

ESG BEST PRACTICES B2B EVENTS SECTOR

Elaborated from the “Campo dos Sonhos” Commitments working group





Acting as the voice of the events sector with a focus on business generation and with the mission to make B2B events more sustainable and inclusive

With euphoria we come together under the banner of UBRAFE, an entity dedicated to promoting and represent all companies involved in the dynamic value chain of trade fairs and business events.

Building Opportunities:

We are committed to building bridges that connect companies, professionals and opportunities. Each event is a platform for growth, a fertile ground where innovative ideas flourish and strategic partnerships form. Our mission is to provide an positive environment conducive to business development, where each participant finds a path to success.

Being the Voice of the B2B Events Sector:

In a world where collaboration and representation are key, we take on the responsibility of being the unified voice of the business-focused events industry. We are committed to policies and practices that promote face-2-face (F2F) and/ or virtual activities that foster sustainable growth and innovation for diverse economic sectors. We act as advocates to B2B events. Our voice echoes in government corridors, positively influencing the regulatory landscape to the benefit of everyone involved.

Our Commitment: Strategic Networking: We facilitate valuable connections that transcend the limits of events, promoting strategic networking that lasts beyond the exhibition days.

Professional development: We invest in the professional growth of our members, offering learning opportunities and sharing best practices to strengthen their skills and knowledge.

Continuous Innovation: We are at the forefront of emerging trends and technologies, encouraging continuous innovation among our members to stay ahead of the game. We want to make all B2B events more sustainable as quickly as possible.

Global Promotion: We highlight the achievements and capabilities of companies in the sector, promoting them not only locally but also internationally.

Together, UBRAFE is more than an entity; We are a community united by a commitment to collective Growth and wellbeing. We invite each of you to join us on this exciting journey of building opportunities and amplifying the voice of the business events industry.

B2B events are among the best levers of economic development



NET ZERO CARBON EVENTS

OBJECTIVES OF NET ZERO CARBON EVENTS UFI:

These are the steps that we are implementing with the help of the UBRAFE ESG working group with the participation of several associates. And we follow UFI guidelines that are included in the NET ZERO BASED EVENTS initiative:

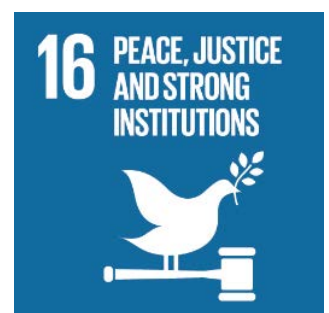
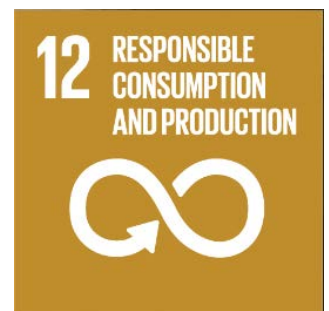
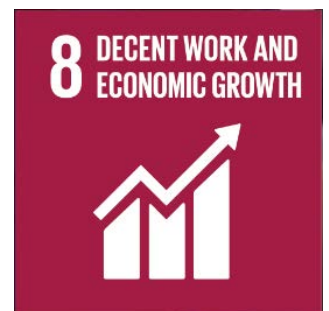
1. Before the end of 2024, publish the organization's path to achieving net-zero emissions by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions (greenhouse) by 50% by 2030
2. Collaborate with partners, suppliers and customers to drive change across the value chain
3. Measure and monitor our scope 1, 2 and 3 GHG emissions according to industry best practices
4. Report our progress at least every two years

Observing the 17 SDG items established by the UN, we would like to receive additional contributions from members. It is important that members send suggestions in the coming months before the UBRAFE EXPERIENCE EXPO event takes place on the 1st and 2nd of August in São Paulo.

More information about the 17 points at: <https://brasil.un.org/pt-br/sdgs>.

THE 17 UN GOALS:

Click on each OBJECTIVE and visit the UN website to read it in full.

