



SUSTAINABILITY @ JAARBEURS

JAARBEURS

— attract - engage - accelerate —



Our ambition
for 2030

The most sustainable
and smart venue of
Europe

Sustainability strategy



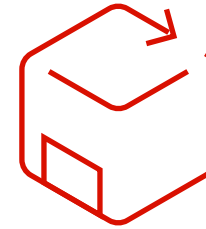
**Sustainable
employer**



**Sustainable
business**



**Social
Impact**



**Sustainable
Venue**



**Sustainable
operations**



The 5 Jaarbeurs themes

Our 3 key promises

Who we are

In 2030 we are a carbon neutral, even better positive, organisation

What we do

On our way to 2030 we want to host the most important events, trade shows and congresses on sustainability. Besides, in the most important industries where we operate ourselves, we want to help build and accelerate sustainability

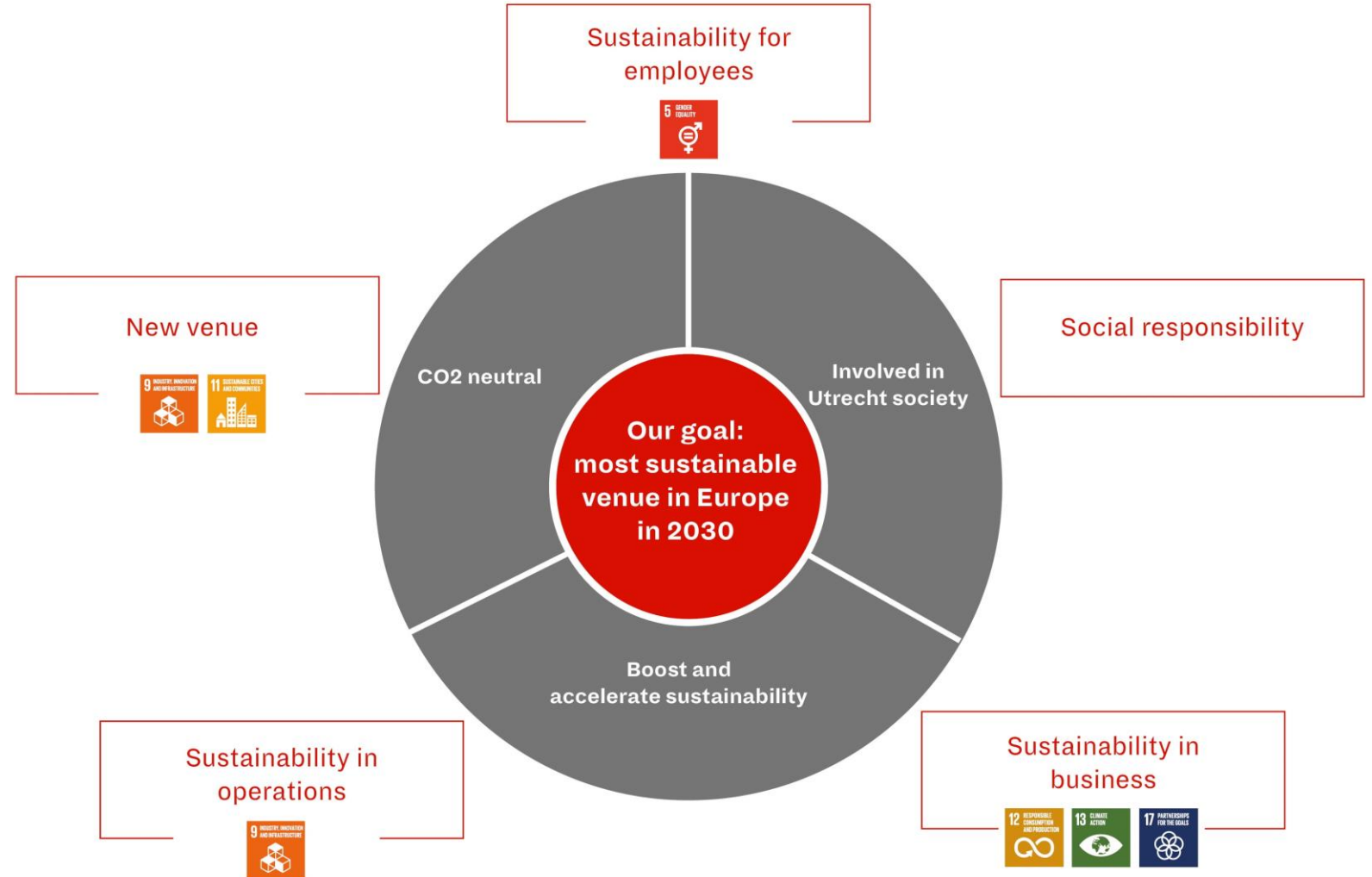
Involved in Utrecht

Jaarbeurs is a proud inhabitant of Utrecht and will therefore support local sustainable initiatives.





Sustainability@ Jaarbeurs



Current standings



Proofpoints

1. Our F&B assortment; 100% vega for employees 90% in the restaurants 50-90% on trade shows and events
2. Carpet: Since 2022 certified circular carpet for all shows
3. Paper: 30% less paper in the office. Parking is digitalised (saves 200K paper tickets) and we are working on paperless events.
4. Logistics; We work with Cityhub and CWS for combined electrical transportation.
5. Pet bottles will be collected onsite and donated to PMC
6. From 11 to 14 waste flows and a new way of collecting waste in Jaarbeurs.
7. Five events this year, which will be audited on sustainability content., waste, and products



Partnerships

Greendish
Change.inc
Green deal duurzame zorg
Green business club Utrecht
Dutch Green Building Council
Trees for all (8400 trees a year)
Plastic Promise (Green events)
Utrecht4Globalgoals
Voedselbank and too good to go
Koekfabriek



In progress..

1. Recycling cups at dance events (Thunderdome and ASOT)
2. Pilots composting machine and camera system against food waste
3. Summer of 22: Sustainable stand construction and furniture for all exhibitors
4. Carbon neutral Vuelta 22 event
5. Pilot on electrical transport in and around our trade shows



**ON THE WAY
TO BECOMING THE MOST SUSTAINABLE CONFERENCE
AND EVENT VENUE IN EUROPE**