“Sustainability is at the heart of what we do and we look to lead the way in the event industry. 

From being one of the first to achieve the industry ISO 2012:1 standard back in 2012, we launched our Grand Plan in 2017: our vision for continuing to improve, build on and share the inspiring work being done by the team. This is a staff-led initiative that has the support of everyone in our business – from the Board and across every department, we have all been through training and have contributed our ideas for the future. I believe that we can continue to lead others and that we all have a role to play in doing this.

Producing this, our first Grand Plan report, is part of that commitment. We want to demonstrate what is possible, share what we have achieved and what we still have to do, as this is a Plan with big ideas and a very long future. It is our Grand Plan.

It’s been a fantastic two years of change and progress at Olympia London and I look forward to playing my part in its development.”

Nigel Nathan
Group Managing Director

“We are custodians of this great building, this fantastic venue and this incredible business and we are responsible for securing its long term future.”

Anna Golden
Commercial Director
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Introduction

Olympia London opened its doors in 1886 as an inspiring event space. Designed by architect Henry Edward Coe, the Grade II listed building and iconic London landmark boasts a rich heritage and hosts some of the most prestigious events in the UK.

We have a brilliant history... but we also have a vision for the future: to continue as a world class venue, to create inspiring spaces and to secure Olympia London’s legacy as a destination for education, inspiration and entertainment for another 130 years and beyond. This vision is supported by our company values which define the way we work: Care, Commitment, Passion, Respect and Trust.

The Grand Plan is our programme to ensure a sustainable future. It was launched in 2017 following a detailed sustainability study of the venue and our work practices.

We realised the venue was already achieving a great deal, but we needed a platform to take our plans to the next level.

A team of passionate people from across our company came together to form a new committee, in order to collate, share and celebrate the inspiring work being done, as well as develop ideas for the future.

Read our full policy here.

This is our Grand Plan: a strategy for championing green practices, connecting communities and empowering our staff, partners and peers.
Our ultimate goal is to leave a positive impact through all that we do, focusing on three areas: Community, Education, Environment.
I’m passionate about the preservation of nature, especially within our cities. I love cooking and like to buy locally, seasonally and sustainably. We need to support our local businesses and producers.

Inspired by my teenage daughter and the future generations to come, who have to live with the consequences of our decisions today.

It’s vital to me to educate myself and others on the bigger picture. “You must be the change you wish to see in the world” (Mahatma Ghandi).

Ben’s focus is not only on reducing the volume of packaging, but also the sustainability of the produce served, sourcing locally and sustainably.

I’m passionate about understanding the ‘story’ behind producers; supporting great British produce, with strong sustainability credentials.

Making sure that the London Living Wage is the minimum pay across the business was just the first step. Now we need to make it industry-wide.

Before moving to London, I was lucky enough to spend 10 years living in the mountains and enjoying fresh alpine air. I am conscious that we need to preserve this amazing planet for future generations.

I love the peacefulness, wildlife and coastline where I live and am keen to preserve it. I am passionate about recycling and reducing waste, especially plastics, from our environment.

I’m all about saving the bees; sometimes it’s the little things that make the biggest impact.

Combining keeping fit with reducing energy use, I practise what I preach and always take the stairs when possible.

I want us all to be a little less short-sighted by focussing on the next 50 years and not the next 50 days.

I like to walk wherever I can rather than take a car or a bus. We need to reduce the amount of pollution in our cities; every little step counts.

Since understanding more about the impact of intensive farming methods, I’ve changed my diet to reduce the amount of red meat and dairy I consume.

I’m all about the conservation of nature, especially within our cities.

I’m passionate about understanding the future generations to come, who have to live with the consequences of our decisions today.

I like to get involved and am most concerned with animal welfare and the pollution of our environment from plastics.

I like to walk wherever I can rather than take a car or a bus. We need to reduce the amount of pollution in our cities; every little step counts.

I’m passionate about eliminating homelessness. I have been volunteering at a local homeless shelter since I was 12. I’m delighted that the Baron’s Court Project is our chosen charity for the year.

