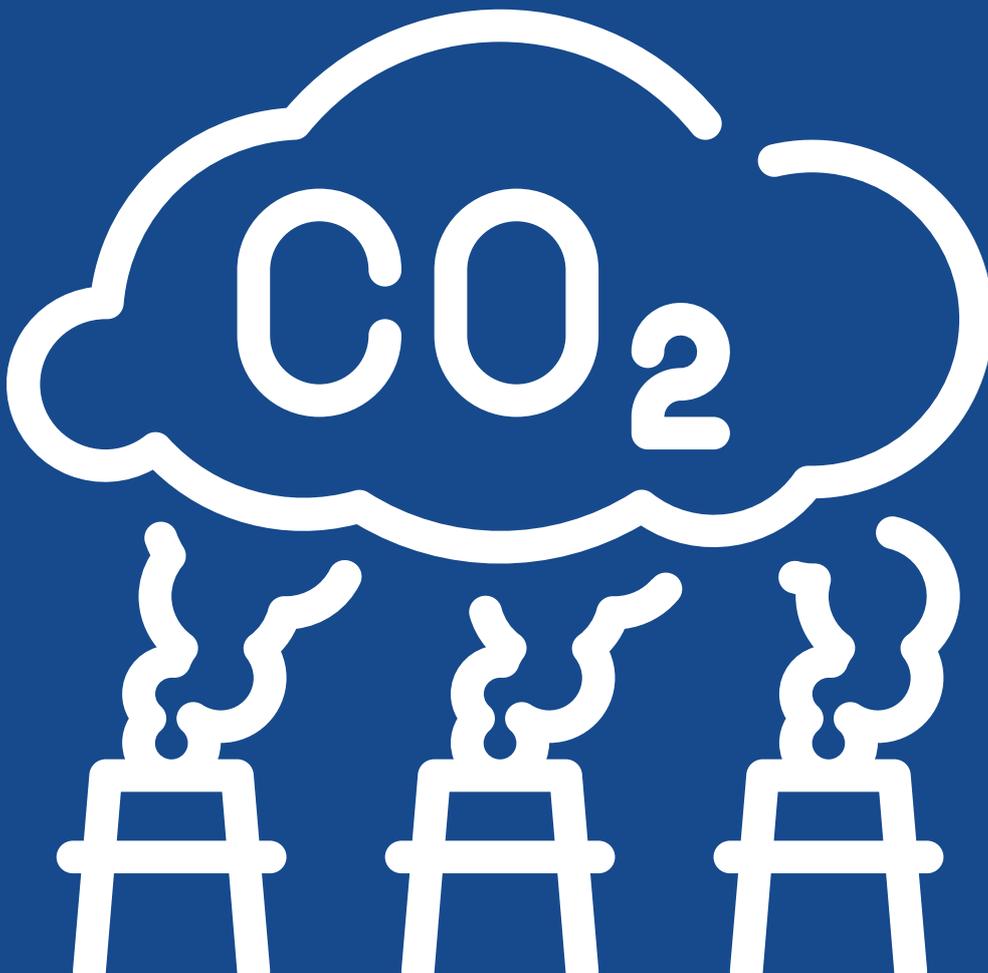


# Our commitment to Sustainable Event Management



Brandfuel is helping to shape the organisations that are reshaping the world. Our clients are the change-makers who are challenging the way things are and reimagining how they could be, to make things better for all of us.

For over 15 years we have established partnerships with some of the world's most revolutionary businesses; creating impactful experiences for their most valuable audiences, at their most seminal moments. The next 15 years are going to be more intriguing. With further radical change, the birth of new industries and businesses will redefine what's possible all over again. Our clients will be the ones fuelling this change.



# What Does Sustainability Mean At Brandfuel?

We believe the events industry provides a great opportunity to protect our planet. Our aim is to be recognised as leaders for reducing our environmental and social impact. With innovation and optimism, sustainability is something we aspire to build into our culture, services and projects. Every decision we make has an impact.

