



# GL EVENTS PROGRAM FOR THE ENVIRONMENT



PROGRAM FOR THE ENVIRONMENT



GL events, a renowned international actor in the events channel.

**3,500** employees at **80** sites in France and abroad.

**3** main specialities: the organisation of trade fairs, congresses and events, the management of event sites and the provision of event-related services.

**34** event areas managed, **200** proprietary trade shows.

More than **4,000** events equipped each year.

**605** M€ of turnover in 2008.

## RESPONSIBLE EVENTS



How can we reconcile the fleeting nature of an event and a need for managing natural resources durably?

Such a requirement for responsible behaviour has been at the core of GL events' concerns for many years now.

A large number of initiatives have been developed over the past years within the Group, particularly in the field of the environment: training in ecodesign, organising eco-responsible events, carbon footprints, plans for optimising transport, the recycling of waste at our sites, etc., all making up a host of experiences that we today wish to expand and organise.

In this aim, GL events set up a "Sustainable Development Mission" in early 2009 that reports directly to the Chairman and is part of the Group's Executive Committee.

Resolutely transversal in nature, it relies on a dedicated team as well as on a network of correspondents for all our specialities and installations.

While our CSR approach covers three areas of actions for sustainable, environmental, social and societal development; we have voluntarily placed emphasis on the environmental pillar by way of a dedicated program entitled "Think Green".

The objective of GL events is both simple and ambitious. It consists in better integrating environmental concerns in all our business units in an effort to anticipate statutory changes, to meet market expectations and to affirm our position as a renowned actor in the events channel.

**Olivier Ginon**  
Chairman



## THE GL EVENTS PROGRAM FOR THE ENVIRONMENT

### TAKING ON THE ENVIRONMENTAL CHALLENGE TOGETHER

Since we want to take part in the high stakes of climate change and the depletion of resources, we have developed an ambitious program that aims to reduce the impact of our activity on the environment.

We have called this program "Think Green", as we are convinced that it is firstly through intelligence - by reflecting, innovating, sharing experience and mobilising actors - that we can succeed in bringing our business channel forward.

For purposes of visibility and recognition, we have put it in writing through a strong and simple graphic sign, in solid white and in a red circle, with focus placed on corporate identity.

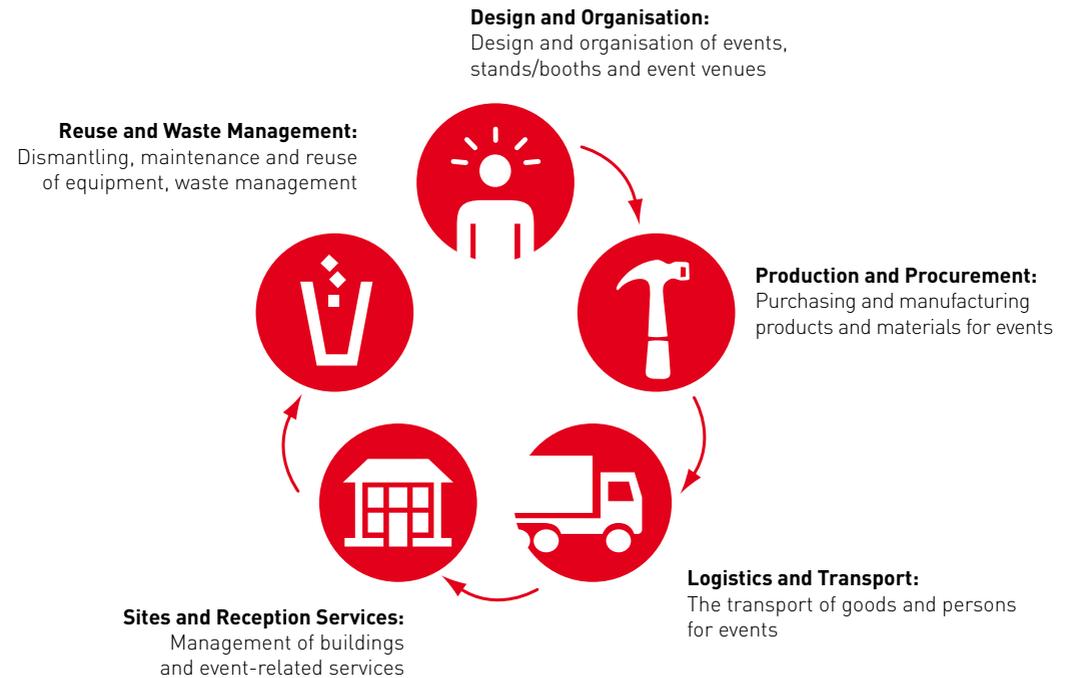
By developing this action program for the environment, our ambition is threefold, that of:

1. Limiting the environmental impact of the events we host, organise and equip.
2. Fostering responsible construction, renovation and operation of our event venues, together with public clients.
3. By creating awareness on the part of the Group's employees in best practices for sustainable development in the Company.

It is with our clients, employees, suppliers and partners that we wish to take on this challenge.

### TAKING ACTION UPSTREAM AND DOWNSTREAM THE LIFE CYCLE OF AN EVENT

As global operator, GL events is given an opportunity and also the responsibility for acting throughout the life cycle of an event. To do so, the "Think Green" program can be broken down within all the business units:





## I. ORGANISING EVENTS AND DESIGNING EVENT VENUES

### > Our Observation

An event is fleeting by nature, while leaving an impact on the environment. In a context of strong concern on the part of the Company and changing regulations, the actors of this channel must make their products, services and processes evolve in order to meet today's new stakes.

### > Our Conviction

Ecodesign is not something that is seen; it is a way of thinking. By integrating this criterion in sustainable development, as upstream as possible in the design stage of an event or temporary venue, we can reduce its impact and hence reconcile quality and durability.

### > Our Commitments

- Our aim is to provide training, within a period of three years, for all the designers in our engineering offices in ecodesign and for all the Events Project Managers in our agencies in eco-event organisation, by making it a part of the "GL events Campus" program.



### **Sustainable Events**

*Market Place has assisted the Ministry of Ecology, Energy, Sustainable Development and Territorial Planning and Development in the organisation of events of the French Presidency of the European Union in 2008, thus meeting demanding environmental criteria.*



### **Ecodesign**

*To cite the example of the booth eco-designed for DGAC at the International Aeronautics and Le Bourget Air Show; while the materials used for the booth were rigorously selected (eco-label paint, FSC wood, natural linoleum flooring, LED lighting), the impact was thought out through design, using easy-to-carry parts, reusable standard woodwork, dematerialization, limited use of consumables, etc.*



## II. PROCUREMENT AND PRODUCTION OF PRODUCTS AND SERVICES FOR THE EVENT

### > Our Observation

Partitions, lighting, furniture, etc., the materials and products used by GL events to set up an area or equip an event are most often rented, therefore reused, which intrinsically limits their ecological impact. However, the characteristics of these products or their production process may vary considerably regarding their impact on the environment.

### > Our Conviction

Selecting products and suppliers that comply with the environmental standards in force is a must for the Company and a requirement for our teams. We wish to advance further by offering innovative as well as the most environmental-friendly technical solutions and equipment to our clients.

### > Our Commitments

- To train all our buyers and include the criteria for sustainable development in the listing process for our suppliers and the sourcing of our products.
- To develop alternative offerings via an ambitious R&D policy, particularly in three areas with high stakes for the environment: carpeting, lighting and PVC canvas.



### **Product Innovation**

*As it is the case for many products proposed by GL events, the self-supporting structure, "Tsuboi" by ISF, meets the latest environmental expectations in terms of exhibition media: ultra lightweight materials (500g), bamboo structure and recyclable canvas.*



### III. EVENTS LOGISTICS, TRANSPORT AND TRAVEL



#### > Our Observation

The logistics and transport of visitors make up one of the main sources of CO<sub>2</sub> emissions of an event.

