

# Manual for sustainable events

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people

# Working together towards a sustainable event

This manual offers you an insight into the sustainable options available at RAI Amsterdam that will allow us to work together towards ensuring an eco-friendly event. After all, sustainability enriches our experiences with insights that go back to the prime of our existence, answering questions such as: what do I really need for the future, and how can I develop and grow.

The focus on and interest in sustainability and Corporate Social responsibility (CSR) has grown considerably over recent years. This reflects an awareness that we can no longer ignore climate change, the growing global population and the shortage of food and natural resources.

It is also based on the fact that sustainability goes hand in hand with innovation and creativity, which is both fun and fascinating!

## **Surprise, enrich and experience**

Events are the ideal location for finding sustainable inspiration; where sustainability can strengthen, surprise and enrich your experience. At the RAI, we enable sustainable event visits and much more besides... We also ensure that future visitors can continue to meet in an environment that is ready for today and tomorrow.



Every day we work with you and our suppliers to facilitate valuable encounters between people from around the world; meetings that stimulate the sustainable growth and development of people, markets and our environment. In doing so we have designated three focal areas:



### **People & society**

We want people to perform to their best, to serve as a safe place to meet and to generate social return so as to stimulate the growth and development of those with whom our business interacts.

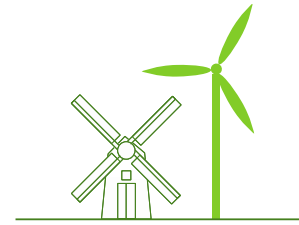


### **Sustainable organisation & facilitation**

We aim for zero waste, climate-neutral operations and a sustainable product range so that we can ensure an environment that enables meetings both now and long into the future.

### **Questions?**

Feel free to approach your contact at RAI Amsterdam for more information.



### **Stimulating development & growth**

We actively create inspiring events that stimulate the sustainable growth and development of people and markets in the Netherlands and abroad.

# Sustainable events at RAI Amsterdam

1. Transport
2. Location
3. Food & beverages
4. Inspiring your visitors
5. Experience Amsterdam
6. Accommodation



# 1. Transport

Quick, easy and green transport to the RAI



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# Accessibility - RAI Amsterdam

RAI Amsterdam can be reached easily, quickly and in a sustainable way by public transport. With our own train station, tram stop and metro station, the RAI stimulates your visitors to travel by public transport.

Are your visitors arriving by air? Schiphol, the sustainable airport of the Netherlands, is located just ten minutes from the RAI, and our partner KLM provides CO2-neutral flights to and from Amsterdam.

Active visitors to the RAI have access to bicycle parking facilities, and we're working on offering charging stations for e-bikes and e-scooters. For visitors travelling by car, our garages provide various charging stations for electric cars, and an electric taxi service awaits your guests out front.



# Public transport - Sustainable and fast!

## Climate-neutral transport to the RAI

RAI Amsterdam stimulates visitors to use public transport to travel to the RAI. Train station 'Amsterdam RAI' is easy to reach by rail from throughout the Netherlands. There are also tram and metro stops in front of the RAI, and for large events, the RAI offers visitors the option to buy public transport tickets:

- ✓ **GVB ticket:** allows visitors to travel by tram, bus and metro in Amsterdam for one hour.
- ✓ **NS ticket:** for train travel from any station inside Amsterdam's ring road to Schiphol airport. (These tickets can be purchased online prior to the event by visitors and exhibitors; ideal for international visitors to the RAI).

## Green powered public transport

People who leave their car at home and take the train create 95% less CO2 emissions. In 2017 all NS trains will run on new green energy, mostly generated by wind power. This creates the possibility of climate-neutral travel to and from the RAI.

For more information see [www.ns.nl](http://www.ns.nl)

All trams and metros in Amsterdam use green power as well.

More information: <https://www.discoverholland.com/Tickets>

# Bicycle – Fit and fast travel to the RAI!

The Netherlands is a cycling country, and the bicycle is extremely popular in Amsterdam as well. There are few if any cities in the world where cycling is as widespread as in Amsterdam. The city offers the perfect infrastructure for cyclists, making RAI Amsterdam very easy to reach by bike. Active visitors to the RAI who come by bike have access to bicycle parking, and we are working on offering charging stations for e-bikes and e-scooters.

