

fresh<sup>®</sup>

**sustainable futures**  
**for your events**

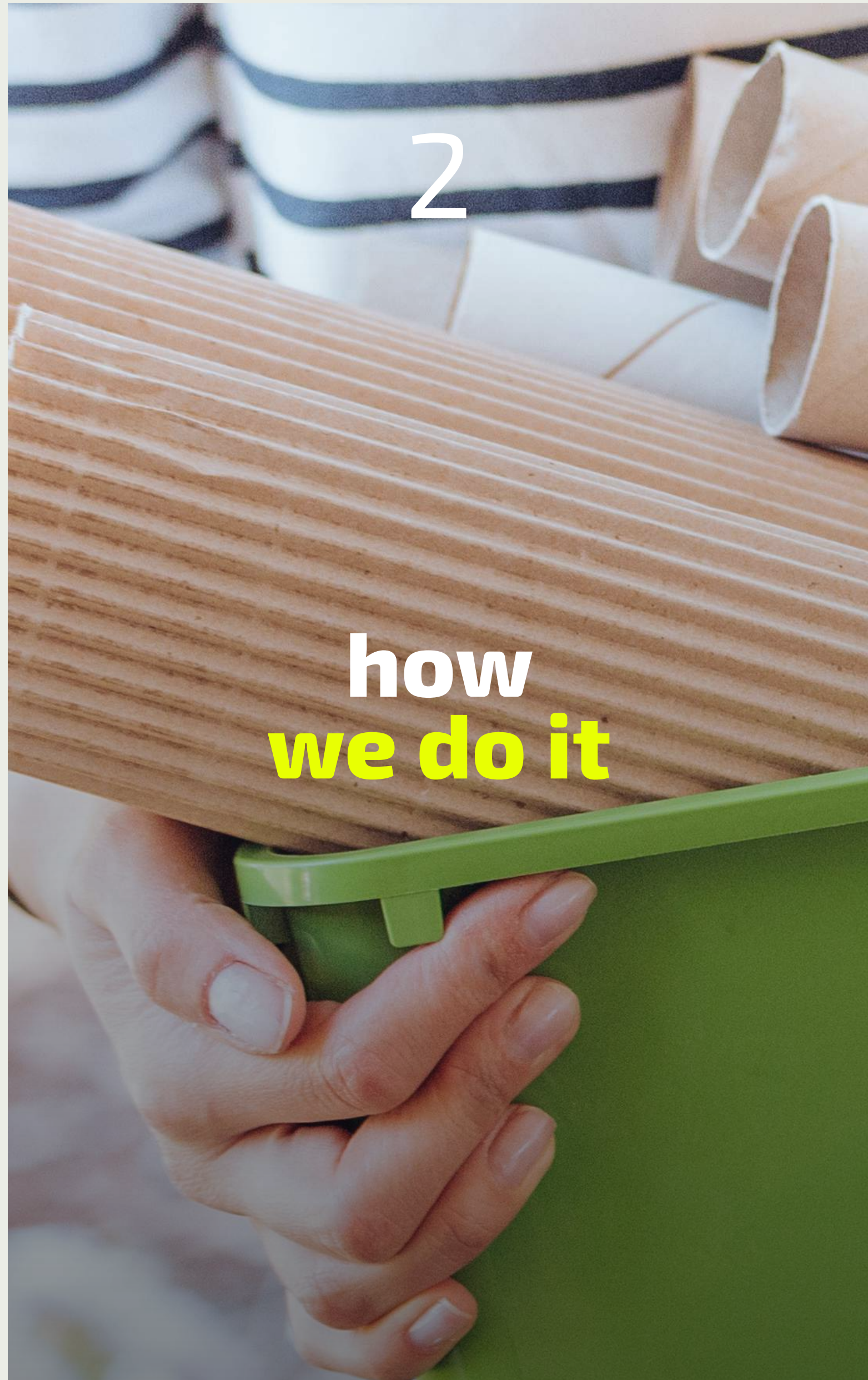


Our green promise to create outstanding brand experiences  
with minimal environmental impact





1  
**why  
we do it**



2  
**how  
we do it**



3  
**who  
we do it for**



1

**why**  
**we do it**







**Client teams have the  
responsibility to plan true  
sustainability into every  
event they run.**



# At fresh, we believe it's our responsibility to take that journey with you.

Through our specialist experience and expertise, we provide guidance, thought leadership and innovation.

The result will be fresh events as memorable and inspiring as they've always been.

And even more sustainable.

