Innovative Environmental Initiative

Fresh Montgomery / Janice Edmunds
Save and Sustain / Waste Works

Fresh Montgomery – who we are

Montgomery is a global events company with over 100 years experience. Known for it's entrepreneurial spirit, Montgomery embraces innovation, and relishes a challenge. Seeking new opportunities and delivering quality exhibitions and shows is what Montgomery does best.

Fresh Montgomery is part of the Montgomery Group specialising in running events in the Food, Drink and Hospitality Sectors.

Speciality & Fine Food Fair 2013
8-10 SEPTEMBER • LONDON OLYMPIA

IFEX 2014

ScotHot
04-06 March 2013
SECC Glasgow

FOOD & HOSPITALITY IRELAND 2013
18 - 19 SEPTEMBER | RDS, DUBLIN
Incorporating SHOP

careers in hospitality

ifea
Africa's international food & drink event
18 - 20 September 2013
Sandton Convention Centre
Johannesburg • South Africa
A Montgomery event

THE HOSPITALITY SHOW 2013
21-23 JAN • NEC BIRMINGHAM

SPECIALITY Chocolatefair LONDON

ife the international food & drink event
22 - 25 March 2015 • ExCeL London

pro2pac
22-25 March 2015 • ExCeL London

HOTELYMPIA
EXCEL LONDON
28TH APRIL – 1ST MAY 2014

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Our Sustainable Vision

Fresh Montgomery were the first UK organisers to become registered to ISO 20121, which demonstrates our commitment to running our events more sustainably. We were recognised for this in 2012 when we won the AEO Sustainability Award.

One of our key objectives is to engage our visitors and exhibitors with the message that running their businesses more sustainably is not only the right thing to do but can be cost effective as well.

We have introduced a number of different initiatives and teamed up with suppliers and expert partners to deliver on this objective.

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   - What it’s become…..
4. Customer Feedback
5. Conclusion

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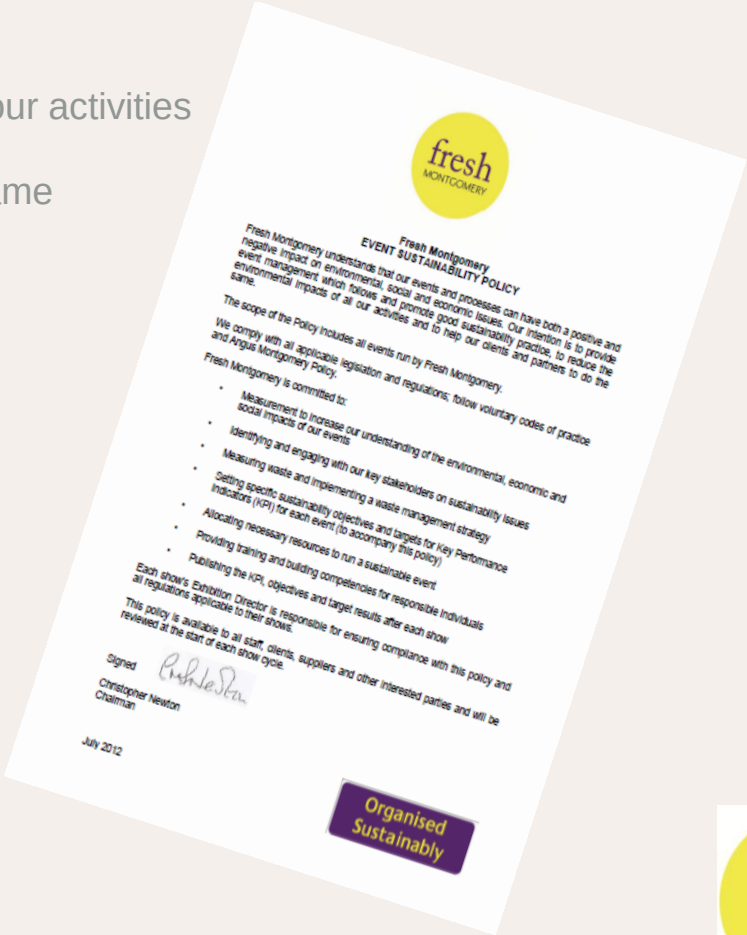
1.Background – Policy - Sustainability

- Our intention is to provide event management which follows and promotes good sustainability practice.
- To reduce the environmental impacts of all our activities
- To help our clients and partners to do the same



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EVENT SUSTAINABILITY POLICY

Fresh Montgomery understands that our events and processes can have both a positive and negative impact on environmental, social and economic issues. Our intention is to provide event management which follows and promotes good sustainability practice, to reduce the environmental impacts of all our activities and to help our clients and partners to do the same.