Before moving to London, I was lucky enough to spend 10 years living in the mountains and enjoying fresh alpine air. I am conscious that we need to preserve this amazing planet for future generations.
## Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISO 2012:1</td>
<td>The international standard for sustainable event management</td>
</tr>
<tr>
<td>Green Tourism Silver Award</td>
<td>Internationally respected award demonstrating a commitment to People, Places and our Planet</td>
</tr>
<tr>
<td>2 AEO Excellence Awards</td>
<td>Recognising world-class standards in the event industry</td>
</tr>
<tr>
<td>AccessAble certificate</td>
<td>Recognition that Olympia London is committed to improving accessibility</td>
</tr>
<tr>
<td>Superbrand</td>
<td>Recognising Olympia London as one of the most respected UK brands for the second consecutive year</td>
</tr>
<tr>
<td>London Healthy Work Place Achievement Certificate</td>
<td>Presented by the Mayor of London to businesses championing wellbeing in the capital</td>
</tr>
<tr>
<td>British Safety Council</td>
<td>Awarded for the venue’s integrated safety, health and environmental management system</td>
</tr>
</tbody>
</table>
Our aim

To enhance our role as a hub of the community, to support local development and make this a great place to visit, a better place to live and an amazing place to work. We are committed to understanding, supporting and raising awareness of our local community’s needs.

What have we done?

Our Charitable Trust — the Earls Court and Olympia Charitable Trust — provides support to charities and organisations within the London Borough of Hammersmith and Fulham, as well as the Royal Borough of Kensington and Chelsea. Its primary focus is to benefit young people, with an emphasis on education, health and personal development.
Our charitable trust

Our charitable trust is a standalone charity that includes councillors from the London Boroughs of Kensington & Chelsea and Hammersmith & Fulham amongst its trustees.

Beneficiaries in 2017 and 2018 included:

- **The Royal Borough of Kensington and Chelsea Foundation**: funds to support those affected by the Grenfell Tower fire, which was less than 2 miles from our venue. In addition, we offered storage and transport to accommodate other donations on behalf of the survivors and the victims’ relatives.

- **Avonmore Primary School**: just a few yards from the venue and at the heart of Kensington. Our Charitable Trust donated funds to provide every pupil with brand new sets of re-designed uniforms.

- **Brook Green Nursery**: this local nursery needed an injection of capital to continue offering affordable childcare in Hammersmith. The Charitable Trust provided financial support to help the institution continue in its mission as a standalone charity organisation.
People matter

We want all those who work for Olympia London to be empowered and proud to be part of the team; all those who live near us to come together as part of our vision to be a community hub; and all those who visit us to feel welcomed and inspired.

Employees

Our priority is to look after our staff and offer employment opportunities for local people. In 2017 we ensured all our staff were paid at least the London Living Wage and, in 2018, started an apprenticeship scheme in partnership with a local college. This scheme offers enhanced apprentice pay, as well as great opportunities to develop a career at Olympia London. Applications are encouraged from across the community for any other job vacancies.

Residents

Maintaining a close community engagement, we hold regular meetings with residents to ensure a two-way dialogue. Our neighbours are consulted about the vision for Olympia London’s future and, in 2018, we brought people together by hosting events such as coffee mornings, concerts and by sponsoring the Kensington Olympia Festival of Music and the Arts, for example. Children from a local youth club were invited to attend the 2018 London International Horse Show and a partnership was established with the London Book Fair to provide books for a local school’s library.

Visitors

We thought we would let one of our visitors do the talking!

“I was really impressed with their customer service in regard to disabilities. I use crutches and was worried that walking around would be tough tiring so contacted the venue to see if I could hire a wheelchair... and people couldn’t have been more helpful. Lots of blue badge spaces, plenty of disabled toilets and considering how busy it was we had no problems manoeuvring round.”

Jacqui M
Tripadvisor review
Charitable giving

Supporting local charities is something which we are truly passionate about. As well as supporting causes through our charitable trust, we select a charity partner each year and this is supported by the business, our employees and our partners; we also involve our visitors and our clients wherever we can. It is important to us that the charity is a local one, supporting our aim of community development.