**Visitors arriving by public transport can use bicycles available at Amsterdam RAI train station for a small fee. This is a great way to combine a visit to the RAI with a trip into the centre of Amsterdam.**

For more information, see: <http://www.ns.nl/deur-tot-deur/ov-fiets>





# Electric cars – More than welcome!

RAI Amsterdam stimulates and facilitates the use of electric vehicles and has offered charging stations for electric cars for several years. Since the introduction of our new multifunctional parking garage we have a total of 38 charging stations in **P1, P4 and P7**.



# Taxi



## Taxi Electric

For our own guests we have made an agreement with Taxi Electric, a company which uses only electric taxis and generates lower emissions of CO2 and particulate matter. An additional benefit of Taxi Electric is the company's social policy, actively recruiting drivers who are over 50.

More information : <https://www.taxielectric.nl/>



## TCA

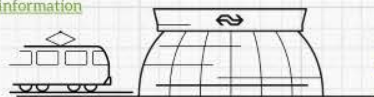
Taxi transport for large numbers of event visitors is realised by TCA, a taxi service that is currently increasing the sustainability of its entire fleet.

# Climate-neutral to and from the RAI

## RAI train station

Going by rail in the Netherlands means travel without CO2 emissions.

[More information](#)



## NS trains

All NS trains in the Netherlands run on 100% green power.

[More information](#)



10 minutes

10 minutes of travel  
from sustainable Schiphol Airport  
to the RAI.

[More information](#)

Compensate your flight  
Ask your airline for the options.

## Bicycles to rent

Train station Amsterdam RAI rents out bicycles at low rates. Discover Amsterdam after visiting the RAI!

[More information](#)



## RAI Amsterdam is easy to reach in a fast and sustainable way!

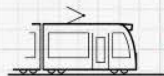
With its own train station, tram and metro stop, the RAI is easy to reach by public transport from anywhere in the Netherlands. Sustainable Schiphol Airport is only 10 minutes away from the RAI by train, and various airlines offer CO2-neutral flights to and from Amsterdam. More active visitors to the RAI have access to bicycle parking and we're working on charging stations for e-bikes. Prefer to come by car? The RAI has charging stations for electric cars and an electric taxi service stops just out front!



P+R location  
to reduce congestion  
in the city centre.



38 electric  
charging stations  
divided over P1, P4 and P7  
(for cars).



## Tram stop and metro station

All trams and metros in Amsterdam use green energy, and there's a stop in front of the RAI.



Charging stations  
for e-bikes and e-scooters.

The RAI Marina  
makes the RAI easy to  
reach by (electric) boat.



Cycling is healthy!  
RAI Amsterdam is easy  
to reach by bike.



## Taxi Electric

uses electric cars, resulting in lower CO2 emissions and less particulate matter. An additional benefit of Taxi Electric is that the company actively recruits drivers among people of 50 years and over. Taxis on request.

[More information](#)

## Taxi transport for events by TCA

TCA is actively increasing the sustainability of its entire fleet.

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## 2. Location



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# Clean events reap rewards!

The overall setting has a major influence on the quality of an event. **What you see is what you get...** Nothing is better than a clean location with fresh air and a pleasant climate. The RAI applies the Zero Waste principle, and uses clean green energy and sustainable energy from renewable sources in order to create a perfect climate and environment for valuable encounters, now and in the future.

- ✓ RAI Amsterdam aims for Zero Waste
- ✓ Create a CO2-neutral event
- ✓ Choose sustainable products





# Spearhead: waste separation

Waste separation is one of the main subjects within the RAI's waste management policy and a focal point before, during and after events. For each event, we develop a dedicated waste plan in close cooperation with you and our waste partner ICOVA.

Our waste management during setup, event and breakdown is based on 100% recycling and the 'polluter pays' principle. This means that you, the exhibitors, standholders and in-house suppliers pay for the amount of waste produced, making each party responsible for their own waste.

