FASTER ▶FORWARD

informa

加快我们的业务以及我们所服务的专业市场中的可持续变化。

快速归零
Faster to Zero

更快地发展成为零废弃和零碳商业。

融入可持续发
Sustainability Inside

将可持续发展融入我们的每个品牌中，以帮助客户加快其专业市场的可持续发展。

影响倍增
Impact Multiplier

通过我们改善对知识的获取方式，帮助人们更有效地联系并投资于社区，我们能将正面影响倍增。

1. 2025年内，实现企业和全部产品的碳中和。
2. 2025年内，将我们的产品和展会所产生的废弃物减少一半。
3. 2030年内或者更早，实现零废弃和净零碳。

4. 2025年内，将可持续发展融入我们100%的品牌之中。
5. 通过我们的品牌，帮助并推动联合国可持续发展目标的实现。

6. 2025年内，使一百万目前联系困难的人们能够访问网络和知识。
7. 2025年内，为我们的主办城市每年贡献50亿美元的价值。
8. 2025年内，为慈善组织贡献至少1％的税前利润价值。
9. 2025年内，为客户节省的碳量将超过我们自身的排放量

我们的成就

CERTIFIED CARBON NEUTRAL® company
CarbonNeutral.com

- Informa集团已认证成为**碳中和企业** （未包含展会）
- 连续3年进入道琼斯全球可持续发展指数领先行列，2021年排名为**行业第一**
- 连续入选富时社会责任指数
- Ecoact指数排名**全球前十**
- 各项荣誉帮助我们吸引投资及提高声誉

#	COMPANY	INDEX	SCORE
1	Microsoft	DOW	92.6%
2	Apple	DOW	86.9%
3	Landsec	FTSE	83.6%
4=	Schneider Electric	STOXX	81.1%
4=	Vodafone	FTSE	81.1%
6	Kering	STOXX	79.5%
7=	BT	FTSE	78.7%
7=	SAP SE	STOXX	78.7%
9	GlaxoSmithKline	FTSE	78.3%
10	Informa	FTSE	77.9%
11	Salesforce	DOW	77.0%
12	Astrazeneca	FTSE	76.2%
13	Eni	STOXX	75.8%
14	Enel	STOXX	75.4%
15=	Philips	STOXX	74.6%
15=	L'Oréal	STOXX	74.6%
17	BMW	STOXX	73.7%
18	NatWest Group	FTSE	73.2%
19	Coca Cola Hbc	FTSE	72.9%
20=	Sanofi	STOXX	72.1%
20=	Unilever	FTSE	72.1%
20=	SSE	FTSE	72.1%
20=	Barratt Developments	FTSE	72.1%
20=	Anheuser-Busch InBev	STOXX	72.1%

Selected awards and rankings

MSCI ESG RATINGS AA

| CCC | B | BB | BBB | A | AA | AAA |

ecoact an atos company

Most significantly improved in 2021, 10th globally for commitment to climate

MEMBER OF Dow Jones Sustainability Indices In Collaboration with RobecoSAM

included in ETHIBEL SUSTAINABILITY INDEX EXCELLENCE Europe

FTSE4Good

ROBECOSAM Sustainability Award Industry Mover 2018

https://www.informa.com/sustainability/sustainability-awards/

展会如何参与其中?

Informa可持续展会管理四阶段:

level 1

The Fundamentals
基本要求

2022年收入>$1mil
亚洲展会都需提交
工作表

未来全部展会提交

level 2

Sustainable Toolkit
& Self Assessment

可持续工具包
&自我评估

level 3

Sustainable
Improvement
Plan- Accelerator
可持续提升计划
-加速报告

Eg. CBME, Furniture,
CPhI, Jewellery
Cosmoprof, etc.

level 4

Sustainable
Leaders
可持续领导者

可持续展会的价值

与时俱进，达成各方关注的目标，提高NPS分数

成本节约，用新的赞助机会带来利润增长

激励创新，开拓新市场

提高我们的声望，为客户创造闪耀的机会

使我们成为市场开拓者而非供应商
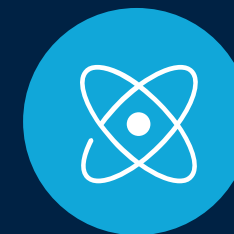
引领展会所在行业的未来

全新利润增长点- 可持续赞助产品

展会中可持续发展的各个方面正在成为我们的线上展和线下展中越来越受欢迎的赞助机会。

来自展会的实例：

- CMA Shipping - $79,000 赞助收入来自可持续版块内容

- HR Summit - $40,000赞助收入来自线上健康专区

- BioTech - $40,000 赞助收入来自"Together we can make a difference" 平台

- GDC - $120,000 赞助收入来自电子展袋

- Waste 360 - $20,000 赞助收入来自可持续奖项颁奖活动

**集团已为所有中国展会采购可再生电力，
均可做为赞助产品出售**
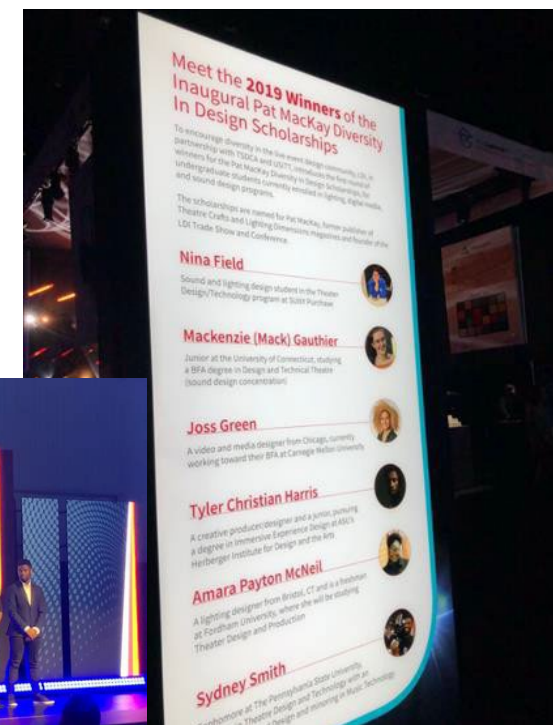
Not real example

This event is powered by Renewable Electricity

Microsoft

Thanks to Microsoft's Renewable Electricity sponsorship WOC's electricity use is powered by sustainable and renewable energy sources, saving an estimated 204 tones of CO_2e.

每个展会需要完成展会航班调查问卷

旨在了解观众及展商通过参加我们的展会同时实现多个商业会面，从而减少总飞行次数的可能，为展会行业帮助减少飞行碳排放提供证据

Informa Markets 可持续发展调查问卷

注: Informa Markets 亚洲要求所有展会添加以下关于可持续发展的问题到展会的问卷调查中（展商问卷以及观众问卷都需要），主要的目的是了解观众&展商因为参加展会而减少的飞行次数及时间。对于问卷内容有任何疑问请联系可持续发展部门的同事 Betty.Huang@informa.com

1、[展会名] 致力于推动展会的可持续发展，请您提供您的看法，帮助我们做得更好。

	完全不同意	不同意	不同意也不反对	同意	完全同意
展会的举办应当对环境和社会负责，这对我很重要。	○	○	○	○	○
本次展会的举办满足我对环境和社会负责任展会的要求。	○	○	○	○	○
参加本次展会令我收获到的知识/人脉，将帮助我提高工作开展的效率。	○	○	○	○	○

2、参加[展会名]是您来到 [展会城市名]的主要原因吗?（单选题）
- 是的，这是我来访的主要原因
- 不是，我来访有其他原因
- 不适用，我在附近（80 公里范围内）生活/工作（感谢您的时间，问卷到此结束）

展会名称	国家	展商人数	观众人数	总参展人数	数据来源：展商，观众或全部参展人 (如填写"全部参展人")	问卷回复总数	展会的举办应当对环境和社会负责，这对我很重要					本次展会的举办满足我对环境和社会负责任展会的要求				
					展商/观众/全部参展人		完全不同意	不同意	不同意也不反对	同意	完全同意	完全不同意	不同意	不同意也不反对	同意	完全
									答案计数（勿填%）					答案计数（勿填%）		
Cosmobeaute Indonesia	Indonesia	680	1420	2100	全部参展人	178										

The Fundamentals

Informa

Purpose

01

For sustainability to be included in the content of the event.

