

Sustainability at **BSG LIVE'24**

17th – 20th June 2024 | ICC Birmingham

Policies / initiatives for 2024

Minimal conference material produced with a non-plastic recyclable badge, lanyards and foldout guide made from recycled materials that are also recyclable, and enhanced use of technology to help attendees navigate the event.

Encouraged minimal use of international speakers and any that did attend were given multiple roles. Campus, as a virtual event, is a good opportunity to bring in international speakers without the need for travel.

City centre location with good public transport links. All social event venues are within walking distance.

Section added to the Exhibitor Manual to encourage exhibitors to think about the materials on their stand including giveaways.

Delegates encouraged to bring their own water bottle to fill up from the water stations. No single use plastic throughout the venue.

Questions on travel distances and modes in the registration form to help track impact of the event.

Only vegetarian food served on two days of the event.

On-demand content library. Opportunity to view content without travelling and attending in person. Also, gives delegates who did attend in person the option to catch up on sessions they couldn't attend.

Partnership with Event Cycle who redistributed the items purchased for the family room to a local charity and will upcycle and redistribute the materials created for branding and directional signage.

E-poster screens switched off between poster sessions to save on power usage.

Partnership with Event Cycle

Partnership with Event Cycle to help minimise the environmental impact of the event. By repurposing graphics and foamex boards created for signage and toys purchased for the family room, they not only reduced the environmental impact whilst increasing the community impact in the process.

Supported by Charity Landau, Calluna Upcycling played a pivotal role in transforming event materials into tangible social impact. Skilled sewers at Calluna Upcycling creatively repurposed the event graphics into 61 eco-friendly tote bags. These bags, distributed to local charities, not only reduce waste but also empower individuals facing challenges such as illness and trauma through meaningful employment opportunities. Each tote bag symbolises a journey from event signage to community support, embodying Calluna Upcycling's commitment to creativity, sustainability, and social responsibility.

The tote bags were sent to three charities in need to be put to good use:



- ➔ Scrap Anticas, a Dundee-based community interest company, received tote bags from the event. These bags, sold in their ScrapStore and used in workshops, promote creativity while diverting waste from landfills, aligning perfectly with Scrap Anticas' mission of community, art, and sustainability.
- ➔ The Sen Support Space in Gateshead, striving for charitable status in 2024, received tote bags which will contain specialist sensory kits. These kits provide essential support for children with special educational needs and disabilities (SEND) and their families, fostering inclusivity and well-being in a safe, supportive environment. The kits contain ear defenders and fidgets as well as chew toys for the charity's SEN children when they feel overwhelmed.
- ➔ South Stanley Partnership in County Durham, a stalwart in community support since 2001, received some of the newly crafted tote bags to replace single-use carriers in their food support programs and enhance community workshops.
- ➔ As for the foamex, some willing organisations wanted to make sure the non-recyclable material was repurposed in a few creative ways:
- ➔ OLDP (Opportunities for Liberating and Developing your Potential) empowers women and girls in Birmingham through careers in the built environment. The foamex boards they received will support decorating workshops, promoting skills development and economic empowerment among participants.



- ➔ Cofton Road Allotments, dedicated to nurturing community gardens in Birmingham, will use foamex boards to enhance garden displays and promote sustainable gardening practices, embodying their commitment to environmental stewardship and community engagement.
- ➔ And for the toys from the family room, which included foam blocks, mats and playsets, books, crayons and games. These were sent to an organisation Event Cycle previously helped during the Birmingham 2022 Commonwealth Games:
- ➔ Balsall Heath CATS (Children Action Team Support) supports disabled children, young people, and families to foster social inclusion through play. Originating to integrate local children and youth with disabilities into community life, the organisation now aids over eighty families and collaborates closely with twenty organisations. They cater to diverse backgrounds facing barriers to support, offering informal assistance and guidance on cultural, communication, disability access, and financial challenges. Their mission promotes social inclusion through recreational and educational activities, raises awareness on disability issues, and shares best practices for improving quality of life in the West Midlands.



The things [we received] are amazing just what we needed, thank you so much!

The donation of toys could not have come at a better time as a small organisation it is difficult to purchase new toys, this donation will enable us to enrich our play resources and loose parts therefore giving our play and youth sessions a much needed boost with new things for our children to play, engage and get creative with

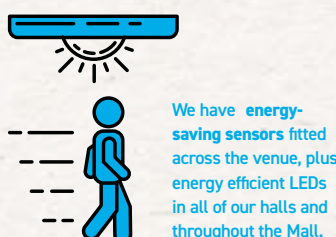
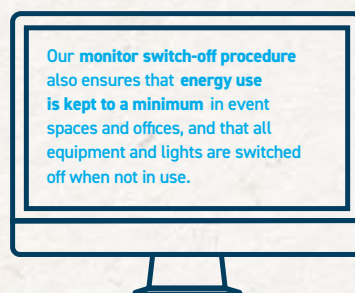
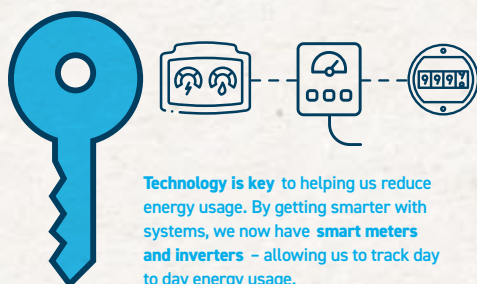
Balsall Heath CATS Team

