

Submission for UFI – Best Environmental Initiative Award

Introduction:

UBM plc is a global events-led marketing and communications business, with over 5,000 employees in more than 100 offices around the world. UBM runs more than 400 events in more than 30 different countries around the world. UBM's events range from large scale global industry tradeshows through to much smaller scale incentive events. As a leading organiser of events all around the world we aim for excellence by conducting our business operations in a sustainable manner. At our events we strive to raise awareness of sustainability issues among our suppliers, our customers and the venues we use.

Building on our 2011 success in achieving BS8901 accreditation for four of our events, during 2012 we became one of the first global companies to achieve the ISO 20121 accreditation for Sustainable Event Management:

ISO 20121 accreditation for Sustainable Event Management has been achieved for the events below:

- Business4Better UK
- CPhI Worldwide and co-located events, Fi Europe, Hi Europe/NI/NuW
- Protection and Management Series (IFSEC, Facilities Show, Safety and Health Expo and Firex)
- UBM Live's office in Amsterdam

UBM plc's headquarters office in London also now has ISO 14001 certification.

We also have systems in place to minimise negative impacts of our business activities. These include clear objectives and targets relating to reducing energy usage, water usage and waste; training for employees; promoting health and safety of employees, exhibitors and visitors; promoting sustainability in the stakeholder supply chain; monitoring the sustainability performance of suppliers and contractors; ensuring that sufficient resources have been allocated to meet our commitments. In 2012 we appointed an Event Sustainability Champion within our operations teams in each key region of USA, EMEA and Asia. Their responsibility is to share knowledge, to monitor sustainability development at our events and to propose, manage and deliver new initiatives.

These initiatives are still in development phase, and not yet complete with data to show their progress yet. However, there is an initiative recently developed for our Global offices which has clear facts and figures supporting the effectiveness of the initiative. This was our 'Global Green Team initiative'.

The Global Green Team initiative shows that not only are we looking to develop sustainability at our events, but we are also making sure that it comes from our roots - at all our offices globally, reducing our impact and running our business in a sustainable manner.

Global Green Team Initiative

In UBM's Environmental Policy 2010 we had committed to a Global Carbon Reduction target of 5% over the last two years, from 1st January 2010 - ending 31st December 2012, signed by David Levin, our Global CEO.

- During 2011, we managed to achieve a 3.5 % Absolute Reduction in Carbon emissions (2010-2011). This was mainly down to quick wins out of new office fit outs and space consolidations.
- Therefore, to hit the 5% target, by the end of 2012, it was important to push the boundaries.
- We started a Global Green Team initiative across our key regions – Europe, US and Asia.

