

UFI Sustainability Award 2022

On our way to a green and carbon neutral food supply chain

Background

Introduction

Jaarbeurs believes in a world in which we care for and respect each other and our environment. A world in which our negative impact is mitigated by reusing natural resources, managing and reducing waste and generating our own green energy. A world in which we walk, bike and take the train and embrace our mutual differences without leaving anyone behind.

Our ambition: To become the most sustainable venue in Europe

Jaarbeurs wants to be a leader in its sector and wants to make the difference in the field of sustainability. That is why we are accelerating our investments in a sustainable future. It is possible, and necessary. Every year we welcome 2.3 million visitors. We can give all these customers, visitors and suppliers the experience of a more sustainable Jaarbeurs. In this way, we can set a good example, internally and externally to our surroundings, and send a clear signal to the rest of our industry, the city and society as a whole.

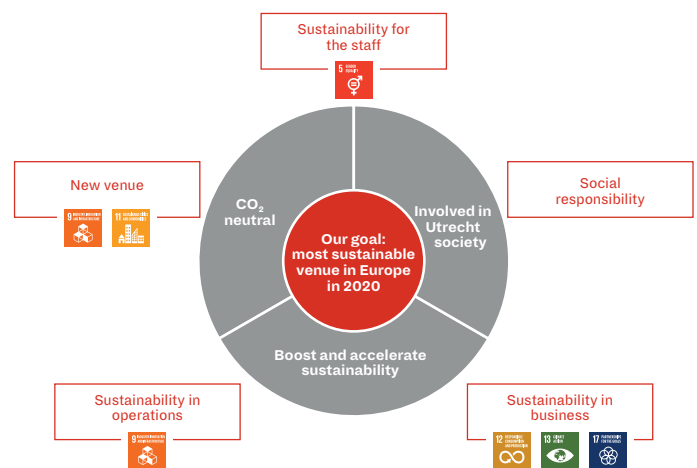
Sustainability strategy

In the coming years, we plan to continue taking significant steps towards becoming the most sustainable venue in Europe. A mega ambition. But with our size and volume, we can make a big difference. We are convinced we can achieve our goals.

Our sustainability strategy focuses on five interrelated pillars: staff, business, social impact, venue and operations. In our new sustainability strategy, we have fine tuned our existing focus areas and basic processes and made them SMART, or embedded them in new and far reaching sustainability goals, projects and actions. A few examples per pillar:

- We invest in the vitality and the sustainable employability of our staff and pursue inclusiveness and gender equality.
- We make our rental locations more sustainable, we actively encourage our clients to purchase sustainable furniture, carpeting and stand construction. In addition, we focus specifically on attracting sustainable conferences and events.
- Our offices are now largely paper-free. We also save a lot of paper by using apps and other digital methods to communicate with customers and visitors.

- Jaarbeurs supports the Princess Máxima Centre for paediatric oncology. For example, we raise money during events and support the centre in organising meetings. Last year, we set up special collection points for returnable bottles at our trade shows and events. The deposit – in a normal year around €35,000 – is donated to the Princess Máxima Centre. At the same time, it helps us collect and separate the bottles.



Jaarbeurs sustainability strategy

Sustainable hospitality (part of “sustainability in business”)

Accounting for about 25% of our annual revenue, our hospitality business makes up a large part of our services. Since 2019, we have been taking steps to make our hospitality business more sustainable and drastically reduce our footprint. Our hospitality activities can be broken down as follows:

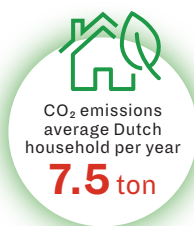
- 1 Our own restaurants Steyl, Pleyn and Speys, and our company restaurant ONS
- 2 Catering at events
- 3 Food & beverage services during conferences and meetings

An overview of the measures and objectives:

- 100% vegetarian menu options at our company restaurant
- 90% vegetarian menu options at the other restaurants
- 80% vegetarian options in our Foodbook (for exhibitors and organisers)
- More sustainable options for visitors
- Focused and strengthened collaboration in the chain

All of our measures are currently being developed or have been implemented in the past two years. During this period, due to the COVID-19 pandemic, we only had limited opening hours. While we have strived to provide impact calculations and comparisons that are as real as possible in this submission, this means that in some cases we had to make assumptions, comparing figures to the “business as usual” situation. Where relevant, this is explicitly specified with the results. All calculations were performed by sustainability consultancy New Economy B.V.