02

For the event to have a purposeful partnership with a not for profit.

Stakeholder engagement

03

For there to be six significant sustainability communications.

04

For the event team to be engaged with sustainability, and it to be a part of event decisions.

Carbon and waste

05

For all lighting specified by Informa to be LEDs, and for the venue's lights and air conditioning to be used efficiently.

06

For the event to have minimal to no waste generation from areas of the show built by Informa, and for the carpet to be reused or recycled.

Procurement

07

For at least 3 items procured for the event to have enhanced sustainability credentials.

08

For there to be at least 3 ways in which the sustainability of the food and beverage (F&B) of the event has been enhanced.

Community and Wellbeing

09

For the event to have at least 2 initiatives which support the local community around the event venue.

10

For the event to have at least 3 initiatives which enhance wellbeing, equality, accessibility, and respect for all.

Governance

11

For the events to be compliant with Informa's Health and Safety Guidelines.

12

For event sustainability data to be submitted by six weeks of the event.

E184

Inspiring Sustainable Development

Running an Environmentally Responsible Event

Running a Socially Responsible Event

关键步骤：

Step 1   Step 2   Step 3   Step 4   Step 5

了解基本要求   发现已有举措   制定计划   填写结果   持续提升

2022年起一百万美元以上展会必须提交工作表，其他展会欢迎提交

		The Fundamentals	展前		步骤 3: 本次展会计划		展后	
			步骤 2: 以往展会情况				Step 4: 本年度展会结果	
			a. 以往情况	b. 确认您以往的评分	c. 创建计划	d. 相应负责人	e. 本次完成情况	f. 选择对应评分
使命感	1	确保展会的内容中体现对行业可持续发展的支持						Achieved
	2	确保展会与非营利性组织建立有意义的伙伴关系						
利益相关者的参与	3	确保可持续发展方面的六个重要宣传						
	4	确保展会团队参与可持续发展工作，并将其纳入展会决策的一部分						
碳排放和废弃物	5	确保英富曼指定的所有照明灯具采用节能LED，并高效节能地使用场馆内的灯具和空调						
	6	确保由英富曼搭建的展览区域产生的展会垃圾里最少甚至没有，且展会所用地毯能够回收再利用						Achieved
采购	7	确保展会采购的印刷品和宣传材料中有三个能够实现效率提升，并取得更好的可持续认证证书						
	8	确保至少三种展会餐饮方面的可持续性提升						
社区和福利	9	确保展会提供至少两项支持展馆周边当地社区发展的举措						
	10	确保展会提供至少三项增进所有人福祉、平等、可及性和尊重的举措						
治理	11	确保展会成功实施英富曼展会安全性运营模式						
	12	确保在展会结束的六周内提交展会的可持续发展数据						

Inspiring Sustainable Development

Running an Environmentally Responsible Event

Running a Socially Responsible Event

本年度展会结果

Executive summary 概要: 样例

Score 分数:

9/12

激励并推动可持续发展 — 2.5

以对环境负责的方式举办展会 — 3.5

以对社会负责的方式举办展会 — 3

Strengths 优势:

- 取消使用展商及观众胸卡套袋，减少塑料垃圾；使用防水再生纸印刷胸卡，展馆不使用KT板增进环保材料的使用。

- 展馆设置车辆轮候证以减少货车对展馆周边的空气污染和拥堵问题。使用本地供应商，展馆设旅游推广办公室以促进对当地经济的贡献。

- 为参展者提供供水点；展馆配备轮椅设施照顾残障人士需求；现场配备医疗救助点。

- 完成Informa展会安全运营要求，执行Informa All Secure标准，执行完备的安全防疫准备。

Recommendations 建议:

- 融入可持续内容可以建立更为牢固的客户关系并引入新的创新内容。 这也是Informa FasterForward承诺的目标之一。 建议展会参照联合国可持续发展目标中的哪个领域对行业具有相关性和重要性，然后通过展会会议、专题等形式开展相关议题的讨论，从而将可持续发展融入展会内容之中。

- 建议将集团和展会的可持续发展成就信息通过至少六个主要渠道向展商、观众和供应商进行宣传，比如展会官网、会刊、导览手册、展商手册、社交媒体和新闻通信等渠道。展会团队中每一个成员对Informa可持续发展要求的了解和参与也非常重要。

- 为了使开办展会对环境的影响降到最低，建议主办方使用的搭建材料尽量全部为可重复利用或可回收，提倡绿色搭建，减少不必要的地毯使用，使用最为节电的LED灯泡，减少不必要的能耗等。