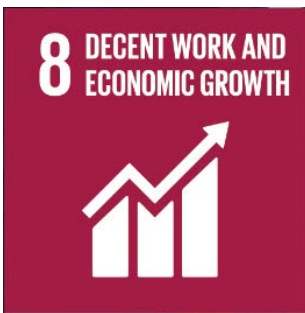


The main ones related to events

Click on each OBJECTIVE and visit the UN website to read it in full.



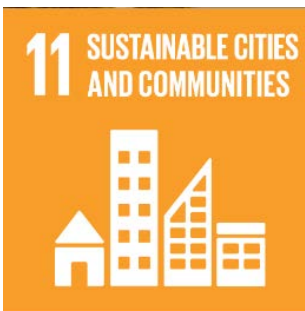
All venues/venues and the events that take place there can and should always use renewable and clean energy sources. Water consumption and management need to be efficient and responsible



Events are the first “job” for many people, as events use a lot of temporary labor when necessary. Hiring people according to best practices is essential



All B2B events are showcases of innovation and can contribute in a concrete way to demonstrating sustainable practices not only for the events but for society as a whole

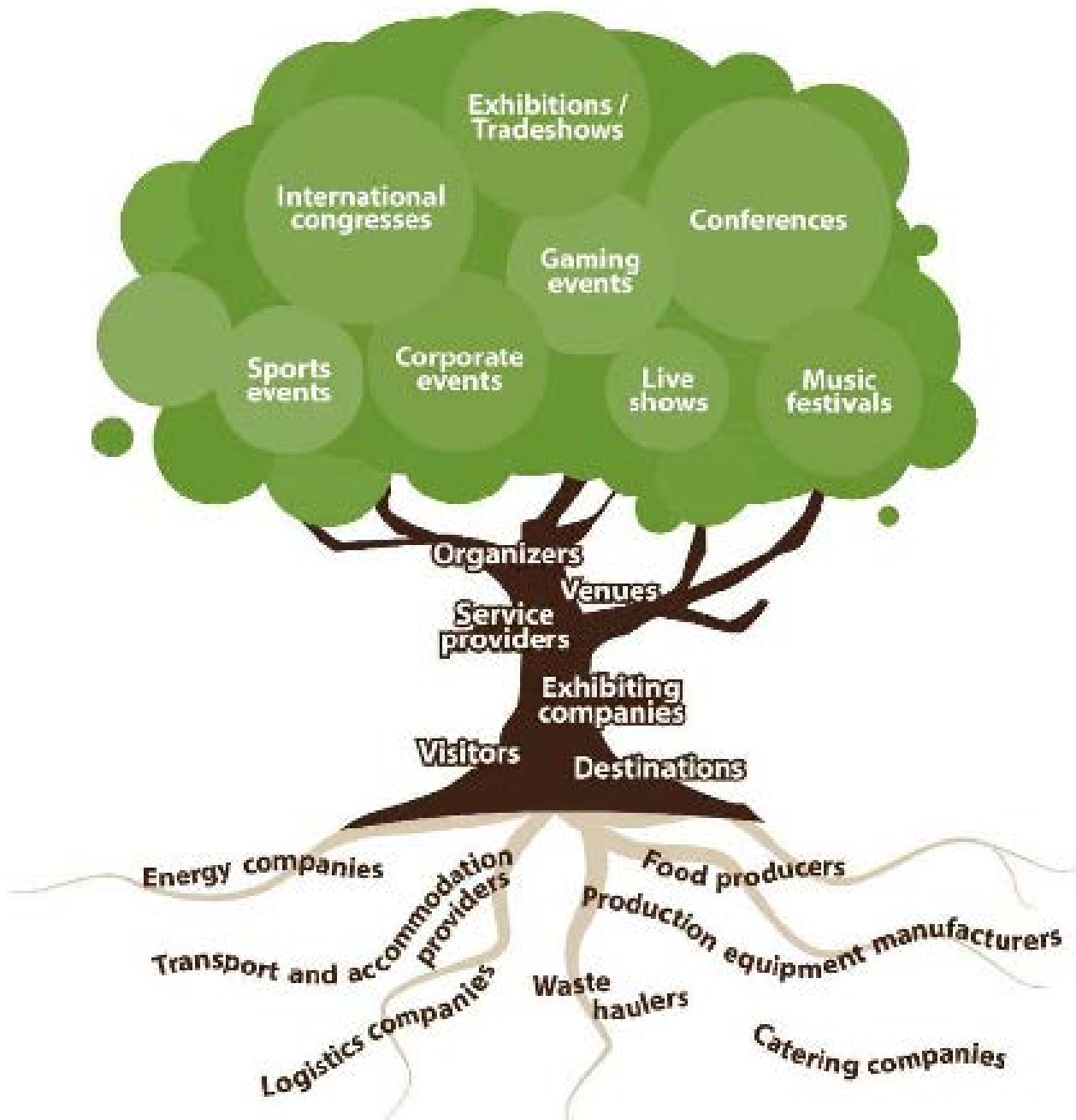


Participants in B2B events form true communities around specific interests and themes, and cities are the relevant hosts of all in-person events