As unseparated waste is the most expensive type of waste, separation results in cost savings. In addition, the separated waste is fully recycled into new products, raw materials and fuels; products preferably will reuse at the RAI itself.



# Zero Waste

## Waste separation reaps rewards

Proper waste separation means lower costs and a more sustainable event. As organiser, you can choose to pay for your event waste or allocate waste to the waste owners. Waste allocation results in lower costs and ensures that your exhibitors and standbuilders are held responsible for their own waste. This in turn benefits the separation ratio.

## Various options

We provide solutions for all types of waste in all amounts. Our partner ICOVA supports this by providing sorting containers, bags and boxes. We also pay attention to clearly distinguishable methods in order to stimulate waste separation. During events, we work with ICOVA to ensure the waste streams are properly processed.

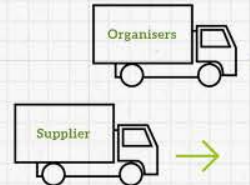
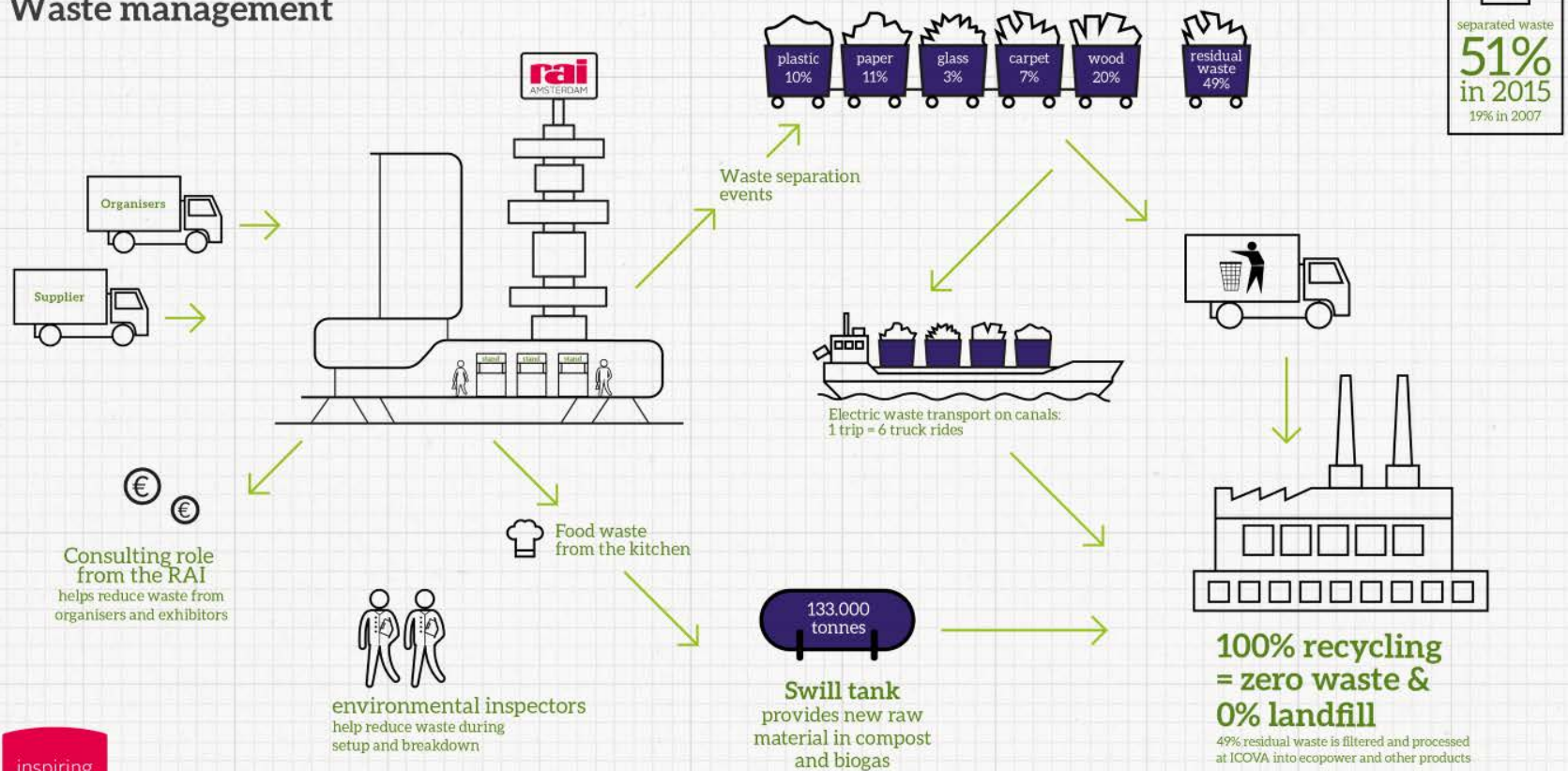
For example, environmental inspectors from ICOVA advise exhibitors and organisers on how to remove their waste in the most efficient way.