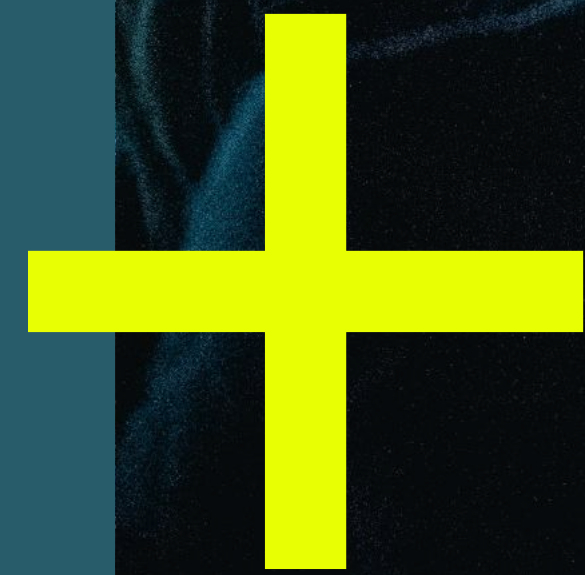




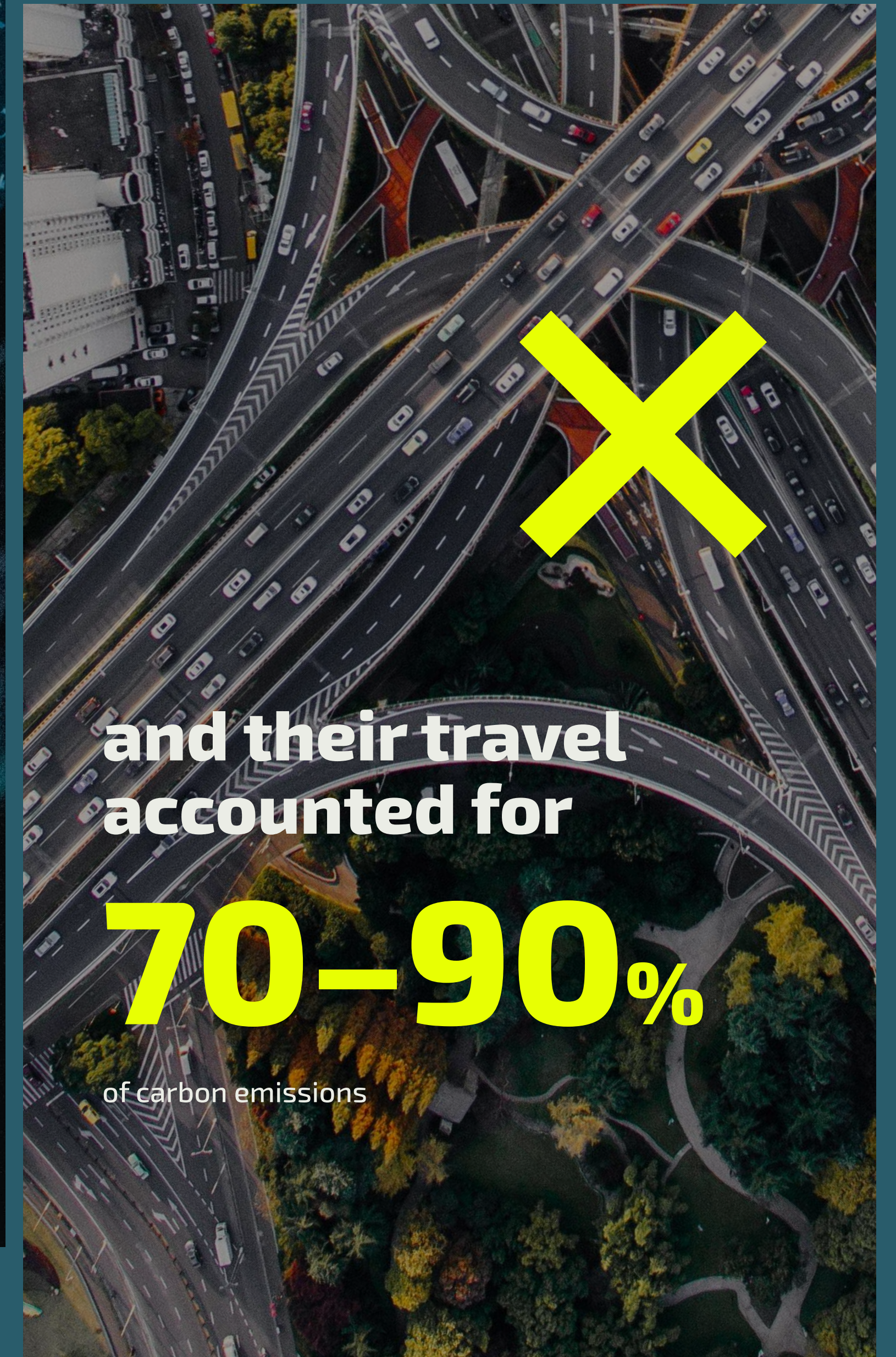
in 2019 there  
was over

**75 million**

event attendees in continental  
Europe alone



**Some numbers** to remind us  
why this shared responsibility  
really matters...



and their travel  
accounted for

**70-90%**

of carbon emissions



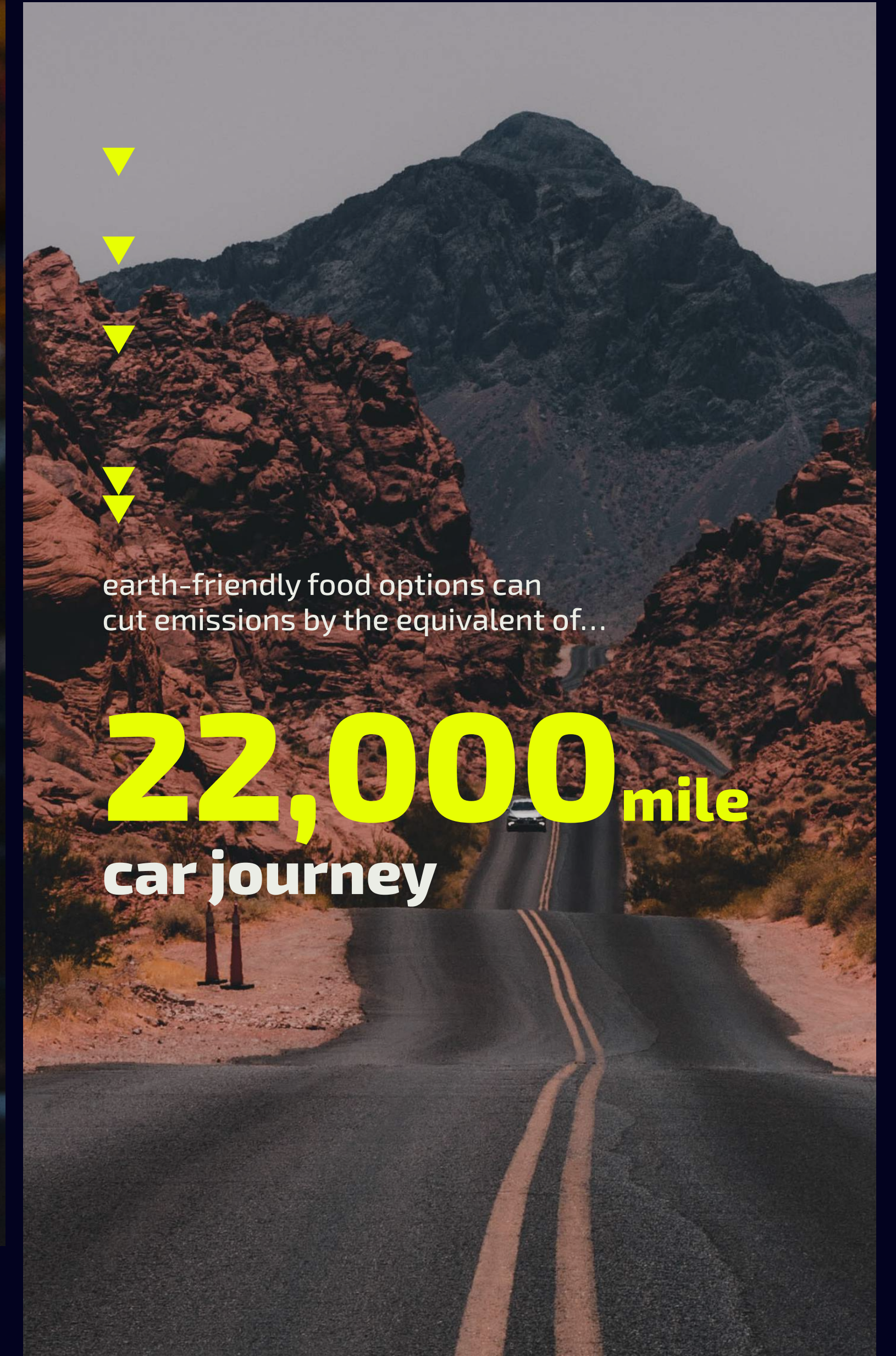
Why we do it



## Menu choices



**Guess what** the second greatest carbon impact came from?



earth-friendly food options can cut emissions by the equivalent of...