The scope of the Policy includes all events run by Fresh Montgomery.

We comply with all applicable legislation and regulations; follow voluntary codes of practice and Argus Montgomery Policy.

Fresh Montgomery is committed to:

- Measurement to increase our understanding of the environmental, economic and social impacts of our events
- Identifying and engaging with our key stakeholders on sustainability issues
- Measuring waste and implementing a waste management strategy
- Setting specific sustainability objectives and targets for Key Performance Indications (KPI) for each event (to accompany this policy)
- Allocating necessary resources to run a sustainable event
- Providing training and building competencies for responsible individuals
- Publishing the KPI, objectives and target results after each show

Each show's Exhibition Director is responsible for ensuring compliance with this policy and all regulations applicable to their shows.

This policy is available to all staff, clients, suppliers and other interested parties and will be reviewed at the start of each show cycle.

Signed

Christopher Newton
Chairman

July 2012

Organised Sustainably

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1. Background – Procedures - set up a new Sustainability Management System

- Introduced an online management system accessible to all the company and able to be edited by the Sustainability Committee.
- The sections of the management system mirror the sections of the standard to help ensure compliance. Covering areas such as:
  - 4.2 Understand the needs and expectations of interested parties
  - 8.1 Operational planning and control
  - 9.2 Monitoring, measurement, analysis and evaluation
  - 10.1 Improvement, non-conformities and corrective action

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1. Background - Procedures - individual shows have their own sustainability objectives and targets.

Speciality & Fine Food Fair 2013
8-10 SEPTEMBER • LONDON OLYMPIA

Objectives, Targets & KPIs

Speciality Chocolatefair LONDON

Process for developing objectives into targets

- Each objective was worked through to develop an action plan to achieve each target.
- Each target was considered in relation to budget, timeframe, changes due to products and services and responsible persons to ensure action plan is completed

The process for reviewing and updating targets involves:

- Review the target progress on a monthly basis in the review meeting and update status in appropriate column.
- The Sustainability Champion is responsible to ensure progress is being made against each target.
- The overarching issues and objectives will be reviewed in the performance and management review meeting and new targets will be set for the next year.

Issues	Objective	Key Performance Indicator	Target	Action plan required to achieve target	Responsible person/ job title	Status- 3-6 Months out from show (DATE)	Status- 0-3 Months out from Show (DATE)	On-site and Post Show
ENVIRONMENTAL								
Waste & Energy Reduction	To reduce the amount of energy used at the exhibition in comparison to previous years based	% Decrease in energy consumption on-site including	-5%	Clarify with the venue that this information required and when	Ops Manager	Discussed in Planning Meeting in June, results will be provided post show		Electricity / Gas / Water all reduced by more than target - figures input into YOY Spreadsheet
				Discuss the possibility of using LED lighing in stand Elec Packs		Still not an affordable option will continue to monitor		
	To reduce the amount of indirect energy used at the exhibition in comparison to previous years based on a per m² ratio	% of electronic press packs submitted by exhibitors	85%	Promote the Paperless Press Office to Exhibitors starting earlier and throughout the PR campaign	Marketing Manager / PR Agency	PR Company to include request for electronic Press Packs as part of campaign		Number of exhibitors providing electronic seems to have reduced by 33% believe figures by PR have been miscalculated - need to revisit
		% exhibitors returning 10 Point Action Plan	10%	Encourage exhibitors to reduce print material produced for the show through Exhibitors Zone and 10 Point Action Plan	Ops Manager / Marketing Manager		July action plan sent via link and referred to in hard copy update Currently less than 3%	Total number of exhibitors returning 10 Point Action Plan is 7% - up 4% on last year but not hitting target - need to revisit how to achieve this objective
	To reduce the amount of waste generated at the exhibition by exhibitors and their contractors	% exhibitors returning 10 Point Action Plan	10%	Encourage exhibitors to reduce print material produced for the show through Exhibitors Zone and 10 Point Action Plan	Ops Manager / Marketing Manager	Listed as a Sustainability Tip on the Web Site	Listed as one of the 10 Point Action Plan	Achieved a 26% reduction in overal waste
		Benchmark % of exhibitors contractors that	25%	Include information regarding sustainability in cover letter on update sent out	Ops Manager		Contractors asked to return feedback form sent via post	No response from contractors we need to find another way to engage with them

