

# Sustainable Environmental Practices

Brought to you by GES





# A genuine commitment

Sustainability is a way of life at GES. Since our first sustainability certification in 2011, GES has led the way on Certified Sustainable Practices. Achieving this certification is an example of our commitment to living out our values in a palpable way every single day.

Our efforts extend across all Viad business units and we share successes with our sister company, Pursuit in making a difference for our environment. Please [click here](#) to see Pursuit Sustainability Report

GES promotes a higher level of social responsibility with green programs and initiatives both in-house and with our facility recycling partnerships at show site, and we are considered an industry thought leader in green events and exhibitions. Please [click here](#) to see our Environmental Sustainability Policy.

## Environmental initiatives



ISO 9001 specific to GES Logistics

Sustainability is more than just being responsible; it's the right thing to do. When you coordinate an event with GES, you have peace of mind knowing that you're reducing waste and the impact of an event on the environment.

[Click to view video](#)

**GES IS THE FIRST GLOBAL** full-service events provider to earn both APEX/ASTM Level 2 Certification in the US and ISO 20121 in the UK.

- PAPERLESS ORDERS**  
 Through our Espresso ecommerce, mobile app, & onsite service, GES has processed nearly 210,000 previously printed orders
- GRAPHICS**
  - Several substrates (bioboard, styrene, coroplast) 100% recyclable
  - No Volatile Organic Compounds (VOC) in inks
- FURNITURE**  
 High quality furniture reused 6X then refurbished/customer sale
- GEM FIT 2.0**  
 100% recyclable, LEED compliant system for modern look that's sustainable
- TRANSPORTATION** *Reduce Carbon Emissions*
  - GES was the first event marketing & trade show company to qualify as a SmartWay Partner
  - 97% of our carriers participate in the EPA's SmartWay Transport Partnership
  - 95% GES lifts & riggers powered by natural gas
- CARPET**
  - 100% recyclable plush carpet in booths
  - Padding and plastic covering (visqueen) 100% recyclable
  - ECHO aisle carpet recycled

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# Our Approach

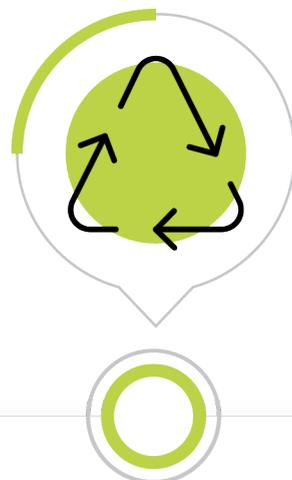
GES believes that we have a social responsibility to decrease the impact on the environment from our exhibition and events held across the globe. This begins with educating our employees and clients, having a global vision, and mobilizing our collective efforts to meet this commitment.

GES has implemented the following initiatives in our warehouses and with our clients at venues around the world:



### Sustainable Operational Practices

- Efficient CNC cutting technology reduces waste
- Solvent-free paints and water-based biodegradable products
- Direct-to-substrate printing emits no VOCs, made from 100% recycled material, 100% recyclable
- Warehouse equipment 95% powered by natural gas



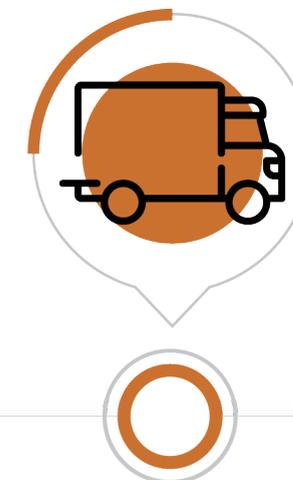
### Recycle and Reuse Programs

- Continuous repurposing of exhibit components
- Electric cables configured to be reusable each with a typical 30 uses per cable lifetime
- Zero to landfill, with 60% of our waste recycled and 40% being used for renewable fuel



### Sustainable Services and Products

- E-Literature racks eliminate printing thousands of brochures
- Minimum 25% post-industrial recycled content in carpet, 100% recyclable
- 50% recycled content visqueen, 100% recyclable
- Recyclable wastebaskets with biodegradable liners
- LED lighting to reduce CO2



### SmartWay Transport® Partners

- Innovative partnership between US EPA and freight Industry
- Follow local government initiatives in EMEA
- Reduce energy and environmental impact of transport: 33-66 million metric tons of CO<sub>2</sub> and 200,000 tons of No<sub>x</sub> per year
- GES was first event marketing & tradeshow company to qualify as a SmartWay Partner
- Minibuses to transport employees to venue, reducing our CO<sub>2</sub> footprint

GES established a Sustainability Council in 2007 to lead the way and establish best practices in the industry. In 2014, we engaged an Associate Professor of Sustainability at the University of San Francisco to partner with us to create a road map for APEX/ASTM certification. We have established sustainability categories and baseline goals to build a best-in-class program.