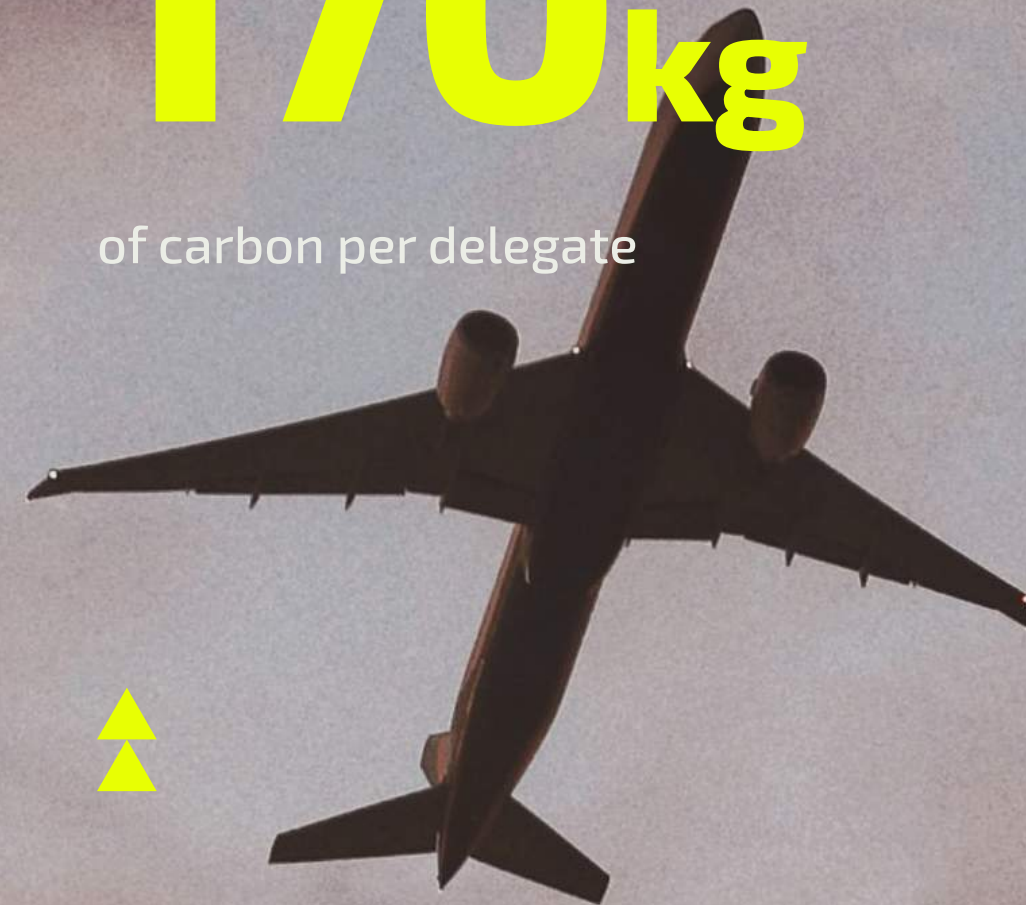
**22,000** mile  
car journey



in 2019 corporate events generated an average of

**170** kg

of carbon per delegate



Due to recent world events, we've seen significant decreases in those key numbers.



in 2021 that amount dropped to

**17** kg

of carbon per delegate



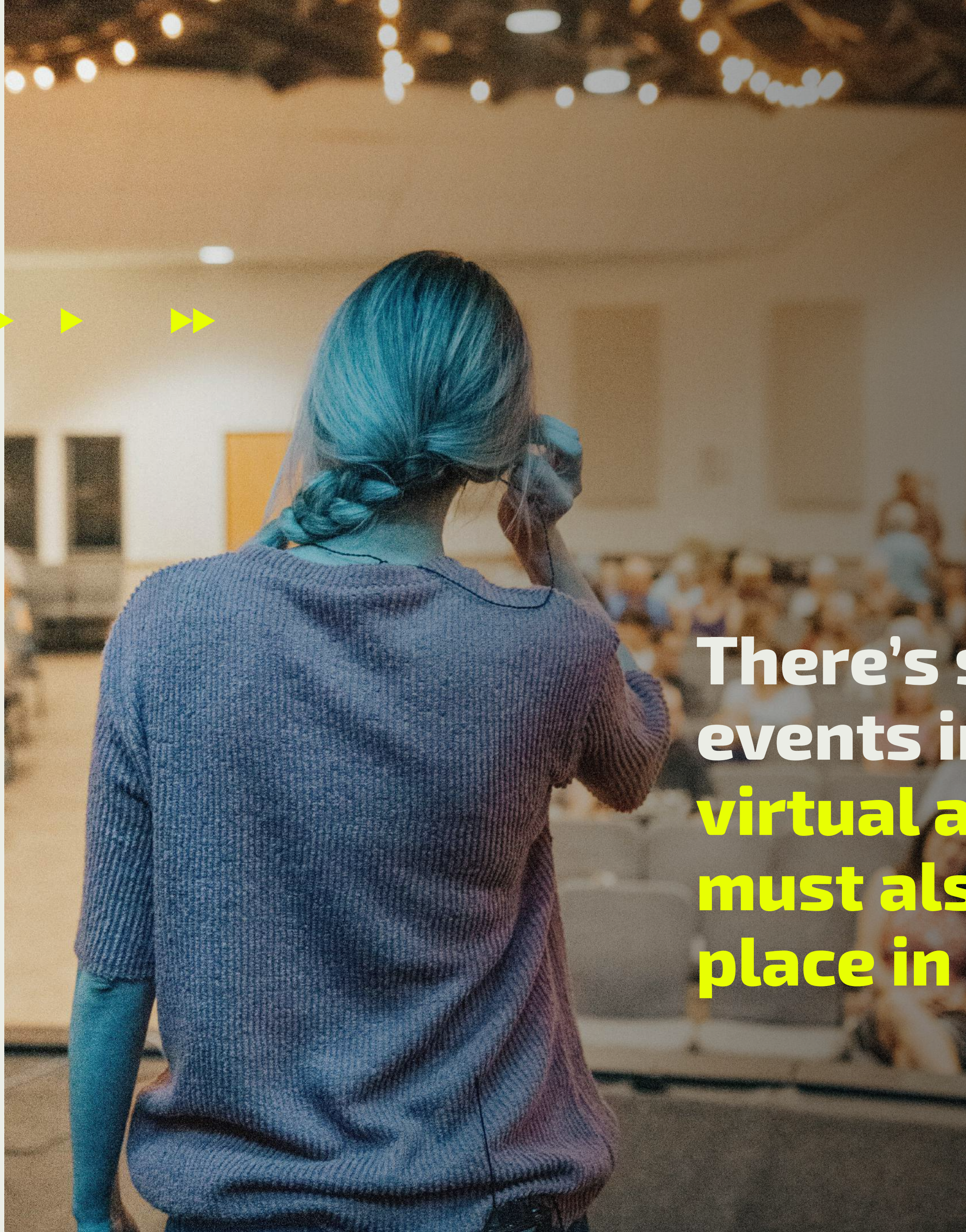




Devastating though the pandemic was, it forced the world **to think differently about events by focusing minds on the opportunities**



Why we do it



There's still a place for live events in the future **while virtual and hybrid events must also have a permanent place in our plans.**



**The challenge for our industry is to innovate in exciting new ways so that events based fully or partly on digital platforms are not seen as second-best.**







**At fresh, we're dedicated to leading that innovation in partnership with our clients. Here's how we do it...**





# 1

## how we do it





 fresh **green** promise

**True sustainability for your events.  
It's time to join up the story.**





## PLANET

It means awareness of:

- The environment and our collective impact on it



FOR THE  
WORLD







## PEOPLE

### It means awareness of:

- The well-being of everyone involved – your people, our people, our suppliers' people and our local communities
- Diversity and Inclusivity to enrich our overall people resource
- Taking every possible Fairtrade opportunity





## PROFIT

It means awareness of:

- Our businesses continue to function effectively for the benefit of our people, our suppliers, our local communities and our shareholders







**We'll help you make your  
events truly sustainable  
through the power of three.  
Here's how we do it...**











**1 Online Delegate Communications**

With zero paper we'll reduce your waste and emissions.