Overview | Issues | Objectives, Targets & KPI's | Communication Action Plan | Exhibitor Communication Plan | Supply Chain Management | Non-Conformities | Feedback

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1. Background - Environmental Initiatives

- Paperless Press Office
- Frustration free freight
- Exhibitor food donations
- Save and Sustain and Waste Works

1. Background – Environmental Initiative 1

- Initiative – Paperless Press Office
  - Exhibitors Provide Press Packs electronically
  - Our PR Team download the packs onto branded memory sticks for the Press

- Outcomes
  - Less paper wasted on Press Packs not picked up
  - Cheaper for the exhibitor
  - Exhibitors press release is put in the hands of ALL the press
  - Appreciated by the press, no heavy press packs to carry around
  - % of electronic packs goes up with every show at the recent IFE 2013, 93% of packs received were electronic

1. Background – Environmental Initiative 2

- Initiative – Frustration Free Freight
  - A cost effective consolidation service.
  - Exhibitors send their goods to a designated warehouse
  - For £40 per pallet goods are taken to the exhibition and delivered to the stand at a designated time.

- Outcomes
  - Less traffic on site, less queuing time, less CO2
  - Happy exhibitors get their goods when they want them – no waiting for couriers
  - More business for the freight forwarder, more support for our environmental policies

1. Background – Environmental Initiative 3

- Initiative – Exhibitor Food Donations
  - Working with FareShare a charity that distributes food to needy people
  - Working with exhibitors to encourage them to donate useable food, left over from their exhibition stands
  - Co-ordinate logistics of collections

- Outcomes
  - At IFE 2013 exhibitors donated 20 pallets of frozen, chilled and ambient food translating into approximately **82,818 meals** for needy people!

2. Save and Sustain – Environmental Initiative 4

- How it started
  - 2011 July – WRAP Hospitality Waste Report

wrap Working together for a world without waste

The composition of waste disposed of by the UK Hospitality industry

Research shows that hotels, pubs, restaurants and quick service restaurants could save an estimated £724 million a year by increasing recycling rates and preventing food waste.

This research will be used by WRAP to engage the whole hospitality and foodservice sector in taking measures to prevent food and packaging waste and increase recovery and recycling.

The report estimates that over 3.4 million tonnes (mt) of mixed waste (typically food, glass, paper and card) is produced by hotels, pubs, restaurants and quick service restaurants (QSRs) each year. Of this, 1.6 mt (48 per cent) is recycled, reused or composted, while almost 1.5 mt (43 per cent) is thrown away, mainly to landfill.Furthermore, 600,000 tonnes of food waste was disposed of in 2009, two-thirds of which (400,000 tonnes) could have been eaten if it had been better portioned, managed, stored and/or prepared.

Efforts by this sector have increased recycling rates, but the amount of waste going to landfill remains an issue, as 70 per cent of the mixed waste currently sent for disposal could be recycled using existing markets.

WRAP is working with the hospitality and foodservice sector to help further reduce food and packaging waste and CO_2 emissions and is discussing the possibility of a voluntary agreement.

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2. Save and Sustain – partnered with experts

- Following the launch of the WRAP report Fresh Montgomery decided to work with the industry to further their engagement with reducing waste.
- Partnered with the Responsible Hospitality Partnership to look at ways of achieving this.

who we are

The Responsible Hospitality Partnership was established in 2011 from three other entities. Those are the Responsible Tourism and Hospitality Consultancy Ltd, the Centre for Environmental Studies in the Hospitality Industry (formed in 1998, and based in the Oxford Brookes University Business School, Department of Hospitality, Leisure and Tourism Management) and a private company, CESHI Ltd (established in 2005).

2. Save and Sustain

- What we achieved
  - Delivered a web site where visitors could see how much money and CO2 they could save.
  - Gained sponsorship from companies offering technologies to support he pledges which covered the cost of developing the web site and calculators.

  - Undertook a marketing campaign around the launch which included Press Releases, flyers and inclusion in show marketing collateral.

Save and Sustain / Pledge – examples of original marketing collateral

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2. Save and Sustain

- What we achieved –
- January 2012 launch of the Sustainability Pledge.