<h3>Staff Management</h3>	<h3>Communications</h3>	<h3>Waste</h3>	<h3>Energy</h3>
 <p>We must have such things as a written CSR policy, recruit 25% from local labor, and training.</p>	 <p>We must have such things track and measure results, communicate to the end user, communicate internally on the sustainability mission.</p>	 <p>Diversion at level 2 over 65% diverted from the landfill.</p>	 <p>Energy conserving facilities, no 24-hour power usage and 100% LED rigs on site,</p>
<h3>Air Quality</h3>	<h3>Water</h3>	<h3>Procurement</h3>	<h3>Community Partner</h3>
 <p>We must have such things no idling policies in place at our marshalling yards, cleaning supplies, and use Smart Way providers.</p>	 <p>All premises are fitted with water saving plumbing</p>	 <p>We must have such things diversity supplier statement and indicate our sustainability mission in an RFP for a new vendor.</p>	 <p>Each city must provide a donation tracker for what they have given back to the community.</p>



# The typical conference attendee produces



**1.89 kg**  
of discards, or waste, per day<sup>1</sup>



**1.16 kg**  
of which is landfill<sup>2</sup>



**176.67 kg**  
of CO<sub>2</sub>e emissions per day<sup>3</sup>

# For a 1000-person, three-day event that translates into



**5670 kg**  
of discards  
> weight of 4 compact cars<sup>4</sup>



**3480 kg**  
of landfill  
> weight of 2.6 compact cars<sup>5</sup>



**530 metric tons**  
of CO<sub>2</sub>e  
> 1233 barrels of oil consumed<sup>6</sup>

<sup>1</sup> Based on an analysis of actual event venue and catering waste from 60 sample conference event projects held in North America, Asia and Europe between 2007-2014 (MeetGreen, 2014).

<sup>2</sup> Based on an analysis of actual event venue and catering waste from 60 sample conference event projects held in North America, Asia and Europe between 2007-2014 (MeetGreen, 2014).

<sup>3</sup> Based on analysis of CO<sub>2</sub>e emissions from 56 sample international and national conference event projects held in North America between 2007-2014. Scope includes meeting space, guest rooms, ground shuttles, food preparation, freight, portable generation, waste and attendee travel to and from the event location. No radiative forcing applied to air travel. (MeetGreen, 2014).

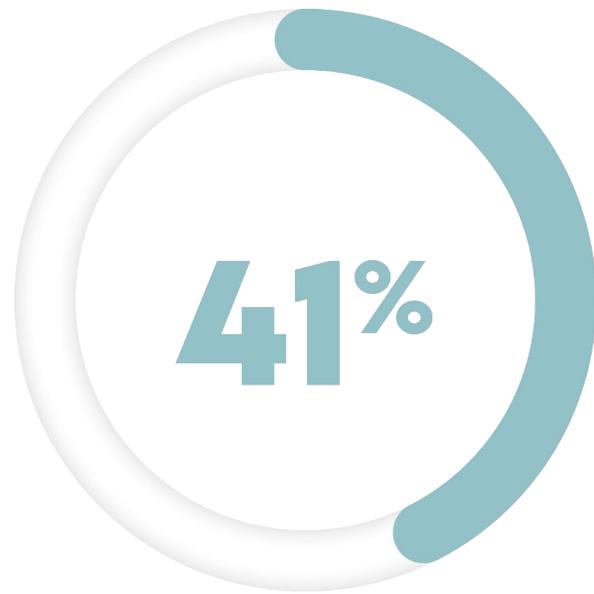
<sup>4</sup> Assumes average curb weight of 1354 kg (USA Today: [http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars\\_N.htm](http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars_N.htm)).

<sup>5</sup> Assumes average curb weight of 1354 kg (USA Today: [http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars\\_N.htm](http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars_N.htm)).

<sup>6</sup> USEPA Greenhouse Gas Equivalencies Calculator.