**2 Sustainable Supplier Network**

Businesses with sustainability policies in place and appropriate certifications.

**3 Towards Zero Emissions**

Energy-use maps. Water-use maps, with tap instead of bottled and green laundry policy.

**4 Local and Repurposed Materials**

For live events, we'll reflect the local environment in any materials we use, and the same materials will be used again for future planned events wherever possible.

**5 Roadmap to Zero**

This will help divert 95% of waste from landfill by 2025. No single use items, well-signed recycling areas.

**6 Keep Travel Green**

Emphasis on car-sharing and public transport.

**7 Recycling Digital Content**

Repurposing content for use in further events.





## Reduction of single use plastic on events

The Marine Conservation Society has produced the following check-list for minimising plastic on events:

**1**

No bottled water and water refills readily available and advertised for reusable bottles

**2**

Loose balloons filled with helium are not used and any balloons are tied down

**3**

Plastic promotional materials are generally not used unless high value unlikely to be discarded

**4**

No plastic cutlery is used and is replaced with wooden / edible / compostable / where necessary

**5**

No styrofoam (polystyrene) containers or cups used

**6**

No plastic straws are used and paper straws only on request or left out for people to take

**7**

Drinks are sold in cans or glass bottles - not plastic ones

**8**

No single-use plastic cups are used and are replaced where appropriate with polycarbonate or reusable steel

**9**

Food containers are compostable or as a minimum recyclable





## Reduction of single use plastic on events

The Marine Conservation Society has produced the following check-list for minimising plastic on events:

**10**

Hot drinks are discounted when you bring a reusable cup

**11**

Flyers and handouts are minimised by use of reusable banners

**12**

Bins around the event always have capacity and are emptied regularly with areas checked for litter

**13**

Wheelie bins are tied / strapped down to ensure contents stay inside

**14**

Reusable coffee cups and water bottles are provided or on sale

**15**

No plastic bags are given out and only reusable/ paper/ natural fabric bags used

**16**

Plastic cable ties are not used to fix up event posters

**17**

The event includes activities to raise awareness of marine plastic pollution

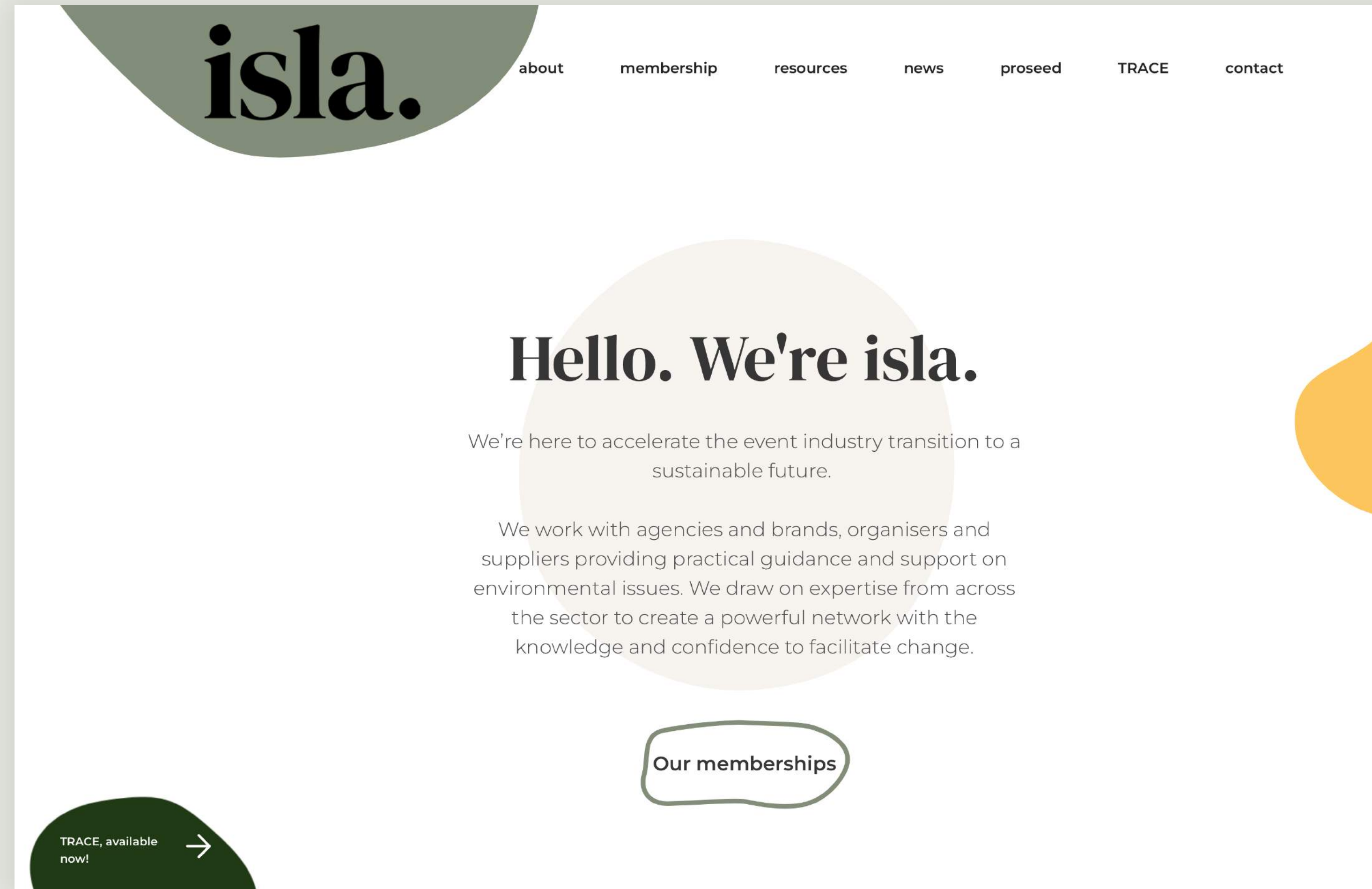
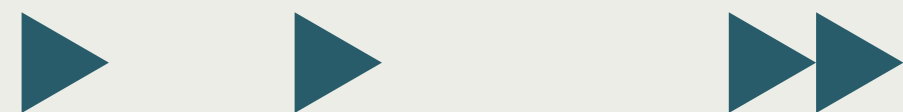




