



ESG ENVIRONMENT
SOCIAL
GOVERNANCE

Act for the future

UFI SUSTAINABILITY AWARD 2024

INTEGRATING SUSTAINABILITY INTO OUR BUSINESS PROPOSAL :
UNVEILING THE INTRINSIC SUSTAINABILITY OF EASYFAIRS' BUSINESS
MODEL AND BEYOND

Nil Sönmez

13/05/24



INTRODUCTION

As we delve into our submission for the 2024 UFI Sustainability Award for 'Best example of sustainability integration into business proposals,' at Easyfairs, we pride ourselves on our commitment to sustainability, which is deeply ingrained in our business model. While we recognize that our approach, centred around reusable stands and highly targeted (regionalised or verticalised), short events, may not be universally replicable across the industry, we believe it serves as a powerful example of sustainability integration into business proposals.

However, we recognize that sustainability goes beyond our core business model. It encompasses engaging our employees, promoting reusable stands to our exhibitors, presenting sustainable solutions to our communities and fostering transparent communication with our stakeholders about our ESG initiatives.

We understand that our business model is just the starting point, and we are dedicated to implementing a comprehensive ESG strategy with initiatives that engage all stakeholders and champion sustainability within our sector ecosystem.



Easyfairs at a glance

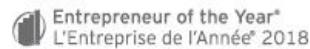
We organise events



We operate venues



We invest in talents



figures as from march 2024.



A SUSTAINABLE BUSINESS MODEL

Our values and business model inherently support sustainability. Our all-in, tech-driven business model is testament to a pioneering spirit that positions us as one of the most sustainable ways to host exhibitions. Here's how we're making a difference:



1

Reusable stands: Our all-in modular stands are re-used from one edition to the next, which significantly reduces purchase and waste emissions. As transport of all-in stands is grouped, this model also reduces transport emissions. In the case of our events in the Netherlands and Sweden, our all-in stands are stored in our venues and do not even require transport.

2

Short duration: Our events are compact and usually last no more than two days, which helps reduce our events' carbon footprint.

3

Proximity to local markets: Each of our events strategically positions itself for its target audience, catering to highly specialised and/or regional interests. This approach aligns with the growing preference for domestic suppliers and personalised experiences. In this way our events not only meet customers specific needs but also contribute to our sustainability efforts.

4

Innovative technology: Through digitalisation and the use of new technologies like the Smart Badge (allowing visitors to collect material digitally), we're significantly reducing paper waste.



"Our business model has always leaned towards sustainability. However, we recognize the need to push further, which is why we're implementing a robust sustainability strategy. And beyond reducing our own carbon footprint, we're empowering our communities to do the same. Sustainability isn't just a goal for us—it's our reality. It's about taking decisive action, driving tangible change, and knowing that every little bit counts. Of course, there's much more to do. We're doing good but aiming for great."

Nil Sönmez
Chief Sustainability and
Customer Experience Officer



+70%

of the stands on our events
are reusable modular stands



75km

is the average distance our
attendees travel to come to our
events



3%

only of our visitors
come by plane

WE FOSTER SUSTAINABILITY PRACTICES TOWARDS OUR KEY STAKEHOLDERS*

We highlight here how our sustainability initiatives also directly correlate with the interests and needs of our key stakeholders, including our board, visitors, exhibitors, employees, and third-party organizers.



- Energy efficiency plans (energy savings in venues and offices, LEDs lighting in exhibition halls)
- Renewable energy initiatives (solar panels on 3 venues, increased % of green electricity)
- Waste management policy (waste sorting and recycling in all venues, sustainable carpet, eco-certified cleaning products, ...)
- Plant-based food options at catering points
- SUSA certification (Sweden)

- Content, products & solutions to support their transition to net zero
- Innovations & start-ups to grow their business
- Smart Badge technology to collect info paper-free
- Event close to home
- EV charging stations and bike parkings in venues
- Plant-based food options at catering points
- Information campaigns about green mobility options (public transport, EV charging stations, bike parking,...)