2017 — 2018
Maggie’s West London

For 2017-2018, our Grand Planners elected Maggie’s West London as our charity partner; this centre provides free practical and emotional support to cancer patients and their families. Maggie’s welcoming and friendly centres are built in the grounds of cancer hospitals and their professional staff offer all the necessary support.

“The team at Olympia London has been absolutely incredible in supporting their local Maggie’s cancer support centre, in a whole host of ways: from organising fundraising events raising thousands of pounds, to volunteering their time to help in our gardens, they have truly gone above and beyond.”

Anna Wall-Budden
Fundraising Manager, Maggie’s West London

£8,584
raised in total at staff and partner fundraising events
Charitable giving

July 2018 to date
Barons Court Project

Our charity of the year is Baron’s Court Project, the only local day centre supporting those on low incomes who are vulnerable to mental health issues or homelessness.

“We are delighted that Olympia London chose Barons Court Project as its charity partner. Our aim to be ‘a home for those who do not have one and for those who do not feel at home within themselves’ has been wholeheartedly supported through our partnership in many ways.

In addition to providing a full, professional redecoration of our café and communal areas over four floors, new lighting, a new toilet and storage areas, Olympia London has organised transport to allow us to make collections of donations and deliveries across London, including to a former rough sleeper’s flat, making it into a home in time for Christmas.

Olympia London’s staff volunteered to help with our Christmas parties and Christmas dinner and took the charity to their hearts in organising a ‘reverse advent calendar’ to provide supplies to homeless people and people on low incomes in the borough.

As the only remaining centre of its kind in the London Borough of Hammersmith and Fulham, Olympia London’s support has been invaluable in helping us achieve so much more for those we serve.”

Michael Angus
Director, Barons Court Project

£8,045 raised so far at staff and partner fundraising events
Charitable giving

As well as raising money at events such as our annual service partners’ golf day and staff quiz night, we pledged £5,450 to sponsor cooking classes for service users of Barons Court Project and refugee/asylum seeker group meetings.

We have also encouraged our clients and contractors to follow our lead:

Asia Expo donated products from their show to Maggie’s and these were sold to raise over £600 for the charity. Pure London donated furniture left over from their event to Barons Court Project, for the benefit of recently-housed rough sleepers.

London Painting Contractors, G Haslehurst Builders, GDE and Campbell Reith have helped us to support Barons Court Project with redecoration, electrical works and transportation: the accumulated value of services donated by Olympia London and partners in 2018 reached £17,160.
Volunteering

In 2018, we aligned our community work, charitable work and people focus by giving all employees one day per year which they can spend volunteering, in company time, for local causes. Our service partners are also invited to take part in volunteering opportunities.

We believe this brings many benefits: people involved gain a greater understanding of their local communities and a fantastic sense of achievement at both a personal and a team level; it increases positive teamwork and creates meaningful relationships. At the same time, their skills and our time can make a real difference to people in needed.

From gardening to serving Christmas dinner, our employees and partners have been happy to get stuck in and donated a total of 113 hours, worth £3,684 in 2018.

We are looking forward to doing much more.

“I am delighted with the level of support Olympia London’s Grand Plan and Charitable Trust are providing to causes in our borough. From their invaluable partnership with Barons Court Project, to their sponsorship of school uniforms and provision of space for community events, the venue has worked hard to maintain its position at the heart of our community.”

Councillor Daryl Brown
Mayor of Hammersmith and Fulham
## Results 2017 – 2018

### Cash donations

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Donation (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baron’s Court Project</td>
<td>5,450</td>
</tr>
</tbody>
</table>

### Money raised by Olympia London for charities

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Total raised (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maggie’s West London</td>
<td>1,057</td>
</tr>
<tr>
<td>Macmillan</td>
<td>507</td>
</tr>
<tr>
<td>Barons Court Project</td>
<td>8,045</td>
</tr>
<tr>
<td>Breast Cancer Now</td>
<td>121</td>
</tr>
<tr>
<td>TOTAL RAISED</td>
<td>9,730</td>
</tr>
</tbody>
</table>