Venue and caterer

Please see below the sustainability policy document from the BSG LIVE'24 conference venue, the ICC Birmingham

Energy... we're full of bright ideas

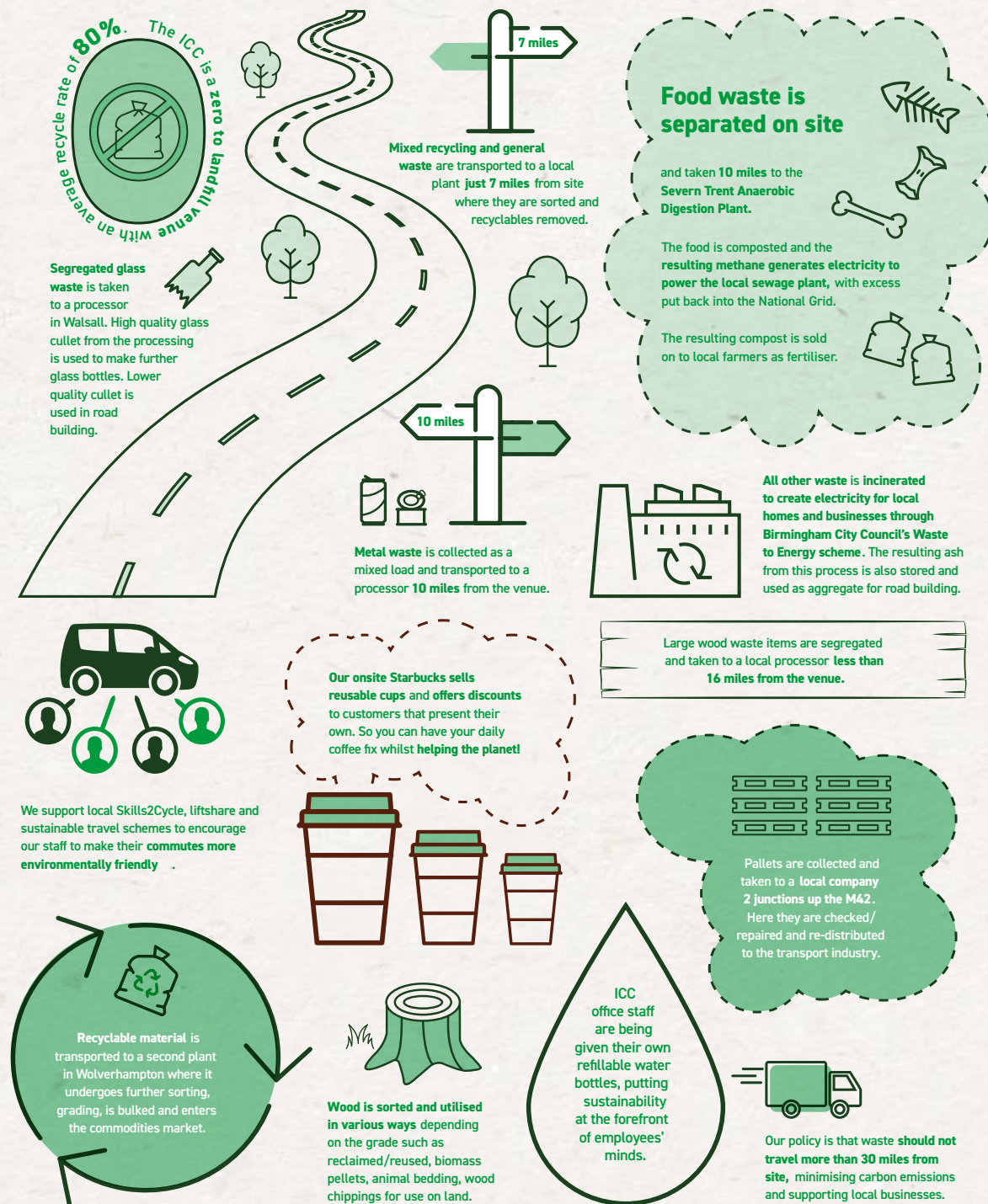
LED's, smart meters, carbon off-setting...just some of the ways we're tackling our energy usage. A big venue like us undoubtedly uses a lot of energy, but with our comprehensive plan of creative initiatives this is minimised as much as possible.



Our CHP generator is a district-based scheme installed on site at the ICC to **provide electricity, chilled water for air-conditioning and hot water for heating**. In addition to reducing our carbon footprint, the scheme also enables us to sell carbon credits – the ultimate sustainability win-win.

Waste not, want not

We're all about prevention, making sure that as little waste as possible gets back into our environment. For the bits that do, we are constantly looking at alternative and more and more environmentally friendly management methods. We're a venue with conscience.