## How would you like to separate waste?

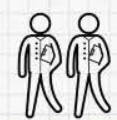
RAI Amsterdam can help you draw up a plan of approach, determining the best use of environmental inspectors and waste allocation agreements with exhibitors and standholders based on our extensive experience and the nature of the event.



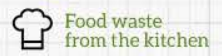
# Waste management



**Consulting role from the RAI**  
helps reduce waste from organisers and exhibitors



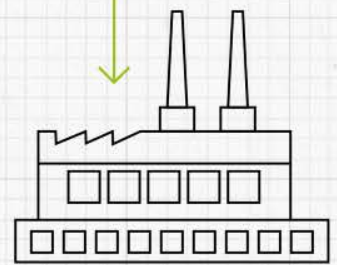
**environmental inspectors**  
help reduce waste during setup and breakdown



**Food waste from the kitchen**



**Swill tank**  
provides new raw material in compost and biogas





# Best practises – Intertraffic 2016

## Better separation reaps rewards

With 7 halls, 30,000 visitors, 780 exhibitors and a free stand construction of 82%, Intertraffic 2016 was a very large international exhibition. The event generated over 1000m<sup>3</sup> of waste, with a waste separation percentage of 59% - 10% higher than the previous year (49%).

## Results

This 10% rise in separation translated into savings of €11,642 for Intertraffic, a 20% cost reduction compared to a comparable exhibition with a separation percentage of 49%.

Intertraffic 2016			Average exhibition 2015	
	%	kosten	%	kosten
<b>Waste</b>	41%	€ 26.844	51%	€ 33.391
<b>Wood</b>	27%	€ 7.783	20%	€ 9.681
<b>Paper</b>	9%	€ 1.451	5%	€ 1.805
<b>Plastic</b>	13%	€ 6.367	12%	€ 7.920
<b>Carpet</b>	11%	€ 5.289	12%	€ 6.579
	100%	€ 47.734	100%	€ 59.376

# Best practises – ISE 2016

## Active waste allocation

With 12 halls, 65,000 visitors, 1100 exhibitors and 90% free stand construction, ISE 2016 was one of the largest high-tech exhibitions in Europe. While generating lots of waste, major efforts were made to allocate this waste properly. This paid off as ISE managed to allocate 43% of its waste. Other exhibitions in 2015 saw an allocation percentage of only 26%.

ISE passed on €62,709 of waste costs to exhibitors – costs that the organisers did not have to pay themselves. The 17% waste allocation increase during ISE compared to other exhibitions in 2015 resulted in a saving of €24,792.