- Chief Sustainability & CX Officer reporting to CEO
- Signature of “Net Zero Carbon Events” pledge
- 6 priority SDGs
- Key stakeholders survey
- Complete GHG assessments (scope 1-2-3)
- Net Zero Roadmap & ESG Action List
- ESG KPI Tracker
- Net Zero Cloud implementation to prepare for CSRD
- Sustainability report
- Code of Business Conduct

- ESG Online Day
- ESG channel on The Academy Online
- ESG Scorecard with medals to encourage teams to act
- ESG objectives part of Objectives Framework
- The ESG Crusador Academy Award
- DEI
- ESG regional committees
- Coherent solidarity actions

- All-in stand packages (with measured carbon footprint)
- Compact event (generally 2-day)
- Smart Badge technology to promote products paper-free
- Start-up packages

* Initiatives in green are detailed in other sections



WE EMPOWER OUR TALENTS TO DRIVE OUR SUSTAINABILITY JOURNEY

ESG TALENT ACTION PLAN | ESG ONLINE DAY

Reducing our carbon emissions is not just a technical challenge - it's a human one. True progress in sustainability can only be achieved when our team members are both informed and passionate about sustainability as a cause, integrating environmental considerations into every aspect of their work.

This is why fostering a corporate culture that prioritises the well-being of our planet is at the heart of our strategy. To galvanise our teams towards actively diminishing the environmental footprint of our events and venues, **we initiated our ESG Talent Action Plan in 2021, covering a series of educational and motivational initiatives:**



➤ ESG Online Day (2022)

To kickstart our ESG initiative, we organised an online training day for all our talents to educate them on essential ESG concepts and increase their awareness. This event included keynotes by external speakers, workshops and live Q&A sessions.

524 talents (77% of our workforce at the time) participated to the full training day with a satisfaction rate of 84%.

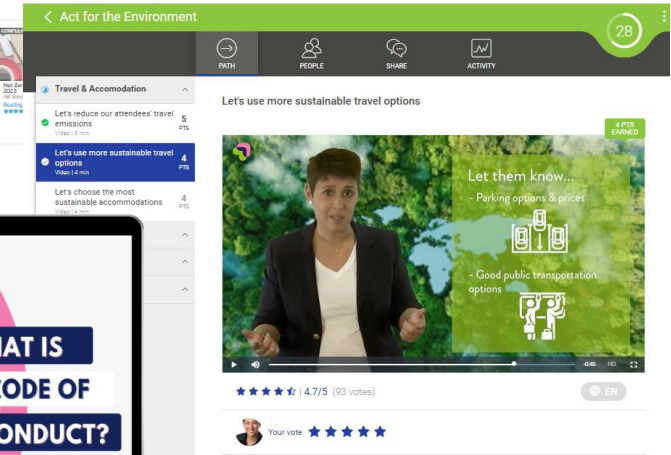
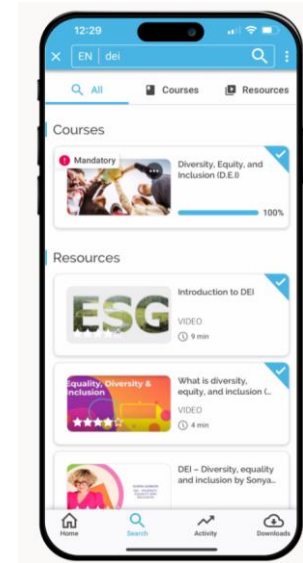
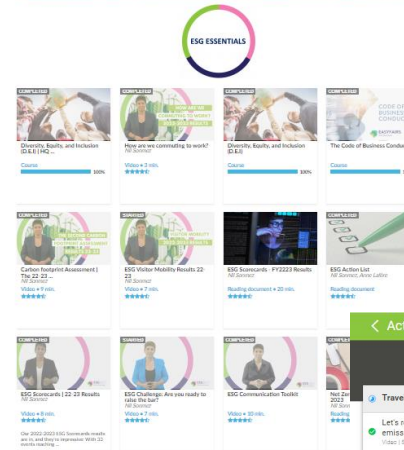


WE EMPOWER OUR TALENTS TO DRIVE OUR SUSTAINABILITY JOURNEY

ESG TALENT ACTION PLAN | ESG ACADEMY

ESG Academy (2023)

- In January 2022, we launched a dedicated **ESG learning channel** on Easyfairs' Academy Online platform.
- We introduce **new online training modules in video format every two weeks**. Each module is fully produced in-house from the content creation, to the recording at our Brussels studio, until the final production process by the Academy Online team.
- Since the launch, we have developed **more than 30 training modules**. The modules are designed to educate our talents on ESG concepts, share sustainability best practices across the group and provide our team members with concrete tips to empower them to take action at their venues and events.
- Two modules are attached to this presentation as examples.
- The ESG Academy is also now available through our **Easyfairs Academy App**.
- Beyond our digital platform, we believe in the power of in-person learning and we conduct regular **face-to-face training sessions** and workshops on various ESG themes at all our regional offices to foster deeper understanding of key concepts among our team members.
- We created a **Sustainability Onboarding programme for our new hires**. They are thereby introduced to our sustainability initiatives and values through a dedicated training programme, ensuring they understand from the outset the role they play in reaching our sustainability objectives.