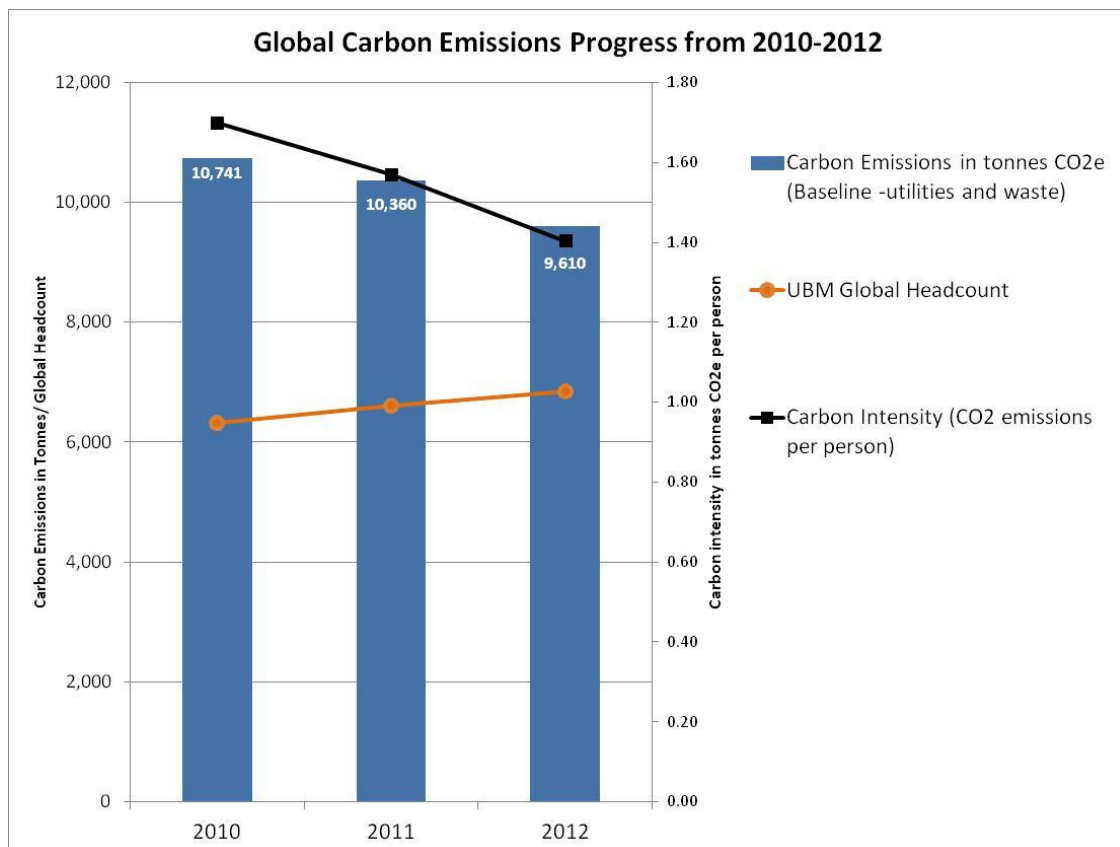
There was already an Environmental team in Europe which was re-branded as a 'Green Team' and started working towards ISO14001 accreditation at our London Head office.

However, 'Green teams' in Asia and US were a new idea. Therefore sponsors were required and Regional CEOs were appointed for this role. Workshops and seminars were carried out in key locations to encourage the development of these teams and their progression towards our carbon reductions targets at offices globally.

The Green Teams formed and were buoyed up by senior support and enthusiasm for the volunteers. So as well as working well in their normal day job, team members also started developing initiatives and running competitions to reduce energy wastage, improve recycling and improve energy efficiencies in our global offices.

The Results:

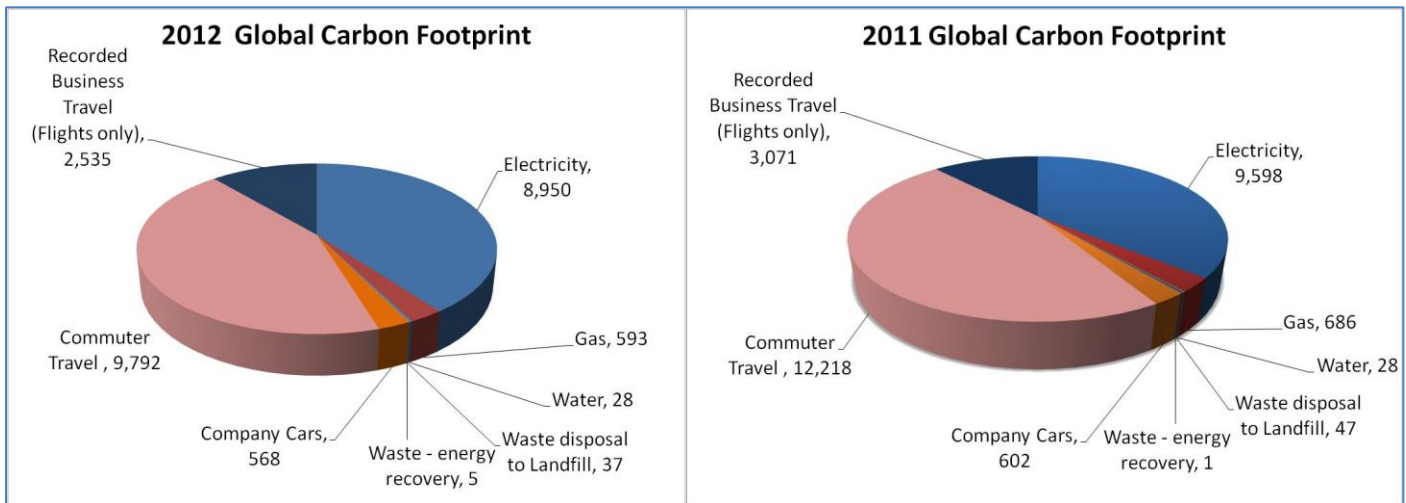
- **10% Reduction in our Global Carbon Emissions since 2010 - doubling our target!**
- **17% Reduction per person in carbon emissions since 2010.**
- **Over £80k of energy savings over the last year.**