We are committed to designing our events in a creatively responsible way, ensuring the best for our clients, communities and climate. Our focus is on sustainable solutions that allow us to refuel and regenerate. As innovators, we are constantly looking for new ways to leave a positive impact, not only challenging ourselves but empowering others to do the same. Sustainability is foremost, and so is our optimism and ambition to help fuel a better future for our planet.

## Our Commitment: David Ball, Founder

"I will ensure that the sustainable event management system (SEMS) meets the requirements of the business, the requirements [of ISO20121] and supports our ongoing commitment to continual improvement in sustainable event management performance."

### I will achieve this by ensuring that:

- policies and objectives are established for the SEMS and are compatible with the strategic direction of the company;
- the integration of SEMS requirements into Brandfuel processes;
- the resources needed for the SEMS are available;
- communication is an important aspect to effective event sustainability management and conforming to SEMS requirements;
- the SEMS achieves its intended outcome(s);
- Directing and supporting persons to contribute to the effectiveness of the SEMS;
- we promote continual improvement;
- Supporting other relevant management roles to demonstrate their leadership as it applies to their areas of responsibility.

### Responsibilities of the Chief Operating Officer for :

- Ensuring that the event sustainability management plan conforms to the requirements of the ISO20121 standard;
- Reporting on the performance of the event sustainability management system to top management.

# Determining Strategic Sustainability Issues at Brandfuel

The Brandfuel management team meet regularly and undertake analysis to determine external and internal environmental, social and economic sustainability issues that are relevant to our strategic purpose and those issues that affect our ability to achieve the intended outcome(s) of our sustainable event management plan

**Examples of these issues can include, but are not limited to:**

## **External Issues:**

- The cultural, social, political, legal, regulatory, financial, technological, economic, natural and competitive environment (international, national, regional or local);
- Key drivers and trends having an impact on Brandfuel objectives;
- Relationships with, and perceptions and values of external stakeholders.

## **Internal Issues:**

- Governance, organisational structure, roles and accountabilities
- Policies, objectives, and the strategies that are in place to achieve them
- The capabilities, understood in terms of resources and knowledge (e.g. capital time, people, processes, systems and technologies)
- Information systems, information flows and decision-making processes (both formal and informal)
- Relationships with, and perceptions and values of, internal stakeholders
- Company culture
- Standards and guidelines
- Contractual relationships



# Engaging Our Stakeholders

Brandfuel will identify and engage with our stakeholders in relation to the events that are in scope of our ISO20121 certification. The purpose of stakeholder engagement is to identify those interested parties that are relevant to the SEMS and to understand their specific and evolving ongoing requirements in order to meet and where possible address them through setting objectives or taking a specific action to address an identified risk or opportunity.

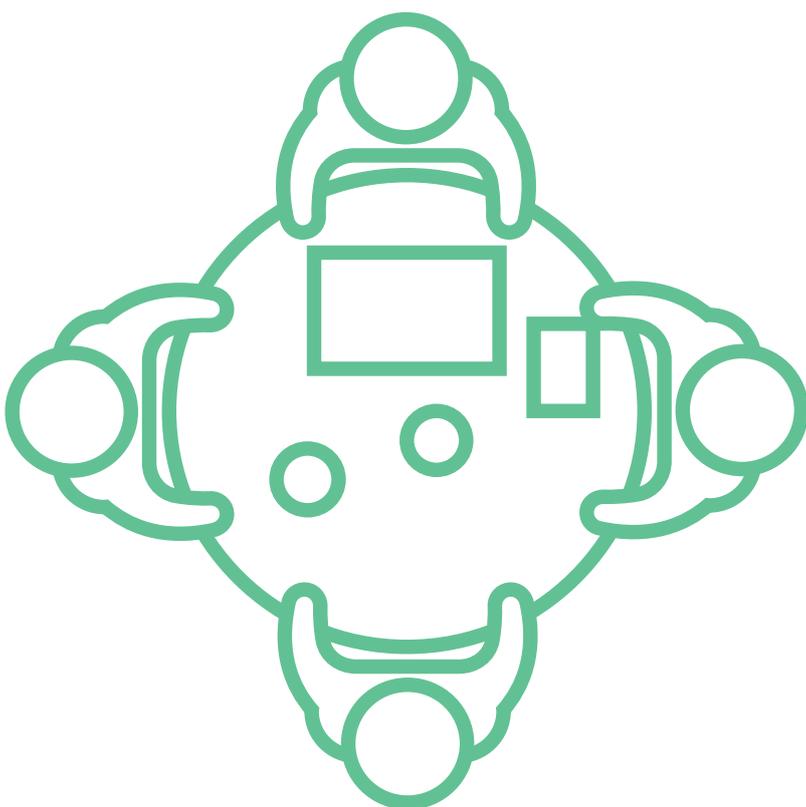
During event planning activities, stakeholders will be identified and steps will be undertaken by identified Brandfuel employees to identify and document their identified needs and expectation outputs in the event issue evaluation register.