### Volunteering hours provided by Olympia London & Service Partners

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Total hours</th>
<th>Approximate Value (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baron’s Court Project</td>
<td>68</td>
<td>2,469</td>
</tr>
<tr>
<td>Maggie’s West London</td>
<td>45</td>
<td>1,215</td>
</tr>
<tr>
<td>TOTAL HOURS &amp; VALUE</td>
<td>113</td>
<td>3,684</td>
</tr>
</tbody>
</table>

### Donations in kind, leveraged by Olympia London*

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>Donor</th>
<th>Value (£)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baron’s Court Project</td>
<td>GDE</td>
<td>2,800</td>
<td>Electrical work</td>
</tr>
<tr>
<td></td>
<td>G Haslehurst Builders</td>
<td>3,250</td>
<td>WC refurbishment Waste clearance Transport</td>
</tr>
<tr>
<td></td>
<td>Campbell Reith</td>
<td>300</td>
<td>Structural inspection of office ceiling</td>
</tr>
<tr>
<td></td>
<td>London Painting Contractors</td>
<td>6,770</td>
<td>Full redecoration of staircase/hallway on 4 floors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1,470</td>
<td>Full redecoration of kitchen and dining room</td>
</tr>
<tr>
<td>TOTAL VALUE</td>
<td></td>
<td>14,590</td>
<td></td>
</tr>
</tbody>
</table>

*Estimated value of work provided for free by contractors, requested by Olympia London
Our aim

To be as efficient as possible as a business and to encourage our customers to showcase more sustainable events.

We are committed to doing more than just fulfilling our legal obligations – we want to lead the way in hosting events which are kinder to the planet.

What have we done?

Our three key areas of impact are energy, waste and local air quality. As well as developing sustainable practices ourselves, we believe it’s important to encourage our event organisers, service partners and contractors to collaborate with us and to consider their own impact on the environment. So this is our key focus.
Our energy-saving work started many years ago and continues to evolve with the needs of the business. In previous years, we upgraded our building management systems to better manage heating, cooling and lighting in the main event spaces, installed lighting sensors and implemented a closely-monitored switch-off scheme.

2018 saw the roll-out of our LED lighting programme. We have now installed LED lights in all our main event spaces and, as a result, are already seeing reductions of up to 50% in energy usage during key events. In addition, 100% of our electricity is from renewable sources.
The events industry has always had a reputation for generating vast quantities of waste and so Olympia London has worked tirelessly for a number of years to reduce the volume produced and to recycle as much as possible. Approximately 98% of our waste is recycled and the remainder is used as waste for energy, meaning 100% of waste is diverted from landfill.

But that is still not enough for us. In 2017 and 2018, we have:

- Introduced food waste separation to our catering partners and staff, meaning we are able to recycle more and send less waste for incineration. Fertiliser and renewable energy is produced from our food waste instead.
- Distributed branded mugs and glasses to all staff and removed plastic cups from our operations.
- Introduced coffee cup recycling units: disposable cups are now upcycled into products such as note pads or ‘keep cups’.
- Abolished plastic straws and introduced bamboo cutlery.
- Increased on-site waste segregation, ensuring more of our waste goes directly for recycling and fewer journeys are made to transport waste produced at the venue.
- Re-tendered our waste management and recycling contract to ensure that we gain the best possible support for our Grand Plan objectives from our partners. G Haslehurst and Powerday successfully retained the contract.

Waste

100% diverted from landfill
98% of waste recycled

OLYMPIA CENTRAL
Local traffic congestion and air quality are both very important to our local community, and at Olympia London, we take our responsibilities very seriously.

In recent years, we have introduced systems to reduce the impact of transport. Our online vehicle management system ensures all vehicles coming to the venue are logged and given allocated delivery slots, reducing congestion and improving local air quality by preventing idling traffic.

In 2018 we engaged with Cross River Partnership, a public-private initiative that secured funding from Defra’s Clean Air grant for their Clean Air Villages programme, in a project involving five London boroughs, including Hammersmith & Fulham and Kensington & Chelsea.

With the aim of reducing emissions within the borough, we worked together to assess deliveries to our business, mapping out purchasing patterns in order to minimise the number of vehicles bringing goods to the venue and encouraged staff to consolidate their deliveries, from milk to stationery, too.