Fundamental 3: 确保可持续发展方面的六个重要宣传

与市场、运营相关
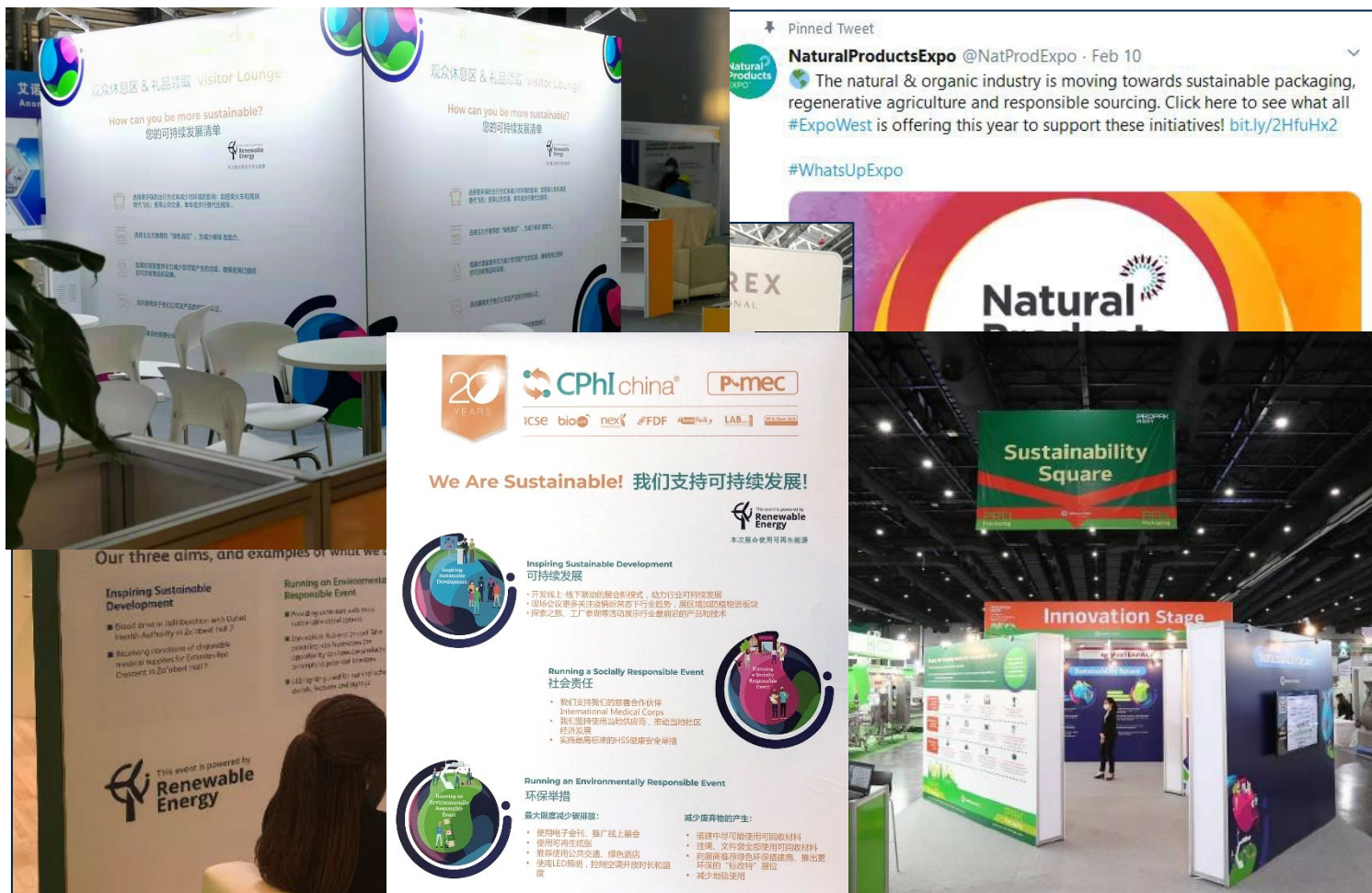
我们在做什么，他们能做什么？

如何让可持续宣传覆盖：

- 参展商
- 观众
- 主场搭建
- 场馆
- 供应商

可持续发展是一项团队的努力，我们需要与所有利益相关者联系以实现这一目标。

Onsite Banner Reference

通过可再生电力供电，实现电力使用的零碳排放

特色区域专为尽可能减少废弃物而设计

提供的挂绳和展会包采用再生塑料制成

持续支持我们的慈善合作伙伴慈善组织名称，帮助他们实现对XXX的承诺。请前往相关XXX展台参观

我们已改用再生纸，将纸张使用引起的碳排放影响减少28%

可持续发展已融入展会内容-请查看全部日程，了解更多信息XXXXXX

展馆提供残障设施和残障通道

确保您的展台经过精心设计，尽可能使用可重复利用材料

往返展会期间，为您的出行和货物运输选择最环保低碳的方式,集中发运货物

为您的展台选择节能型LED照明设备和其它节能设备

减少纸质印刷品的数量，选择具备可持续认证资格的纸张，如FSC认证或可再生纸张认证

通过使用本地供应商并考虑预订具备可持续认证资格的酒店，积极支持本地的可持续发展

尽可能减少废弃物的产生，对于不可避免的废弃物，如：标牌、地毯、木材和包装废弃物，请尽量使用可回收的材料

确保您和您的承包商清楚并遵守所有健康、安全和安保要求

作为观众，您最大的环境影响是前往展会的交通。选择公共交通工具如火车替代飞机或地铁代替出租车

参观时请留意并尽量减少您可能产成的垃圾，确保使用展会提供的可收回物品和设施

考虑选择具有环境认证的酒店，以降低你的碳足迹

询问展商关于他们公司及产品的可持续认证

提倡自带水杯，餐具

Samples

Fundamental 3 评分标准

How to assess your own performance:

Achieved
To achieve this Fundamental an event needs to be able to demonstrate 6 significant communications which included sustainability messaging.

In Progress
If the event has included at least 4 significant sustainability communications.

Not Achieved
If the event has less than 4 significant sustainability communications, especially if these are insubstantial.

Additional resources:

- *Guide to Event Sustainability Communications* - provides detailed guidance, templates and case studies. See Portal or Hub library for details.

Examples:

- A sustainability tab on the event website

- Sustainability messaging in the event guide, catalogue or delegate directory

- Exhibitor sustainability checklist in the exhibitor manual or pre-show newsletters

- Promote sustainable travel options as a part of traveling information

- Communications to key contractors about our sustainability efforts and asking them to make progress on this

- Inclusion in social media and show app

- Onsite signage or a sustainability feature area

- A sustainability video or interactive touch screen at registration.

Fundamental 4: 确保展会团队参与可持续发展工作，并将其纳入展会决策的一部分

与每个成员相关

我们如何将可持续性内化？

目标是将可持续性纳入我们的规划中：

- 在会议上定期进行可持续性检查
- 设定可持续基本要求或其他个性化的计划和目标
- 了解团队中每个成员中可持续发展中的角色

可持续发展并不仅仅与运营部门有关。各部门都可以发挥作用。

Fundamental 4 评分标准

How to assess your own performance:

Achieved

An event needs to be able to show that the sustainability aims have been communicated to and understood by the whole team, that they have created a plan setting out which they aim to achieve, how they planned to do this and have taken action accordingly. They should also be able to show how sustainability was integrated into event decisions.

In Progress

If the Fundamentals have been communicated to some of the event team, individuals have created a plan of what they aim to achieve but not acted or made the whole team aware.

Not Achieved

For the event team to have little understanding of the Fundamentals or how they are material to their event.

Additional resources:

- *Introductory Video* for the ISEMS system to be shared around event team
- The Fundamentals – A short introduction to sustainable events and the Fundamentals
- Sustainable events page on Portal/Hub provides further guidance on sustainability.

Examples:

- Introductory email to the Fundamentals to the whole team supported by regular updates to the team

- Sustainability workshop for the event team where every department works out what they can do to support a sustainable and responsible event delivery

- A completed Fundamentals workbook (level 1) or ISEMS Self Assessment (level 2) with evidence of actions being taken

- Evidence of the Fundamentals workbook or Self Assessment being communicated to the team and discussed at meetings

- For sustainability to be a part of the team's objectives

- For sustainability to be part of the kick-off and wash-up meetings, with consideration for how it can be improved in future.

Fundamental 5: 确保英富曼指定的所有照明灯具采用节能LED，并高效节能地使用场馆内的灯具和空调

与运营部门相关

This event is powered by
Renewable Electricity

我们的能耗高效吗?

这不仅仅是换掉几个灯泡。我们是否:

- 让展商能够选择LED?
- 充分利用日光?
- 根据天气调整空调系统?
- 展览时间结束后关灯?
- 避免过度照明?
- 搭展撤展时减少能耗使用?
- 与展馆设备经理探讨我们还能做什么?

集团已为所有中国展会采购可再生电力以实现电力使用的零碳排放。我们还需要尽可能节约能耗，减少展会的总体碳排放。

Fundamental 5 评分标准

How to assess your own performance:

Achieved
To achieve this Fundamental an event needs to be able to show that all Informa lighting was LED or equivalent, and that the hall lighting, the venue heating and air-conditioning system, and all other major power systems at the event were used efficiently.

In Progress
If all or most contracted lighting was LED or equivalent, but venue energy systems were used inefficiently or if the venue energy systems were used very efficiently, but not all contracted lighting was LED or an equivalently efficient light bulb.

Not Achieved
If a minimal amount or none of the contracted lighting is LED and the venue's energy systems are used inefficiently.

Additional resources:

- *Guide to venue site visits* – an outline of the key sustainability topics to discuss with your venue.
- *Renewable Energy Quote* – find out how much switching to renewable energy would be for your event by emailing the sustainability team at sustainability@informa.com .

Examples:

- Switch the lights provided for shell scheme stands to LEDs or equivalent

- Turn down or off the hall lights in areas with sufficient natural light

- Ensure lights are turned off in unused areas and overnight

- Switch off any AV systems or equipment used onsite when not in use

- Consider the temperature of the hall, are you over heating or cooling the halls either during show open or during build and break? Even a 1-degree change can drastically increase efficiencies

- Consider what is needed during build up and break down, can some escalators in low traffic periods be turned off?

- Consider switching to renewable energy making the events electricity use carbon neutral, for a medium size event this can be as little as £100 and for our biggest events around £1,500. Please contact the sustainability team to get a quote for your event. This is also something that many events have sold as a sponsorship item.

Fundamental 6: 确保由英富曼搭建的展览区域产生的展会垃圾量最少甚至没有，且展会所用地毯能够回收再利用

与运营部门相关

我们如何搭建展会?