The following key stakeholders have been identified that are common to all our events in scope of certification:

- Clients
- Suppliers / contractors
- Charities
- WeWork (office facilities)
- Competitors
- Regulators
- Venues / studios
- Event Organisers
- Brandfuel staff
- Local community

The identification of needs and expectations can be achieved through one or more of the following means:

- Regular correspondence and event planning meetings
- Discussions and reviews of feedback received
- Review of client / supplier contractual requirements
- Awareness of legal and other requirements
- Identification of best available sustainability practices
- Benchmarking



# Brandfuel Statement of Purpose

## Purpose

The purpose of Brandfuel is to provide best in class sustainable event management services to our key clients.

## Principles and Pillars

Brandfuel are helping to shape the organisations that are reshaping the world

The following principles have been identified and are expected to be incorporated into everything that we deliver for our clients and stakeholders.

Our principles will help us shape our future:

- We have a pioneering spirit
- We take creative leaps and obsess over the details
- We aspire to be a lean machine (Smart and professional)
- We take big swings (Self-belief)
- We strive for the best sustainable solutions
- Optimism, ingenuity and self-belief fuels our ability to exceed expectations



## Our pillars and values include:

### People

We are passionate about creating a culture that celebrates **inclusion** and connectedness. Our values encourage a representative workforce that benefits employees, clients and the community around us.

- To redistribute unwanted event collateral to social enterprise organisations who would benefit from their use or re-sell them in order to raise charitable funds
- To empower all employees to continually improve our environmental and social commitment across the business. Everyone can make a difference.
- To reward progress in sustainable learning and delivery tie into personal objectives
- To provide people with the opportunity to help others less fortunate than themselves

### Purpose

We practice taking a **transparent** approach to all our business activities.

- Make sustainability an integral part of company culture.
- We endeavour to design event solutions which have a measurable positive impact upon communities, people and our planet.
- To ensure that at least 80% of materials used at our events are reused, recycled and redistributed.
- To reduce this percentage to Zero YOY
- To promote awareness to reused, recycled and redistributed assets

### Partners

**Integrity** is important to us and we look to partner with ethical, like minded companies who practice ethical working conditions and supports the wellbeing of their employees.

- We are committed to working with companies that are embracing environmental change
- Sourcing the best sustainable materials, to the breakdown and disposal of event materials
- We always apply ethical principles and behaviour that are representative of good practice and believe in building relationships built on trust and mutual respect

### Planet

We aim to be drivers of change. **Stewards** for continual improvement in reducing the environmental and social impact on sustainability within the event industry

We will create event solutions that minimise waste products that go to landfill or pollute the Oceans. Aim to reduce this to Zero YOY.

We will collaborate with organisations to increase the area of certified forests and offset our CO2 emissions. To ensure carbon neutrality by working with organisations like Trees for the Future.

We take responsibility for the long term impact of our redistributed assets.

## Our Sustainable Development Plan

As a leading provider of events, conferences, showcases, exhibitions and retail environments, Brandfuel understands that our operations, processes and activities can impact both positively and negatively with regard to environmental, social and economic factors.