Food...local tastes even better

With the help of our in-house caterer Amadeus, we are committed to sourcing local. Travelling no more than 30 miles to get you the best produce for a show, we also support a wide range of small and medium sized businesses.



We have pledged to keep reducing plastic waste. Our water is supplied by Princes Gate, their water bottles are made from 55% rPET (guaranteed to be from UK, post-consumer recycled bottles).



100

of Amadeus' disposable packaging spend is on sustainable products - Recyclable, biodegradable or compostable.

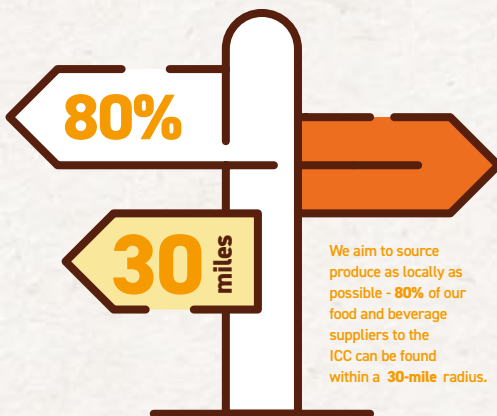


We're committed to supporting local communities - 60% of our food and beverage suppliers are small and medium sized enterprises.

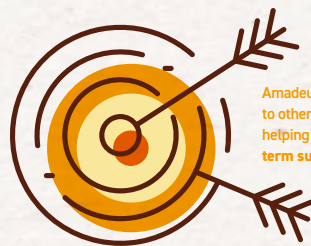
60%



We've teamed with food donation scheme Olivo, to share surplus food with those in the local community.



We aim to source produce as locally as possible - 80% of our food and beverage suppliers to the ICC can be found within a 30-mile radius.



Amadeus provides client consultancy to other venues they cater for, helping each one to achieve longer-term sustainable solutions.

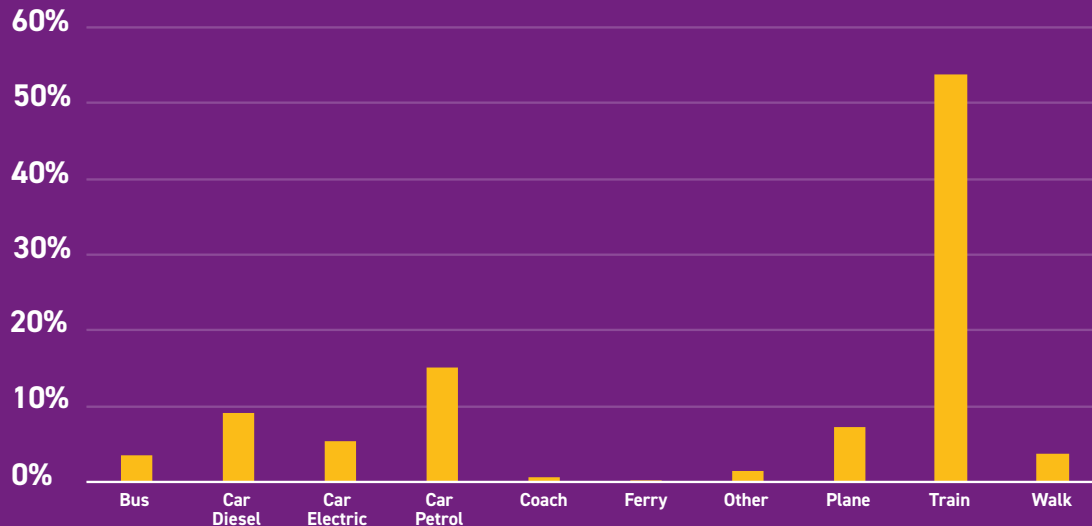


Taking advantage of technology, we now use AI to help reduce the amount of waste thrown away in our kitchens and monitor stock levels.



Data from the registration

Method of transport



Country of residence as indicated on the registration form (excludes virtual only attendees).



Recommendations for 2025

Further work with Event Cycle, to focus on items currently outside of the BSG's control, such as exhibition build.

Discounted public transport with the city of Glasgow.

Track travel plans from all attendees on the registration portal as a mandatory field. This will include mode of travel and where they will travel from.

Thorough review of all areas of the event, for example, e-posters vs paper posters printed by a sustainable printer.

Maintain only vegetarian food being served on the Monday and Thursday of the event.

Further sustainability sessions in the programme including in high profile plenary sessions.

Stronger messaging to exhibitors earlier on in the process to get them to think about the materials on their stands including giveaways.

BSG will provide recommendations to industry on how they can contribute to a more sustainable BSG LIVE.

Check and discuss sustainability policies with any potential venue and supplier.

Consider carbon offsetting.

Glasgow, next year's destination, was ranked eighth in the 2023 Global Destination Sustainability (GDS) Index. The GDS-Index is a tool that measures and improves the sustainability of tourism and events destinations.

Work with the venue, SEC Glasgow, to track food waste, power usage, and water usage.