# What is thrown out at events?

Here is a typical waste footprint for a mid-size corporate tradeshow (approximately 5000 participants) held at a venue with a good recycling and compost program<sup>7</sup>:



**Landfill**



**Recyclables, Including:**

- 23% mixed paper, cardboard, plastic and cans
- 7% carpet, padding and booth waste
- 3% wood
- 2% plastic



**Organics, including food and compostable service waste**

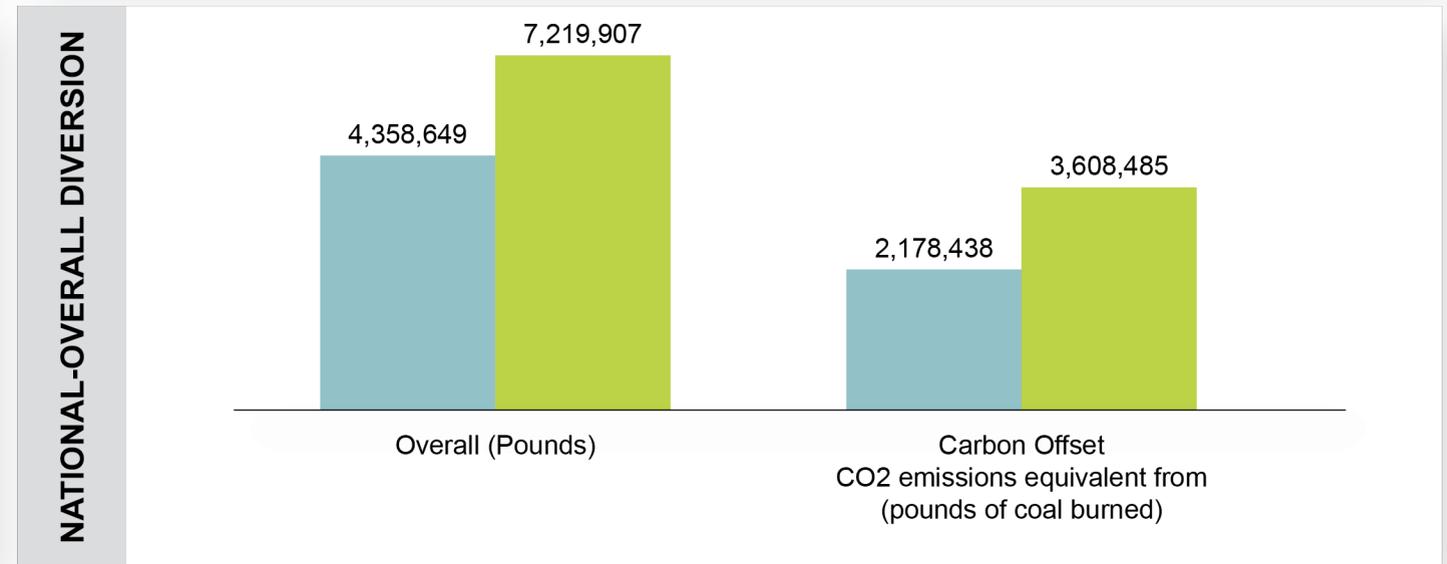
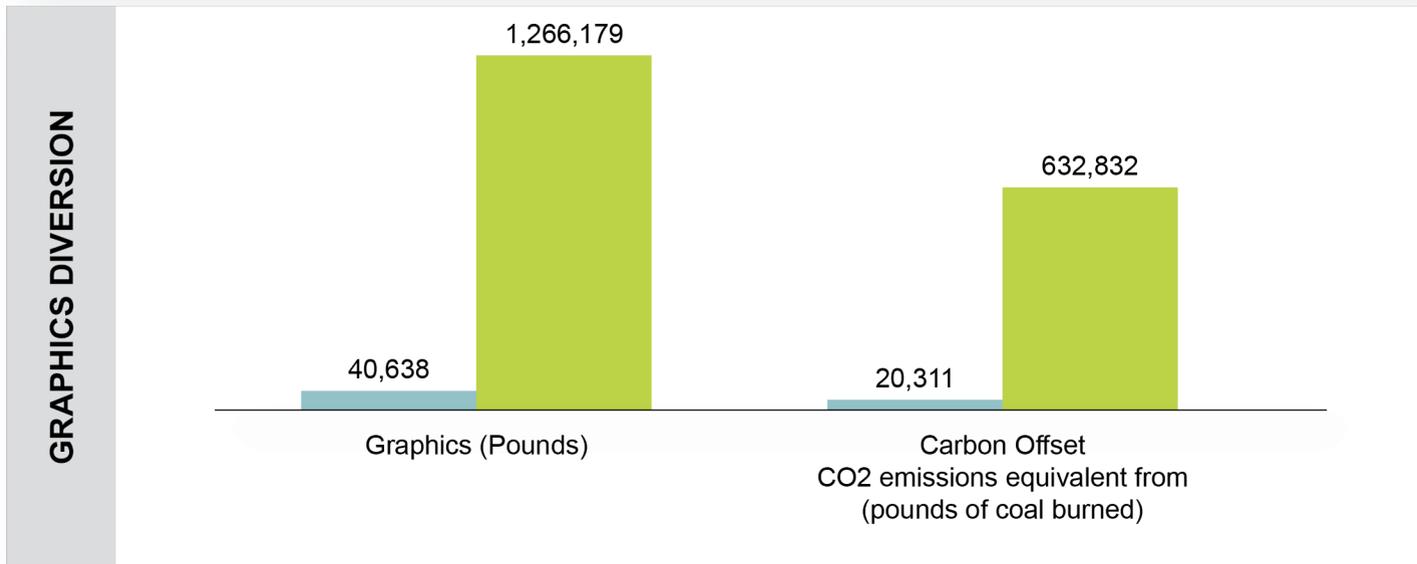
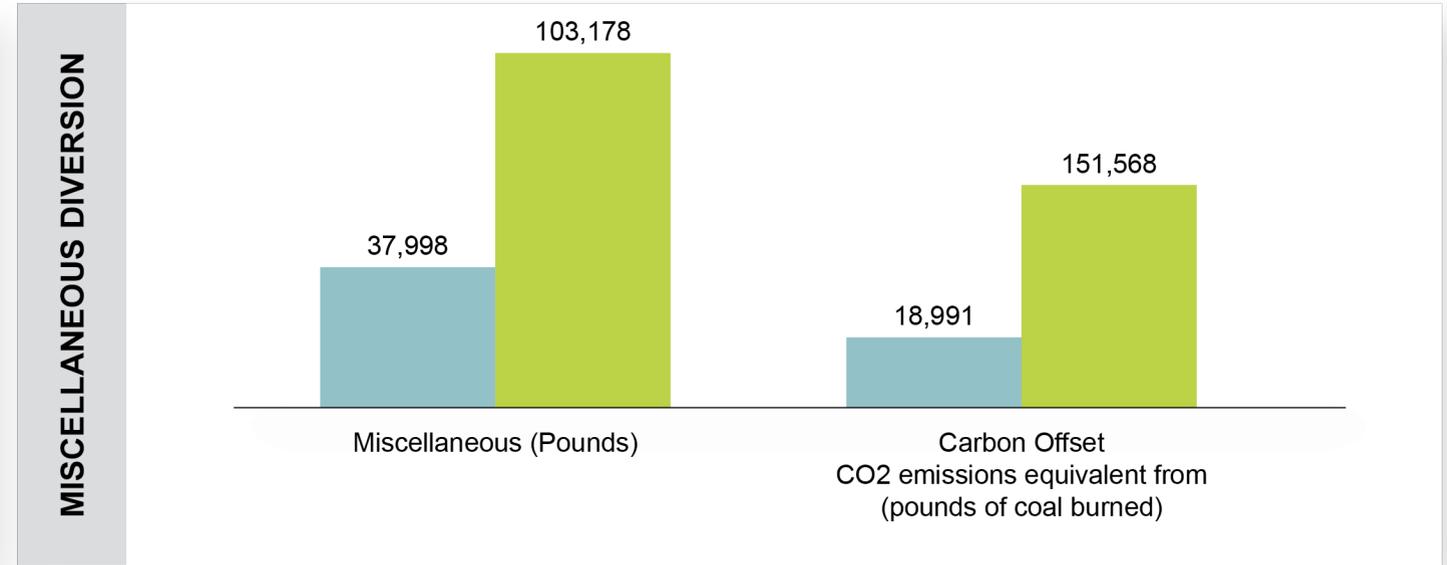
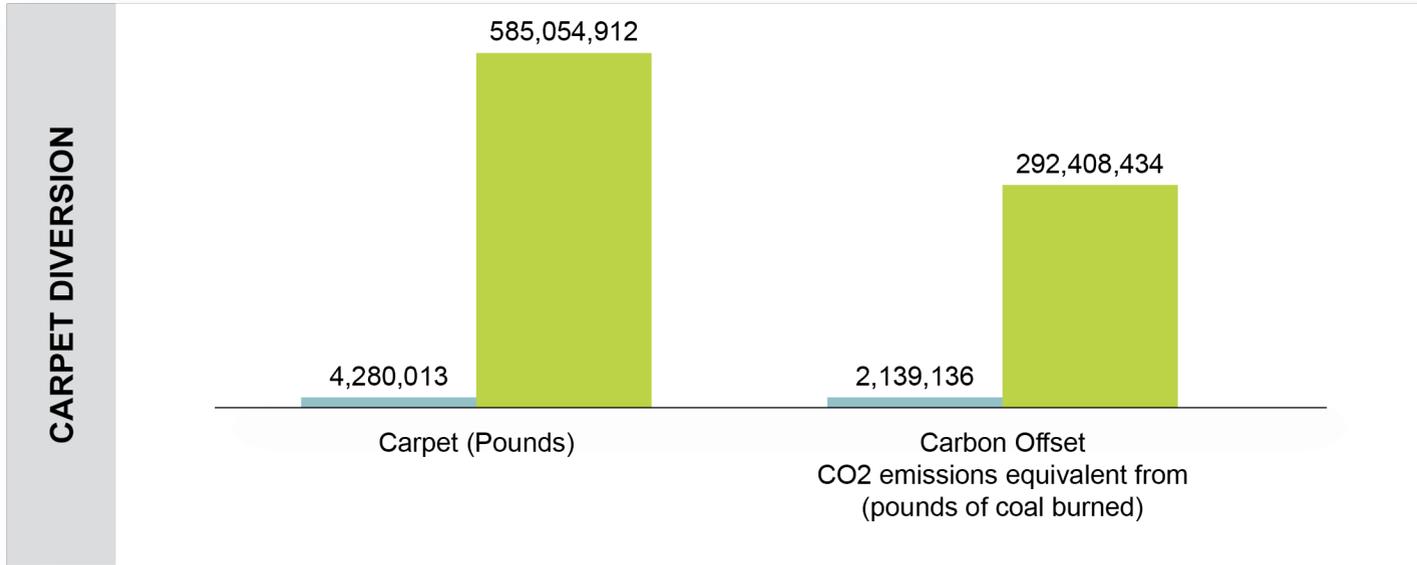


