



# *Ascential Sustainable Events Standards*

## *What are the Ascential Sustainable Events Standards?*

They are a set of ambitions which set out a roadmap for significantly reducing the carbon emissions and waste generated at our events year on year. They set us on a pathway to collaborate across our industries, and with our supply chains, to deliver some of the most sustainable events.

## *Why are we implementing these Standards?*

Our ambition is to become one of the most sustainable events-led businesses in the world. We know that considering our environmental impact is a critical issue for our people, our customers, our shareholders and our planet.

These Standards have therefore been developed to set the framework for decarbonising our events and minimising any potential negative environmental impact.

## *Why don't the Standards have specific carbon emissions reduction targets?*

We are in the process of setting the carbon and waste reduction targets that will be associated with each of our twenty standards. We will have these in place by the end of 2024. The overall ambition is to half our carbon emissions by 2030.

## *How are these being rolled out with new or existing suppliers?*

We will be rolling out the standards across our major events over the next 12 months. Behind these standards is a staged implementation process. We will work with all our suppliers to inform them about our ambitions, and in partnership, develop implementation plans to fully implement the standards over the next five years.



# Sustainable Events Standards

<p>1</p>	<p><b>Staff Travel</b> By 2030, we aim to have reduced emissions associated with staff and partner travel.</p>	<p>6</p>	<p><b>Single use plastic and packaging within food and beverage</b> By 2030, our aim is to have no single-use plastic or packaging for catered food and beverages at our events.</p>
<p>2</p>	<p><b>Audience Travel</b> By 2030, we aim to collect &gt;90% of audience travel data for our events in order to support our customers to make lower impact travel choices.</p>	<p>7</p>	<p><b>Graphics and Signage</b> By 2030, we aim to have all event graphics and signage designed with zero waste outcomes and, where possible, a circular production process.</p>
<p>3</p>	<p><b>Goods Transportation</b> By 2030, we aim to reduce emissions from goods transportation by prioritising low carbon freight options, local suppliers and flatpack designs to consolidate loads.</p>	<p>8</p>	<p><b>Stage design and build</b> By 2030, our aim is that all stage design and build is designed with no waste to landfill outcomes and where possible a circular production process.</p>
<p>4</p>	<p><b>Renewable Energy</b> By 2030, we aim to have all event venues using electricity from 100% renewable sources.</p>	<p>9</p>	<p><b>Furniture</b> By 2030, we aim to ensure that all furniture used at our events is either hired or repurposed from Ascential's assets, eliminating the need for production solely for event use. This approach ensures that all furniture is reusable, either internally, by charity partners, or hired through rental services.</p>
<p>5</p>	<p><b>Catered food and drink</b> By 2030, we aim to have reduced the carbon emissions produced from the food served. This will be achieved by an increase in locally sourced ingredients and a more plant based menu.</p>	<p>10</p>	<p><b>Flooring and Carpet</b> By 2030, our aim is to fully integrate existing flooring into event design, phasing out the need for single-use options. Where flooring is required, reusable and/or repurposed flooring materials will be used.</p>



## *Sustainable Events Standards...continued*

11	<p><b>Registration and ticketing</b> By 2030, we aim to have minimised our waste from our registration and ticketing process.</p>	16	<p><b>Carbon Measurement and reporting</b> We will measure the carbon footprint of each of our events, each year. We will prioritise activity based measurement wherever possible and work in collaboration with our supply chain to gather this data. Our carbon measurement will inform and monitor carbon reduction targets.</p>
12	<p><b>Merchandise</b> By 2030, physical, general merchandise is only available where it can provide an ongoing sustainable purpose. A return, repair and reuse scheme is introduced for staff uniforms to limit waste.</p>	17	<p><b>Responsible Sourcing</b> By 2030, our suppliers are committed to, and contributing to our overall sustainability ambitions. Our aim is that all suppliers will be able to demonstrate carbon emission reductions and have a policy in place demonstrating how they manage their environmental impact.</p>
13	<p><b>Food Waste</b> By 2030, we aim to have reduced food waste and for all unavoidable food waste to go to compost.</p>	18	<p><b>Responsible and Sustainable Operations</b> By 2030, sustainably is the way we do business with sustainable operations at the heart of our events.</p>
14	<p><b>Production waste and show waste</b> By 2030, the circular processes and management systems are in place to ensure a zero waste event.</p>	19	<p><b>Employee training and awareness</b> By 2030, all employees will have expert knowledge in their areas of control. Ascential will provide resources and training to empower staff to confidently communicate and action responsibilities within their job description.</p>
15	<p><b>Trophies and awards</b> By 2030, any new awards introduced, will be manufactured from sustainable materials and designed with sustainability in mind. We will then reduce the emissions associated with award dispatch and delivery.</p>	20	<p><b>Stakeholder collaboration and engagement</b> By 2030, there will be a robust system of engagement and collaboration where all stakeholders are informed and actively proposing innovative solutions to accelerate positive change.</p>