Cross River Partnership also helped us identify cleaner air walking routes to Kensington High Street, Hammersmith and Baron’s Court tube stations.

Some of our Grand Planners joined representatives from Kings College in monitoring the air quality on polluted and cleaner, alternative routes and we are now able to promote the cleaner routes to staff and visitors.

We also involved our employees in supporting National Air Quality Day and conducted a travel survey, the results of which were analysed by the Cross River Partnership to help identify how staff can benefit from the cleaner air walking routes.
Practice what you preach

After working closely with our employees, we introduced a ‘Green Office Charter’, to encourage and remind everyone to make their contribution each day to our Grand Plan. The Charter is displayed throughout our venue and organisers’ offices, focussing on saving energy, reducing paper usage, eliminating plastic, separating food waste and ethical sourcing.

“Well done team Olympia London! Your Grand Plan really is a shining light of sustainable best practice; the programme you have developed ticks all the sustainable strategic development boxes and encompasses all areas of the business. Your sustainability team really is lifting the bar of what can be achieved at a large historic site, visited by hundreds of thousands of people every year. Your work really does show how it should be done, and I hope your commitment inspires other large ‘national icon treasures’ to start their sustainability journeys.”

Warren Campbell
General Manager, 15Hatfields
MIA Board Sustainability Champion
“It is not fair to ask of others what you are not willing to do yourself.”

Eleanor Roosevelt
## Results

Commentary: Consumption of resources at the venue is heavily influenced by the number, size, and type of events that take place over the year. The weather also plays a major part and this presents a challenge for the business in providing comparative data year-on-year. We are currently working on improving our data capture.

### Total Consumption

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>change</th>
<th>% change</th>
<th>kWh/m³ per open day 2017</th>
<th>kWh/m³ per open day 2018</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity (kWh)</td>
<td>5,948,100</td>
<td>6,048,340</td>
<td>100,240</td>
<td>2%</td>
<td>13929.98</td>
<td>14609.52</td>
<td>4.88%</td>
</tr>
<tr>
<td>Gas (kWh)</td>
<td>4,229,861</td>
<td>5,149,044</td>
<td>919,183</td>
<td>22%</td>
<td>9906.00</td>
<td>12437.30</td>
<td>25.55%</td>
</tr>
<tr>
<td>Water (m³)</td>
<td>43,534</td>
<td>57,608</td>
<td>14,074</td>
<td>32%</td>
<td>101.95</td>
<td>139.15</td>
<td>36.48%</td>
</tr>
</tbody>
</table>

Commentary: These figures have been heavily influenced by the weather. More gas was used in 2018 because of the prolonged cold spell and more electricity and water was used for cooling because of the long, hot summer. We have chosen to measure consumption by event ‘open days’. This number includes every day that an event was open, i.e. if three events were open on one single day, this is counted as three open days. We have used this method as a simple way of ‘normalising’ the data.

### Lighting usage by event (kWh)

<table>
<thead>
<tr>
<th>Event</th>
<th>2017</th>
<th>2018</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event A</td>
<td>4016</td>
<td>3017</td>
<td>-25%</td>
</tr>
<tr>
<td>Event B</td>
<td>4383</td>
<td>2829</td>
<td>-35%</td>
</tr>
<tr>
<td>Event C</td>
<td>8430</td>
<td>4533</td>
<td>-46%</td>
</tr>
<tr>
<td>Event D</td>
<td>19,516</td>
<td>9092</td>
<td>-53%</td>
</tr>
<tr>
<td>Event E</td>
<td>10,416</td>
<td>4225</td>
<td>-59%</td>
</tr>
<tr>
<td>Event F</td>
<td>8758</td>
<td>4088</td>
<td>-53%</td>
</tr>
<tr>
<td>Event G</td>
<td>27,234</td>
<td>15,626</td>
<td>-43%</td>
</tr>
<tr>
<td>Event H</td>
<td>20,708</td>
<td>16,739</td>
<td>-19%</td>
</tr>
</tbody>
</table>

Commentary: These figures demonstrate the impact of the LED lighting replacement programme which took place from Autumn 2018. Lighting usage has been measured across 8 shows and compared year on year. The show names have been left anonymous for client confidentiality. NOTE: only 70% of the lighting in Olympia Grand is metered and can therefore be measured. Olympia National is 100% metered.