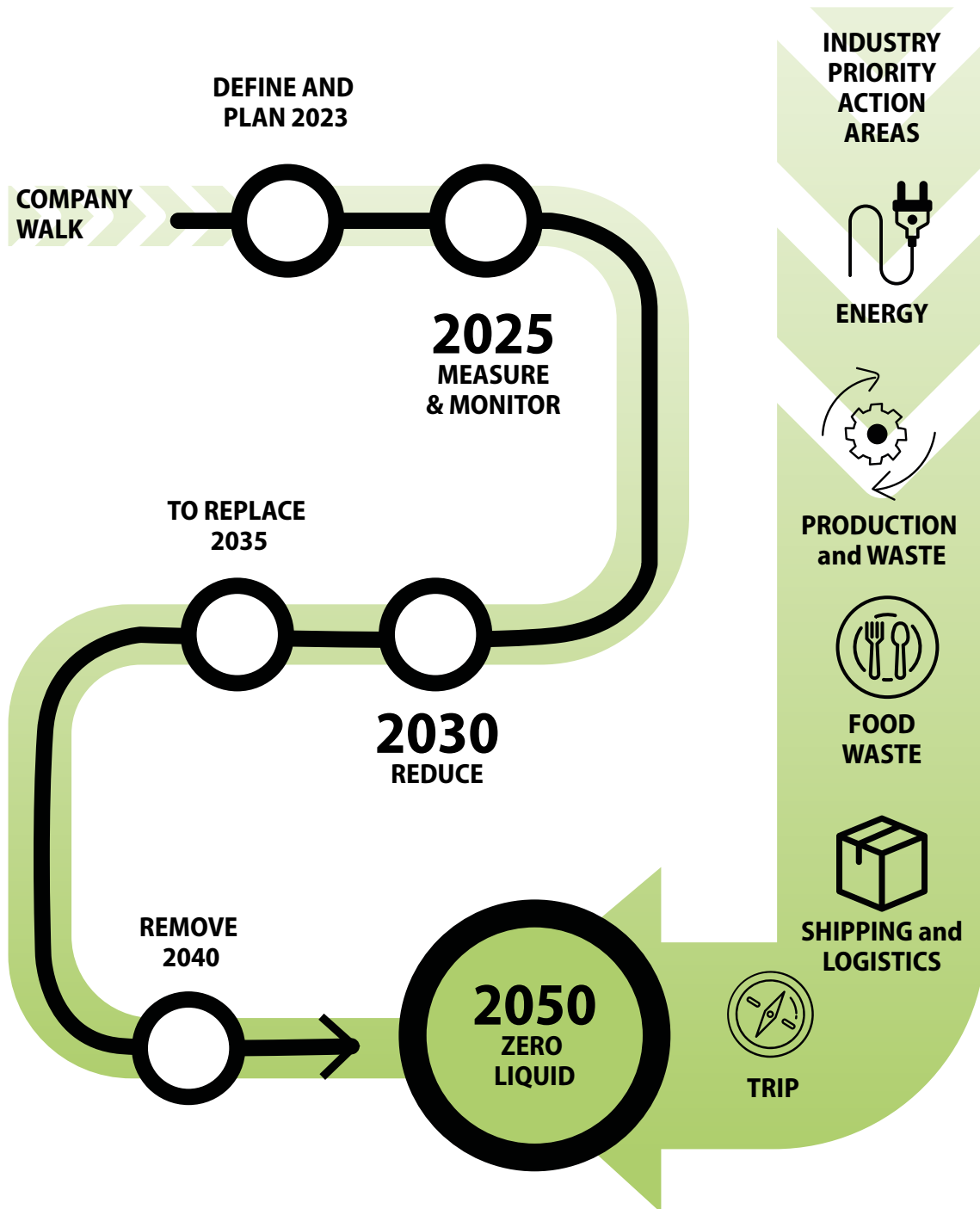


B2B events are levers of economic growth, drivers of innovation and act as true connectors between the various stakeholders in practically all sectors of the economy.

Engaging the entire value chain of the events sector is essential for success



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In August 2023, **UBRAFE - Brazilian Union of Business Fairs and Events** brought together more than 30 leaders from the B2B fairs and events sector, representing the 30 main business fairs in the country, as well as representatives from the 5 largest event venues of the country, all associated with the entity during the CEO Weekend. The event discussed the importance of good practices in ESG, which include economic, environmental and social impacts on the B2B events industry, in addition to discussing trends and possible sectoral commitments for the coming years. The objective of the sector that organizes B2B events is that all actions promote the holding of CO2-neutral events in the coming years. As inspiration, the meeting took place at the Hotel Fazenda Campo dos Sonhos, (“Field of Dreams Hotel”) in Socorro/SP, recognized