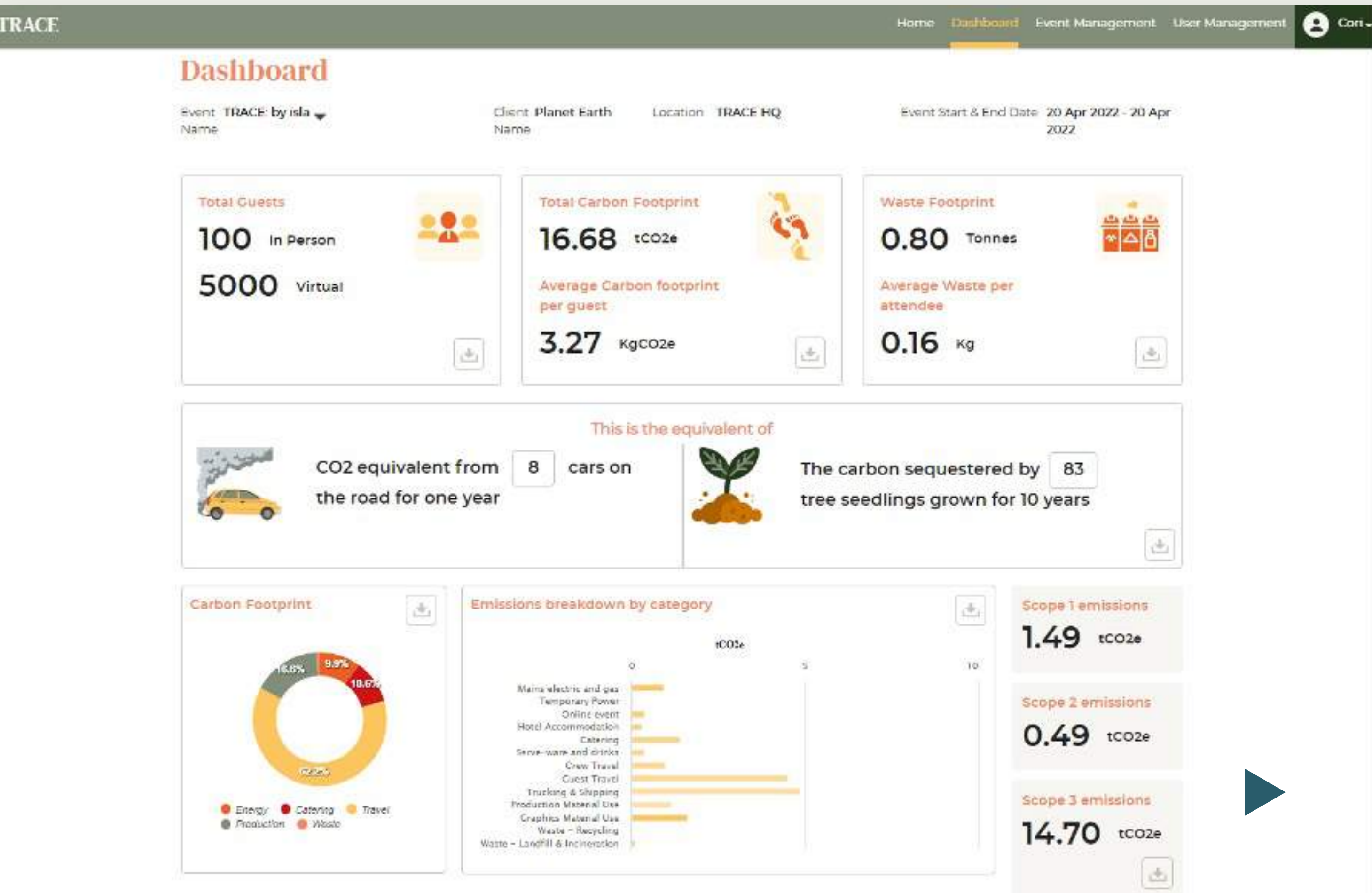
## We've recently started working with isla

Isla is a non-profit organisation founded as the event industry's response to the climate crisis.

It brings together expertise from across the entire events sector, provides resources and training and has developed tools to support and deliver industry wide standardisation and best practice on sustainable practices.







## We're introducing the trace system

TRACE is a real-time carbon impact reporting tool designed to give insight into the environmental impact of your events.

TRACE captures emission and waste data from live, hybrid and digital events and generates impact reports in real time.





## How does TRACE work?

TRACE is designed to simplify capturing event carbon and waste information, and visualise this in post event reporting.

TRACE reports Scope 1, 2 and 3 carbon information inline with the Greenhouse (GHG) Gas Protocol creating visibility over the full picture of event operations in line with global standards, supporting compliance with programmes like Science Based Targets initiative (SBTi) and the UN led Race to Zero.

### Trace reports across the following areas:

**Energy** - Capture emissions from venue energy and temporary power sources.

**Food & Drink** - Calculate catering emission impacts for audience and staff, plus understand the food waste footprint.

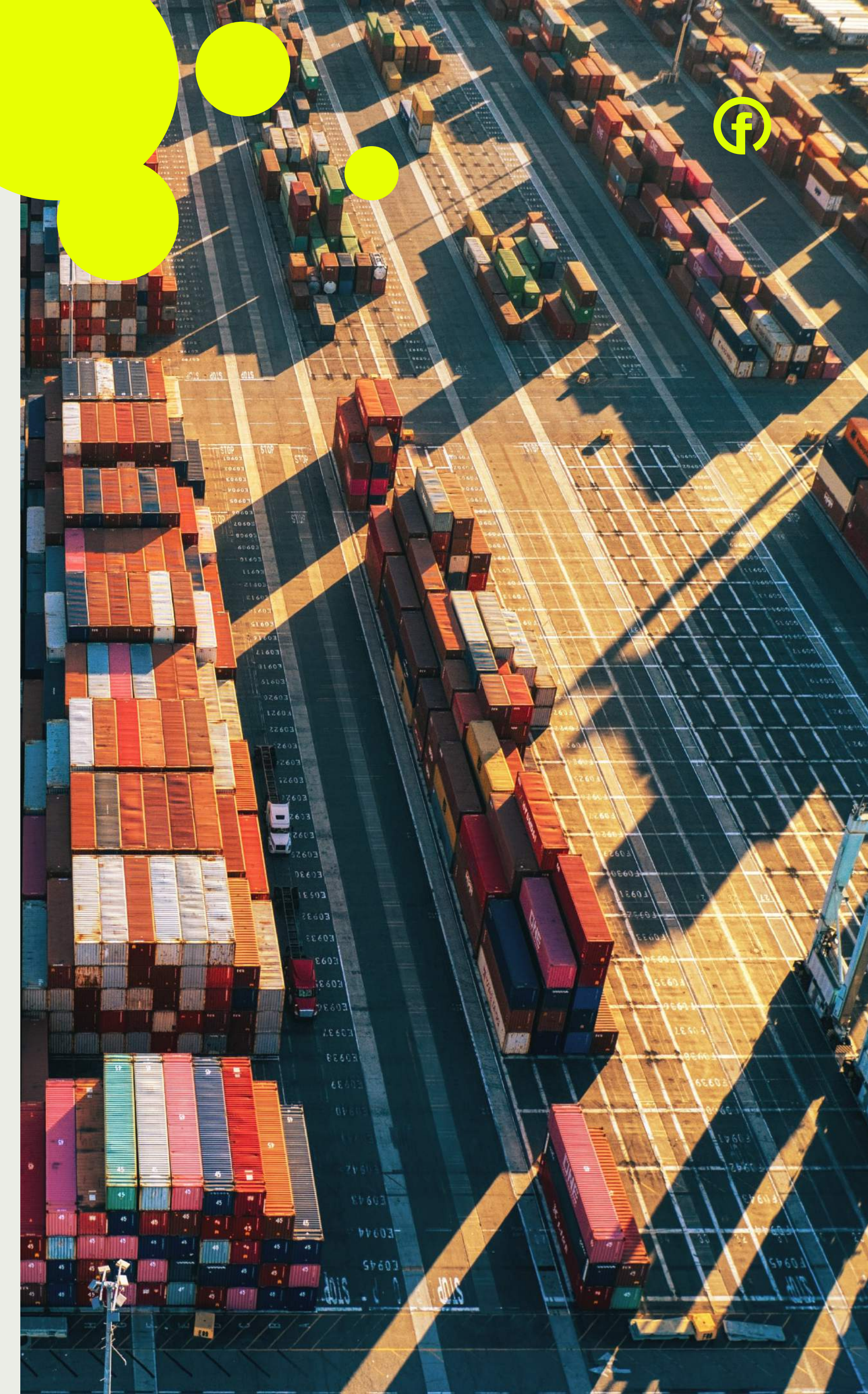
**Travel & Accommodation** - Assess the impact of event location on travel and accommodation for audience and staff.