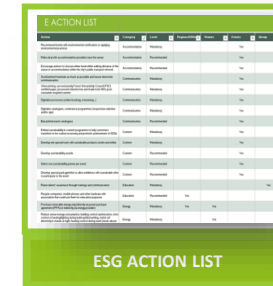


WE EMPOWER OUR TALENTS TO DRIVE OUR SUSTAINABILITY JOURNEY

ESG TALENT ACTION PLAN | OTHER INITIATIVES

The intensive training we provide to our teams needs to be more than just educational: it needs to be actionable. We are therefore equipping our teams with user-friendly tools, designed to easily initiate and driver their actions:

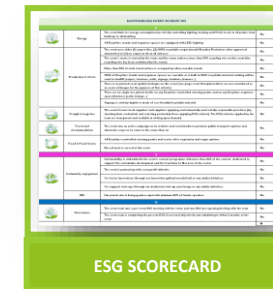
- **ESG Action List** (2022): For this reason, we created in 2022 an ESG Action List, a list of approximately 180 concrete ESG actions they could implement to enhance the sustainability of our events, venues and offices. This foundational step was crucial for sparking inspiration, aligning our workforce with our broader sustainability goals and empowering them to contribute meaningfully.
- **Net Zero Roadmap** (2023): In addition to the Action List, we have established concrete emission reduction actions and targets for our event, venue and office teams through our Net Zero Roadmap, along the same five priority areas as the NZCE roadmap: Energy; T&A; Freight and Logistics; Production and Waste; Food and Food Waste.
- **ESG Scorecard** (2023): Our commitment to these targets is not just aspirational but tracked meticulously through our ESG Scorecard. It is an evaluation tool that all events have to complete, which allows us to monitor the advancements of our events on 20 essential ESG indicators and to benchmark our events.
 - We achieved a 100% completion rate in 2023
 - We created a medal system to incentivise teams to take action: 36% of events achieved at least Bronze ESG level in 2023 (i.e. 14/20 and more)
- **Objective Framework** (2023): Since 2023, all employees must demonstrate a contribution to our ESG strategy to receive the ESG part of their variable compensation.
- **ESG Crusador Award** (2023): We have added a new award category to our Academy Award ceremony in 2023, designed to celebrate the team that has made the most significant contributions to the adoption and execution of ESG initiatives.