我们希望这样减少展会垃圾的碳排放:

- 通过Better Stands项目淘汰一次性展台
- 打造注重重复使用的展会
- 尽可能减少切割地毯
- 与展馆或主场搭建寻求可以捐赠材料的可能
- 无法重复利用或捐赠的情况下考虑可回收的选项
- 在我们控制的范围内消除展台，会议及其他区域的结构垃圾（墙体，天花，地板）

保保优先性：重复使用>回收>填埋

RETHINK/REDESIGN
REDUCE
REUSE
RECYCLE/COMPOST
MATERIAL RECOVERY
RESIDUALS MANAGEMENT
(Biological treatment and stabilized landfilling)
UNACCEPTABLE
(Incineration and "waste-to-energy")
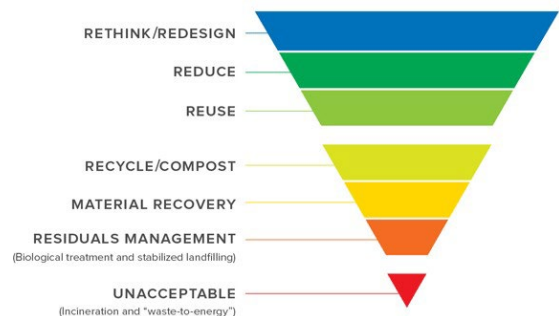
© Zero Waste International Alliance zwia.org/zwh

Better Stands

Helping bring you the future of exhibition stands.

Better quality. Better safety. Better time efficiency. Better sustainability.

A Better exhibitor experience.

Informa Better Stands, working together to move away from disposable stands.

标展的参考

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木结构vs 框架与织物

特装的参考

特装的参考

24

定制发光特装 - 十字发光柱

大会氛围参考

Fundamental 6 评分标准

How to assess your own performance:

Achieved
To achieve this Fundamental an event needs to be able to show that all of the parts of the show built by Informa were built using a method which generated minimal waste, and that the carpet was either reused or recycled.