ISE 2016		Average exhibition 2015	
Organizer	Exhibitor	Organizer	Exhibitor
57%	43%	74%	26%
€ 83.126	€ 62.709	€ 109.918	€ 37.917

# 10 tips for reducing waste costs

1. Waste separation means lower costs and a more sustainable event.
2. Allocation means lower costs and creates a sense of responsibility and ownership regarding waste.
3. Supported by the RAI, lay down agreements prior to the event with standholders and exhibitors, including steps to be taken in case of non-compliance.
4. Exhibitions that manage to keep the aisles clean and free achieve a higher separation percentage than average as there is no waste build-up and it is easier to bring in and remove waste containers.
5. Aiming for free and clean aisles stimulates the setup and breakdown speed and waste allocation to exhibitors. Tidy aisles during the event create a clean and welcome atmosphere for visitors.
6. Prevent waste build-up: these are seen as 100% residual waste, which is the most expensive type of waste.
7. Make sure that standholders and exhibitors are aware of the rules on the exhibition floor and the allocation of waste costs.
8. Create a location on the exhibition floor where violations can be reported.
9. Try to prevent waste: how much potential waste is being handed out and is it really necessary? Consider not placing waste bins as this stimulates visitors to take their waste home.
10. Analyse your own exhibition material critically and consider how you can best reuse your materials for a following edition, for example by not including dates.

# Create a CO2 neutral event!

RAI Amsterdam aims for climate-neutral operations with a goal to be CO2 neutral. Wherever possible, we make everything we use (ourselves) in a sustainable way. This starts by minimising our energy consumption. Every day we look for smart solutions to reduce energy consumption, ranging from motion sensors and sustainable lighting to the installation of speed doors to reduce heating/cooling losses.

## **Your event powered by sustainable energy**

RAI Amsterdam only consumes sustainable energy. Any power requirements we have above the solar energy generated by our 1806 solar panels is purchased as 100% green power from our energy provider Nuon.

RAI Amsterdam has almost fully switched to district heating. Any gas we use outside of district heating is 100% green gas, fully compensated for via CO2 certificates. RAI Amsterdam uses ClimateNeutral Gas from Nuon as we work towards climate-neutral operations and contribute to a better environment.

Using the residual heat from industrial processes, energy generation and waste separation via the city grid, district heating is a more sustainable energy source than natural gas.

# Make your event CO2 neutral

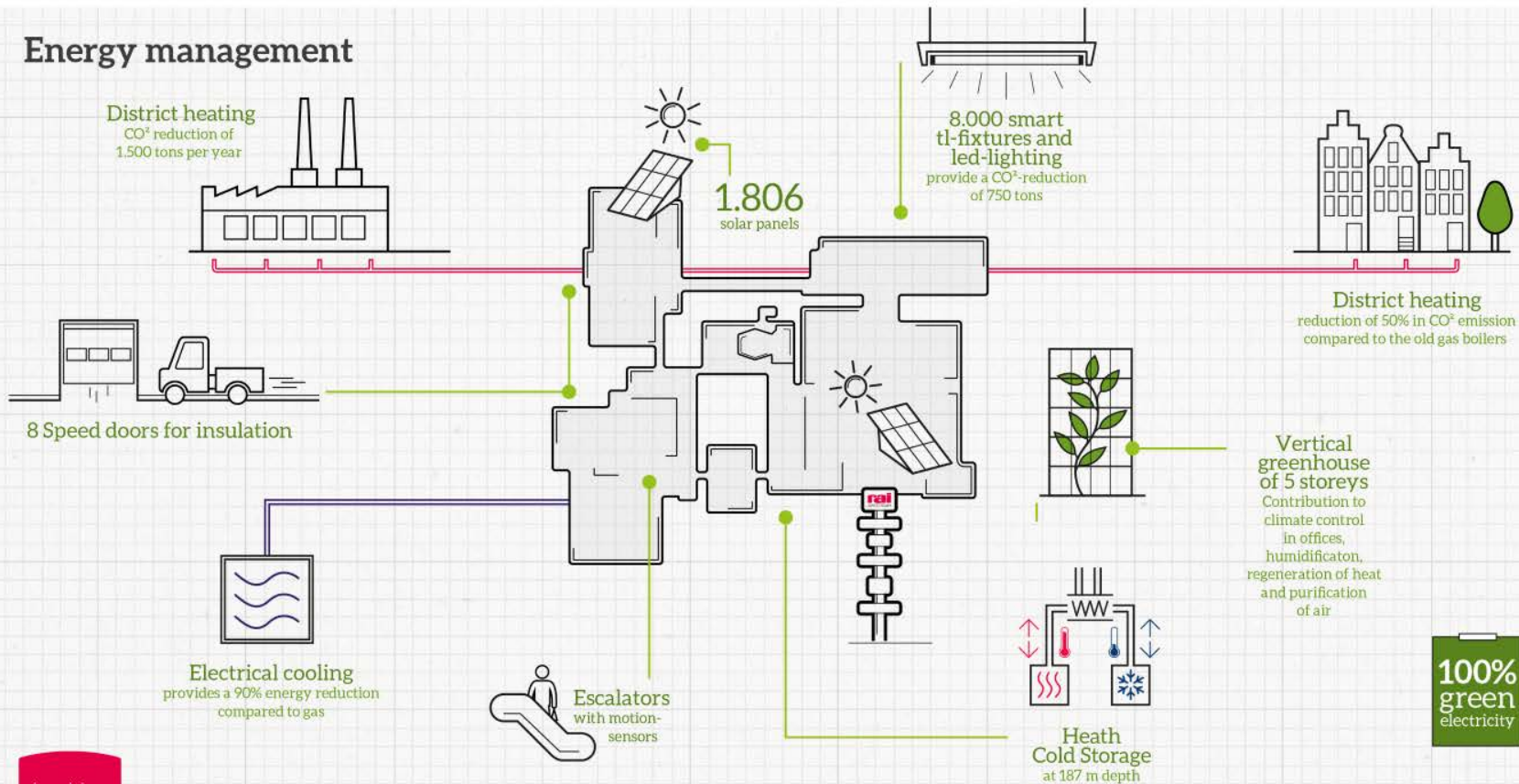
**RAI Amsterdam enables you to organise a CO2 neutral event. This involves:**