### Total Waste Production

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total waste</td>
<td>0.000137</td>
<td>0.0001391</td>
<td>2%</td>
</tr>
<tr>
<td>% recycled</td>
<td>98</td>
<td>98</td>
<td>0%</td>
</tr>
<tr>
<td>% incinerated for energy</td>
<td>2</td>
<td>2</td>
<td>0%</td>
</tr>
</tbody>
</table>

Commentary: Waste production at Olympia London in 2018 increased slightly over 2017, due to the addition of social venue ‘Pergola’. Data is compared using ‘square metre days’, i.e. no. of square metres x no. of days hired.
Education

Our aim

To educate, empower and engage others with our work; to share our successes and become recognised leaders in the event industry.

We are committed to using our experiences to support others on their journeys to a more sustainable future.

What have we done?

The Grand Plan brand was launched internally first; we wanted something that everyone could identify with and feel part of, where all are empowered to lead change and input into the future.

We therefore started with training: delivering Grand Plan workshops to over 120 employees across all areas of the business over a 2-week period. Service partners were also invited, so their employees could feel included in our plans. Finally, we developed a Grand Plan induction, so that all new starters coming to work at Olympia London are part of our programme right from the start.
Communicate, communicate, communicate

Keeping communication going is fundamental to success in educating and engaging with others. This means continuing to tell our stories, reminding everyone how important our Grand Plan is and encouraging others to be involved.

We do this through ensuring the Grand Plan is at the heart of everything we do and is therefore always included in our staff coffee mornings and briefings, as well as client newsletters, social media and of course our website.

We have also improved communications on site, with visual messaging on bins and greener office information displayed in organisers’ offices.

“The single biggest problem in communication is the illusion it has taken place.”

George Bernard Shaw
Partnering for the future

Our aim is not just to educate but to engage others and empower them to make change themselves. In 2018, we partnered with a number of events to create and showcase more responsible and sustainable ways of working.

One example was our collaboration with the event organiser for the debut European Coffee Expo, where Olympia London instigated a project to improve and increase separation of waste during the event. Optimising waste segregation on site is vital to reducing contamination of waste and allowing for more to be recycled.

European Coffee Expo made available two full recycling stations on the event floor, whilst we provided dedicated collection bins for cardboard, paper, glass, plastic, cans, coffee cups and food waste.

In addition, we introduced a stand collection service for coffee grounds from exhibitors’ demonstrations. All of this was then recycled. To enhance the visitor experience and engage them in our work, we provided displays at the recycling stations to describe how each type of waste was recycled. Its success means that we have now been able to use these displays at other events.

This bespoke partnership between organiser and venue resulted in much more efficient and achievable recycling for all concerned.

“European Coffee Expo was delighted to be part of Olympia London’s new initiative. By providing increased separation on site, we showcased to visitors the benefits and ease of increased separation at source, whilst also supporting our exhibitors’ own sustainability policies and aims.”

Marisa Beckman
Invent and Operations Manager
European Coffee Expo
Leadership

We believe passionately in showing leadership; sharing our knowledge, demonstrating a positive impact and working with others to find new ways of supporting our events to improve.

One of our most significant developments in 2018 was the launch of our free event sustainability reports. We wanted to help event organisers to see the impact of their events, achieve targets and empower them to make better choices, at the same time as gaining an insight into industry trends.

A template was created and trialled before being launched to all organisers. A report is now produced for every exhibition held within Olympia London and is sent to the organiser following the event. It contains not only data on waste, energy, water and event-related transport emissions but also on employment creation and specific sustainability practices put in place for the event. This is not an optional extra but is a standard part of the way we work — a first among UK venues.

“As an event organiser, being provided with sustainability data from the venue is key to our being able to understand the impact of the event. Olympia London is the only venue that provides us with this data in a detailed report and goes beyond this to also provide us with data on our impact on local employment, our use of reusable coffee cups, and our carbon footprint from transport to the event. We welcome Olympia’s leadership in providing this data to all organisers; we hope it will help increase the availability of sustainability data across the industry, engagement and action.”