The objective of reducing greenhouse effect gases, set by governments, obliges us to give new thought to our approach with regard to carrying equipment and visitors.

#### > Our Conviction

It is possible to limit the impact of transport, logistics and travel for visitors due to the evolving techniques used for vehicles, to reach a more effective organisation of the logistical flow and to promote alternative transport solutions with visitors.

#### > Our Commitments

- To progressively renew our vehicle fleet (Euro 5 heavy vehicles and lightweight vehicles discharging less than 120g/CO<sub>2</sub>/km) and to provide all our heavy vehicle drivers with training in eco-driving.
- To develop action programs on logistics platforms (optimising distances and loads, fighting against empty returns, etc.).
- To set up or propose, for all our events, car pool solutions or to incite users to take public transport or soft modes of transport.

#### **Optimisation of Transport**

*Regrouping transport for different activities (general installation, furniture, audiovisual equipment, structures), resorting to chartering and using computer tools for an optimized flow, all help reduce the number of km that are empty when leaving the server centre of Lyon-Brignais by 20%.*



### IV. SITES AND RECEPTION SERVICES



#### > Our Observation

Building will undergo, in the forthcoming years, a true green revolution, with the constraints of new regulations and a boost in technical innovations, particularly in an effort to reduce energy consumption. Event sites and services must therefore become part of this evolution.

#### > Our Conviction

With over one million m<sup>2</sup> of reception areas and many related services (catering, technical services, etc.), GL events would like to play a role, together with the delegating authorities, in a voluntary and responsible approach to the construction, renovation and maintenance of its sites.

#### > Our Commitments

- To conduct an energy diagnostic and set up action plans at each one of our venues, to foster the use of renewable energy for renovation.
- To train all heads of maintenance in the sustainable management of buildings.
- To develop suitable catering offerings at our reception sites (organic menus, seasonal products and suppliers in the vicinity).

#### **Eco-maintenance of Sites**

*In the same vein as the World Forum in The Hague, known as Golden Green Key, or the Barcelona International Convention Centre, active in an ISO 14001 certification approach, the sites managed by GL events are progressively going green.*





## V. REUSING AND MANAGING WASTE



### > Our Observation

3.5kg of waste per day, on average, is generated by a person visiting a trade fair as opposed to 1kg of waste per inhabitant. Waste management is therefore a major environmental issue, thus giving trade fair organisers and event venue managers a particular responsibility.

### > Our Conviction

While the final management of waste downstream an event is important, it is the entire cycle of waste reduction, at its source reusing products and recycling materials - that must be taken into account, together with all the actors in an event.

### > Our Commitments

- To minimise the reduction of waste by resorting more systematically to reusable products, recycled or recyclable materials.
- To establish indicators for waste management and consistent reporting systems for all of our event venues.
- To make all employees aware of the eco-gestures to be taken, particularly in terms of the production of (paper) waste as well as selective sorting.

### Waste Management

While the Lingotto Fiere of Torino was the first Italian exhibition site to set up selective sorting as early as 1997, the management of waste linked to an event largely concerns event host sites and event organisers.



## GREENTEAM

### A Dedicated Team

GL events has set up a transversal mission that reports to the Group's Chairman, led by a dedicated team and a network of internal correspondents.

### A Network of Correspondents

The sustainable development rationale essentially consists of a network, collaboration and a need to adopt the project's values, share and exchange experience, take voluntary action and team involvement. In this aim, GL events has set up a network of motivated correspondents, in the Group's different specialities and entities.

### Reaching Out

Whenever it can, GL events also makes its clients, suppliers and partners part of its approach and participates in the work of its professional channel, particularly through the Sustainable Development Commission of the FSCEF (Fairs, Shows, Congresses and Events of France).

### Employee Awareness

An awareness campaign in eco-gestures sent out to all our teams will lead to action taken upstream, to minimise the environmental impact of our business and hence to save resources.





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