- We are committed to providing our services with the aim of minimising the negative social, environmental and economic impact of events and to satisfy the applicable requirements of our stakeholders.
- We believe that sustainability is finding the balance between these environmental, social and economic considerations.
- We are committed to pursuing the highest possible standards of sustainability and will look to demonstrate leadership within the field of event sustainability management.
- To achieve the commitments outlined in this plan, we will seek continual improvement of our sustainable event management processes
- We have developed a statement of purpose and values and will measure, review and update our practices and performance in all areas against our identified sustainable development principles.



# Scope of ISO20121 Certification

The scope of certification of the Brandfuel Ltd SEMS extends to:

***“The design, management and delivery of virtual and physical events, conferences, showcases, exhibitions and retail environments”***

These activities are undertaken from our office located at: 22 Upper Ground, South Bank, London SE1 9PD.

The scope of certification includes Eventfuel who provide storage facilities for equipment and sets and can also provide studio space to support the delivery of virtual events.

Eventfuel are located at: Unit J, 12 Imperial Way, Croydon, CR0 4RR

The scope of certification applies to the delivery of all virtual events and at the specified physical event venues as stated in the ISO20121 event matrix.

The scope of certification does not apply to Brandfuel activities undertaken in the USA from our office in San Francisco.

## Development of Event Sustainability Objectives, Targets & Programmes

Our sustainability objectives have been determined with the aim of supporting the commitments relating to:

- The Brandfuel Sustainable Development Policy
- The Brandfuel Statement of Purpose and Values,
- Identified legal and other requirements,
- Best available technological options,
- Financial, operational and business requirements,
- Relevant legacy issues,
- Consideration of alternative options for improved event sustainability to find the best overall available solution(s),
- The greatest improvement practicably possible, within the objective’s timescale and our capacity to address it,
- The feedback from our stakeholders, and
- Relevant supply chain issues.

A programme of actions to support the achievement of objectives has been developed based on decisions relating to:

- Identified risks and opportunities relating to events in scope of ISO20121 certification.
- The results of SWOT and PESTLE analysis.
- Results of event issue evaluation activities (significant event issues)
- Identified quick wins (low / no cost impact & ease of implementation)

**REDUCE  
REUSE  
RECYCLE**

The following commitments form the basis for setting sustainability objectives and targets for events within the scope of our ISO20121 certification:

## Planning

We recognise that sustainability is a key part of the planning process and should be considered throughout the decision making activities in the event management cycle.

The following commitments form part of the planning process for events:

- Identification and engagement with our key stakeholders on sustainability issues;
- Setting key performance indicators and targets for sustainability for each event;
- Providing the necessary resources and allocate appropriate responsibilities to ensure sustainability of each event;
- Providing training and building competencies for those persons involved in the management for each event;
- Measuring performance against targets to ensure the delivery of objectives for each event;
- Consideration of the needs of end users and relevant reconciliation and future planning issues.

## Environmental

We will seek to minimise pollution by giving purchasing preference to products and services that have sound sustainable credentials:

- Seeking to use materials and services efficiently. **REDUCE, REUSE, RECYCLE;**
- Using a quantifiable waste management system which disposes of all event waste responsibly. Where possible, avoiding producing waste which can only be disposed of via landfill;
- Conserving and enhancing biodiversity wherever practicably possible through efficient practices;
- Compliance with all laws and other requirements in respect of the environment;



## Transportation

We will seek to reduce wherever possible the need for transportation or will seek to reduce the length of the journey.

### Considerations:

- Can the product or service be sourced locally?
- Does the transport company have a green policy for their operations, do they offer best environmental option for vehicles undertaking the journey?
- Do they use biodegradable fuel or have electric vehicles.
- Check the manufacturing point, try wherever possible to source products that have been produced near to the point of use.

## Packaging

We are committed to the reduction and elimination of packaging wherever possible. We will seek to use reusable or recycled packaging where it is required.