Lucille Ryan
UBM EMEA Sustainability Manager
Procurement

An important part of our Grand Plan has always been to make sure it is embedded across the business; considered in business decision making, reported up to the Board and engaging for all our people in all areas. One focus area was procurement — making sure we consider each purchasing decision. As part of this, we revised our procurement processes and ways of assessing suppliers to ensure the Grand Plan formed part of our decisions and assessment was linked directly to our objectives.

As part of this process, we were aware that being a responsible business also means addressing potential ethical and human rights issues. We therefore partnered with Ardea International, a specialist consultancy in human rights and modern slavery. Together, we implemented a number of measures, including updating policies to prevent any modern slavery threat, developing a risk assessment tool and supplier questionnaire to identify risks within the supply chain, updating terms and conditions and contracts and finally, delivering training to all staff on modern slavery so they could identify risks across the business and the community.

“Working with Olympia London has been a pleasure. They have taken a leading approach to managing the risk of modern slavery and are keen to ensure that the business will be run in a fair and ethical manner as well as integrating the issue into their broader sustainability objectives. We believe that this approach to conducting business responsibly is what all organisations should be considering.”

Colleen Theron  
CEO, Ardea International
Results

Grand Plan Induction

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of staff and service partners attending Grand Plan workshops as part of launch</td>
<td>149</td>
<td>86% of existing staff in September ’17</td>
</tr>
<tr>
<td>No. of new staff who have completed a Grand Plan induction since launch</td>
<td>11</td>
<td>100% of new starters from September ’17 onwards</td>
</tr>
</tbody>
</table>

Event Sustainability Reports

| No. of reports issued to exhibition organisers | 100% |

Commentary: We revamped our event sustainability report in 2018 to make it more comprehensive and meaningful and decided to issue it to all exhibition organisers from September 2018 onwards, rather than issuing it only on request.

Sustainable Waste Management Showcase

| No. of events at which sustainable waste management practices were showcased on a dedicated stand in 2018 | 3 |

At Olympia London, we feel proud of what we have achieved since the launch of the Grand Plan. Taking time to look back and see how far we have come has further motivated us: staying where we are is not an option. We want to be better, we want to lead the industry towards a future where events have a positive impact and we want to be confident in our planning and demonstrate our successes.

That’s why we have focussed on the next steps: what is still to do, what needs improving, how can we show our progress?
“The first step towards getting somewhere is to decide that you are not going to stay where you are.”

Unknown
The next steps for the Grand Plan

Community
- We will create improved reporting for charitable donations, so that we can show not just cash donations but also the value of management/volunteering time and gifts. This means we can present a wider picture of the benefit from our contributions and demonstrate a more meaningful relationship with our partner charities.
- We will increase opportunities for volunteering and garner support from a wider range of employees.
- We will widen our support of community projects to build further on our position as a hub of our local community.
- We will create a community events calendar to increase engagement and attendance across the borough.

Environment
- We will build on the work done so far to reduce waste and further increase awareness amongst organisers, exhibitors and visitors.
- We are aiming to be ‘cup neutral’ and will increase disposable cup recycling and improved water vending.
- We will revisit our Greener Office Charter to identify areas which could further encourage improved office practices.
- We will design and introduce bee hotels to the venue and our community, engaging with local schools to highlight the importance of conserving wildlife.
- Having already removed a great deal of single-use plastic from our operations, we will work with organisers and contractors to reduce its use by a further 20%.

Education
- What you don’t measure, you can’t manage and that’s why one of our main areas of focus is on better data. Now we have our event sustainability reports, we can start to gather more meaningful data to compare the impact of an event year on year and establish areas for further action and improvement. We will do this in partnership with organisers to increase engagement in our Grand Plan and we will offer ideas and information on how to improve performance.
- We will reward those who support our Grand Plan and incentivise staff to come forward with ideas to enhance our efforts.
- We will create posters and a video to increase awareness of our Grand Plan and will review the customer journey to ensure that our Grand Plan aims are progressed at each stage.
Each one of us can make a difference. Together we can make change. This is our Grand Plan.