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2. Save and Sustain – continuous improvements

The ethos of sustainability includes continuous improvement so we honestly evaluate our achievements and look at ways to improve year on year

- What we learned.
  - Visitors were reluctant to take a ‘pledge’ as they saw it as committing themselves to action.
- Without taking the pledge visitors couldn’t see the benefits
  - For the next run of events we changed the name to Save and Sustain and described it as a Calculator rather than a pledge
- This received more publicity but we still weren’t convincing enough people to take part
  - We were asking visitor to complete the calculator just after they had completed their registration to the event
- Visitors had just completed a registration form and did not have the time / inclination to complete another one straight after. For the next edition we will market the calculation separately from the show registration and include incentives. We will then follow up with research as to how many people have acted on the information and use this to help promote the site further

2. Save and Sustain

- What we achieved
  - Over 67,000 click-throughs on the web site saw the Save and Sustain message
  - 209 visitors clicked through to the Save and Sustain calculator
  - Achieved press coverage both online and in hard copy in a number of industry titles including:
    - Caterer and Hotelkeeper
    - Cost Sector Caterer
    - Lunch Business
    - Eat Out
  - **Potential savings of 3,593 Tonnes of CO2**
  - **Potential savings of £1,100,700**

3. Save and Sustain - Press Coverage

Lunch BUSINESS

FILLET STEAK PHILLY PEPPER

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Home ▸ News ▸ Hospitality Show launches initiative promoting the benefits of operating sustainably

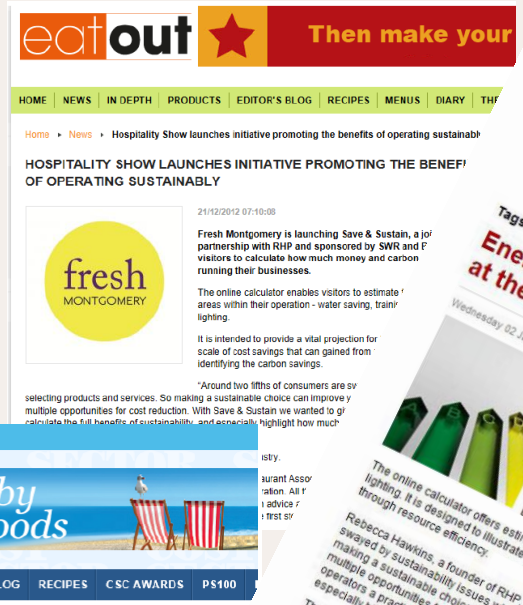
HOSPITALITY SHOW LAUNCHES INITIATIVE PROMOTING THE BENEFITS OF OPERATING SUSTAINABLY

21/12/2012 07:10:08

Fresh Montgomery is launching Save & Sustain, a joint initiative in partnership with RHP and sponsored by SWR and Beacon, enabling visitors to calculate how much money and carbon they can save running their businesses.

The online calculator enables visitors to estimate the savings in four key areas within their operation - water saving, training, waste and LED lighting.

Written by Clare Riley



eatout — Then make your

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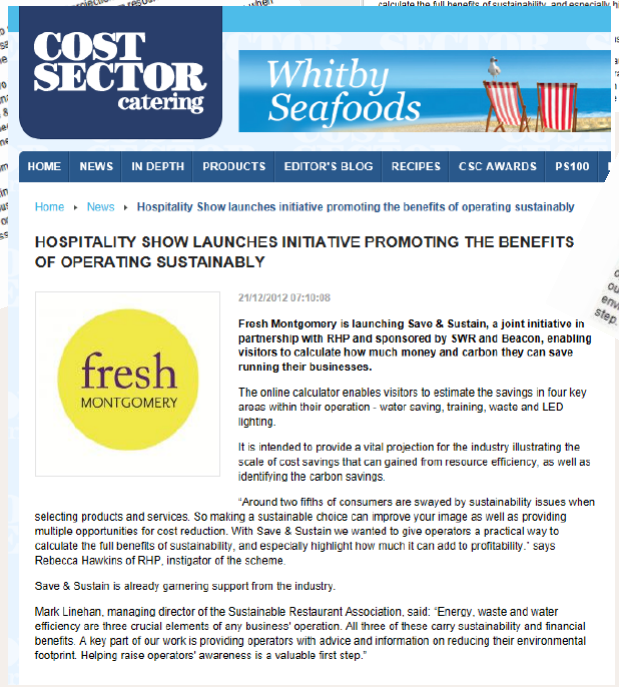
The online calculator enables visitors to estimate areas within their operation - water saving, trainir lighting.

It is intended to provide a vital projection for scale of cost savings that can gained from identifying the carbon savings.