worldwide for its implementation of sustainability actions. Among the issues raised was the concern with reducing CO2 gas emissions, with the execution of more sustainable and neutral events and with the correct disposal of post-event waste.

“We need to reduce the waste we produce at events. To do this, we need to work with metrics and goals and think about planning events that do not generate any type of waste. It is not enough to just observe what is happening in society, we can transform all events into positive agents of sustainability”, highlights the executive director of UBRAFE, Paulo Octávio Pereira de Almeida (P.O.).

The meeting also presented the results of the entity’s working groups and listed 12 possible commitments in collaboration with the ESG agenda, such as ensuring equity and inclusion in service/operations teams; use of sustainable space cleaning methods/systems; generation of zero solid waste, among others. The entity is also presenting discussions around these possible commitments and creating a Good Practices Manual, focused on ESG in B2B events.

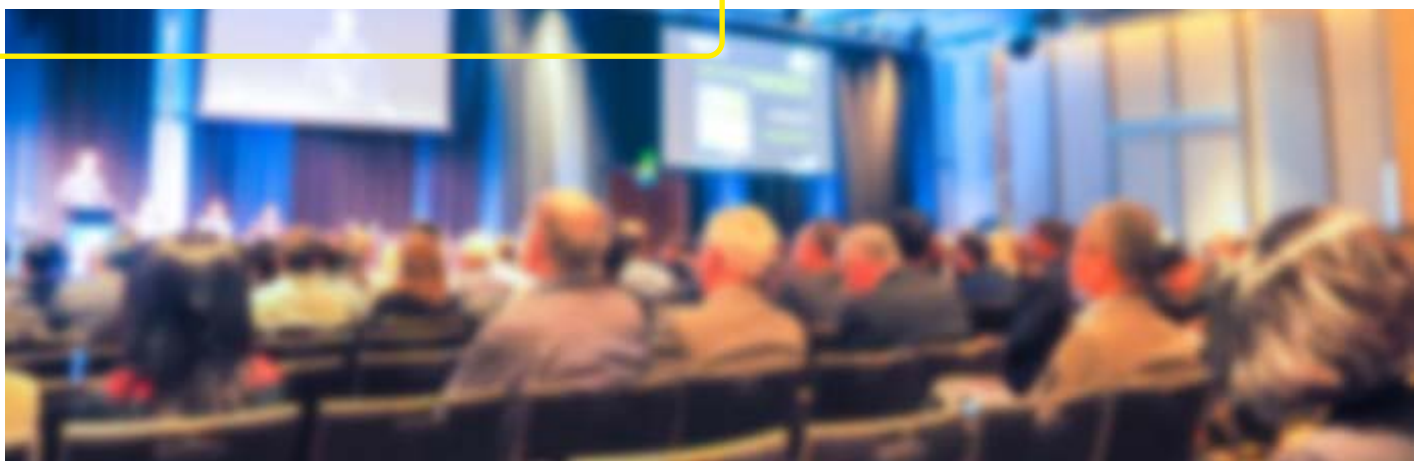
Let’s now present these commitments!



