

# SUSTAINABILITY AND WASTE MANAGEMENT POLICY FOR THE PUBLIC PROCUREMENT SHOW

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## 1. Background

The UK Government has set out four objectives, which have the potential to deliver sustainable development in the UK:

- Social progress, which meets the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high and stable levels of economic growth and employment

In keeping with the Government's sustainable development objectives and the sustainable procurement theme, the event has a sustainability strategy. The aim is to follow sustainable best practice as far as is compatible with running a successful event that works for visitors and exhibitors.

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## 2. Social and Economic Development

### a) Objective

UK economic policies are focussed on delivering higher levels of economic growth and improving labour productivity. These are important goals. But, pursued exclusively, they can produce outcomes that are socially and environmentally undesirable. Sustainable development is about improving the quality of long term economic growth, ensuring that its benefits are fairly distributed, and improving the productivity with which we use resources, within the constraints of the earth's natural systems and carrying capacity. As far as is practical the event will support these principles through its commercial relationships with suppliers and contractors.

### b) Strategy

Working in close cooperation with Earls Court, the catering contractor and the main cleaning and waste management contractor ISS Facility Services, a full sustainability and waste management strategy has been established for this event, which will then continue as an ongoing commitment at this venue to reduce waste streams, and manage the service to ensure year on year improvement in both recycling and reuse of materials.

The exhibitions industry generates waste materials of different categories and quantities and as a result can have a major impact on the environment in which we live.

For this event the following strategy has been put in place:

*Organiser:*

Kable will take account of corporate social responsibility and sustainable development practices in sourcing food, materials, products and services for the event. It will ask suppliers to provide information on their policy, if any, and give preference to those who follow responsible practices.

*Exhibitor/contractor:*

Kable will ensure that all attempts are made to remove waste, use recyclable packaging or reusable materials and will work within the procedures for waste management.

Kable will, within commercial limitations, ensure that the food satisfies sustainable food criteria. For example that it is fresh and healthy (with little or no salt or sugar) and sourced locally.

**Project aim**

The long term vision is to increase the sustainability of the environment. This can be achieved in a number of ways but involves the commitment through information, training and control to ensure the continued development of a recycling and waste management process.

**Core ideals:**

- Develop effective recycling and recovery of resources
- Reduce handling of waste products
- Provide a range of food which meets sustainable food criteria
- Reduce waste at event level through guidance and information
- Charge for waste removal over and above acceptable expectations

Provide staff training and guidance on environmental, recovery and recycling issues

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**3. Waste Streaming**

**3.1 Objective**

The aim is to minimise the amount of waste materials emanating from the show. The exhibition industry is notorious for its high level of waste. Each year, the exhibition industry spends £40m to deal with more than 120,000 tonnes of waste. In addition to the cost, the exhibition organisers have a Duty of Care under Section 34 of the Environmental Protection Act 1990 to ensure that waste is disposed of properly.

Last years' event generated 18.16 tonnes of waste, 12.5% of which was from exhibitors brochures which had been left behind when the event closed.

Cardboard	4.01 tonnes
General waste - not recyclable	3.82 tonnes
Natural wood	3.63 tonnes
Exhibitor literature	2.36 tonnes

Low grade paper	1.64 tonnes
Non wood	1.63 tonnes
Glass	0.18 tonnes
Metal	0.91 tonnes

Earls Court, whose waste streams follow this pattern, have implemented a waste procedure to deal with the disposal, recycling and recovery of waste products.

### **3.2 Strategy**

The waste control strategy will comprise, in this order of preference:

#### **3.2.1 Re-use**

Reusable materials will be employed wherever possible:

In 2008 the largest area of waste product was cardboard used for packaging. Reusable plastic crates should be used in preference.

Another large area which is controllable is timber used in stand construction. Exhibitors should specify to contractors that reusable modular systems or purpose built designs should be used for stand construction.

Exhibitor literature left behind after the show contributed 2.36 tonnes.

Another area that often constitutes large amounts of waste is carpet. All floorcovering supplied by the organiser will be recyclable carpet.

Exhibitors should choose recyclable carpet or reusable carpet tiles or heavier duty carpet that can be reused, donated to a housing association or reprocessed as an insulating underlay. Other stand fittings such as furniture, platforms and graphics should be reusable wherever possible.

Reusable hired furniture should be utilised in preference to bespoke construction.

NOTE: A charge may well be levied by the venue for the removal and disposal of carpet, literature and other stand materials.

#### **3.2.2 Substitution**

Substitution of materials will be made wherever possible to reduce the quantity and environmental impact associated with materials that cannot be reused or recycled.