### Considerations:

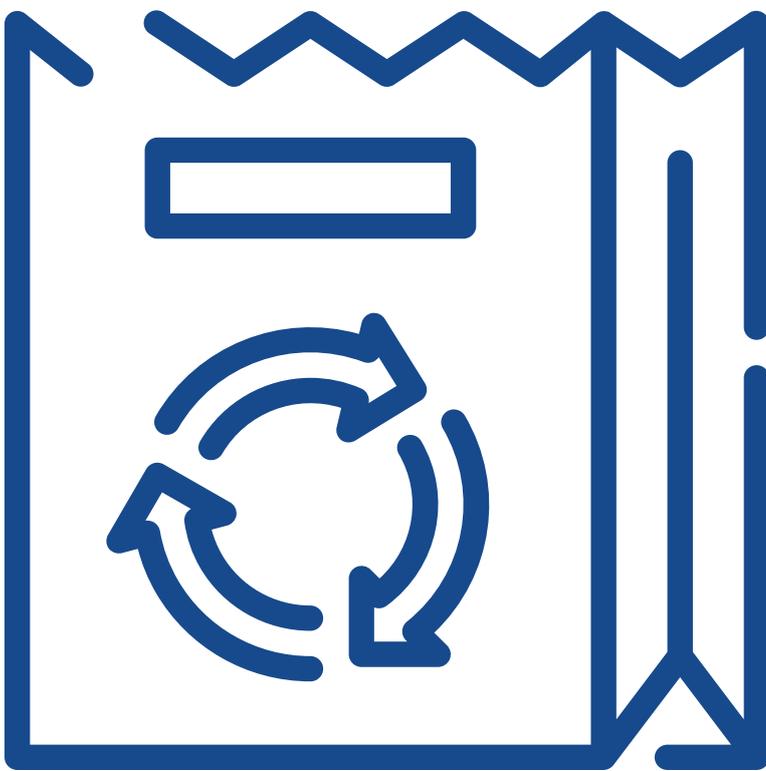
- Is it possible to eliminate packaging totally, if not, is it possible to use a recycled version?
- Can the packaging be reused?
- Can other event materials be used for packing (loading trucks etc.)?

## Product Criteria

Where considered significant, we will research the origins and manufacturing processes of all products to identify any process, ingredient or part which has a negative environmental impact, in order to assess the necessity, find an alternative and ensure that it can be disposed of within sustainability guidelines.

### Considerations:

- Does the extraction or production process impact the environment?
- Is this a remanufactured/recycled product - in whole or in part (if in part what %)?
- Does the raw material come from a sustainable source?
- Can the product be reused or upgraded for future use?
- Is the product accredited/certified with a recognised environmental product mark or standard?
- Does the product use energy, if so is this the most energy efficient product available?



## Purchasing Criteria

We are committed to responsible, sustainable procurement practices and will ensure that all employees whether permanent or freelance are aware of and abide by specified purchasing criteria.

### Considerations:

- Review procurement requirements at planning stage, what is strictly necessary?
- Can products be rented rather than purchased?
- If no rental options are available can the product be reused at other events?
- Seek the best environmental option for purchased products;
- Seek recycled products, avoiding the use of single use plastics;
- Research the manufacturing processes to determine any negative impact on the environment, choosing products which have the least environmental impact;
- Does the product have sustainable credentials (e.g. FSC certification for wood)?
- Research the manufacturer to determine that the company has good ethical credentials

## Social

We have a social responsibility to our employees, our supply chain and the wider local community. The Company is committed to only working with companies which share our values with regard to the management of their employees.

Where appropriate the Company will consider the local community in the planning and implementation of any event.

### Considerations:

- How does this event affect the local community?
- Are there any elements of the activity that could benefit the local community either through the use of local companies to supply goods or services or donations of materials to community projects post event?
- Can the event have a positive impact on the local economy?
- Have any products for the event been manufactured by a company who has an ethical treatment of workforce policy?
- Do providers of products and services have policies and practices to prevent modern slavery and employment of child labour?