In Progress
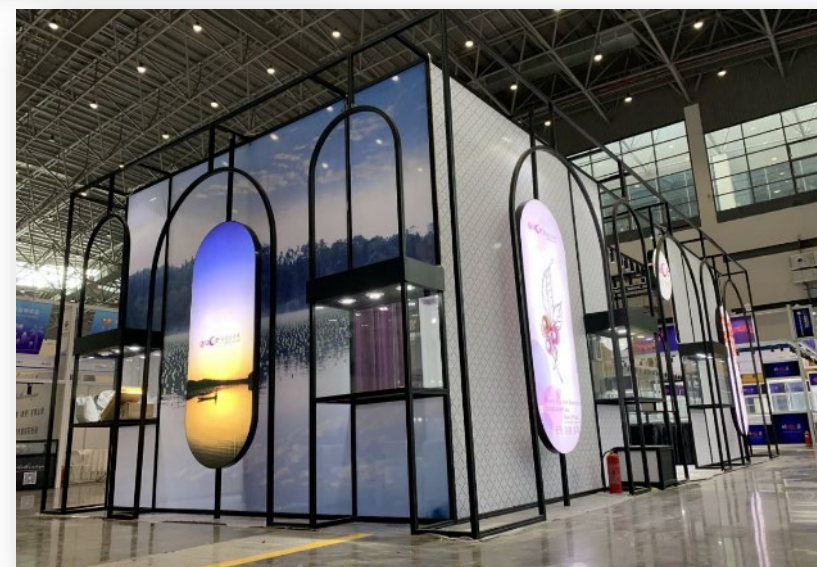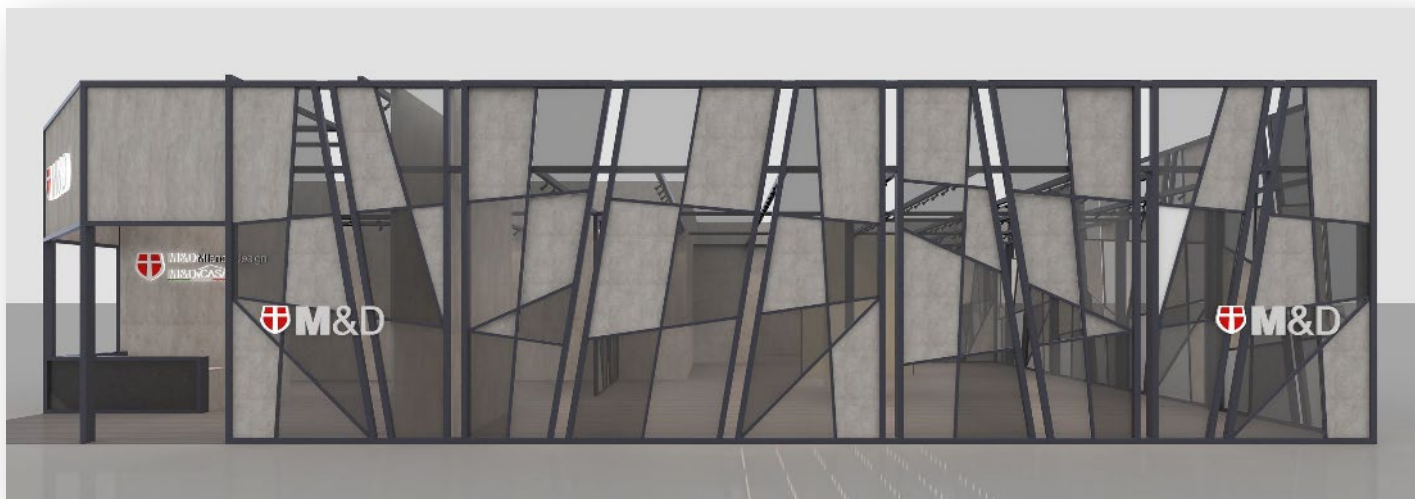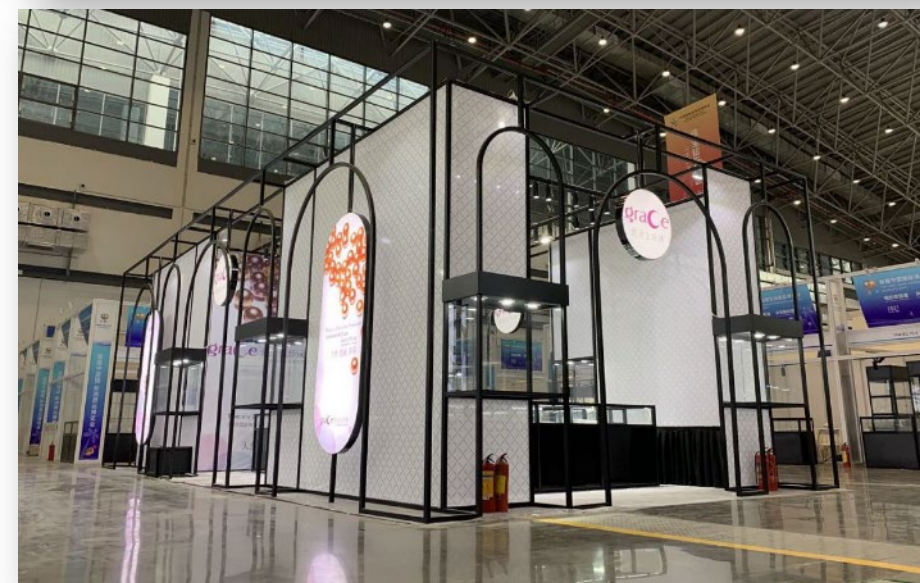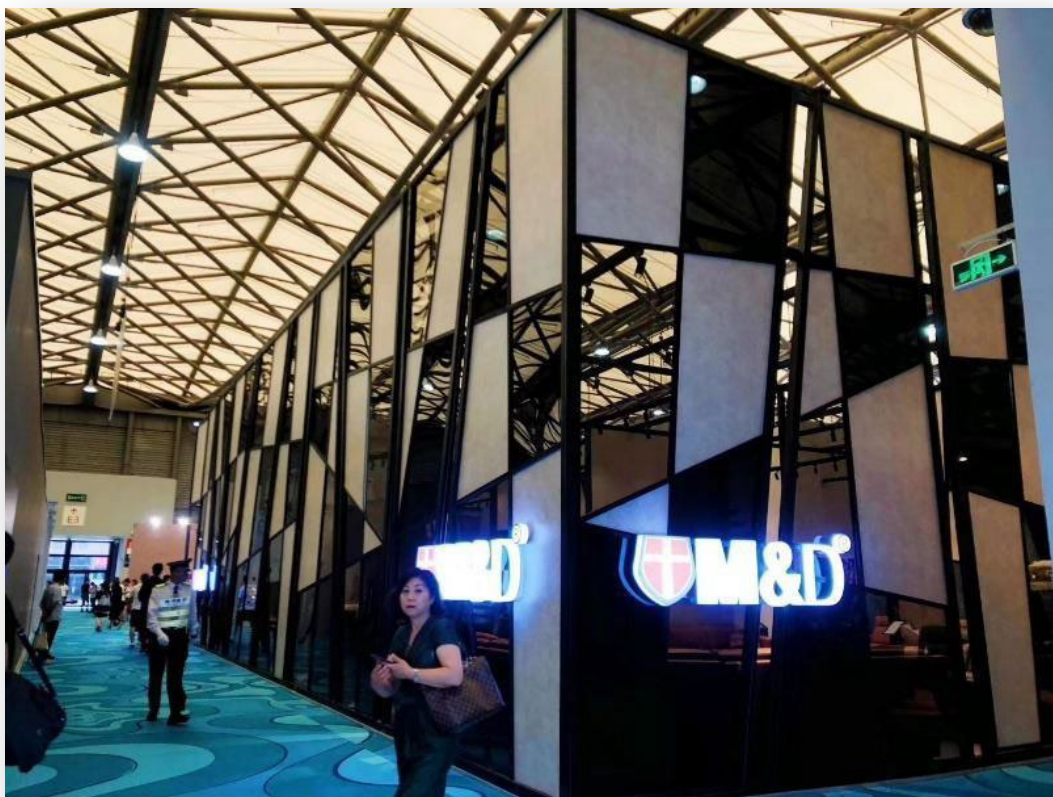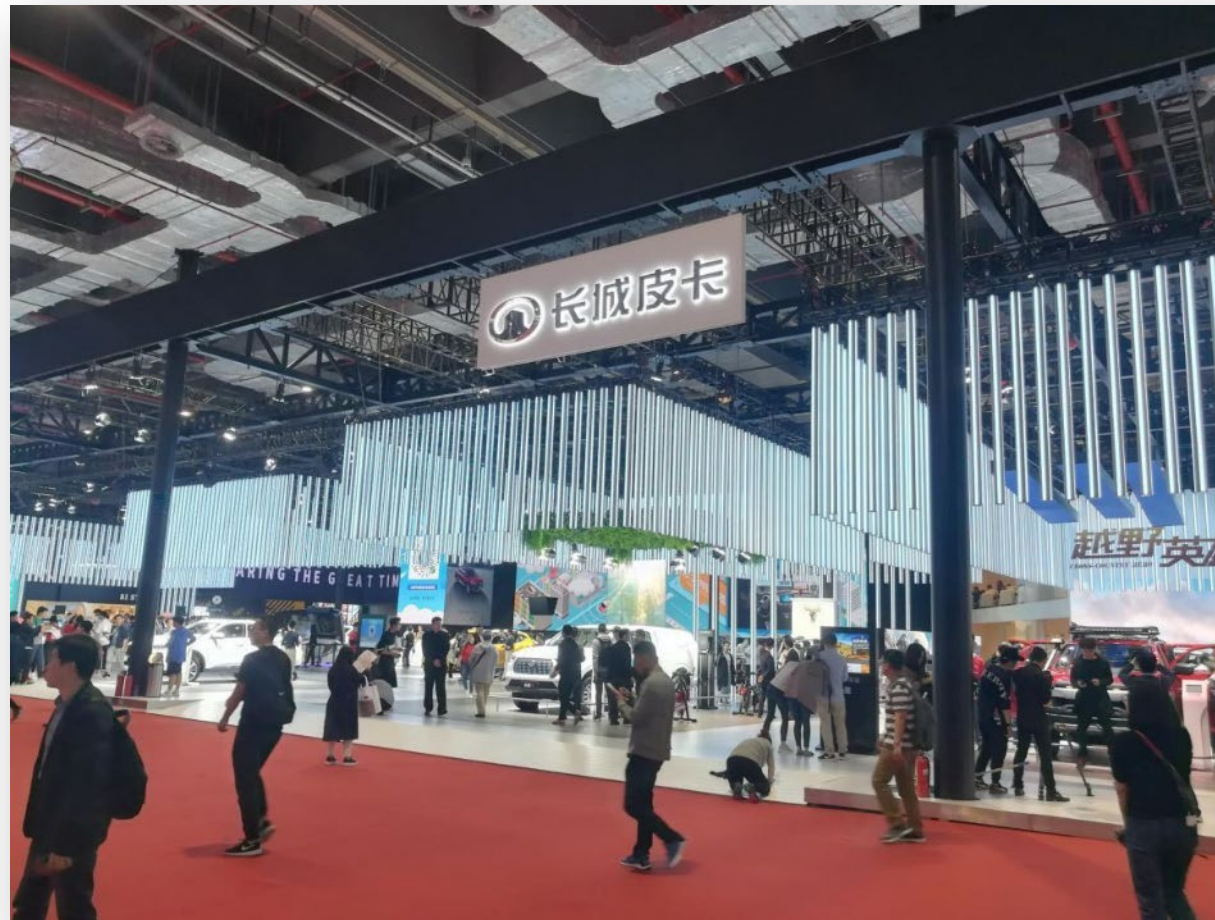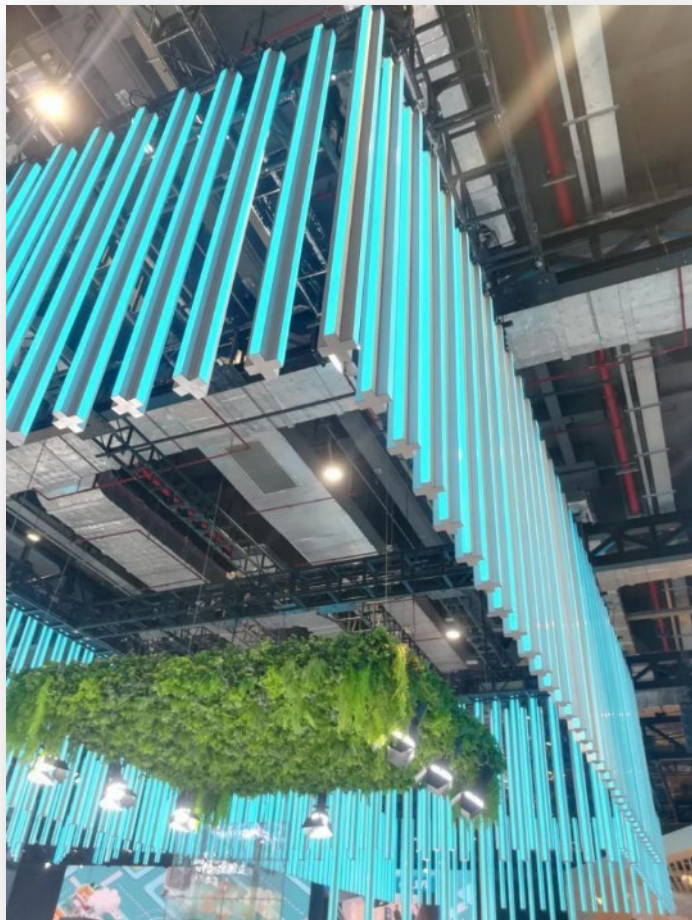If 50% or less of the areas of the show built by Informa generated waste and 50% or more of the carpeting was either reused or recycled.