COST SECTOR catering

Whitby Seafoods

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Home ▸ News ▸ Hospitality Show launches initiative promoting the benefits of operating sustainably

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The online calculator enables visitors to estimate the savings in four key areas within their operation - water saving, training, waste and LED lighting.

It is intended to provide a vital projection for the industry illustrating the scale of cost savings that can gained from resource efficiency, as well as identifying the carbon savings.

"Around two fifths of consumers are swayed by sustainability issues when selecting products and services. So making a sustainable choice can improve your image as well as providing multiple opportunities for cost reduction. With Save & Sustain we wanted to give operators a practical way to calculate the full benefits of sustainability, and especially highlight how much it can add to profitability." says Rebecca Hawkins of RHP, instigator of the scheme.

Save & Sustain is already garnering support from the industry.

Mark Linehan, managing director of the Sustainable Restaurant Association, said: "Energy, waste and water efficiency are three crucial elements of any business' operation. All three of these carry sustainability and financial benefits. A key part of our work is providing operators with advice and information on reducing their environmental footprint. Helping raise operators' awareness is a valuable first step."

Publication: Caterer and Hotelkeeper (Online)

Tags: green issues, sustainability

Energy saving tool to be launched at the Hospitality Show

Wednesday 02 January 2013 15:12

A partnership designed to save money and carbon is set to be launched at the Hospitality Show.

Save & Sustain is an online tool that enables operators to calculate how much they can save by taking simple and practical steps.

It is a joint initiative between show organisers Fresh Montgomery and the Responsible Hospitality Partnership (RHP) and sponsored by SWR and Beacon.

The online calculator offers estimated savings in water, waste, training and lighting. It is designed to illustrate the potential cost and carbon that can be saved through resource efficiency.

Rebecca Hawkins, a founder of RHP, said: "Around two fifths of consumers are swayed by sustainability issues when selecting products and services. So making a sustainable choice can improve your image as well as providing multiple opportunities for cost reduction. With Save & Sustain we wanted to give operators a practical way to calculate the full benefits of sustainability, and especially highlight how much it can add to profitability."

The tool will be launched at the Hospitality Show, which takes place at the Birmingham NEC between 21 and 23rd January 2013. It will be a feature of all Fresh Montgomery foodservice and hospitality events, including Scotmot (4-5 March at the SECC Glasgow).

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3. Waste Works – Environmental Initiative 5

- Again this was inspired by the WRAP Report into the composition of waste disposed by the UK Hospitality industry
- Original idea was a junk café with the walls being built from recycled rubbish. Inspired by the Hotel built from rubbish.

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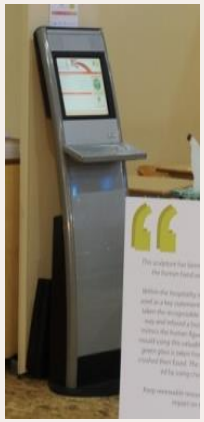
3. Waste Works

- How it developed
  - Linked to Save and Sustain as both initiatives reduced waste
  - Visitors could pledge on-site on the Waste Works feature
  - Obtained quotes from industry figures to include on the feature



"...view waste with imagination, as a resource which adds value rather that a burden to be thrown away for nothing."

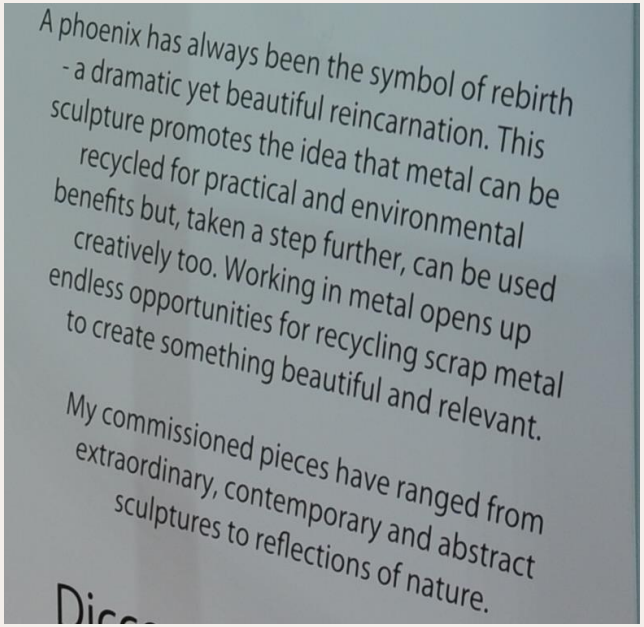
Inder Poonaji, Nestlé

"Our recycled cooking oil programme has been established for over three years now and last year we ended up recycling 2.7m litres of used cooking oil with about a 12% saving in CO2"

