

# An Introduction to Sustainable Events

**AVIATION WEEK**  
NETWORK



# What sustainable events mean to Informa:



As a major organiser of events and exhibitions, we have the opportunity and the responsibility to lead the sustainable development of our industry.

Our attendees, investors and our colleagues are all clearly telling us that sustainability, socially, economically and environmentally, is something that is no longer a nice to have but a necessary part of our success.

We also have the potential to go further than our responsibility to deliver our events sustainably: we can design our events to provide a place to work in partnership with our customers and inspire the sustainable development of the industries we serve. Through this, we have the potential to help foster the connections needed to deliver a sustainable future across a much wider reach.

Events that consider focused sustainability benefit from increased innovation, cost savings, enriched content, higher customer satisfaction and enhanced reputation. We have developed the Informa Sustainable Events Management System (ISEMS) to enable every one of our events to embed sustainability.

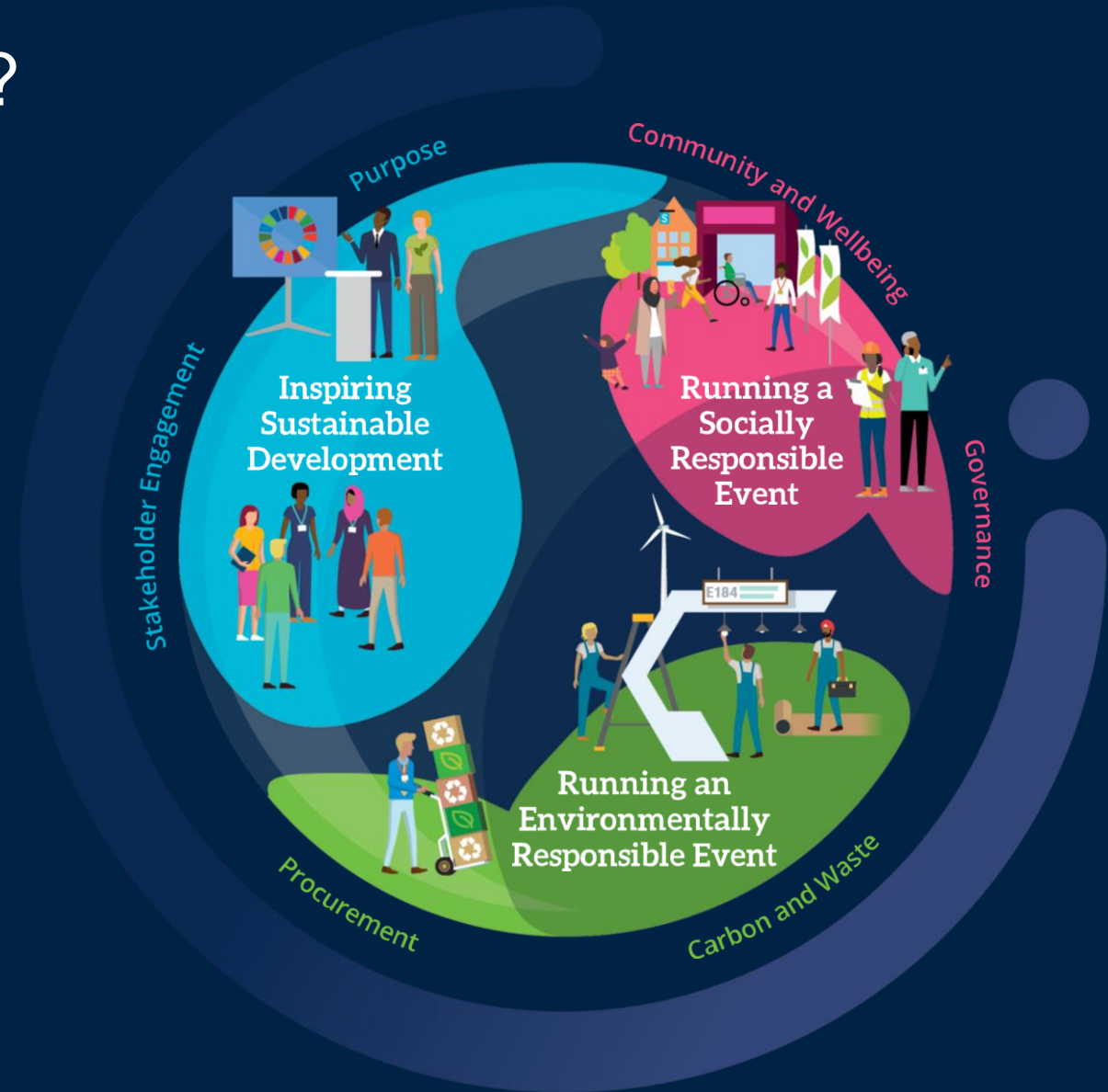


For more information about Informa's wider sustainability please [click here](#)

# What is a sustainable event?

At Informa, we have three aims for delivering a sustainable event.

To achieve these three aims, we have identified six key areas of focus:



# Inspiring Sustainable Development

This is about both the sustainability of the industry the event serves through our content and partnerships, as well as how we inspire our attendees, exhibitors and event teams to deliver a sustainable event.

Examples include incorporating content in the event that's relevant to the sustainability development of the industry, sustainable innovation awards, programs to support new talent, sustainability information on event websites, and exhibitor sustainability checklist.



## Setting the standard with the Fundamentals

The Fundamentals are a 12-point checklist that gives all events a way to measure themselves against our stakeholders' expectations around sustainability.

The framework was designed to give specific direction at the same time as providing freedom for events to adapt for their markets and their local community

Over time, particularly as we progress towards our 2025 targets, we'll increase the level of ambition within the Fundamentals to move all of our events towards greater sustainability. We believe there are so many opportunities to engage with customers, develop new revenue streams, save money and create engaging content – by leading on sustainability in our industry, and theirs.



### Inspiring Sustainable Development

#### 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.



### Running an Environmentally Responsible Event

#### 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 three items procured for the event to have enhanced sustainability credentials.
- 08 For there to be at least three ways in which the sustainability of the food and beverage (F&B) of the event has been enhanced.



### Running a Socially Responsible Event

#### Community and Wellbeing

- 09 For the event to have at least two initiatives which support the local community around the event venue.
- 10 For the event to have at least three 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 within six weeks of the event.