**Graphics and build production** - Ascertain how different material choices impact your carbon emissions and track the lifecycle of these elements.

**Transport logistics** - Understand event transport footprint from trucking to couriers and overseas freight.

**Waste and recycling** - Profile waste and recycling volumes and how these are being managed.

**Online events** - Capture emissions related to streaming and hosting virtual shows, as well as from participants of these events.





# What this could look like for your events



1

Working in conjunction with the venues own sustainability policies (inc catering)



2

Working with local suppliers and staff wherever possible



3

Replacing water bottles with water stations



4

Maximising car shares and minimising travel requirements

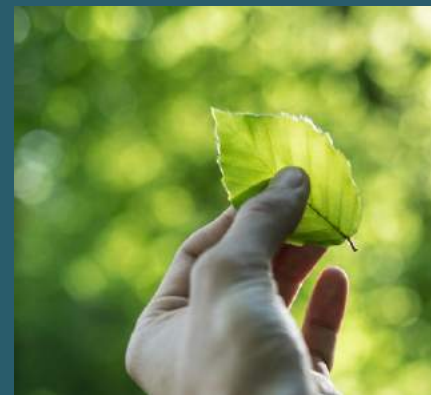


5

Design of the environment to ensure aspects can be re-used or recycled



# What this could look like for your events



7

Ensuring all suppliers and exhibitors have a sustainability policy



6

Clear guidelines for exhibitors on avoiding plastic materials



8

Ensuring giveaways are sustainable and avoiding any plastic promotional items



10

Ensuring event content raises awareness of sustainability initiatives



9

Moving to paperless with all pre, onsite and post-event comms online



## Carbon Offsetting

If your event plan causes it to leave an unavoidable carbon footprint, we could help you buy carbon offsets.

These are used to fund environmental projects that reduce greenhouse gases in the atmosphere.

avieco







## **We work alongside Avieco to support our clients**

Although every event is bespoke, we follow these to support carbon neutrality for our clients:

**1**

### **Measure the event's carbon footprint**

Delegate and crew travel, hotel stays, catering – our summary report details the breakdown.

**2**

### **Streamline the event**

For example, source catering produce locally and ensure all delegate travel is by electric vehicle. A report will summarise key steps.

**3**

### **Advise you on offsetting**

We'll help you select suitable carbon sink projects – for example UK reforestation – liaise with the providers and guide you on costs.





# Our approach to carbon offsetting your event

## 01 Determine

- Define scope & boundaries of the event including any excursions
- Define data collection channels
- Establish & agree reporting methodology
- Document all the above in line with PAS 2060 (if required for carbon

## 02 Baseline

- Collect or estimate data for all agreed emission sources
- Source PAS 2060 compliant emissions factors
- Quantify GHG emissions for event (i.e. pre-efforts to reduce impact)
- Document the above & produce the 'statement of commitment' (if required for carbon neutrality)

## 03 Improve

- Develop a management plan outline actions, timescales, targets for reductions, assumptions.
- Support where possible to implement GHG reduction actions (e.g. sustainable transport, catering, energy, sourcing accommodation, etc



## 04 Quantify

- Source data for all agreed emissions source
- Estimate any missing data in line with best practice
- Calculate actual GHG emissions from event
- Document reductions and methodological approach in line with PAS 2060 (if required)

## 05 Offer and Validate

- Agree priorities with regards to offset price and co-benefits
- Produce a shortlist of 5 offset projects in line with agreed priorities
- Project manage the procurement of high quality, PAS 2060 compliant offsets
- Produce final carbon neutral declaration









**1**

## **Local Suppliers**

For live events, use teams from local communities where possible to boost local economies as well as minimising travel. From catering to audio visual equipment supply.

**2**

## **Source Fairtrade Produce**

Local catering suppliers would source their supplies ethically.

**3**

## **Community Connections**

Either live or online, explore opportunities to involve education institutions for engage with your brand. For live events, inviting local event management students to gain hands-on experience.

**4**

## **Give Back**

If live event resources can't be easily repurposed, we offer them to local community groups or organisations like Scenery Salvage.









# The principles of running a business ethically and profitably are not mutually exclusive



## In fact, they're two sides of the same coin.

Studies have shown that companies taking the lead in the environmental, social and governance matters have better management teams.

People want to work for a business that understands the sustainability agenda and shows innovation.

Building sustainability into events planning engages employees, enhances internal sustainability initiatives and supports staff retention, all reducing costs.



## **We can help you identify detailed ways to boost ROI through sustainability.**

### **For example:**

- Highlighting the opportunities to introduce hybrid elements
- Regionalising live events that were previously national or global
- Managing resources used, and what happens to them after their useful life.



**89 Percent of the studies show that companies with high environmental, social, and governance (ESG) factors outperform the market in the medium and long terms.**