2012 versus 2011 Global Carbon Footprint:

It is clear from the pie charts below, that carbon reductions have been made across all key areas in 2012.

Carbon Footprints are all measured in tonnes CO₂e.



Reductions in emissions can be traced back to:

➤ **New Green Teams developing across global locations.**

New global 'Green Teams' sponsored by regional CEOs, set up in Santa Monica, San Francisco, Manhasset, Hong Kong, Shanghai and Beijing - moving from data collection to implementation of Green Initiatives. [\(see Case Studies\)](#)



The start of Green Teams in our offices in China

- **Proactive Energy management across global offices.**

30% of our Global office square footage is covered by smart meters (up from 25% last year). With Green Team members now able to read reports and manage changes to save energy.

- **Global Smart meter league table** – giving a competitive edge to Green teams working to reduce energy wastage and make energy efficiencies. Santa Monica Green team were not content with the 15% energy savings from moving office location, they worked hard to spread awareness about switching off in the evenings and managed to more than double this and hit 33% reduction in energy!!
- **Improved data on recycling** – Shanghai Green team set up Plastic recycling centres in the office in addition to the paper recycling, to ensure clearer measurement of recycling activities and improvement of this. They have also organised educational seminars including inviting an Environmental Lecturer to talk to the rest of the office about the impact of waste going to landfill.

Please see the case studies written by some of the Green Teams below:

Case Study 1:

Santa Monica Green Team achievements for 2012!

By Jodi Rochford – Santa Monica Green Team

UBM acquired Canon Communications in September 2010. In July 2012, UBM Canon moved to an open office floor plan in a Santa Monica business park. The move and elimination of offices and cubicles had a positive effect in many ways:



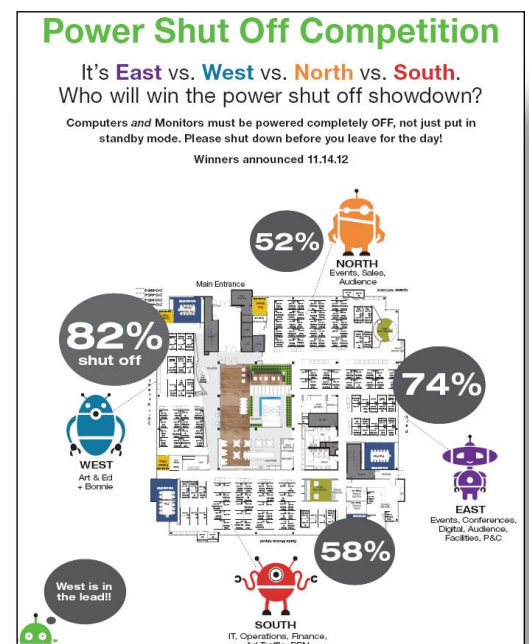
- **Cultural change:** The excellent architecture and design aided in increased employee satisfaction, collaboration across departments, camaraderie, communication, and productivity.
- **“Green” efficiencies built in:** 57% less square footage, reduced lighting and HVAC costs, low-flow toilets, drought tolerant plants in the atrium, conference rooms equipped with motion sensor light switches, reduced 66% of all FAX machines, reduced 33% of all copiers, reduced 80% of all printers and all exterior windows have UV ceramic film that blocks 99.9 UV rays and 49% of solar heat transference.
- Staff voluntarily reduced overhead lighting since there is lots of natural light.
- Replaced Styrofoam cups and plastic utensils with personalized UBM coffee mugs, metal water bottles and biodegradable utensils (Natur-ware).