Project Vision: “Field of Dreams” or Campo dos Sonhos commitments

We recognize the importance of creating spaces that are sustainable and accessible, promoting diversity and ensuring different voices are heard. That’s why our mission is...

Making B2B events more inclusive and sustainable ASAP throughout Brazil





1. ALWAYS GUARANTEE CONDITIONS FOR IDEAL WORK HIRING

Everyone's commitment

- Mandatory PPE for operational teams (during assembly/ disassembly)
- Provision of cafeterias for operational staff(or dedicated spaces, free of rental cost)
- Support the development of collective agreements for all temporary workers
- Comply with the requirements of all collective agreements (e.g. food ticket value)



2. DE&I (Diversity/Equity/Inclusion)



Everyone's commitment

- Implementing an empathetic approach to actions with staff/visitors is not limited to physical accessibility (e.g. ramps/toilets);
- Special attention to PCDs and minorized people
- Inclusion through work offering opportunities hiring
- Implement explicit communication actions against prejudice and discrimination



3. SIGNIFICANT REDUCTION IN DISPOSABLES



Everyone's commitment

- Prioritize the use of sustainable/recyclable/reusable materials and pay attention to f&b suppliers (certified/organic/local suppliers preferably)
- Dramatically reduce plastic packaging single-use
- Recycle 100% of the materials used in stands
- Aim for a minimum of 50% effectiveness in 2024 (organic composting of food waste)
- Direct solid or organic waste for recycling to generate social income for low income citizens



4. ZERO LANDFILL



Everyone's commitment

- Provide bins with classified divisions in all events (organic/ recyclable)
- Obtain 100% separation of organics/recyclables at venues generating zero materials at landfills
- Possible revenue generation for partner institutions
- Implement paperless solutions. (Ex.: Advance online accreditation)





5. CONSCIOUS MANAGEMENT OF INPUTS/WASTE

Everyone's commitment

- Waste management report and tracking requirement for all events
- Share the results of this report with exhibitors, establish targets for reducing waste generation per event (year by year)
- Individualization of waste control per exhibitor (medium and long term)
- Allocation of income obtained from waste for use in social programs

Produce in 2024 EXPERIENCE EXPO event as NCZB example

Ubrafe's own event will be a laboratory for conscious management (measure and measure the entry of waste inputs into the pavilion before the fair) (calculate the amount of inputs/waste "left" in the cc after the fair)



6. SUSTAINABLE MANAGEMENT OF WATER AND ENERGY



Everyone's commitment

- Priority use of energy sources renewable/sustainable
- Rational use and reuse of water
- Generate energy and water usage report after each event
- Set a goal to reduce energy/water consumption at venues
- Instruct that all lamps in venues are LED;
- Prioritization in the use of biodegradable products
- Use of recycled water for cleaning/toilets when possible
- Search for viable technological alternatives for replacing diesel energy equipment (future)