*Organiser:*

Fabric construction will be used to create visually interesting features in place of traditional wooden construction.

Visitor carrier bags will be reusable cotton bags.

Plastic wallets will not be despatched to visitors and plastic badge holders will be collected and recycled after the event.

Recycled and sustainable materials should be used particularly paper for pre-show marketing, newsletters and show guides.

*Exhibitor/contractor:*

Exhibitors' own promotional literature should make use of recycled and sustainably sourced materials.

Exhibitors should think 'sustainable' in their choice of give-aways using high quality, longer-life or more practicable-use products and/or those made from recycled materials or recyclable materials.

Reusable packaging materials such as heavy-duty polythene sheeting and reusable straps should be used instead of plastic packing tape.

Alternatives to polystyrene packing chips should be used as these are difficult to recycle, for example shredded textiles, cardboard or biodegradable wheat based chips.

Any wood used in construction should come from sustainable sources and comply with government policy on timber.

### **3.2.3 Minimisation**

Actions will be taken to minimise the amount of material likely to go to waste.

*Organiser:*

Promotions to visitors will emphasise sustainable objects and in particular will suggest that they only take away literature that they really require and that it would be preferable to request electronic information from exhibitors.

There will be minimisation of pre-show marketing material in paper form through concentration on e-marketing techniques.

Floor plans, exhibitor manuals, delegate registration facilities and attendee surveys will all be online. Confirmation of registrations and joining instructions will be sent by email. Speaker slides will be available electronically after the event.

*Exhibitor/contractor:*

A large amount of trade literature is brought to exhibitions and a high proportion of this goes to waste - either unused and left behind at the end of the show or forced into the hands of visitors who have no real interest and is often discarded in the first litter bin on leaving the show.

Exhibitors should consider using scanners to collect visitor data and send specific literature to visitors (preferably in electronic format) after the event.

### **3.2.4 Recycling and recovery**

Unavoidable waste will be recycled wherever possible, particularly paper, cardboard, plastic wrap and wood waste.

*Exhibitors:*

To aid recycling, packaging materials should not be contaminated with other materials

such as glue and sticky labels.

Fabrics shall be retained for reuse or sent to textiles re-processors for use as cleaning rags or fill material. Materials such as signs, wood, tubing, carpets etc. could be donated to schools, playgroups, community groups or housing associations.

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#### **4. Total Waste Management Programme**

##### a) On-site segregation:

Earls Court, in partnership with their on site cleaning contractors ISS, operate a Total Waste Management Programme including the development of source segregation systems and logistics and processing systems to extract maximum value from waste.

Specific actions include:

- Introduction of colour co-ordinated euro and roll-on-off waste containers
- Introduction of specialised trolleys for large sheet timber and wood products
- Re-training of all cleaning and waste operatives
- The catchments and segregation of card, paper, wood etc at source
- Introduction of a re-use carpet programme
- Employment of an on site Waste Manager who has specialised knowledge of the waste industry
- Food waste to compost programme
- Segregation of glass, metal and plastics

##### b) Off-site segregation:

All parties will fully understand the restrictions and constraints that the exhibition industry can create, in particular time restraints.

With this in mind ISS have a second programme called "cut off". The venue and their main contractors believe that segregation at source is a reachable goal but have decided that there is a cut off point at which the need to remove waste quickly rather than a concern for segregation.

The waste manager will coordinate the removal of waste from the exhibition floor. The reality of this is that all waste will be put straight into mobile MPV or through the main compactor (With the exception of timber).

All compacted waste will then be processed through a Domestic Materials Recycling Facility (MRF) at the waste contractor's site. The MRF is designed principally to recycle four main products: paper, cardboard, plastics and cans.

##### *Exhibitor/contractor:*

Exhibitors and contractors are required to separate any unavoidable recyclable waste and place in the appropriate bins for recycling.

##### c) Responsible disposal

Any waste that is produced will be disposed of in the least environmentally damaging way.

d) Unreasonable waste policy

*Exhibitor/contractor:*

Earls Court will adopt an Unreasonable Waste Policy to discourage exhibitors and contractors from generating excessive quantities of waste. The policy states: "waste that cannot be placed into a refuse sack and easily manually lifted is deemed as unreasonable" and a charge on a sliding scale could be incurred to dispose of said items.