September 2012, **Santa Monica Green Team** forms just prior to UBM Global Environmental Team visit to explain UBM’s Environmental Policy and efforts.

SM Green team held an ice cream social to promote UBM’s Global Environmental Policy, increase “green” awareness and personal responsibility.

Increased staff CSR awareness and consistent actions taken:

1. **“Top of the Smart Meter League”- Santa Monica office has reduced** carbon emissions by a massive **33%**! Owing to reductions in energy, and utilizing online smart meter energy reports.
2. Replaced Keurig plastic K-cup system with a superior tasting “Cafection” brew on demand system that reduced costs by 30%. The coffee grounds offered to staff for composting. **No more plastic cups!**
3. Facilities continuously sources more eco-friendly equipment and consumables: installed more energy **efficient copiers**, dish soap, 40% minimum post-consumer **recycled fiber hand towels** in bathroom.
4. SM Green team begins **Power Shut Down Competition**. Action desired: Get everyone to habitually shut off their workstations when they leave for the day. Fun weekly email reminders sent out.
5. Power shut campaign results! Consistent weekly reductions in electricity consumption since we moved in. Reduced number of monitors left on from 64 to an average of 6 in a 3 month period.
6. In process: Sustainable Works (in conjunction with the City of Santa Monica) is auditing the Santa Monica office **to receive a Green Business Certification** from the City of Santa Monica.
7. **Battery recycling program begins.** Receptacle placed in kitchen
8. **Charitable activities:** Art installation in lobby: Pearls of Wisdom: End the Violence”. Donated \$10,500, time and \$3,500 in art supplies to “A Window Between Worlds” which is an organization dedicated to assist victims of domestic violence. Held two food drives for the LA Food Bank. Ongoing shoe drives for Soles4Souls and Terracycle. Soles4 Souls distributes good conditioned shoes to the needy and Terracycle recycles badly conditioned shoes and produces various different products from.



Case Study 2:

Green Team Shanghai CIROS Office

by Betty Huang – Shanghai Green Team

The story of Green Team in Shanghai CIROS office started with a call from overall sponsor Philip Chapnick. With initial 10 volunteers' joining in, our green team has formally founded under Bill Zhang as Regional Leader. And we can proudly say that we



are among pilot teams across UBM global and being the only one office to have a Green Team in mainland China.

We moved immediately to hold the Green Team's first meeting and introduced all members to UBM's great efforts on reducing environment impact and carbon footprint from business to individual.

And this is also the purpose of founding green team.

After we reviewed all the initiatives that had already been carried out in CIROS office, with the contributions from each member we settled our target for 2012 as listed here:

1. All the members will start to collect video or other related materials that can educate more colleagues on what is green and how to be green.
2. We will contact a local social group dedicated in environment protection and invite a speaker to deliver a speech for colleagues.
3. Each green team member will carry a task to influence three other colleagues.
4. Decrease the waste during exhibitions (DM etc.) and find the proper recycle/reutilization ways for material after exhibitions closed.
5. Encourage paperless work. Adjust the default setting of office printer to double-face. Set energy saving features on PCs.
6. Emphasize more office green policies during new staff orientation.
7. Make effective green information publication/education among UBM groups through Hub. We have also created a new CIROS Green Team group in Hub.
8. Organize a suggestions collecting activity that will involve all CIROS colleagues to contribute with certain prize to be discussed.



9. Increase plastic recycling catalogue beside paper recycling (see photos above).
10. Charity Auction to encourage re-use of unwanted Christmas presents – by donating to charity (7,500 RMB donated)

As we stand in the end of year 2012 and looking back, we are glad to say that we have fulfilled or already in progress on all the targets we set for ourselves. We are also proud that office becomes greener a bit by bit because of our green team. In the new year 2013 our members will for sure discuss for some more challenging targets over the success practice in the past. The perfect ending for year 2012 was meeting with London Global Environment team on Nov. Faye and Stephen's presentation and the workshop showed us 360 degree about UBM's all efforts of reducing environment impact as a responsible international enterprise. Joining hands and delivering our own contribution to help fulfil UBM Global environmental target is the goal our Shanghai Green Team members will all fighting for.