ESG ACTION LIST



NET ZERO ROADMAP



ESG SCORECARD



ESG CRUSADOR AWARD



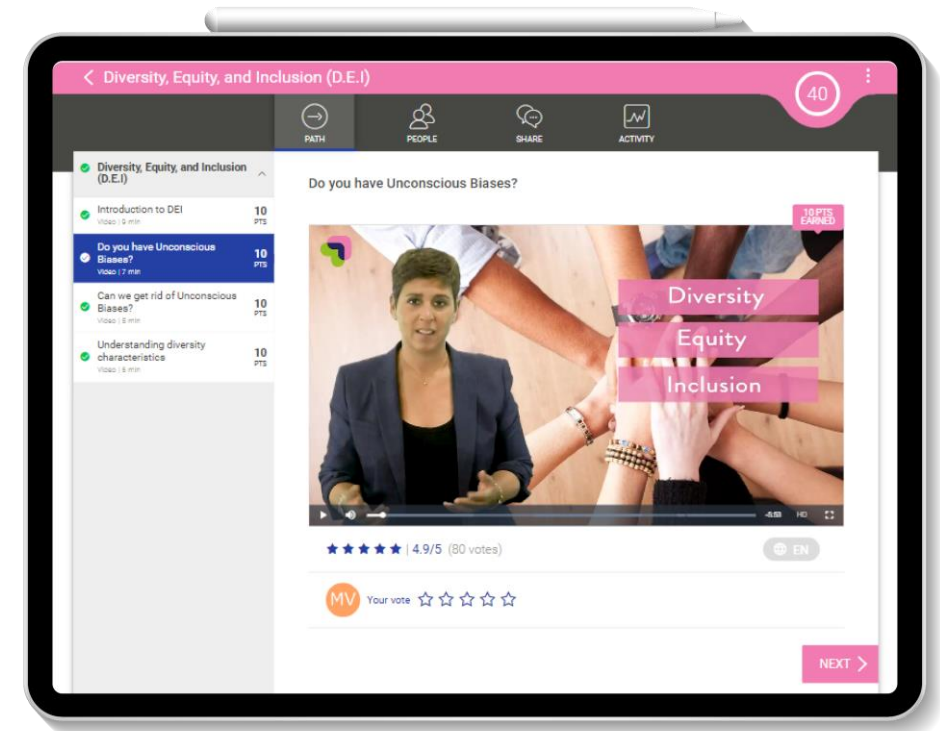
WE EMPOWER OUR TALENTS TO DRIVE OUR SUSTAINABILITY JOURNEY

ESG TALENT ACTION PLAN | DEI

➤ DEI Awareness programme (2023-2024)

Diversity, equity and inclusion (DEI) are values that shape our workplace and events. Embracing diverse perspectives, experiences, and backgrounds enriches our multinational, multilingual company. To foster DEI, we have launched several initiatives over the past 12 months:

- We understand the importance of **raising awareness and educate our talents** on diversity, equity and inclusion. In 2023 we launched **seven online training modules on DEI** on our Academy Online. The DEI learning modules are compulsory for all staff members. It's a widely held belief that gaining a thorough comprehension of these intricate concepts is the starting point for any organisation aiming for inclusivity.
- We also initiated a series of **DEI face-to-face training workshops** for the senior leadership team. The inaugural session at our headquarters took place in September 2023 and this training is currently being rolled-out to all regions.
- Being fully conscious that what cannot be measured cannot be improved, we initiated a pilot project in November 2023 with the consultancy Clusivity to gather **DEI data** in our UK & Global region. Results are currently under review. If successful, we will roll out this initiative to the entire workforce.
- 100% of our team members have access to a **whistleblowing process** to prevent any form of harassment and discrimination.
- Finally, we have set **DEI targets for our event teams**, emphasising the inclusion of diverse content. Our events are now required to have at least 40% female speakers in their programmes.











WE PROACTIVELY ADVOCATE SUSTAINABLE SOLUTIONS TO EXHIBITORS

ALL-IN STAND PACKAGES

- At the **core of our business model**, we propose to all our exhibitors to use our **all-in stands' solution**. A notable 72% of stands featured at Easyfairs events in 2023 were built using Easyfairs modular stands.
- To understand the impact of our all-in business model, we commissioned a study from **Climact**, a Belgian sustainability consulting firm. The study estimate that our modular reusable stands, when they are stored within our own venues (in the Netherlands and Sweden), emit **up to 100 times fewer emissions than disposable stands (assuming 100% replacement rate)**.
- The **impact of transport** further underscores the sustainability advantage of our all-in business model, as our stands in the Netherlands and Sweden are stored onsite, eliminating the need for transportation, whereas exhibitor-built disposable stands typically require individual truck shipments. Our high proportion of all-in stands in other regions also allows us to group transport.
- Building on this strategic advantage, we have implemented a **proactive strategy to increase the adoption of all-in stands annually by 2% on each event compared to the previous edition**.

- To support this initiative, we are developing with Climact a **stand emission calculator** to empower our teams to estimate stand's carbon footprint and inform exhibitors on the sustainable benefits of choosing modular structures. We also inform systematically our exhibitors who opt to construct their own stands about **the advantages of reusing their stands**, encouraging them to minimize their carbon footprint.
- We have also developed a dashboard to monitor our all-in stands percentage per event.
- We estimate that this action will reduce our carbon emissions by 2,500tCO2 by 2030.

| | Total CO ₂ e (including transport) | Waste generated | Transport required |
|---|--|---|---|
| EASYFAIRS REUSABLE STANDS (Netherlands & Sweden) | 1x  |  | |
| EASYFAIRS REUSABLE STANDS (Other regions) | 1,5x  |  |  |
| EXHIBITOR DISPOSABLE STANDS <small>Depending on materials used</small> | Up to 100x  |  +++... |  +++... |



WE SUPPORT OUR COMMUNITIES ON THEIR OWN NET ZERO JOURNEY

We do not forget that we have a **social responsibility**. As event organisers, we have the duty not only to reduce our own emissions but to empower our communities in their decarbonisation journey.

- ▶ **We now mandate that all events incorporate sustainability topics** into their content programmes, through dedicated keynotes, Sustainability tracks, tours and awards,...
- ▶ Last year, **68% of our events had** at least 10% of their content programme dedicated to sustainability topics, providing more than 1200 hours of dedicated educational content..
- ▶ Our events also have the responsibility to showcase innovative products and solutions. Last year, **71% of all events showcased innovations, and 64% promoted startups**.
- ▶ We also now mandate our events to create long-term partnerships with selected charities and **48% of our events partnered with a non-profit initiative last year**.



