



Positive Impact Portfolio

1. MISSION AND COMMITMENT

EA Exhibitions is part of the global events industry, by nature a non-sustainable market. Flying towards destinations, transport movements, large wooden stand constructions, graphics & branding are next to food consumption, the most polluting elements of our industry.

At EA Exhibitions, we believe that a strong organisational culture with sustainability at its core is essential to stimulate sustainable choices and behaviour. This journey begins with raising awareness about sustainability within our team, towards our clients and with all exhibitors in full cooperation of our suppliers. We aim to create a work environment where sustainable choices become second nature.

EA Exhibitions is driving sustainability in the events industry.

SUSTAINABILITY POLICY (SIGNED 16 JANUARY 2023)

Our commitment to reducing environmental impact, promoting energy efficiency, and adopting sustainable practices across our operations. We partner with our clients and play a pro-active advisory role and take full responsibility for taking the necessary steps towards a greener events industry.

Positive impact expert group

Within our office in Amsterdam, 3 sister companies EA Exhibitions (exhibition management), Valverde (logistics), and Toddoo (event management software) join forces. Our positive impact expert group, led by our sustainability officer, steadily grows towards a sustainable future.



We support the Food forest project Bredevoort in The Netherlands

PROVEN SUSTAINABLE PROJECTS

EAIE congress 2023, 2024 & 2025

European Association for International Education
260 exhibitors, 7000+ participants



EAIE has been dedicated to reducing its ecological footprint and embracing sustainability as a core value. EA Exhibitions works closely with this association to ensure that all choices for this congress and exhibition are made based on positive impact, providing conscious choices for supplier materials.

- MSD Packages, made of reusable materials as an alternative for custom build stands
- Partner “Green Circle” impact calculation for all participants (EA collecting data)
- Garbage streams management during build-up and dismantling
- Exhibitor webshop policy is aimed at discouraging the use of unsustainable materials
- In collaboration with our suppliers, we offer sustainable products through our web shop
- We advise exhibitors with tips and examples on how to exhibit in a greener way
- Supplier Auditing programs



We offer MSD packages (Modular Stand Design) as an alternative for Custom build stands

2. Carbon Footprint

Together with “Climate Partner” we measure and offset our carbon footprint, using tools like the GHG emission calculator to track and reduce emissions at events. www.climatepartner.com/en



Climate Partner is an international audit company. Since 2023 they measure and advise us on our Carbon Footprint. Helping our company to: Calculate, measure, reduce, offset and certify.

1. Minimize our carbon footprint by reducing energy consumption, promoting the use of renewable energy, and minimising office and event waste.
2. Ensure responsible sourcing of materials and equipment, and promote the use of environmentally friendly products.
3. Promote sustainable transportation by encouraging the use of public transportation, electric cars, and bicycles.
4. Implement and maintain sustainable business practices, including responsible water use, recycling, and waste reduction.
5. Foster a culture of sustainability by promoting education, awareness, and participation in sustainability initiatives.

Understanding the impact of our daily operations is the first step towards taking meaningful action.

Project details

Period: 04.2024 - 08.2024

Locations included:
EA Exhibitions
Zekeringstraat, Amsterdam, Nederland

The total Corporate Carbon Footprint for 2023 is 70.96 t CO₂

Emission Source	Emissions [t CO ₂ e]	Share [%]
Scope 1	0.08	0.1%
Scope 2	21.75	30.7%
Scope 3	49.13	69.2%
Overall results	70.96	100.0%

All site-specific emissions were taken into account

First year results 2023 CO₂ Corporate carbon footprint calculation

3. Waste Reductions

Our expert group has a strong focus on reducing single-use materials and implementing recycling programs for all office and event materials. We help to divert event waste from landfill.