- ✓ neutralising CO2 emissions on site
- ✓ neutralising CO2 emissions related to organising an event
- ✓ neutralising CO2 emissions related to visitor travel.

The emissions are compensated for by means of certified CO2 rights via the Greenbalance organisation, with the proceeds being invested in the development of sustainable energy projects worldwide. The CO2 Calculator allows an organiser to calculate the CO2 emissions of an exhibition or conference.



# Energy management



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# Choose sustainable products

**RAI Amsterdam aims to offer a 100% sustainable range of products and services to clients.**

Making our entire product range sustainable is a challenge as we have a broad portfolio spanning everything from carpeting and stand construction to catering and transportation to and from the RAI. In close cooperation with our suppliers we are making good progress and are able to offer a sustainable alternative for a significant proportion of products and services.

We aim to expand this range, with the goal being to make sustainability the standard not the alternative.

**Choose well! The sustainable products in our range are labelled with a green checkmark. These products and services all contribute to creating or preserving a sustainable future for everyone.**







# 3. Food & beverages

Healthy & delicious food with a taste of Amsterdam

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# Healthy food

RAI Amsterdam prefers to work with seasonal and regional products which taste better and benefit the environment at the same time. We also work with organic products and aim to minimise food waste.



## “Heart-warming” Amsterdam

RAI Amsterdam consciously decided to use regional products in its kitchens and to remove vulnerable ingredients from its range with the "Hartverwarmend Amsterdam" (Heart-warming Amsterdam) concept. The products in this concept have added value for the region or society in general. Care farms for day care or education, small local farms, urban greenhouses and cheese farms from the local area are suppliers but an important source of inspiration as well. This supports vulnerable producers from our urbanised surroundings and you are able to enjoy wonderful seasonal products which you do not come across every day.