Lindsay Ninser, Comms Controler, 3663

3. Waste Works

- How it developed
  - Display of making waste ‘work’ including artwork created by students from Falmouth College



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3. Waste Works

- How it developed
  - Display of making waste ‘work’
  - Workshop area
  - Sustainability Pledge (Save and Sustain)

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3. Waste Works – Educational Content

- Sessions included

'Towards Zero Waste in the Hospitality and Food Service Sector' An introduction to the proposed voluntary agreement for the Hospitality and Food Service sector.	**Brendan Hunter,** WRAP (Waste and Resources Action Programme)	wrap
'Reducing Energy Resource Consumption in Hotels' - A presentation highlighting the challenges that hotels face in reducing electricity consumption whilst not impacting negatively on facilities or services.	**Stuart Clegg,** Commercial Director, EMSc UK Ltd	ems
Training taster – Get your staff on board in your attempts to reduce utility costs but in a way that will also improve morale.	**Rebecca Hawkins** Responsible Hospitality Partnership	rhp
Pebble in a pond – Leading responsible businesses Participants will explore the key factors for successfully embracing sustainability and how to maximise their influence to facilitate change within their organisations. The purpose of this session is to recognise how unlocking people potential and engaging staff in the agenda, is essential for organisations to maximise change and to truly embed sustainability at the core of the organisation.	**Jon Cook** Green Foundation - an Eden Project	greenfoundation eden project
'Food Waste for Thought' Practical ideas and cost-saving measures on food waste prevention.	**Katie Haycock** WRAP (Waste and Resources Action Programme)	wrap

3. Waste Works

- What it's become….
- At Hotelympia 2014 the theme and message Waste Works has been developed into a whole section of the show with it's own brand:

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4. Customer Feedback

'Great effort and a good example for other exhibitions'
Green Tourism Business Scheme – ScotHot Exhibitor

"Sustainability is integral to Fresh Montgomery's operation. What they do within the business to minimise impacts is impressive. What is outstanding, however, is the initiatives they take to engage those who exhibit and attend their exhibitions in sustainability activities. At a time when so many organisations have dropped "sustainability" from their agendas, Fresh retain dedicated sustainability aspects to their exhibitions and continue to encourage visitors to understand this issue and the role it can play in recession-proofing their operation." **Dr Rebecca Hawkins, Research and Consultancy Fellow at Oxford Brookes University and MD of Responsible Hospitality Partnership**

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4. Customer Feedback

'Well Done folks!! We value sustainable events and are glad to be part of Scothot 2013' **Baggio Coffees – ScotHot Exhibitor**

"The development of a sustainability strategy for the Hotelympia and Hospitality Exhibitions greatly assists companies with their own carbon management and carbon footprint reduction. Recognising and reducing the carbon footprint of an exhibition means that it can become an integrated element of a company's overall marketing and exhibition strategy. It is a visionary and enlightened development. This is a valued extension within the marketing supply chain and in itself is a benefit for exhibiting companies who increasingly need to account for their total carbon use in relation to their individual product footprints.

As carbon accountability becomes of increasing importance for CESA members this independent recognition of performance through ISO 20121 adds value for exhibitors and the catering equipment industry as a whole." **Keith Warren CSFP, Director Computer Equipment Suppliers Association**

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4. Customer Feedback

"The SRA continue to be impressed with Fresh Montgomery's industry leading approach to sustainability, from their achieving ISO 20121 to their 'Save and Sustain Calculator' and enabling exhibitors and visitors to minimise their environmental impact." Ed Franklin, Corporate Development Manager, Sustainable Restaurant Association

It's great that sustainability is such a major focus of the show. I'm pleasantly surprised! Thanks for increasing awareness!' **CRU8 – Exhibitor at Speciality and Fine Food Fair**

Speciality & Fine Food Fair shows an impressive attitude towards sustainability' **Kandula Tea – Speciality and Fine Food Exhibitor**

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5. Conclusion

Fresh Montgomery recognises that an effective sustainability policy is about continually improving and moving forward.

Working closely with our stakeholders we will reap greater rewards in the long run.

We will continue to introduce new initiatives and activities and promote them to our customers. Engaging with venues, suppliers, exhibitors and visitors to deliver sustainable events and sustainable businesses.

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