

Sustainability:



How our industry is playing its part

COP26 saw world leaders come together to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change.

On 13 November 2021, COP26 concluded in Glasgow with all countries agreeing to the Glasgow Climate Pact to keep 1.5C alive and finalise the outstanding elements of the Paris Agreement.

The Glasgow Climate Pact, combined with increased ambition and action from countries, means that 1.5C remains in sight and scales up action on dealing with climate impacts, but it will only be delivered with concerted and immediate global efforts.

Deloitte Consumer Sustainability Research

Explore how consumers are adopting a more sustainable lifestyle and understand the changes and key findings in sustainability and consumer behaviour in 2021.

Headline stats

In the last 12 months, **49%** of consumers bought **more seasonal products** and **45%** of consumers bought **more locally produced goods**.

61% of consumers have reduced their usage of single use plastics (this is still the most common way consumers are being more sustainable).

Nearly **1 in 3** consumers claimed to have stopped purchasing certain brands or products because they had ethical or sustainability related concerns about them.

Top 3 reasons why consumers haven't adopted a more sustainable lifestyle.

22% not interested

16% too expensive

15% don't have enough information

Consumers want businesses to help them adopt a more sustainable lifestyle.

Consumers' number one ask is better schemes to remove

plastics and packaging (**64%**) However people are willing to take more responsibility.

Information taken from Deloitte's Shifting sands: Are consumers still embracing sustainability?



So, what does this mean for our industry?

Sustainability has been on the agenda for many years, but in recent years this is steadily rising on the Corporates agenda when planning meetings and events, with clients looking for more venues with green accreditations. On the back of COP26, the importance and awareness of green initiatives is only going to become more important as we all look do our bit to support global efforts.

Understanding consumer behaviour helps us shape our sustainable initiatives.

With this in mind, we thought we'd look at some of the standards available and highlight some of our EDGE Venues licensees who we feel are doing particularly well when it comes to their 'green' initiatives and policies.

Green Tourism

Green Tourism standard

The Green Tourism standard is the only national certification programme endorsed by the UK National tourism agencies. Businesses opting to join Green Tourism are assessed by a qualified grading advisor against a rigorous set of 145 criteria, covering a range of areas, including energy and water efficiency, waste management, purchasing, travel, biodiversity and more.

Those businesses that meet the required standard, receive a Bronze, Silver, or Gold award based on their level of achievement. They are regraded once every two years.

Greengage

ECOsmart accreditation



Specialists in environmental sustainability, Greengage provide independent advice and support to the travel and events sector. They help organisations on a pathway to commercial success through helping the planet and are home for the ECOsmart accreditation.

The ECOsmart accreditation is awarded to hotels and meeting venues demonstrating an eco-friendly approach. Booking an ECOsmart certified property provides the reassurance of knowing it's been comprehensively and independently assessed and operates in a sustainable way.

Properties are assessed across five areas:

- Food and Beverage
- Energy and Water Conservation
- Waste Management & Recycling
- Corporate and Social Responsibility
- Rooms, Facilities and Consumables



Exceptional meetings. Powerful connections.

IACC Green Star

IACC has a rigorous Code of Sustainability which includes 60 tenets in the following areas:

Education, Awareness and Public Declaration

Waste Management

Recycling

Reuse

Water Conservation

Purchasing

Energy Management

Air Quality

Food & Beverage

Members are required to update the status of their adherence to applicable tenets in the Code on an annual basis and IACC offers three tiers of participation. Members that achieve 100% of the Code qualify for the Platinum Tier; those that achieve 85% qualify for the Gold Tier; and those that achieve 75% qualify for the Silver Tier.



EDGE Venues Licensees who we feel are leading the way in sustainability...

Wyboston Lakes Resort

With their **#noapology** 2021 sustainability policy, and their dedicated 'green team' who own the responsibility for achieving targets and who are willing to challenge the norm, Wyboston Lakes Resort are certainly leading the way when it comes to sustainable initiatives.



Sustainability gives Wyboston Lakes Resort the opportunity to bring their diverse efforts under one umbrella and create a culture of conscience in what they do and how they do it. Their slogan is quite simply, 'More Sustainable, No Apology' meaning they're committed to making decisions which aren't the norm but will help them become more sustainable in everything they do.

Committing to the Meetings Industry Association's #20percentless campaign for single-use plastics and achieving it has given them another focus for attention. This target has so far helped cut back on this usage by 42% at the close of 2020.

Wyboston Lakes resort has aligned its own sustainability goals around the United Nations Good Life Goals and their own cultural aspirations for a hopeful future for all.



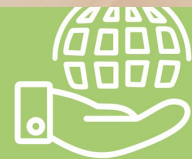
Our People

There is a purpose for everyone you meet. Some people will test you, some will make you smile and some will just bring out the best in your, but everyone will teach you something about yourself.



Our Community

A sense of belonging involves more than simply being acquainted with other people. It is instead centred on gaining acceptance, attention, and support from members of the group as well as providing the same attention to other members.



Our Environment

Sustainability is not just a buzzword, it's here to stay. We all now have to look at what more we can do. Whether that's in the coming months or years, with new ideas or further implementation of existing ideas.

Studio Venues

With properties in Birmingham, Leeds, Manchester and Glasgow, Studio Venues are also hot on their sustainable initiatives.

The Birmingham venue has been awarded the highest GOLD level by Quality in Birmingham, relating specifically to their environmental practices and policies. The Hive is home of thestudiomanchester and deemed excellent by BREEAM (BRE Environmental Assessment Method) standards. It is the leading and most widely used environmental assessment method for buildings. This sets the standard for best practice in sustainable design and has become the de facto measure used to describe a building's environmental performance.