# Heart-warming Amsterdam

biological fruits from De Olmenhorst

Haarlemmermeer

sausage from Brandt & Levie

Amsterdam IJ-haven

extraordinary mushrooms from Mycophilla

Amsterdam north

Purmerend

veal from Waterlands Weelde

Kwadijk

typical Amsterdams 'ossenvorst' Hesselting

Osdrorp

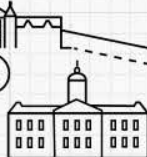
homemade ketchup from the greenhouse Osdrorp

liqueur and genever from Van Wees

Amsterdam Jordaan

city centre

sustainable and seasonal fish from Jan van As



apple vinegar and basil-olive oil from Abma's

Beemster

## Heart-warming Amsterdam

We're passionate about food: its quality, its taste and about sharing it with our guests to enjoy. Our passion led us to care for who grows our products, where they're grown and how. We want daily fresh, sustainable and tasty, animal-friendly ingredients. Therefore we support organic agriculture and dairy farms in the region of Amsterdam. Following this spirit, we have built our own vertical greenhouse where we grow our own organic vegetables and herbs. Our kitchen has made the deliberate choice to use local, high quality authentic produces. It's a great inspiration, it tastes better and it feels better. That's why we call it 'Heart-warming Amsterdam'.

Osdrorp

Nieuw-Vennep

cheese from Kees & Elly van Wees

Amsterdamse bos

goat cheese from Ridammerhoeve farm

city centre

fresh pasta from Al Dente, an authentic pasta factory.

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herbs, eatable flowers and small fruits from the vertical greenhouse

Zuidas

mini ronddeel eggs

RAI Amsterdam Amtrium

Passion for sustainable catering with good-quality, pure ingredients

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# 4. Your event

Inspire your visitors



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# InnovationLAB – “innovation meets the industry”

The InnovationLAB was established to actively stimulate sustainable growth and developments during events in RAI Amsterdam. It provides an inspiring setting where knowledge and experience can be shared, and people are challenged to lift their sector to a higher level.

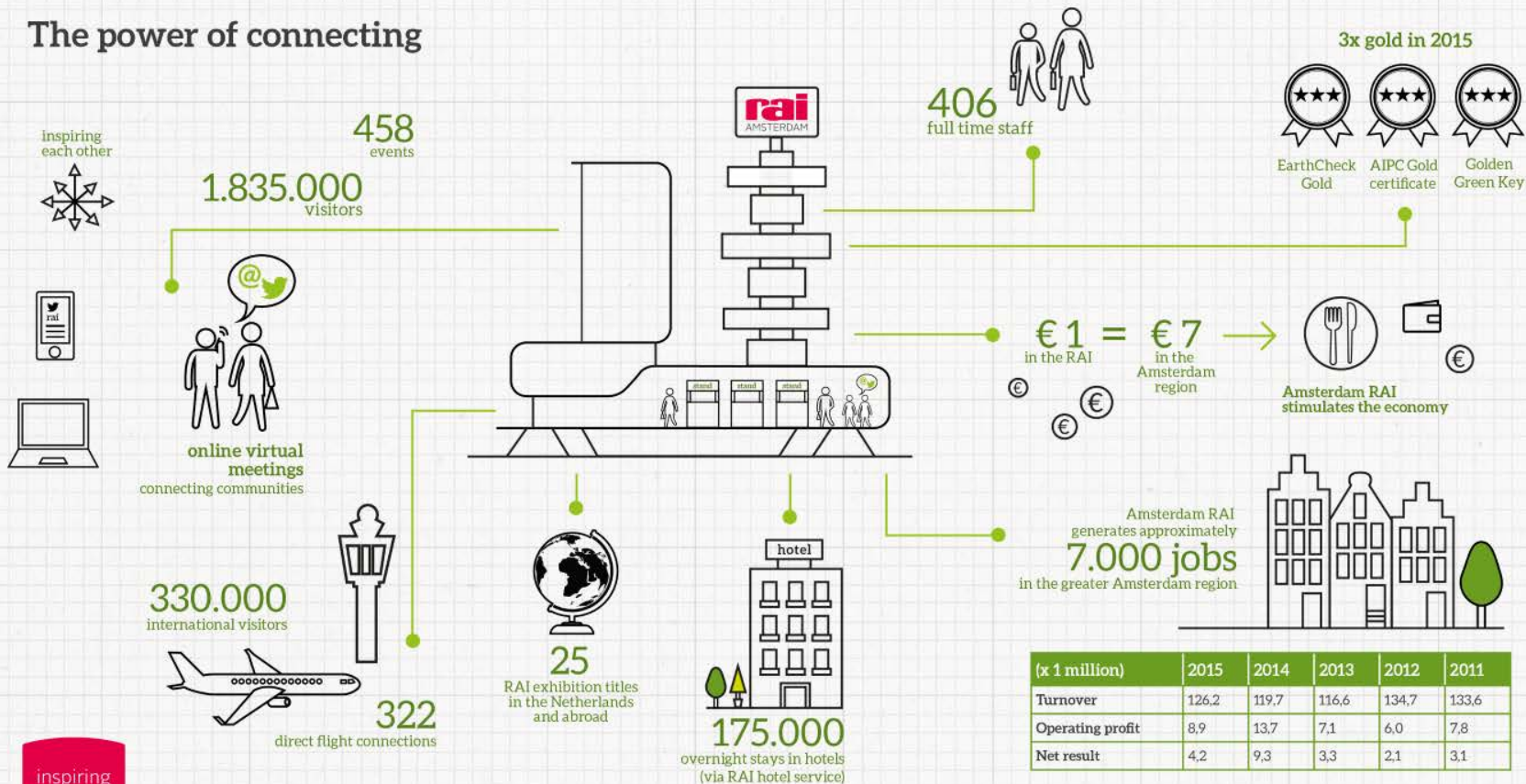
The initiative also helps innovations find their way to the market.