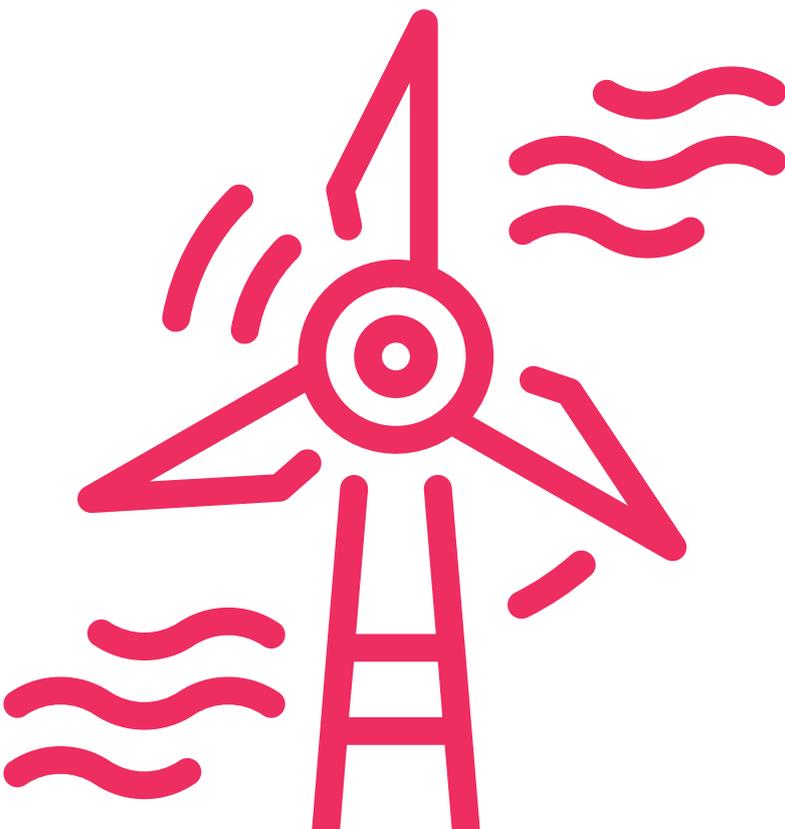
## Energy

We are committed to improvement in energy use, consumption and efficiency and will, whenever possible using energy from renewable sources.

We will ensure that all freelance and temporary staff are aware of our commitment to sustainability and communicate all aspects of the policy to them to ensure that they are engaged and productive towards the delivery of this policy.

### Considerations:

- Where does the energy come from?
- Can we measure our usage?
- Is it possible to change the source of energy for the period of the event?



- Are we supplying the energy via generators, if so is it possible to use environmentally positive generators e.g. those which run on biofuel?
- Reviewing all aspect of energy use and consumption and ensuring we are using energy efficiently wherever possible. i.e. leave equipment only on standby when strictly necessary and for as little time as possible;
- Is the equipment/product battery powered, is there an alternative, is it practical to use the alternative?

- What are the safety implications and disposal requirements, is there an alternative?
- Material Safety Data Sheets (MSDS) must be provided;
- Batteries contain hazardous components. Where possible rechargeable batteries should be used. Batteries should be disposed of in the correct manner.

## Hazardous Products

We are committed to avoiding the use of hazardous products wherever possible. Where this is unavoidable, it is our policy to follow the guidelines laid out in the UK COSHH regulations and ensure that use of hazardous products is monitored and used within a controlled environment.

### Considerations:

- Is the equipment or product in whole or in part hazardous to humans and/or the wider environment either in the manufacturing or breakdown processes?

## Occupational Health and Safety

We will take a responsible attitude to all aspects of Occupational Health & Safety.

- Risk assessments, method statements and certification of products and services all form part of the Health & Safety document prepared for each individual event.
- All staff and workers are trained/briefed on both the venue OHS policy and The Company's OHS policy prior to on-site works commencing.
- All works on site are monitored by departmental heads to ensure that health & safety procedures are being adhered to, in order to prevent injury and ill health.

