



## SUSTAINABLE CHOICES FOR YOUR EVENT

FOUR KEY AREAS WITH ASSETS FOR GREATER IMPACT & REDUCING EVENTS FOOTPRINT

### 03 CIRCULAR OPERATIONS

Events tend to use resources in excess. So we have set out a plan to become a fully circular business, a strategy that requires changes in our operations and behaviours – and those of our employees, suppliers and clients.

This can be achieved by working closely across the value chain, focusing on products, services and systems that maximise value, minimise waste and reduce, reuse and recycle.



# HOUSE OF EVENTS HOME OF YOUR INDUSTRY

## Moving from linear to circular – ways to save resources

We recognise that the events industry is a complex and fragmented mix of stakeholders from around the world, and that while individual companies and organisations can take specific actions to minimise their carbon impact, a systemic approach is also required to make meaningful progress. Our circular strategy is comprehensive and collaborative, focusing on rethinking and redesigning the way we operate to become resilient and work with healthier principles, practices and priorities.

## Make the most of valuable insights to reducing your event footprint

We can help you maximise every asset and achieve your own sustainability goals. Here are a few ideas – please feel free to contact us to find out more:

- > **Promote waste separation at events. The RAI has a 'polluter pays' policy – waste separation is a cost-effective and responsible choice**
- > **Consider opting for our circular stands, a modular system whose structures and materials are fully reused**
- > **Choose sustainable catering with RAI Food & Beverage: local products, veggie/vegan menus, limiting leftovers or favouring on-site water stations to reduce plastic waste**

## Circular Operations – current sustainable developments and assets for your event



### RAI & AMSTERDAM – CARING FOR OUR NATURAL RESOURCES

Focus on prosperity and well-being for all

Waste stream reuse promotion

Encourage all to eat healthy, sustainable, plant-based foods

100% circular by 2050

Creating circular resources & food production within and for the city



### RAI CIRCULAR GOALS – FOOD VALUE CHAIN

RAI smart catering concepts against food waste

Wide range of plant-based diets

Food donations to salvation army & food bank

'Heartwarming amsterdam' concept fresh, seasonal, locally sourced food



### RAI CIRCULAR GOALS – ON THE WAY TO CIRCULAR EVENTS

RAI Design & Build modular stand solutions

0% landfill & 100% waste recycle, reuse or use for energy

4R principle – refuse, reduce, reuse and recycle

Encouraging new behaviour

Installing water taps, reduce plastic bottle waste

Donation programmes