Not Achieved
If more than 50% of the areas of the show built by Informa was not reused after the event and/or less than 50% of the carpeting was either reused or recycled.

Additional resources:

- Feature area analysis – a systems which allows you to asses the sustainability of a feature area by identifying which elements of the structure could be improved.

- Feature area briefing text – this is some suggested text that can be incorporated in to a feature area brief.

Examples:

- Build the structure (the walling etc.) using a system which is designed to be used again, such as a aluminium frame which is covered etc.

- Changing any wooden walls to being built from reusable stock panels (a wooden frame which is used time and again)

- Consider where else you use the same or similar design, can you build it to be used more than once?

- If you are having something bespoke made which you or your contracts can not use again consider if there is anyone else who could make use of it, such as a school or charity

- Switch to carpet that is used again rather than only once, such as carpet tiles for feature areas

- Work with your carpet contractors to ensure that if its single use carpet it is recycled after the event an ask for a proof of recycling.

Fundamental 7: 确保展会采购的印刷品和宣传材料中有三个能够实现效率提升，并取得更好的可持续认证证书

与运营部门相关
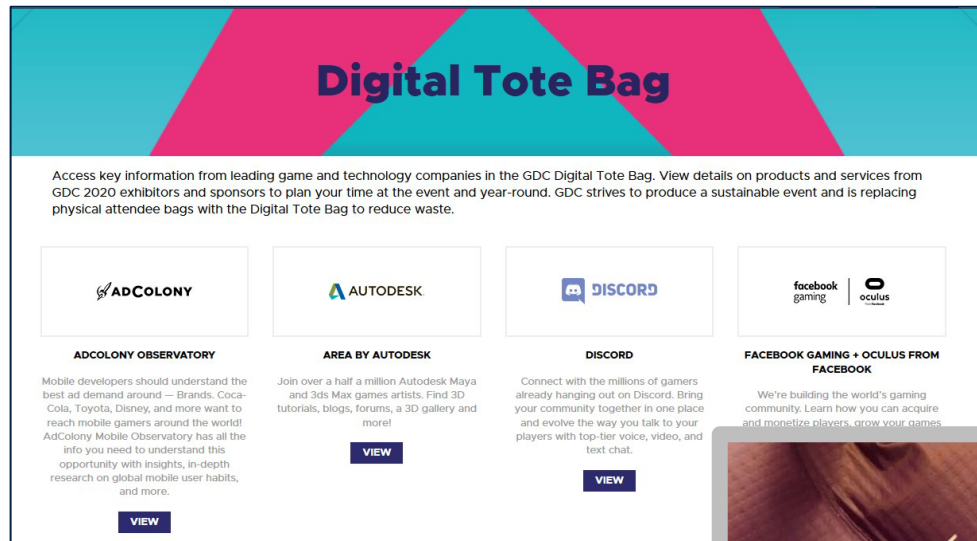
我们为这次展会制作了什么，它是如何制作的？

采购宣传品或其他物品时，我们应该考虑：

- 该物品是否必要或是否有更好的选择
- 该物品的材料组成
- 我们需要多少数量
- 由谁制造
- 展后如何处置
- 展后剩余多少，可否减少定制，可否重复使用？
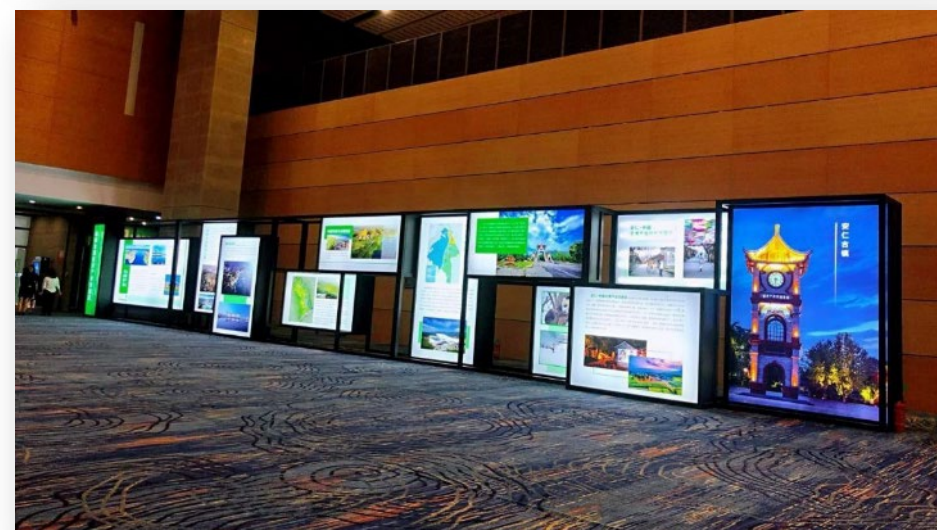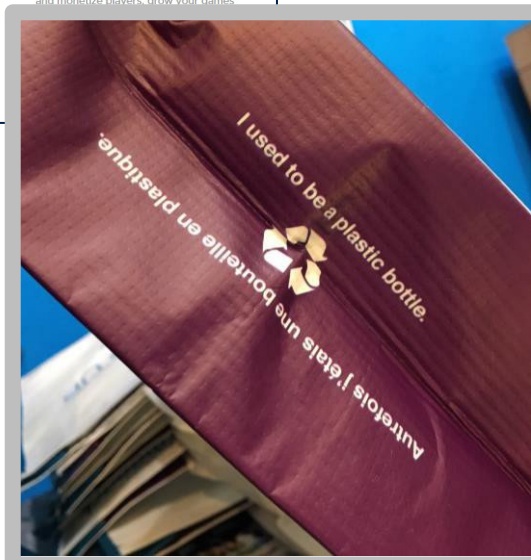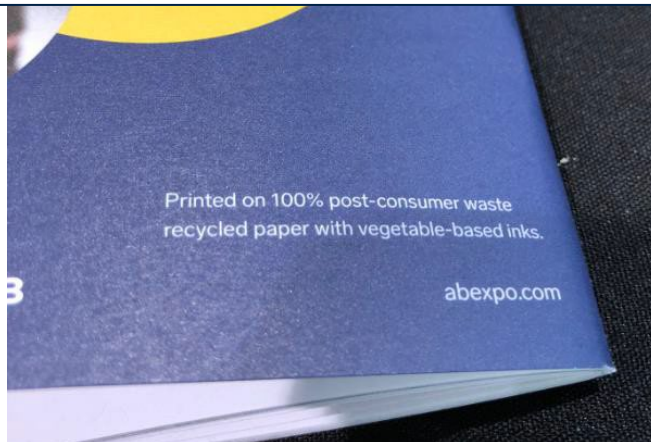
Fundamental 7 评分标准

How to assess your own performance:

Achieved
To achieve this Fundamental an event needs to be able to show that they have made a positive change to the sustainability of three printed or promotional items procured for the event.

In Progress
For an event to be in progress they need to show that they have made a positive change to the sustainability of at least one item.

Not Achieved
No changes to procurement strategy have been made to improve the sustainability of our supply chain.

Additional resources:

- *Key considerations for purchasing lanyards and event bags* – an outline of the key things to think about when buying these common event items.
- *Guide to sustainable signage* – an outline of the key things to think about and look for.

Examples:

- Switching to lanyards made from recycled plastic or bamboo

- Switching to event bags that are designed to be reused

- Switching to event bags that are made from recycled plastic

- Using recycled paper for all printed items

- Ensuring all paper used is FSC certified

- Using none toxic inks for printing

- Carefully thinking about the number of items bought to prevent left over items

- Looking at how we can make our designs more efficient, e.g. the efficiency of our layout of printed items

- Design items such as signage so that they can be used more than once

Fundamental 8: 确保至少三种展会餐饮方面的可持续性提升

与运营部门相关

我们如何管理食物的影响？

展会中食物是产生积极和消极影响最大的领域之一。为了做得更好我们需要：

- 如有可能考虑重复使用
- 与食物供应商探讨允许自带餐具/自带杯
- 减少一次性塑料的使用
- 避免过度购买并妥善处理多余食物
- 考虑低碳节水的菜单选择.