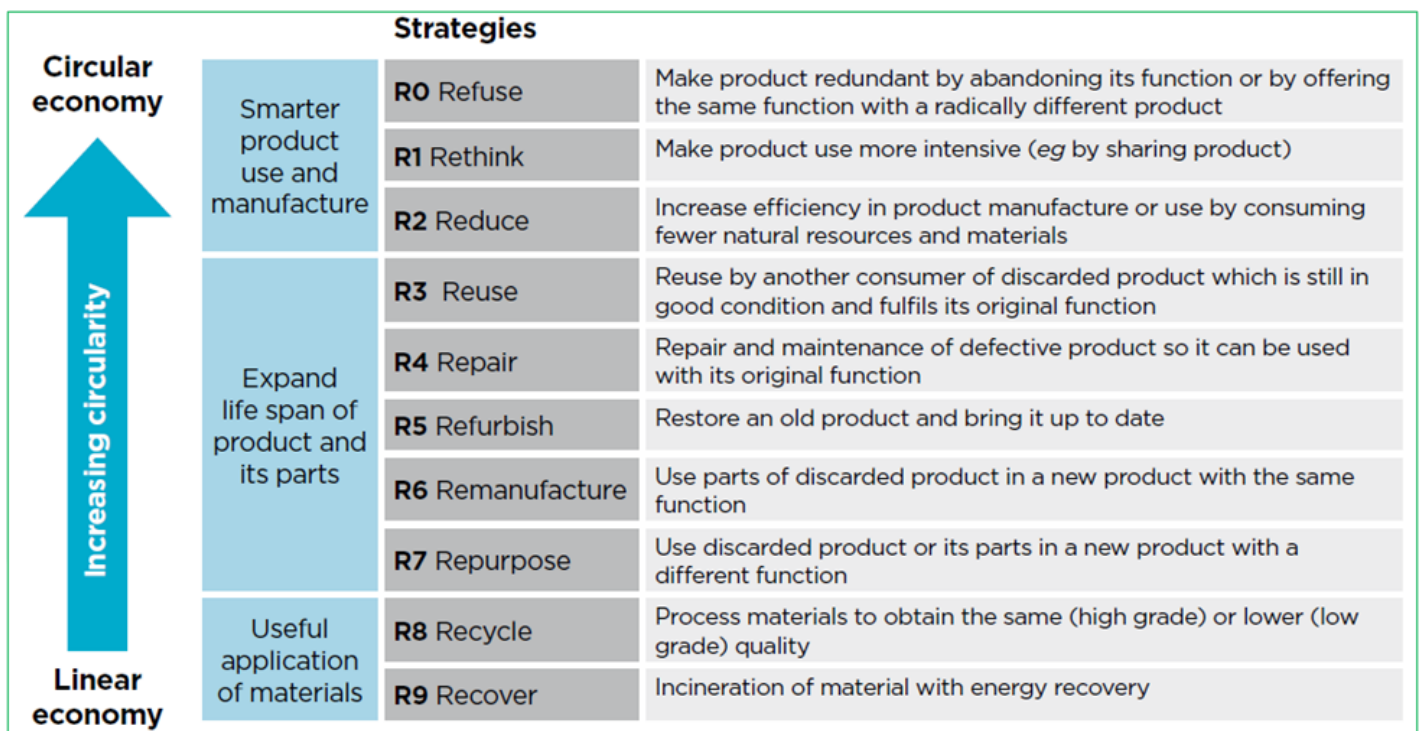
During congresses & exhibitions

We promote the use of sustainable materials by offering guidance, providing exhibitors with alternatives, and enforcing stricter building requirements. In our Exhibitor web shop's we provide more sustainable products in collaboration with our suppliers.

We prefer to work with suppliers that promote waste reductions, the reuse of materials, or recycling processes.

Sustainable products and services are often more expensive. For this reason we want to introduce a new incentive programs for exhibitors, by promoting the selection of these products and services through sustainability discounts, better exposure, or priority build-up and dismantling. Sustainable materials should be associated with the best choice. We hope that PCO's and Associations will support this and help to make sustainable products more affordable.

We actively stimulate the reduction of "build & burn" single-use exhibitor booths



In collaboration with PCO's and Associations (like EAIE), we are actively expanding our "R" thinking

4. Industry Leadership

GREEN PARTNERSHIPS

CLC-VECTA - Center for live communication

Through our work with sustainability project teams in key industry organizations, we contribute to the development of sustainable strategies for exhibitions globally.



EA Exhibitions' Managing Director is an active board member of CLC-VECTA (the Dutch Association for Live Communication), responsible for the Sustainability portfolio.

This organization educates, advises, supports, and informs industry professionals while expanding sustainability knowledge through events, workshops, and online communication—boosting awareness and helping to green our congress and exhibition industry.

CLC-VECTA organizes 8+ sustainability-focused events per year and publishes a green newsletter with direct links to the [Knowledge Center](#), providing inspiration and keeping our community up to date. Additionally, a sustainability monitor offers insights into green practices at event locations across the Netherlands, serving as a benchmark for improvement and showcasing industry progress.



Diederik Haitink - November 4th, 2024. Venue: Jaarbeurs Utrecht

4. Industry Leadership

GREEN PARTNERSHIPS

NZCE - Net Zer0 Carbon Events initiative



EA Exhibitions signed the NZCE-pledge in 2023.

We are member of the Net Zer0 Carbon Events and we sponsor this global initiative. We are following the industry Net Zero Roadmap for Events guidelines to operate towards an emission-free events industry.