## The InnovationLab

- ✓ Provides a recognisable space where ideas, innovations and news are made tangible.
- ✓ Functions as a platform where visitors (online and physical) can experience innovations in line with the exhibition theme.
- ✓ Stimulates exhibitors to present their innovations during events.
- ✓ Offers organisers the opportunity to enrich their events in collaboration with a broad team which offers proactive advice & support, enables the sharing of knowledge/best practice, and establishes interesting crossovers in various domains.
- ✓ Enables knowledge centres, research institutes, innovative parties and start-ups to bring their innovations to the market.
- ✓ Can also be used for your event. Ask for the possibilities.

# The power of connecting



# 5. Experience Amsterdam

The ultimate sustainable Amsterdam experience!

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# The ultimate sustainable Amsterdam experience!

A visit to an event at the RAI is a visit to Amsterdam. As the RAI is inextricably linked to the city, there are countless opportunities to discover Amsterdam after a meeting or event in the RAI.

Amsterdam is known for its love for cycling and its stunning canals. The ultimate Amsterdam experience takes visitors through the city by bike or over the water. With our own marina and rental bikes nearby, visitors have everything they need to experience the best of Amsterdam.





# Experience Amsterdam by bike or from the water

Cycling is the way to get from A to B in Amsterdam. With its narrow streets and canals, the 17th century city centre is ideal for pedestrians and cyclists. Combined with the many bicycle lanes – with a total length of 400 kilometres – Amsterdam is a true cycling city.

## **Adventurous and healthy**

Bicycles are an attractive and adventurous way for your visitors to explore the city and its surroundings. Biking is often faster and cheaper than public transport, and enables various activities to be easily combined. Moreover, cycling is healthy and good for the environment too!

## **Over the Amsterdam canals**

With a marina on the premises, the RAI has a great connection to the city centre by boat. We can facilitate launch and boat rental, and also arrange bicycles at attractive rates.



# 6. Accommodation

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# Sustainable accommodation

RAI Hotel Services is the largest hotel agent in Amsterdam and surroundings, and 30% of the hotels in its portfolio are Green Key certified. Green Key is the international certificate for sustainable companies in the recreation & leisure industry and business market. Certified companies make efforts to reduce their impact on the environment without comprising the comfort and quality for their guests, going beyond what is required by standard legislation.

## **Green Key = Sustainable**

Green Key hotels are always water and energy efficient, using solutions such as solar panels, efficient lighting, light sensors and timers for air conditioning and heating. They don't do laundry when it isn't required and use environmentally friendly cleaning products. Green Key hotels maintain a focus on high levels of comfort while protecting nature and the environment.