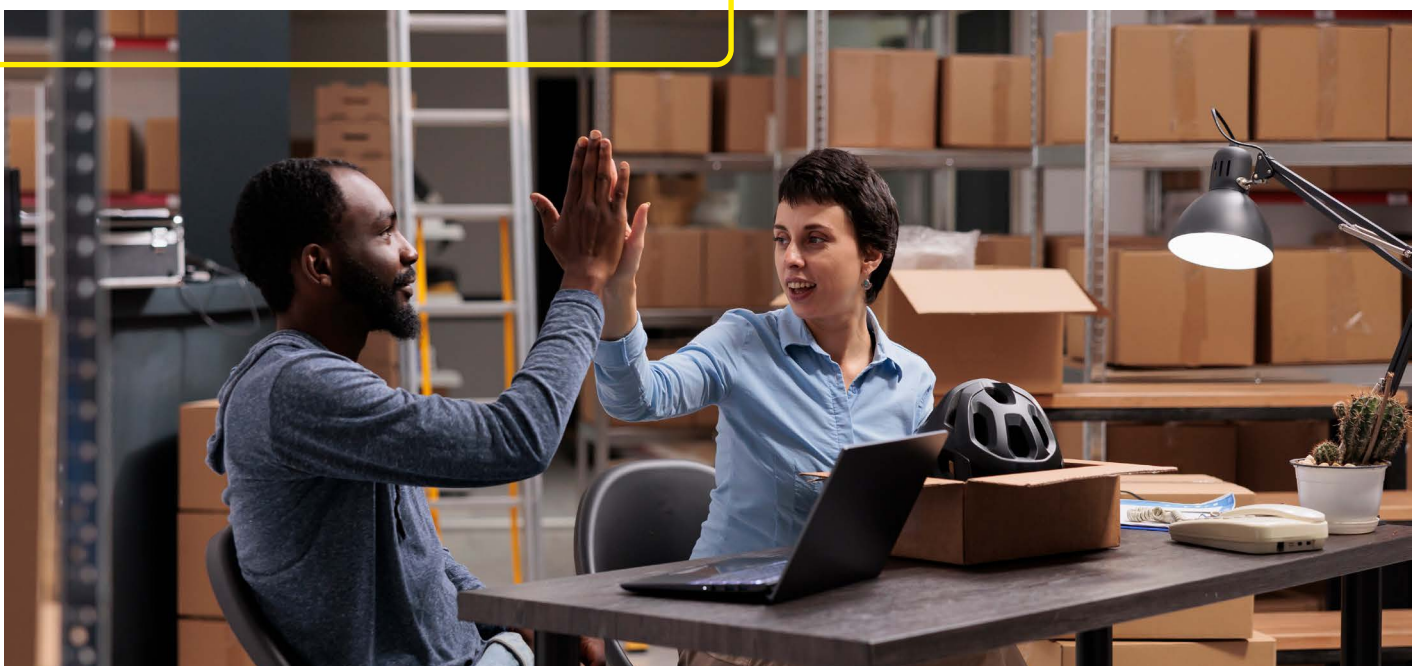


7. VALUE CHAIN 100% ENGAGED



Everyone's commitment

- Prioritize hiring suppliers linked to an sectoral associations
- 100% of ubrafe members sign the “net zero pledge” (ufi initiative 2024)
- Inclusion of ESG agenda engagement clauses in future contracts with all events suppliers and partners



8. CERTIFIED SERVICE PROVIDERS



Everyone's commitment

- Hire suppliers with the correct administrative codes (CNAE)
- Check whether the contracted companies have the CNAE corresponding to the provision of contracted services
- Check documentation from supplier companies when hiring



9. ELIMINATE TEMPORARY HIRING RISKS



Everyone's commitment

- Hire temporary workers covered by valid employment or service contracts
- Respect for agreed shifts or other points contained in collective agreements of the temporary Workers on all events
- Choose the best contracting method for each type of service need.

1. **MEI is not a company**, MEI must be hired for occasional/occasional services
2. **PJ is a company** and must meet minimum requirements to provide its services. 3- PJ is not an employee and as a company, PJ must not receive employment status.
3. **CLT**: Every natural person who is subordinate, who works hours and is paid for this is an employee
4. **Every CLT** employee has clear labor rights guaranteed by the government and must be respected.