<https://www.netzerocarbonevents.org/>

SDG SUSTAINABLE DEVELOPMENT GOALS

Within EA Exhibitions and together with our sister companies and industry partners we support the following SDG's:



SUSTAINABLE DEVELOPMENT GOALS

5. Green Mobility

MOBILITY PLAN FOR EMPLOYEES

Since 2023, all company cars (5) and vans (2) have been fully electric. We encourage commuting by public transport by offering a free upgrade to first class on trains, provide green mobility incentives of €1,500 per team member for electric bicycles, and support investments in private electric cars. Business trips under 600 km are conducted by electric vehicle or train.

In 2023, 45% of our staff commuted sustainably. In 2024, our efforts have led to an improvement, with 77% of our staff now using sustainable travel.

2024 Daily Commuting Breakdown

77% Green Mobility

- o Cars on fossil fuel 5 (23%)
- o Electric cars 6
- o Public transport 8
- o Bicycle 7



INTERNATIONAL TRAVEL DECISION MAKING DIAGRAM

All travel needed for a project, site visit, or destination for our operations is determined by our sustainable travel diagram that incorporates different variables on the carbon footprint. As part of our Mobility Plan, a decision tree model helps us to decide whether or not to go on a site visit and how many people can go.



Goal: Zero Carbon Footprint

5. Green Mobility

COMPENSATION FOR UNAVOIDABLE AIR TRAVEL

Calculations, global standard

To offset the CO₂ emissions of a round-trip flight from Amsterdam to Nice, we would need to plant around 18 trees. We keep in mind that it takes years for young trees to reach the CO₂ absorption levels of mature trees, so full offsetting would take time. On average, a mature tree in Europe absorbs around 20-25 kg of CO₂ per year. Using a conservative estimate of 20 kg of CO₂ per tree per year, we can calculate as follows:

1. Total emissions: approximately 350 kg CO₂ per person (depending on aircraft type and occupancy).
2. Trees needed: $350 \text{ kg CO}_2 \div 20 \text{ kg CO}_2 \text{ per tree per year} = \text{approximately 18 trees.}$

EA Exhibitions offset 100% hotel nights
and all business air travel.

If we choose not to travel by electric vehicle or public transportation, we offset 100% of our travel movements (trips > 600km):

- o We plant 1 tree for every 100 km's flown
- o We plant 1 tree per hotel night

Further

- o We plant 2 trees for non-reusable graphics in our Exhibitor Service desk
- o All other materials of the service desk are 100% re-usable
- o Food packaging however is still a big challenge

6. Reusable Materials

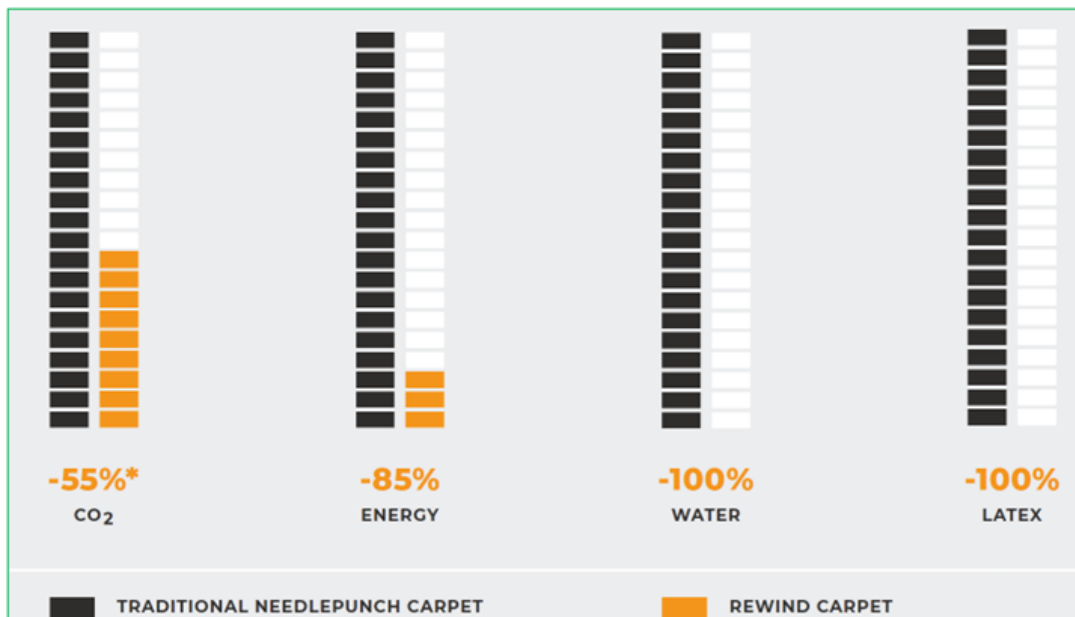
Our exhibitor web shop's provide sustainable products in collaboration with our suppliers, all renting materials for reuse. We actively promote the selection of these products and services.

