and achievable solutions that everyone can use
- Leverage existing knowledge and tools - don't reinvent the wheel
- Promote and encourage sustainable thinking and action in the industry



## 5x5 Model

1. What is sustainability?
2. Why is it important?
3. Priorities of sustainability
4. Applications of sustainability
5. Create a '9 Block'

# What is Sustainability??

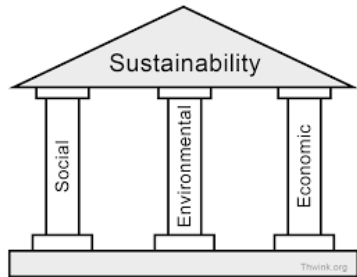


**Brundtland Report 1987**  
*“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*



- More recently defined by the **UN Sustainable Development Goals (SDGs)** in 2016
- In addition to environmental aspects, social and economic development is vital to achieving equality & justice for all

There are considered to be 3 key aspects of sustainability



### Environmental

- Natural resource use
- Environmental protection



### Social

- Diversity and inclusion
- Equal rights



### Economic

- Wealth creation
- Employments

For many businesses, sustainability means ‘ESG’ - Environmental, Social and Governance - 3 key pillars, but slightly different

 <b>Environmental</b>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Greenhouse gas (GHG) emissions</li> <li>• Resource depletion, including water</li> <li>• Waste and pollution</li> <li>• Deforestation</li> </ul>
 <b>Social</b>	<ul style="list-style-type: none"> <li>• Working conditions, including slavery and child labour</li> <li>• Local communities, including indigenous communities</li> <li>• Conflict regions</li> <li>• Health and safety</li> <li>• Employee relations and diversity</li> </ul>
 <b>Governance</b>	<ul style="list-style-type: none"> <li>• Executive pay</li> <li>• Bribery and corruption</li> <li>• Political lobbying and donations</li> <li>• Board diversity and structure</li> <li>• Tax strategy</li> </ul>

“It’s the right thing to do”

- Is the correct answer, but that never led to any changes or decisions at boardroom level...
- Sustainability was traditionally seen as ‘nice to have’ but is now part of wider corporate strategy

*“The pandemic and the global race to net zero carbon emissions have put ESG criteria into orbit – from niche to mainstream to mandatory”*

Adeline Diab, Head of ESG and Thematic Investing EMEA & APAC at Bloomberg Intelligence

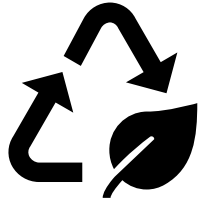
## 5 Business Benefits of Sustainability

- ✓ Enhanced Brand and Increased Competitive Advantage
- ✓ Increased Productivity and Reduced Costs
- ✓ Improve Financial and Investment Opportunity
- ✓ Minimize Carbon Risk and Improve Energy Efficiency
- ✓ Increase Employee Retention and Recruitment



## Why the exhibitions industry is in a unique position

- Events have always had a positive economic and social impact around the world, but often a negative environmental impact
- However, the exhibitions industry have now signed an industry-wide pledge to net zero
- The MICE industry not only has an opportunity to become more sustainable itself, but it also has a unique ability to bring multiple sectors and stakeholders together to spark change and collective action – e.g., at COP26



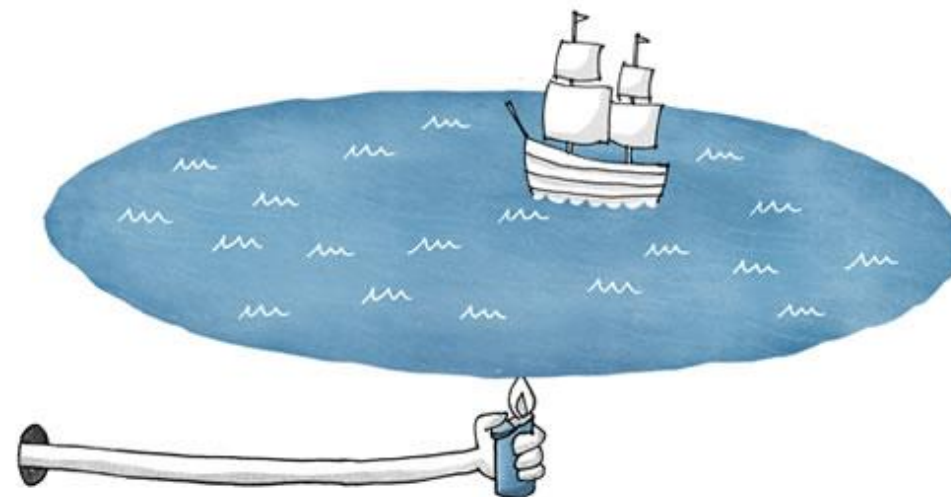
- **Environmental sustainability** is the priority for our group and for the industry as a whole
- This has been accelerated by the Net Zero pledge signed by the industry at COP26 in November 2021
- The Net Zero Carbon Group have since released their roadmap at COP27 in November 2022. This seeks to give clear guidance for stakeholders in how to measure and reduce their emissions

[https://netzerocarbonevents.org/wp/wp-content/uploads/NZCE\\_Roadmap2022\\_Executive-Summary-1.pdf](https://netzerocarbonevents.org/wp/wp-content/uploads/NZCE_Roadmap2022_Executive-Summary-1.pdf)

[https://netzerocarbonevents.org/wp/wp-content/uploads/NZCE\\_Roadmap2022\\_Full-Report-1.pdf](https://netzerocarbonevents.org/wp/wp-content/uploads/NZCE_Roadmap2022_Full-Report-1.pdf)

## KEY ISSUE

With so much information about ESG and sustainability for businesses - including conflicting information sources - many have little idea or confused where to start.



40%

Unsure how the Government's Net Zero Strategy will affect them.

60%

who say they know how it will affect them do have some idea, but they will be caught in the usual trap of having **far too much information available to them**

Based on a UK survey





## Group activity

- We crowd-sourced real-life applications and examples from our group, who represent all 5 corners of the industry
- Contributions from members including DHL Global Logistics, Bologna Fiere, Messe Frankfurt & the Global Sustainable Tourism Bureau
- Our goal was to create a group '9 Block' – 9 actions that are relatable to all stakeholders in the industry, but also, importantly, can be done now!

Sign up to the Net Zero Carbon Events Pledge

Support events that have a strong commitment to sustainability

Measure your emissions

Reduce & maximise travel

Offset your carbon

Consider a digital/hybrid option

Stop single-use plastic

Aim for Paperless

Understand your true recycle rate



## SDGme personal...

Track and manage yo...

GET

★★★★★ 3



ETT Access Key = 89AOQ3

## SDGme | Inspired Plc (<https://inspiredplc.co.uk/>)

- Created so everyone can focus their individual efforts on achievable, repeatable actions that contribute to achieving the UN SDGs
- The focus is on what we all share - habits, impacts and outcomes, to define positive actions, calculate carbon saved
- A personal action tracker that helps you reduce your carbon footprint
- Walk not drive, save not print, veg not meat: daily actions you take stop climate change and create a sustainable world
- Share your latest results to inspire friends and colleagues

*5 months of free use will only allow you access to the app, and not the background data*