Project description



Jaarbeurs has saved 47,939kg CO₂ since 2019 by making our product range more sustainable (see step 1). This is an average of 15,980kg CO₂ per year. However, in 2020 and 2021 we had very limited opening hours. In a normal year – we assume we will be running a full program again in 2023 –

the measures described in steps 1 and 2 can potentially save 846,062kg CO₂. Our ambition is to achieve zero emissions with our F&B by 2030.

The logical first step: from meat to plant

After implementing the Jaarbeurs sustainability strategy, we immediately got to work. We started by focusing on the low-hanging fruit, the quick wins. Meat and meat production is the third largest contributor to CO₂ in the world. For this reason, in order to drastically reduce our footprint, we started by changing the Jaarbeurs catering range by offering predominantly vegetarian options.

CO₂ reduction in our restaurants

Our company restaurant Ons has a fully vegetarian menu. The expected impact in a normal year is 22,039kg CO₂. The food menu at the three Jaarbeurs restaurants is currently 90% vegetarian. With these measures, we saved 286,501kg CO₂ in 2021.

Foodbook

Our events – depending on the target groups attending the events – are now 50–90% vegetarian. Event organisers and exhibitors make their catering arrangements through the foodbook (80% vegetarian options). Of the 390,000 visitors, 85% placed orders from the foodbook. For 2021, the use of the foodbook resulted in a CO₂ reduction of 888kg. In a normal year, we assume this can be 154,106kg. We assume that each meal represented an average Dutch lunch.

Compensation with Trees for All

Until we have achieved climate-neutral operations, we are offsetting our CO₂ emissions by planting trees through Trees for All.

Since the start of our partnership in September 2021, 800 trees have been planted. This enabled us to offset 56,000kg CO₂. In a normal year, that would amount to 8,400 trees (588,000kg CO₂).

And that's only the start.

The necessary second step: making the chain more sustainable with new strategic partnerships

To make a real difference, our program looks not only at our own operations but at the entire Food & Beverage (F&B) chain. To achieve our sustainable hospitality ambitions, we have entered into new strategic partnerships.

Greendish and preventing waste with Winnow

Greendish is our partner in making our catering range healthier and more sustainable. With Greendish we are optimising our recipes, purchasing and menus. We also measure how much food is thrown away in order to make even more efficient choices.

With the Greendish Academy, our kitchen teams are learning more about sustainability in our restaurants. We also closely collaborate at the catering points of our own events: together with Greendish, we can showcase how catering options can be healthier and more sustainable in other sectors as well, for instance at healthcare-related events, where we set up the hospital café of the future. Together with Greendish, we provide the experience and the information that sectors and organisations can model themselves on.

We prepare as many dishes as possible to order. The menus of the various catering operations are coordinated so that we can use fresh produce as efficiently as possible and prevent food waste. We have “smart” waste bins (Winnow) that measure the swill cut up in the kitchen and what comes back from buffets, trade shows and events and cannot be sold. The swill that remains is collected by our partner De Clique. They process the swill in a completely sustainable manner. In recent years, this allowed us to prevent more than 100,000kg of waste. The collaboration could lead to a saving of 221,763kg CO₂ by 2023.

Our compost, our vegetables

We are setting up our own composting machine to process kitchen scraps; this will be put into service in 2022. We have calculated that the composter will produce up to 82,800kg of compost every year. Per kilogram of organic waste that is composted instead of incinerated, we save approximately 0.05kg CO₂ emissions (CE Delft). An additional benefit is that we can use the compost on our own premises. In the future, we want to use the compost to grow some of our own vegetables. This way, we really come full circle!