Fundamental 8 评分标准

How to assess your own performance:

Achieved	For there to be 3 or more ways in which the sustainability of the F&B at the event has been enhanced.
In Progress	For there to be 2 ways in which the sustainability of F&B at the event has been enhanced.
Not Achieved	There is 1 or fewer ways in which the sustainability of F&B has been enhanced.

Additional resources:

Examples:

- Eliminate Styrofoam from all concessions
- Serve food in reusable containers or service ware in the show office
- Switch from filtered to tap water
- Avoid air freighted food where possible
- Introduce a vegan option
- Choose chicken instead of beef / Introduce a Meatless Monday
- Eliminate plastic service ware in favour of bamboo or reusable options
- Introduce a discount for bringing reusable coffee cup or water bottle
- Use napkins made from recycled paper
- Don't over-order food
- Eliminate plastic straws.

Fundamental 9: 确保展会提供至少两项支持展馆周边当地社区发展的举措

与展会责任人&运营&市场部有关

Value to the host city

$18m

- Visitor spend in hotels etc.
- Local procurement

kings place
TAP TO GIVE

FREE
PROFESSIONAL CARE
CAN SAVE YOUR EYESIGHT
DETACHED RETINA

HEARING SCREENING
We Serve
COMMUNITY SERVICE FROM ILLINOIS LIONS CLUB
NO CHARGE

我们是好邻居吗？

当我们的展会涉及社区时，我们做些什么来减轻负面影响并增强积极因素？ 我们是不是：

- 有举措缓解交通堵塞？
- 雇佣本地临时工？
- 与本地供应商合作？
- 采购本地生产的物品？
- 回馈社区？
- 计算对当地经济的贡献？
- 帮助本地社区？

我们希望尽我们所能为主办城市带来积极影响并融入社区。

Fundamental 9 评分标准

How to assess your own performance:

Achieved
An event team has implemented at least 2 initiatives which have delivered a positive impact for the local community around the event.

In Progress
An event team has implemented at least 1 initiatives which have delivered a positive impact for the local community around the event or more than 1 projects which have limited scope or impact.

Not Achieved
Few deliberate initiatives in place which support the local community around the event venue.

Additional resources:

- Contact sustainability@informa.com if you're interested in working with the tool that measures the local economic impact on the host city.

Examples:

- Implementing processes and systems to prevent air pollution or traffic congestion (e.g. a vehicle booking system to minimize the amount of trucks arriving at the same time to the venue).

- Proactively choosing and promoting local suppliers to exhibitors.

- Encouraging attendees to use locally owned hotels and restaurants by sharing information on what's available in the neighbourhood. It may also be possible to organise promotional discount codes.

- Donating the leftover food or materials from the event to local organisations.

- Promotion of local tourism opportunities to encourage people to come early or stay longer after the show.

- Discounted tickets for local transport or the provision of shuttle services and walking guidance to reduce congestion and pollution.

- A project that encourages volunteering in the local community as part of the show, support of a local charity or delivery of a legacy project.

- Measuring the local impact on the economy, society and the environment as part of a discussion with the city government.

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Fundamental 10: 确保展会提供至少三项增进所有人福祉、平等、可及性和尊重的举措

与展会责任人&运营&市场部有关

如何使我们的展会提供公平和健康的环境?

我们希望改善可及性并确保通过以下方式创造平等和尊重的环境:

- 设立与会者和参展商必须遵守的行为准则
- 增进可及性如设立婴童托管，母婴室和祈祷室
- 提供饮用水
- 举办另参展者更加健康的活动
- 确保我们的嘉宾具有广泛的代表性

这些举措小到卫生措施，大到足以区别我们和竞争对手

COSPLAY IS NOT CONSENT

Black Lives Matter: Leading with Action in Tech

This session featured four Black women leaders in the tech and business sector for an honest, open discussion about the changes that the tech industry needs to implement to enable racial equity beyond the hashtags. As well as exploring the challenges Black women in tech face throughout their careers, the panel shared deliberate actions leaders and allies can take right now to address inequality and racial discrimination - from funding to HR practices that hold organsaition's accountable for delivering change.

SPEAKERS

Abadesi Osunsade
Founder & CEO,
Hustle Crew

Deborah Okenla
Founder & CEO,
YSYS

Dr Anne Marie Imafidon MBE
Co-Founder & CEO,
Stemettes

Karen Blackett OBE
Country Manager,
WPP; UK CEO,
GroupM

Facilities Show @Facilities_Show Follow

Don't miss Ruby Wax at #FAC18, discussing the importance of mental health and wellbeing in the workplace.
ow.ly/td2V30kk5Z4

Fundamental 10 评分标准

How to assess your own performance:

Achieved
There are at least 3 initiatives implemented which have enhanced the wellbeing, equality, accessibility and respect for all during the event.

In Progress
There are 2 initiatives implemented which have enhanced the wellbeing, equality, accessibility and respect of all during the event.

Not Achieved
The event has less than 2 initiatives which have enhanced the wellbeing, equality, accessibility or respect of all during the event.

Additional resources:

- Informa's Code of Conduct and Guiding Principles
- Informa's Diversity and Inclusion Policy
- Informa's Business Partner Code of Conduct
- Look at the ISEMS library for example Codes of Conduct for attendees etc
- Example ideas on accessibility can be found on these blogs: here and here
- Here's a good set of tips to keep healthy at trade shows

Examples:

- Providing an exhibitor or attendee Code of Conduct which includes things like diversity, appropriate dress, anti-discrimination rules etc

- Networking events to promote diversity such as women's networking or an LGBTQ+ focussed area

- A clear process in place to ensure diversity of speaking panels promotes diversity in the industry and presents a range of views

- Adding additional features to the event beyond what is required to ensure access for wheelchairs users or accessibility for visually or hearing impaired attendees, particularly during seminar sessions etc

- Discounted or free tickets, or even subsidised travel, are provided to certain groups who couldn't afford to access the event without that support

- Providing many, well signed, water refill stations at the event, not just during opening hours but for contractors during build and breakdown

- Providing greater menu options for healthy food, or people with specific dietary requirements, at the event

- Members of the event team have successfully completed Informa's Modern Slavery awareness training and cascaded this to other team members

- A creche (day care) is provided to look after children during the event, or there may be a room for nursing mothers

- A prayer or contemplation room is provided at the event or venue

Fundamental 11: 确保展会成功实施英富曼展会安全性运营模式

与运营部门相关
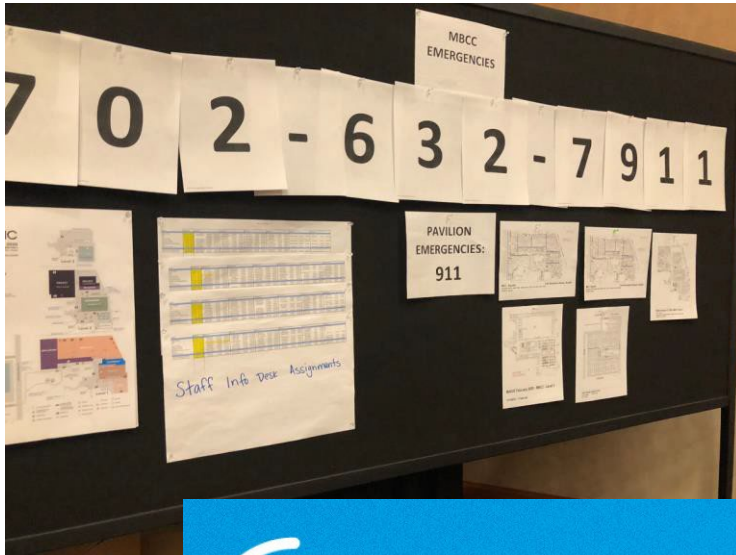
我们是否保证所有展会的安全?