AND WE INFORM OUR STAKEHOLDERS TRANSPARENTLY ABOUT OUR SUSTAINABILITY INITIATIVES

We are also fully aware of the vital need to **engage with our stakeholders, clearly communicating our sustainability actions and inviting them to collaborate** on our shared path forward:

- **Communication toolkit (2023):** This toolkit empowers our event and venue teams to effectively inform their communities about their sustainability efforts, while also providing actionable tips for exhibitors and visitors to participate responsibly. This has become a standard practice across all events, with website updates and communications mandatory as of February 2024. (Example: <https://www.parispackagingweek.com/en/easyfairs-sustainability/>)
- **Corporate website (2023):** a new and extensive Sustainability chapter has been added to our group corporate website (www.easyfairs.com).
- **Sustainability report (2024):** we will issue a first report on our sustainability action in 2024.



by EASYFAIRS

www.futurebuild.co.uk



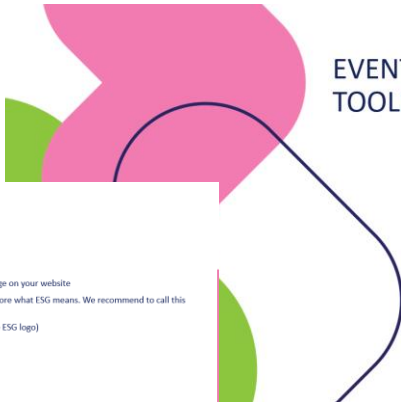
Sustainability

The world is changing, fast. In today's global economy, businesses must adapt quickly and integrate Environmental, Social and Governance (ESG) strategies more deeply than ever before.

At Easyfairs, we're highly aware of this shift. In fact, our innovative approach has already positioned us at the forefront of sustainable exhibition hosting. We're proud of this progress but understand our move towards sustainability and corporate responsibility is an ongoing journey.



VENUE COMMUNICATION TOOLKIT



EVENT COMMUNICATION TOOLKIT

HOW TO USE THIS TOOLKIT

- Create a Sustainability page on your venue website**
 - As soon as you have a few ESG initiatives ongoing, create a dedicated "Sustainability" page on your website
 - Do not call this page "ESG" as this is not a 'consumer-friendly' term and many people ignore what ESG means. We recommend to call this page "Sustainability".
 - For customer communications, you should use the "Act for the Future" logo (and not the ESG logo)
- Use the toolkit to communicate about your ESG actions**
 - This toolkit includes:**
 - Icons:
 - 1 icon for each of our ESG priority areas (Energy; Travel & Accommodation; Logistics; Waste; Food & Food Waste; Social Responsibility)
 - 1 icon to use if the venue is powered by renewable energy
 - Standard language:
 - This document provides a list of statements to help you explain to your community your ESG initiatives
 - The statements are organized by priority area



2023 KEY ESG ACHIEVEMENTS

ACT FOR THE PLANET

-33%
CO² emissions reduction
from our baseline 2019.

-37%
energy-related CO² emissions
from our baseline 2019.

-35%
carbon intensity by employee
from our baseline 2019.

20
key ESG indicators are
established to monitor events.
Our ESG Scorecard is launched.

ACT FOR SOCIETY

67%
of Easyfairs events
embed sustainability
in their content
programme.

ACT FOR OUR PEOPLE

40
is the Employee Net
Promoter score achieved.

31 hours
is the average time each
team member dedicated to
learning on The Academy
Online in 1 year.

46%
of our Senior Leadership
Team are women (out of 89
employees).

GOVERNANCE

**BEST
MANAGED
COMPANIES**

We retained the Best Managed
Companies label for the fifth year
running and thus becomes a “Gold
Requalifying Laureate”.

We adopted our Code of
Business Conduct, outlining
our shared responsibility to
maintain the highest ethical
standards.

We ran a full cybersecurity
audit and are implementing
correcting actions.

ANNEX

- You will find below the links to watch two of the training modules posted on our ESG Academy Online:
 - ENVIRONMENT | “Let's discover the Golden Rule to reduce our waste”:
https://youtu.be/I_ekEp516eg
 - DEI | “Do you have unconscious biases” (One of the seven training modules of our DEI learning path): <https://youtu.be/uaXAkRVfJbo>