10. SUSTAINABLE TRANSPORTATION



Everyone's commitment

- Within venues, always prioritize electric vehicles
- Prohibit the use of diesel forklifts inside the venues
- Prioritize public transport for visitors with low CO2 emissions
- Seek integration of QR Codes on badges with public transport
- Compensate CO2 throughout logistics and transport to events

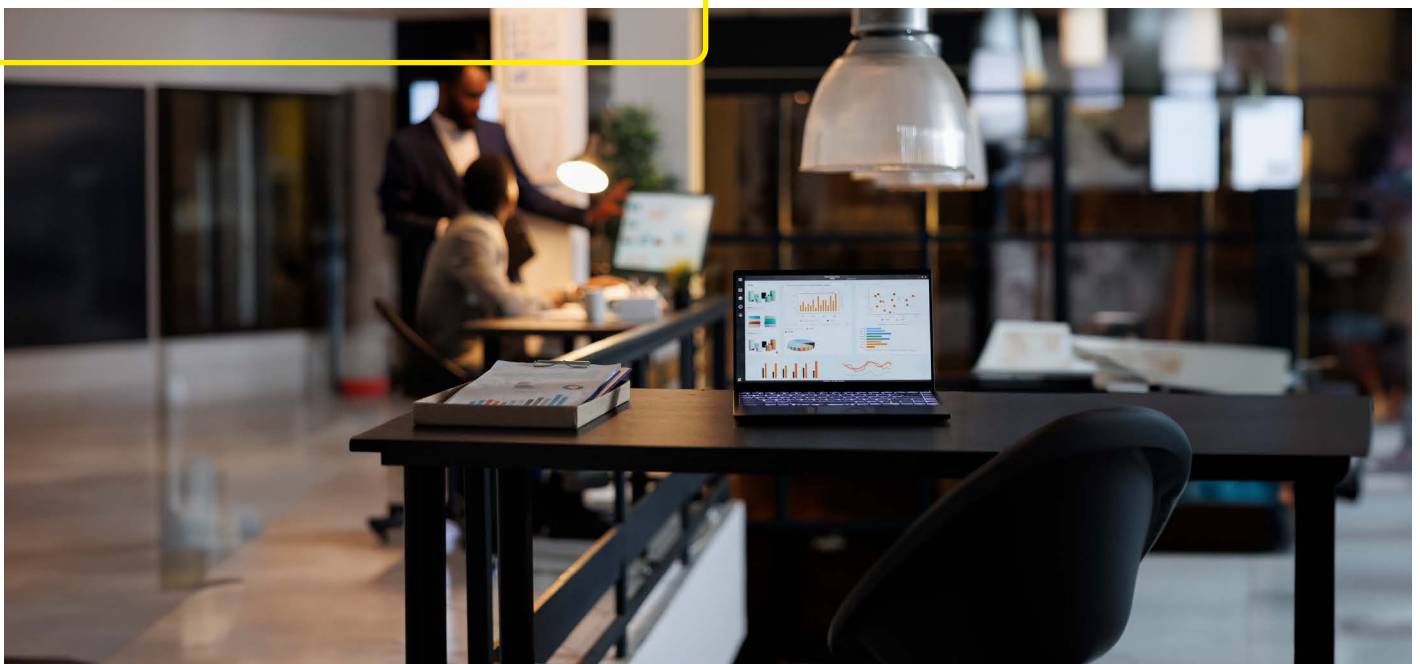


11. RESPONSIBLE GOVERNANCE



Everyone's commitment

- Implement risk&safety management systems in all venues
- Adequacy to compliance with the B2B events sector supply chain
- Publish sustainability reports per event (mandatory)
- Seek transparency in the information disclosed
- Make the b2b events sector net zero in the shortest possible time