**Donations**

Source: MeetGreen

# Waste Dashboard

UK has achieved zero to landfill in 2018 & 2019



# Our waste turns up in some of the most interesting places



**Construction Materials**



**Infill for Dashboard within vehicles**



**Climafuel Malpass Farm, Rugby**



**Donated to Local Causes**



**Woodchips for walkways and Playgrounds**



**Garden Furniture**



**Clothing**



**Liner for Mattresses**



**Paper Products**

# Environmental Stewardship: Best practices



Communication Internally and Externally



Construction



Onsite



Right-size Program



Favor Suppliers Meeting Sustainability Requirements



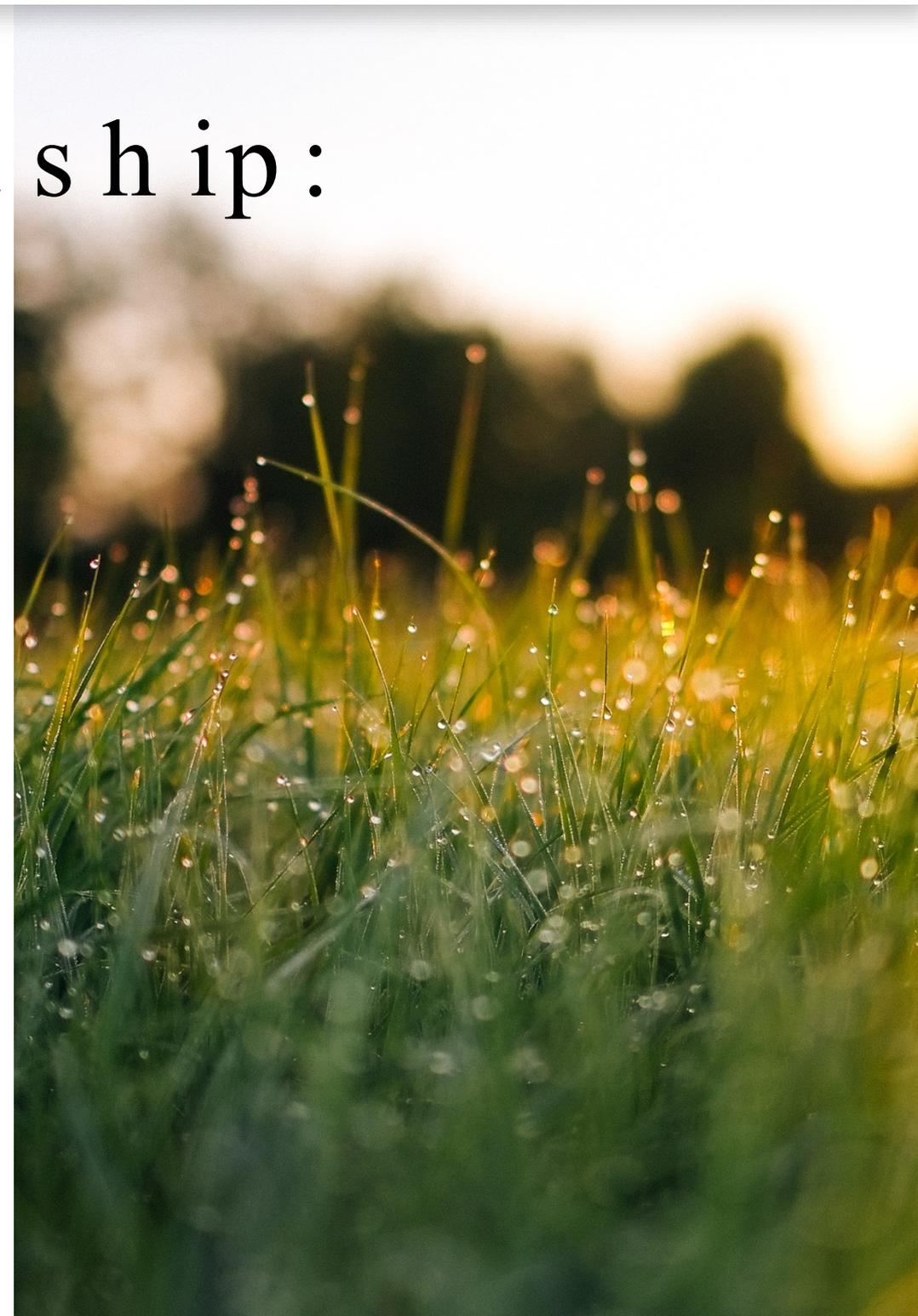
Venue Sustainability Evaluation



Transportation



Pay it Forward





# Future of Sustainability: balance

Pre-pandemic, the events industry had put a spotlight on sustainable initiatives, from eliminating single-use plastics to finding solutions for food waste. In 2020, those initiatives evaporated as quickly as face-to-face meetings did, but concern with the negative impact we are having on our planet doesn't seem to have disappeared. More than 1,500 event organizers and suppliers responded to a survey for [The Regenerative Revolution](#), a report published in October by the IMEX Group. Results compiled in January before the pandemic showed 90 percent of respondents agreed that an increasing focus on sustainability was important for the events industry. When asked again in May, after the pandemic had begun, 95 percent said their organizations were committed to developing more sustainable practices. That's reason for optimism.

The challenge moving forward will be balancing financial, environmental and business goals.



# Sustainability Standards and Registry



Major changes have been made to increase the EIC Sustainable Event Standards' ease of use, strengthen social responsibility considerations and recognize innovation and exemplary performance. These standards will replace the APEX/ASTM Environmentally Sustainable Meeting Standards.

GES is one of the leading practitioners who contributed to the development of the new standards, which have been purposefully designed to increase sustainable practices across the events industry. More to come in 2022 about this change!

**There are seven (7) different standards representing different sectors of the industry:**



Event Organizer



Accommodations



Audio Visual & Production



Destination



Exhibitions



Food & Beverage



Venue

## Waste management within GES

We work very closely with our waste management company (SUEZ) to ensure we manage all waste stream. We have been able to draw on their technical expertise to ensure that our waste managed effectively in all regions of GES operations.

We have introduced a Zero to landfill objective with the support of SUEZ. Within the UK we have achieved zero to landfill, with 60% of our waste recycled and 40 % being used for renewable fuel.

Our contract with Suez started in April 2019 and within 8 months, we have recycled approximately 42.733 tonnes

In December 2019 Suez **confirmed** that GES had achieved zero to landfill UK. With 60% of our waste recycled and 40 % being used for renewable fuel.



# Thank you

[ges.com](https://ges.com)

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