DEUTSCHE BANK



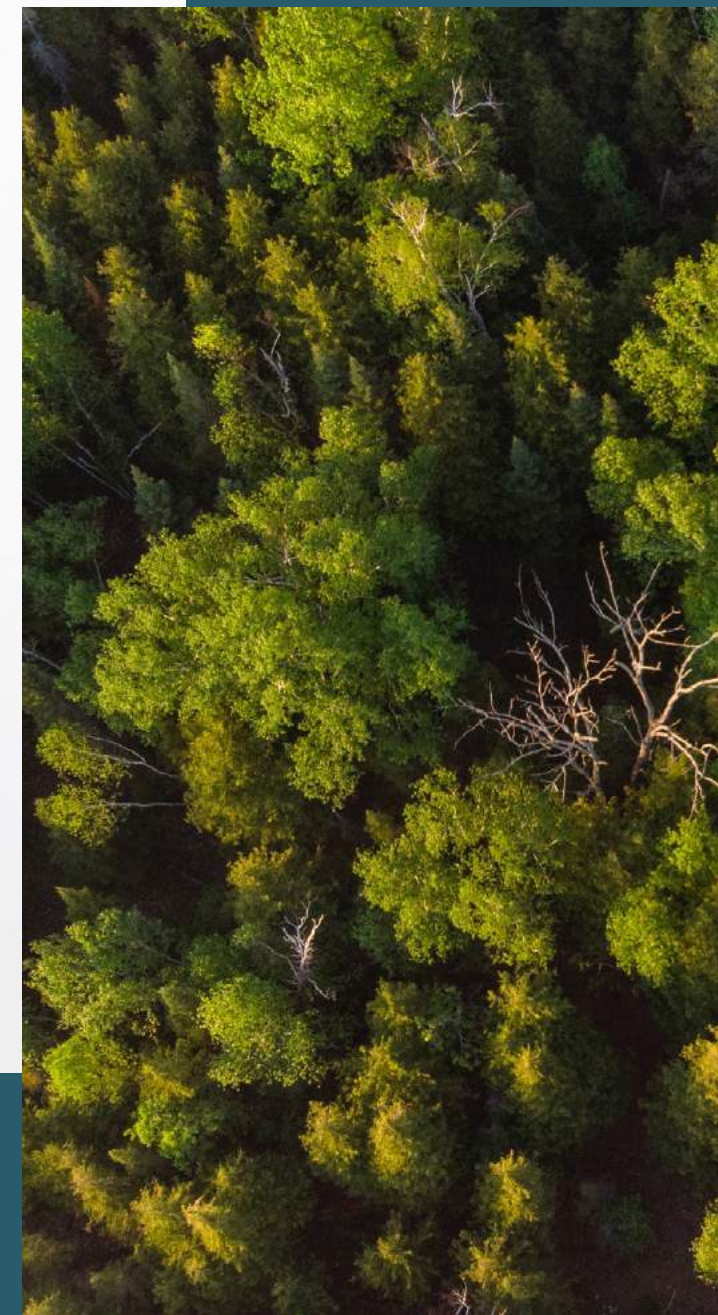
**As part of the events supply chain, we're working hard to make **our own green credentials even greener.** Here's how we do it...**





## We're building on our own existing best practice

- Using recycling schemes
- Working from home and virtual client meetings when appropriate
- Going paperless
- Investing in smart tech
- Carbon offsetting through UK reforestation
- Being part of the Green Pledge scheme – showing clients and the wider business community that we're committed to being clean & green



**...but we're going much further than that**



# We've partnered with BSI and have been accredited with ISO20121 in sustainable events management.

We've recently completed the accreditation process with BSI to be ISO20121 accredited to cover all our events, which further demonstrates our commitment to event sustainability.

This is externally audited each year and accreditation follows a complex and thorough assessment process so we are thrilled to be at the end of the accreditation process.

Our framework runs alongside our fresh Green Promise and our 9001 and 14001 accreditations to ensure a robust management system for quality, environmental and sustainability practices.





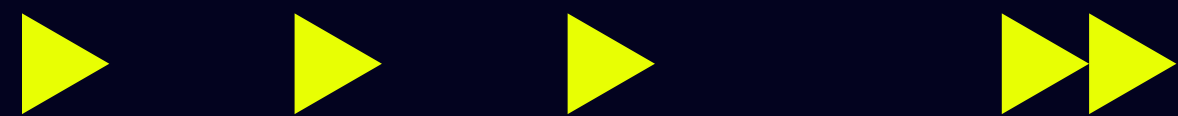


## Single event accreditation

**A single event can also be certified to ISO20121**

**However this is usually reserved for larger events like COP and the Olympics, but it is possible.**

For businesses delivering events all the time, like agencies or even some internal events teams, BSI would recommend having the accreditation across all events, but you can do it for a single event if desired.







# **Our EcoVadis rating is another step in demonstrating our commitment to sustainability**



EcoVadis have rated the sustainable practices of over 85,000 companies worldwide.

Their assessment covers our performance as an events supplier in the areas of;

- ✔ **Environment**
- ✔ **Labour and human rights**
- ✔ **Ethics**
- ✔ **Sustainable procurement**

We're happy to share our rating information and summary documents. Search fresh Approach (UK) Ltd on the EcoVadis website.



**We're thrilled to have been awarded a silver EcoVadis medal, placing us in the top 25% of companies assessed**





Sustainable futures  
for your events



3

who  
we do it for





Who we do it for



**At fresh we've been helping clients to embrace sustainability for a long time...**



SUSTAINABLE



## M&S Plan a Conference 2010

M&S was the first UK retailer to formalise and publish its future blueprint for sustainability.

The Plan A Conference took place on the QEII. We produced the overall look & feel of the event, and managed the venue contract across the main plenary, 12 breakout rooms and the catering spaces.



### Event sustainability features:

**Developed and built a Plan A Schwop box for delegates** - to recycle their unwanted clothes at the event. The box then became a permanent installation at the Merchant Square M&S store.

**Print** - All printed items were on uncoated, FSC (Forest Stewardship Council) approved stock.





## M&S Start Festival 2010

This 12-day public-facing event was held at Clarence House, home of the HRH The Prince of Wales. The event presented the M&S Plan A for sustainability in a fun, interactive way for a family audience.

Our team was responsible for the overall conception, design and theatrical content creation for the entire installation.



### Event sustainability features:

**Created a display of sustainability pledges** - from event attendees on recycled card that were displayed on an automated 'Hanger grinder' made from recycled M&S coat hangers around the stand.

**Digital sustainable fishing game** - created for children to play on the stand to improve awareness

**Bags for Life** - provided for families to decorate and take home to encourage their re-use in place of plastic bags





## The Climate Group Business & Climate Summit 2016

This event welcomed over 800 delegates from around 40 countries to London's medieval Grade-1 listed Guildhall building. The guest list comprised influential CEOs and policymakers from business, government and finance.

Working alongside the client team, we managed all operations, infrastructure, logistics and production both pre-event and on site.

### Event sustainability features:

**A unique event app** pushed live delegate and agenda notifications.

**All sessions live streamed** and made available to view on demand via the dedicated summit website, allowing maximum coverage with zero carbon impact.

**All food was vegetarian, sustainable and locally sourced** to support the low carbon agenda of the event.

**Created a paperless event**





## Volkswagen Retail Business Conference 2019

For three years, fresh designed and executed Volkswagen's biggest internal event of the year – the Retail Business Conference & Awards Ceremonies. The most recent of which took place in 2019 in London over 3 days, with 430 delegates.

### Event sustainability features:

**Carbon offset the entire event** - working alongside Avieco to PAS 2060 standards (the international leading standard for carbon neutrality).

**Minimised transport requirements** - by choosing a venue with easy transport links and a hotel right next to the venue so delegates could walk.

**Travel** - where journeys to and from the event were unavoidable, we monitored delegates' travel and bought the appropriate certified carbon offsets via Aveico.

**Catering** - for dinner, all produce was sourced locally, plates, cutlery etc were all made from sustainable materials.





Some examples of **our more recent sustainable event activity...**







## Hyundai Fully Charged 2022

Fully charged is the world's Number 1 Clean Energy & Electric Vehicle Show.

It's UK edition was held in Farnborough in 2021, and will be there again in 2022. Hyundai is been a major player in the technology, first with its hybrid models and more recently with its stunning IONIQ 5 all-electric car.

fresh are working with Hyundai to create and deliver their experiential stand at the show this spring.