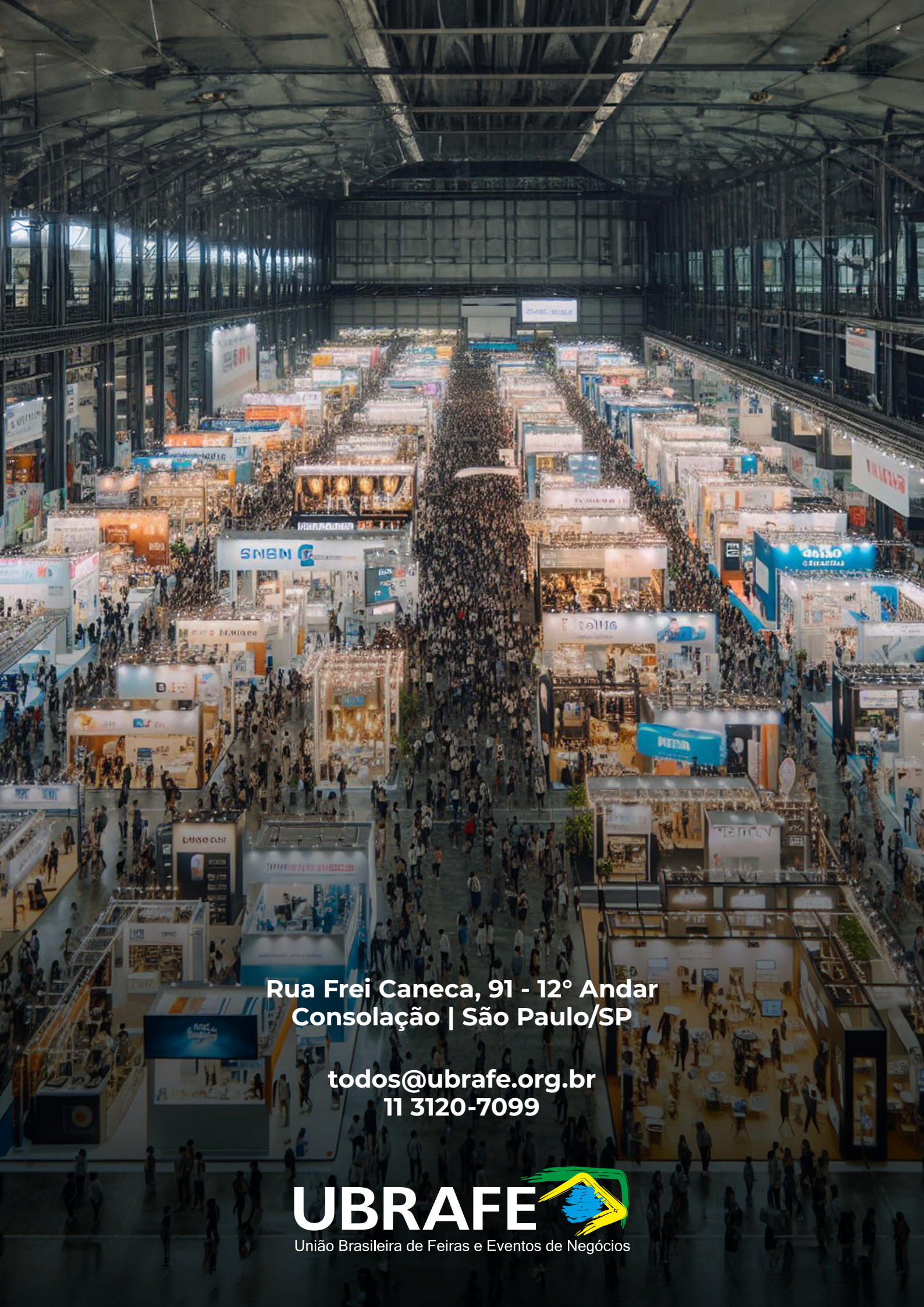
12. MITIGATION/ NEUTRALIZATION OF CO₂



Everyone's commitment

- All events must generate an inventory report of co2 emissions
- Reduction and neutralization targets need to be defined (all events)
- Logistics optimization (less plane trips When feasible)
- Partnerships with airlines for neutralization visitors travel
- Inclusion of calculator and compensation app in accreditation
- Develop sectoral working group at Ubrafe to deepen actions
- "Event forests" project to be implemented in SP during 2024





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UBRAFE 

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