EA Exhibitions on-site Service Desk

2024 - 100% CO2 neutral (all re-usable materials). Graphics for fascia are reused when working with the same partner on the next edition. Otherwise we plant trees to off-set this footprint.

Aisle carpet choice for organisers

- o Rewind reusable carpet, 55+% CO2 reduction compared to traditional carpet
- o Less aisle carpet and use runners instead
- o Carpet tiles are 100% reusable. Mainly used in exhibitor stands and session rooms.



Rewind Carpet from Beaulieu International Group, Belgium

Stand construction, Carpet tiles and Furniture

100% reusable (and often furniture made of reused plastic bottles)

Audiovisual materials and Green decorations

100% reusable
LED spotlights only

6. Reusable Materials

ECO-SUPPLIERS SELECTION CRITERIA & LOGISTICS

When we are unable to source locally (price, quality or other good client reasons), we will make use of the best logistics partner and have introduced joint efforts on offsetting mileage. The supplier partners now plan to travel by train, to further decrease their footprint.

Every year our Logistics partner Valverde increases its European green mileages by making use of partners with electric vehicles. Although still rare, even the trailers are part of the green development programme. Inside city limits, electrical vehicles are more and more the standard.

Using our event management software, Toddo, they are able to measure door-to-door logistics and offset their mileage by planting trees.

On-site choices for teams

In our hotel selection, we choose to stay close to the venue, ensuring no local travel is needed.

Graphics circular usage

Over the last decade, we see more and more high quality graphics. Often seamless wall graphics made of fabric, for more than one wall, and full of colours, are the selections our exhibitors make for their branding purposes. Often for single use only. The majority of the printing processes and tints are not sustainable, that's why it is important that we have started partnerships in this matter. The selection of sustainable suppliers is crucial to green the exhibitions industry.

Some programs we have started in our operations:

- o Black-out wall graphics with supplier Hestex: Reusable material
- o Recover & take-back vinyl programme
- o Stimulate solutions that can be reused over multiple events or recycled
- o If an exhibitor decides to order graphics via Toddo webshop, wall graphics will be partly made of recycled PET bottles and PVC. After the event, the fabric and PVC are separated. The fabric is recycled into new yarns and the PVC turned into granules.

7. Green Actions Everyday

Our office

- No air conditioning
- LED lighting only
- Waste separation
- Office heating system turned down after office hours (night)
- 60% of the milk used is soy or oat
- Office washing machine used once per day
- "Keep my coffee cup" all day
- Office groceries: 85% vegetarian, and delivered by electric vehicles
- Boiling water for tea: measured exactly the amount needed
- Source locally (office fruit)
- Company clothing - Certified eco-friendly materials

Office building

- Solar panels on building rooftop
- Stimulating green energy procurement of office building owner
- Monthly team engagement: Become more conscious regarding sustainability.

8. Community Contributions



Trees for all (CBF certified)

To offset our unavoidable business and personal air travel emissions we plant trees with Trees for all <https://treesforall.nl/en/>. Calculations are based on 'Milieu Centraal'. Trees for All has been devoted to creating more forests in the world. Its mission is to plant new forests worldwide and to restore existing forests to contribute to a better climate, but also to ensure more biodiversity and healthier living conditions.

The Ocean Cleanup

The Ocean Cleanup develops and scales technologies to rid the oceans of plastic. Its cleaning technologies are deployed around the world as we conduct the largest cleanup in history. For over ten years, The Ocean Cleanup has been researching, extracting, and monitoring plastic pollution in oceans and rivers globally – with millions of kilograms removed to date.

<https://theoceancleanup.com/>

EA Exhibitions is a proud supporter of The Ocean Cleanup, a Dutch initiative.



The Food Forests Netherlands

<https://www.voedselbossen-achterhoek.nl/voedselbos-bredevoort>

Our dream was to create our own forest on a self-bought piece of land. Now we have found a partner that has executed this idea for us. We partner by funding this fantastic project.

In a food forest, trees, vegetation, and plants that produce food, such as fruits, nuts, vegetables, mushrooms, and edible flowers. Nature and agriculture work hand in hand. Food forests are, therefore, a form of nature-inclusive agriculture. These forests contribute to a better climate, the restoration of habitats for countless plants and animals, and healthier living conditions for everyone.



Greening **the events** Industry