Too Good To Go and the Food Bank

If there is any fresh food left over after an event or conference, the Utrecht Food Bank makes sure that part of it goes to a good cause. In addition, we sell food left over after events and in our

restaurant Speys through the app Too Good To Go. Not only to visitors of our events, but also to residents of Utrecht, who can pick up the boxes at Jaarbeurs. In this way, we are helping to reduce food waste. We point guests to their sustainable choice via signs at the catering points. In 2020, we “saved” 509 meals this way. Potentially, this could be over 108,000 meals. That amounts to 20,000 Too Good To Go boxes in a normal year. According to Too Good To Go, an average of 2.5kg CO₂ emissions is saved per box.

From Utrecht, for everyone

Locally-sourced food clocks up fewer food miles and is often seasonal produce. We source our fresh bread and fresh cheese and vegetables from Utrecht suppliers where possible. Our wine list features a top selection of European wines. Products that come from further away, such as coffee and oranges, at least have a sustainability label: more value for people and for the environment. We want to distribute our compost during the National Compost Day in Utrecht, so that people in the neighbourhood can also benefit from Jaarbeurs' sustainability efforts.

Overview of the (expected) CO₂ reduction

(x kg CO ₂)	2019	2020	2021	2022	2023
Foodbook / vegetarian range			888	115,777	154,106
Too Good To Go		892		54,792	90,015
Winnow				134,986	221,763
Composting machine + De Clique	26,680	4,753	1,985	16,240	26,680
Food bank		8,010	4,732	33,720	44,959
Company restaurant ONS				16,529	22,039
Speys, Zeyn & Steyl				214,876	286,501
Total (kg CO₂)	26,680	13,655	7,604	586,919	846,062

What have we learned?

In the last two years, COVID-19 had a major impact on our society, health and economy, and certainly on our industry. For much of the year, we had to keep our doors closed. At the same time, it gave us time and space to accelerate the implementation and further development of our sustainability strategy. Despite the fact that we have not yet had a normal year, our calculations of the savings and sustainability initiatives that have been rolled out are already clearly showing their potential. In addition, our activities have provided three valuable lessons that we apply in the ongoing development of our initiatives:

1. Dare to do

Within the F&B chain, there are many opportunities for companies in our sector to become more sustainable. We continuously take advantage of every opportunity we see and continue to look for ways to improve. The obvious choice is to go vegetarian. In doing so, don't be afraid of negative consequences or negative reactions, just go for it! It is advisable to offer customers comfort in the form of a (limited) transition phase when making the switch. Give them the option to choose an alternative. Use communication to entice and inspire customers. After all, forcing people to eat vegetarian is not a sustainable solution. Show them that things can be done differently. And how it can be done differently.

2. Leverage sustainability for your branding

A “green” hospitality selection strengthens our branding. It makes a visit to Jaarbeurs (extra) worthwhile for our guests. In addition, we notice – especially with the younger generations – that visitors react very positively to our initiatives. Our focus on sustainability gives our employer branding a huge boost, and

ensures that new talent will consciously choose Jaarbeurs as an employer.

3. Make conscious decisions, also when selecting partners

Don't try to invent the wheel all by yourself. Don't focus on your own initiatives alone. Make sure you search out partners that are a good match and who can strengthen, accelerate or improve the initiative.

What's next?

We are not leaning back at Jaarbeurs. In line with the activities outlined above, we are constantly looking for new opportunities to scale up. For instance, by participating in national compost days or expanding our Too Good To Go range to the conference venue. As we are going live again now, this is the ideal time to run pilots and accelerate further. In 2022 and 2023, we will see what impact we can make with our strategy. We will start by doing audits to see if we are living up to all the goals and where we can learn, so we can apply these lessons in subsequent events. Every day, we want to take more steps towards a green food supply chain and becoming the most sustainable venue in Europe.