所有参展人士的安全是最重要的。我们希望确保遵循 Informa健康与安全运营模式,并且:

- 制定应急响应计划
- 需要时显示紧急联系方式
- 定期联系展馆安保
- 监控不良行为者的潜在热点
- 不断提升展会安全

Fundamental 11 评分标准

How to assess your own performance:

Achieved
A plan has been developed and all team members are informed and engaged with the safety processes, rules and regulations. The event team has managed to successfully implement all steps of the Informa Event Safety Operating Model

In Progress
50-75% of the event team is informed and engaged with the safety process, rules and regulations. Partial implementation of the Informa Event Safety Operating Model with some documentation still missing.

Not Achieved
Minimal awareness of the safety processes, rules and regulations by the event team and minimal or no implementation of Informa Event Safety Operating Model.

Additional resources:

- Please get in touch with your local H&S manager in case of further questions or if you require additional guidance on how to implement the Informa Event Safety Operating Model

Examples:

- Review Health & Safety commitments of the venue

- Draft emergency planning

- Consider all aspects of Safety Behaviour (housekeeping, rigging, loading areas, electrical systems, permit to work etc.)

- Review all Floor Plan Safety criteria such as the width and position of each aisle

- Make a plan for onsite crowd management

- For stand designs to be submitted and reviewed

- Risk assessments and Method Statements to be provided prior to the build

- Safety brief to be available for anyone coming onsite

Fundamental 12: 确保在展会结束的六周内提交展会的可持续发展数据

与运营部门相关

我们是否追踪相关表现?

我们希望建立一个基线，以便通过追踪不断改进:

- 总电量
- 总垃圾量
- 总地毯使用量
- 非盈利伙伴
- 参展反馈

跟踪更多信息可以帮助我们全面了解自己的表现，
而这些核心信息使我们能够追踪每年的表现

			Unit of Measurement	Additional Notes
Event Size	Total Floor Space Contracted (Gross m²)	233,433	ft2	
	Total Floor Space Sold/Used (Net m²)	78, 273	ft2	
Event Attendees	Total number of attendees	100,000		
Energy	Total Electricity Use (kwh)	232,419	kWh	
	Electricity use Renewable (kWh)	191,830	kWh	
	Gas Usage	118,265	m3	
	Fuel purchased by Informa (if applicable)	0		
Waste	Landfill	4.51	tonnes	
	Waste to Energy (WTE)	N/A		
	Recycled	4.84	tonnes	
	Composted	1.13	tonnes	
Carpeting disposal	Reused	103,767.50	ft2	
	Recycled	0		
	Landfill	0		
Charity	Non-Profit Partner Y/N	Yes		We encourage attendees to donate to the cha...
	Non-Profit Name	SickKids Foundation		
	Value of money donated (cash)	$14,000.00		
	Value of giving in kind	$2,000.00		marketing (website & eblast)
Post-Show Survey Results		% Strongly disagree,	% Disagree	% Neutral
	Attendees - Attending the event will make me more effective in my job as a result of the knowledge/networking I gained.	See below		
	Attendees - It matters to me that the event is run in a sustainable and responsible way.	1%	1%	9%
	Attendees - The event met my expectations for a sustainable and responsible event.	1%	3%	17%
	Exhibitors - It matters that the event is			

Fundamental 12 评分标准

How to assess your own performance:

Achieved
The Event Data sheet, in the Fundamentals Workbook, has been completed and this has been submitted to the sustainability team within 6 weeks of the event.

In Progress
An event has either some key data missing or was later than 6 weeks from the event at submission.

Not Achieved
If an event does not submit any data.

Additional resources:

- Data submission tab in the Fundamentals Workbook

Examples:

Data required from event team
- Floors space contracted and sold
- Total number of attendees
- Name of non-profit partner, value of money donated and value of in kind giving (e.g. Booth space, promotion, equipment etc)

Data required from the venue (or other suppliers if necessary)
- Electricity consumed (measured in Kwh) and if any is renewable
- Quantity of natural gas consumed for our event (not whole venue)
- Quantity waste to landfill, recycled, composted and send to waste to energy

Data required from decorator / general service contractor
- Carpet reused (sq ft or sq m2)
- Carpet recycled (sq ft or sq m2)
- Carpet sent to landfill (sq ft or sq m2)

Most important post show survey questions for attendees and exhibitors:

Answered as Strongly disagree, Disagree, Neutral, Agree, Strongly Agree:

- It matters to me that the event is run in a sustainable and responsible way (Attendees and exhibitors)
- The event met my expectations for a sustainable and responsible event (Attendees and exhibitors)
- Attending the event will make me more effective in my job as a result of the knowledge/networking I gained. (attendees only)

Fundamental 1: 确保展会的内容中体现对行业可持续发展的支持

与展会负责人及市场部相关

展会可融入的可持续发展是什么? 如何帮助您所服务的行业应对其面临的挑战?

我们是否......

- 突出新产品或人才?

- 支持行业内的代表性和多样性?

- 支持企业家或小型企业?

- 涵盖重大问题?

- 预测行业方向?

议题并不仅限于环保

Fundamental 1 评分标准

How to assess your own performance:

Achieved
Event will have at least two initiatives facilitating the long-term sustainability of the industry with a deliberate focus on improving the impact of the industry.

In Progress
For the event to have one or two items that are loosely related to the sustainable development of the industry.

Not Achieved
Event is unable to demonstrate any examples of content related to sustainable development.

Additional resources:

- Portal has more information on the SDGs at Informa
- Our sustainability reports contain many examples of how shows do this in our Content and Customer communities
- Some shows are working on their overall Purpose in the industry. Contact sustainability@informa.com for more information or see our sustainability reports.

Examples:

- Including the SDGs within the show's content

- Having a content track on the wellbeing and diversity of the industry

- Introducing a next-generation talent development programme

- Leading discussions on how the industry can tackle climate change

- Content discussing how to eliminate modern slavery in the industry

- Holding innovation awards which foster sustainable development

- Having a feature area which has content discussing which fosters sustainable development.

9

Fundamental 2: 确保展会与非营利性组织建立有意义的伙伴关系

与展会负责人及市场部相关

您与谁合作以支持行业？

NGO名录
(chinadevelopmentbrief.org.cn)

除了捐款我们还可以：
- 与专注行业的非盈利伙伴一起开发教育内容
- 为他们提供展览场地或主题演讲机会
- 通过我们的营销渠道传达他们的信息
- 在展会现场帮助他们达成速配

关键是我们的合作可以为行业提供价值

Fundamental 2 评分标准

How to assess your own performance:

Achieved

To achieve this Fundamental, an event needs to be able to show that they have donated their resources or skills to an industry relevant not for profit and intend to partner with them for multiple years.

In Progress

If the not for profit is not industry relevant or does not enhance the show content, or if only minimal support is given.

Not Achieved

There is no not for profit or a limited charitable association e.g. where only donations are taken.

Additional resources:

- *Informa Community Programme Policy*- provides further guidance on partnerships with not for profits together with suggesting different ways to support and engage with the event purposeful partner outside the event

- Contact sustainability@informa.com for more information or have a look in the sustainability reports.

Examples:

- Donation of team's resources and skills to the charity

- Use of marketing and sales skills

- Money raising initiatives

- Inclusion in show content

- Donation of space at the show

- Inclusion in marketing campaign, onsite signage, social media and website

- Inviting not for profit to speak at VIP events

- Engage with the not for profit through the year and not only at the event.

Questions & Further Information

Check out the Fundamentals page on the Portal

For supporting templates and case studies please see the Library of Resources on the Portal

Email the sustainability team with any questions and for further guidance at sustainability@informa.com

informa