This will be reinforced with strong messaging to exhibitors that anyone contravening the policy could face an extra charge. Exhibitors are required to take a responsible attitude to their own stand and exhibition by-products, particularly surplus literature which should be taken away with them for future use. Earls Court and ISS have an on-site Waste Manager who will provide advice to exhibitors and contractors about minimising waste produced during build-up and breakdown.

e) Monitoring and targeting

The on-site waste contractor will monitor and report on the quantity of waste produced. In the event of excess waste being generated by an exhibitor, the organiser reserves the right to pass on any charges placed upon them by the venue.

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## **5. Energy**

The organiser working with the venue and appointed contractors will make every effort to minimise energy consumption and promote energy efficiency.

a) Strategy

Energy consumption will be minimised as much as possible without causing discomfort to visitors and exhibitors.

b) Electrics

*Organiser:*

The organiser has arranged that low cost energy components are supplied on all shell stands and general public areas where lighting is to be installed.

*Exhibitors/Contractors*

The electrical contractor will only offer low energy lighting to exhibitors and free build exhibitors. Exhibitors are asked to design their stands with energy efficiency in mind.

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## **6. Catering**

a) Objective

To provide a range of sustainable food options, minimise the amount of waste

associated with catering and to compost food waste.

b) Strategy

Kable, Earls Court and ISS will work with the main catering contractor to minimise the amount of waste by using reusable glassware and metal cutlery in preference to disposables. Any packaging will be kept to a minimum and shall be biodegradable. Food wastes will be placed in dedicated bins for composting. A range of food that satisfies or part satisfies sustainable food criteria will be made available for visitors and exhibitors.

Criteria considered will include:

Fresh and nutritious

Locally produced

Organic

Low salt and sugar content

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## **7. Exhibition Compliance**

a) Objective

Kable as the organiser only have direct influence on aspects of the event that they commission. Exhibitors are responsible for a much greater proportion of the entire build. It is essential that exhibitors follow the principles laid out in this strategy if the waste sustainability and recovery aims are to be met.

b) Strategy

*Organiser:*

ISS and Earls Court will monitor waste emanating from exhibitors' stands and apply any penalties under the Unreasonable Waste Policy.

*Exhibitor/contractor:*

Exhibitors will be required to take ownership of stand and exhibition by-products and may face penalties under the Unreasonable Waste Policy.

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## **8. Carbon Offset**

a) Objective

To offset the carbon dioxide emissions from the event in order to reduce its contribution to global climate change.

b) Strategy

The organiser has commissioned a study by Climate Care to determine the level of carbon emissions resulting from visitors' travel to and from the venue and from energy used at Earls Court during the event in June 2008.

The emissions from the events came from three main sources:

Visitor travel

Exhibitor travel  
Onsite energy  
Visitor travel

This has been calculated based on analysis of the people who visited last year's events and extrapolated to cover the visitors expected this year.

The visitor data has been sorted by region and the main town in the region selected as the representative journey. It is assumed that 60% of visitors travel by public transport and 40% by car (including travel to station). It has been assumed that people flew from Northern Ireland and Europe but long haul flights have not been included on the assumption that the event was not the sole purpose of the visit for these people.

Exhibitor travel

It is assumed that there will be 300 exhibitors and that their travel patterns reflect those above.

The average journey distance of UK mainland visitors has been taken as being representative and assumed that all exhibitors would travel by road and that there would be 1.5 vehicles per exhibitor.

On site energy

Kable work closely with the venue and the appointed energy manager to ensure minimum energy used throughout the event.

Based on the visitor figures for 2006, we have calculated that the emission for 2009 will be 118 tonnes of CO<sub>2</sub>. This figure has reduced from last year as both monitoring and management has become more efficient.

Carbon dioxide/CO <sub>2</sub> emissions/Visitor travel	114 tonnes
Exhibitor travel	51 tonnes
Energy	8 tonnes
Total	118 tonnes

Carbon offset

In order to reduce the impact of this year's event on the climate, we are offsetting the emissions produced from transport and energy use by supporting Climate Care's projects.

Climate Care is an innovative service that gives companies and individuals the opportunity to repair their impact on the climate. Climate Care funds new projects around the world to reduce greenhouse gas emissions which balance the emissions from clients' activities, making them climate neutral. Currently 80% of offsets are sourced from sustainable energy projects. This is expected to rise to 95% over the coming year.

Climate Care believe that planting trees cannot be seen as a solution to climate change when taken in isolation. Nevertheless, approximately 20% of global greenhouse gas

emissions each year come from deforestation and forest fires. Going forward the policy is to focus on sustainable energy based carbon reduction projects. The single reforestation project - based in Uganda's Kibale National Park - is a high-quality rainforest restoration project. While we are not seeking to fund any more forestry-based projects, we intend to continue to support this government-led effort to restore and protect this indigenous ecosystem