Two areas of their sustainability policy, they feel is important to their clients, where they can measure their own sustainable outputs on their events are:

- Promote a purchasing policy with suppliers which will give preference where economically possible, to those products which have been recycled and which will cause less harm to the environment.
- Actively source and promote the use of local suppliers and use fresh and sustainably sourced food products whenever possible.



Studio Venues Sustainability Policy

The Londoner

As Edwardian Hotels London's most recent project, The Londoner presented a challenge on a scale that had not previously been faced. At 30m deep and with six levels below ground, it was the deepest habitable-grade commercial building basement in London, and among the deepest in the world. Add to that 350, bedrooms, six concept eateries and bars, a wellness retreat, three residents only spaces, meeting rooms, screening rooms, and a ballroom, and you have an engineering feat of rare magnitude.

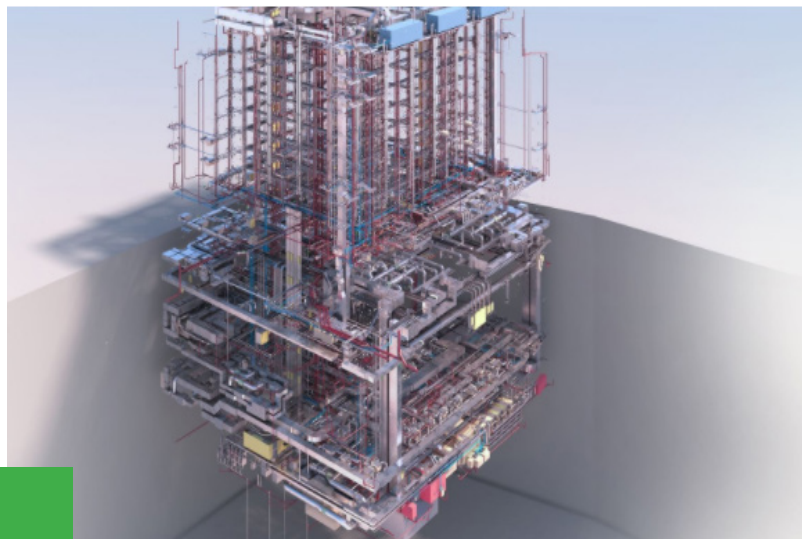
But the task was further put to the test as this super boutique luxury hotel also aspired to be a feat of sustainable engineering. It was critical that building this hotel focused on preserving the biosphere at a time when society must take environmental action, as we enter the sixth mass extinction of wildlife.

In March 2018, the Green Loan Principles were set out to encourage and facilitate environmentally friendly economic activity.

The principles aim to create a high-level framework of market standards and guidelines, providing a consistent methodology for use across the green loan market. They also enable flexibility and integrity while the market develops, enabling faster adoption of necessary adaptations to builds.

In order to secure this loan for the construction of The Londoner, research and development was appropriately described in the finance documents to prove a clear vision: showcasing environmental benefits with assessed and quantified expected projections of energy use.

Due to the credentials presented, the group met the Green Loan Principles and managed to secure the first green loan in the sector. The Londoner utilises new technologies and materials that reduce energy requirements by up to thirty percent – a considerable figure for a property comprising 350 bedrooms across 16 storeys, and which meets the vision set out for the hotel.



The Londoner sustainable initiatives

De Vere

De Vere couldn't be more passionate about the part they can play when it comes for action to be taken against climate change. That's why they're making changes today to reduce their environmental footprint tomorrow.

But their sustainability programme isn't just a long-term vision. It's a set of initiatives, some already in action, some big, some small, but all helping them to create a brighter future. The Events Industry Council has laid out three key areas for them to focus their efforts, and these align with their own vision and values:

1. Operations: ensuring that the day to-day running of their hotels is aligned with their environmental responsibilities.
2. Community: continue to reduce the environmental impact their hotels can have on their surrounding areas.
3. Supply Chain: They inspire their colleagues to build genuine relationships with their suppliers and partners, and they believe that it is their duty to ensure that they're also doing everything they can to look after the environment.

Sustainable Meetings and Events- East Midlands Conference Centre and the Orchard Hotel

Sustainability doesn't just stop at having an eco-conscious purpose built building. Meeting and events at the De Vere Orchard Hotel and East Midlands Conference Centre are sustainably led by considering the impact of each component of an event/meeting from start to finish.

From the beginning booking they encourage delegates to arrange public transport and help provide information on local trains and tram links. They provide electric charging facilities in their car park for free use and carbon footprint information. While attending an event or meeting, you will find hydration stations to encourage visitors to fill up their water bottles, minimising single use plastics. Glasses are provided for refreshments and paper cups at hot drink stations. All paper waste and cardboard that gets left behind after a busy event is collected and recycled. They work hard with their customers to minimise the amount of paper/leaflets that are printed for events and instead think of alternative methods by using their digital screens to present the information.

The food that's served whether it's a buffet, lunch from their bar menu or a sit down evening meal has been consciously thought through. All the food is locally sourced, seasonally led and sustainable for all their menus. Food waste is collected separately and sent to be composted, which gets converted into energy sources.

There is always an option to reduce your carbon footprint entirely by attending a meeting virtually. All their meeting rooms are equipped with screens, cameras and all the technology needed to host a virtually meeting or event.

De Vere Sustainability Policy

How are you doing your bit?

With sustainability rising on the corporate agenda, we're encouraging each of our EDGE Venues licensees to ensure their sustainable initiatives and policies are readily available on EDGE. Why would a corporate want to book your venue? How do your sustainable initiatives meet their own business objectives?

Let's show how meetings, events and hospitality are one step ahead in supporting the global efforts on reducing the impact of climate change.

To find out how you can promote your own green initiatives on EDGE Venues, get in touch with the team today.

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