Jaarbeurs Utrecht

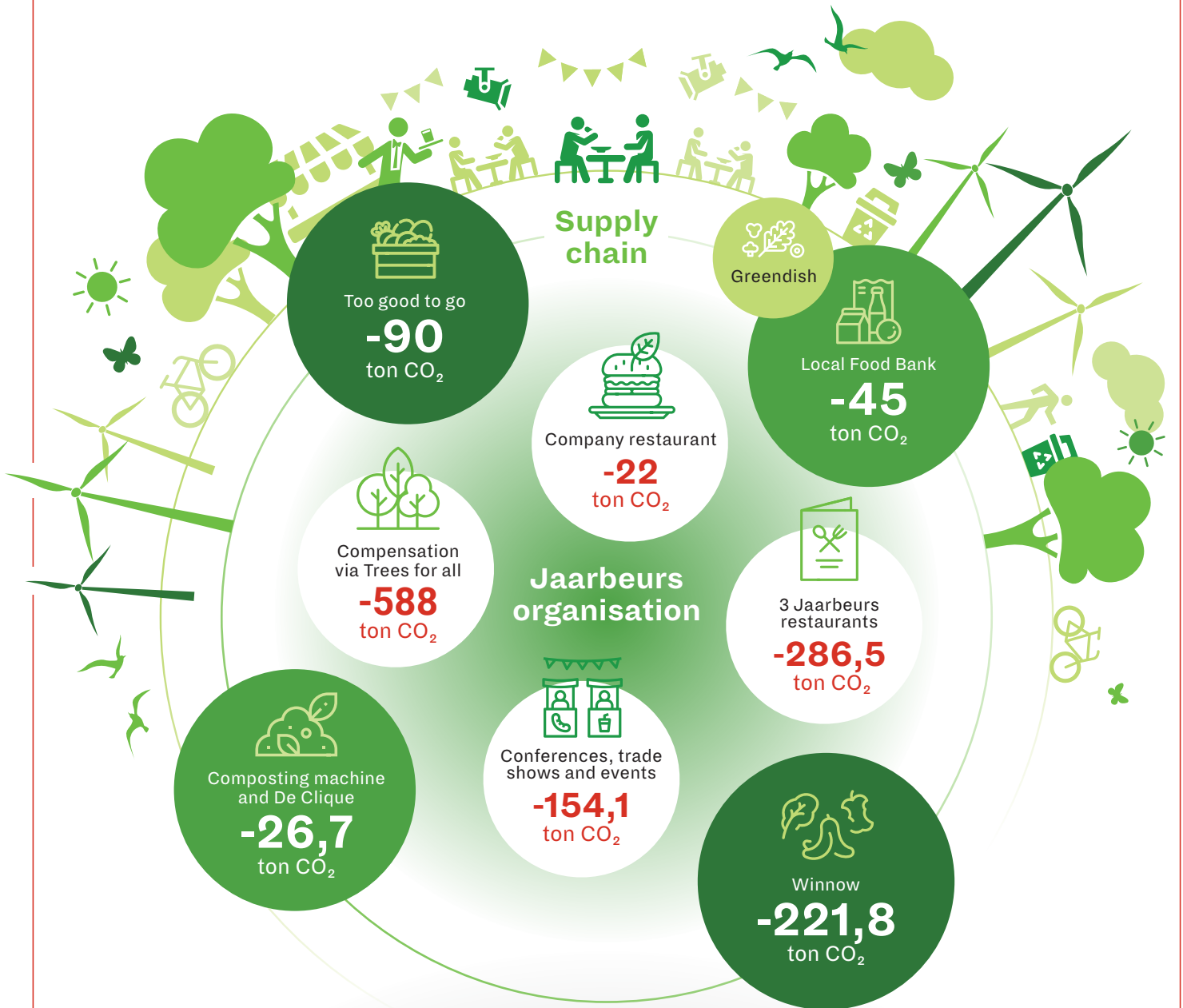
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Impact sustainable choices Jaarbeurs hospitality

Impact in a 'normal' year



Impact of the hospitality measures



Total saving
846,1
ton CO₂



Preventing waste
177.916
meals saved



CO₂ compensation
11.500
trees planted



Composted
82.800
kg

The calculations of the CO₂ impact were performed by New Economy. Data provided by Jaarbeurs and/or its suppliers was used for this purpose. To calculate the impact in 2023, the data of a 'normal' year with visitors as in 2019 was used. To determine the CO₂ impact, public data from RIVM and CE Delft was used where possible, and missing data was filled in by expert assessments and estimates from New Economy.