### Event sustainability features:

**Vehicles** - For 2022 we'll use a number of electric vehicles to transport equipment. Brand ambassadors will be encouraged to use public transport while fresh team members will use a car-pool system.

**Crew wellbeing** - This is now recognised as a key component of true event sustainability. Placement of hotel rooms, transport and catering will all be planned to maintain team morale.

**Waste management** - Clear and coloured bin bags will separate waste. Waste will be collected daily and recycled at the nearest licenced centre.



## Virtual JLG Customer Innovation Centre Event 2022

JLG is a leading global manufacturer of aerial work platforms and telescopic material handlers.

When the pandemic forced a move to virtual events, the client team quickly realised that with improving technology came the opportunity for a 'new normal' based on sustainable hybrid activity.

As a result, the company took the big step of withdrawing from BAUMA 2022, the world's largest construction equipment trade show. They asked us to help them to plan and deliver a new events future.



Our role was to help JLG collaborate engage with customers, employees and partners in ways that were as exciting and memorable as conventional live events.

### Event sustainability features:

**Bespoke and fully virtual JLG product world** – to showcase their current and future products to current and prospective customers, with capabilities to host virtual events, training and 'open days' with partners, colleagues and customers.

**Permanent innovation centre and event space in Leicester HQ** - to host a customer innovation event over 2 weeks this summer. This permanent space will be added to and developed over time to allow them to have a long-term, sustainable event.

**European roadshow solution** - to take their latest product information on the road, using elements of the innovation centre, such as recycled shipping containers to maximise re-use and adaptability.

**Community connection** – We are working with JLG to organise community days that invite local schools, colleges and universities to view their facilities and explore the world of JLG.





Who we do it for

**'This was a big move for us so we needed the right partner. Fresh delivered a really impressive pitch with some incredibly innovative ideas and their enthusiasm for what they do was contagious in their presentation.'**

Karel Huijser, General Manager & Vice President for EMEAIR





## Hyundai Virtual Experience Centre 2021 and beyond

When the Pandemic forced the UK's first national lockdown, Hyundai's plans for major expansion were well underway. With the showroom network shut, they needed a radical new way to maintain momentum.

Our own digital team devised a brilliant 100% sustainable answer. From scratch and in record time, we built the Hyundai Virtual Experience Centre. Nowhere in the world had the motor industry developed anything as engaging.



And though the pandemic is now behind us, this sustainable resource is as popular as ever – supporting bricks & mortar showrooms in dynamic new ways:

### Welcoming car buyers -

Without leaving their sofas, car buyers can browse the full Hyundai range outside and in, in the virtual showroom, collecting information and engaging in live chats with product specialists.

**Welcoming press** - Hyundai have so much exciting news to share right now, they were able to invite journalists from the influential motoring press to exclusive presentations and model demonstrations.

### Welcoming dealer teams -

Dealers have their own private spaces within the centre where they can run events. These can be internal - such as training and model launch events – or public-facing with invited sales prospects.

**Welcome partners** – an expansive partner zones allows Hyundai to have a virtual presence for their different partnerships including their sustainability partnerships and initiatives such as Healthy Seas and Turn the Blues Green.





Who we do it for

**'At Hyundai we're on a mission to provide more virtual and hybrid events that are sustainable and scalable, without sacrificing any of the magic. It takes vision and teamwork to find a client/agency partnership who can work together on a mission that big. We are lucky to have found that with fresh.'**

Alexandra Broomer, Brand Experience & Partnerships Manager





## It's the small things that add up to sustainability



### Repurposed shipping containers

At fresh, we've used this approach to reduce event costs while creating a different and funky environment for delegates at the same time. The containers can be re-used over and over again.



### Cardboard room dividers and furniture

This planet-friendly kind of furniture can often be re-used. At the end of their life they're simply recycled to make new products.



### Generate lower carbon

If you're running an outdoor event, a hybrid generator will provide significantly lower CO2 emissions than a conventional diesel model.



### Bio-degradable or recyclable consumables

We've been removing all single use plastics for Co-op since 2019.



### Buy consumables in bulk

This reduces transport emissions and packaging waste.



## It's the small things that add up to sustainability



### **Euro 6 compliant vehicles**

Insist on these for all deliveries.



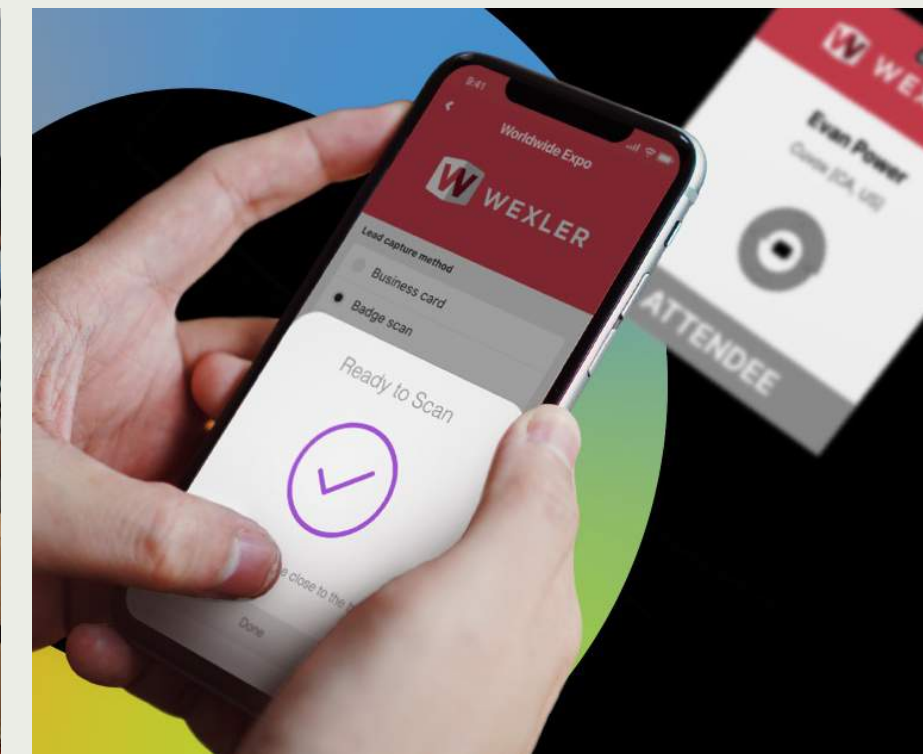
### **Only use local staff**

Using local businesses and local staff not only reduces transport and food miles, but also supports the local community.



### **Donate any unused food**

Local foodbanks will welcome suitable items.



### **QR codes and human vouchers**

If your event involves redeeming vouchers, consider replacing vouchers with tech. Recipients can either scan a QR code, or a staff-member's badge to claim their offer, reducing paper and waste.



### **Eco-friendly staff uniforms**

Deal with low-volume sustainable manufacturers using fabrics like organic cotton, bamboo and recycled ocean plastics.



 fresh **green** promise

**True sustainability for your events.  
That's the fresh green promise.**





# Let's make **amazing** things happen

To discuss this presentation or our fresh green promise further, please contact:

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**fresh**<sup>®</sup><sub>f</sub>

Global **brand experience** agency