

RXUK BS8901 Group Sustainability KPIs and Targets

Issue	Objective	Action required to improve	ID	Kpi	Target
Waste	Benchmark the waste generated from the event	Communicate expectations to venue and encourage better measurement	1	Measure % of waste recycled onsite inc set up and break down	100%
			2	Measure % of waste going to landfill inc set up and breakdown	100%
		Communicate the impact of excessive waste and benefits/savings of eliminating excess material and collateral to exhibitors	3	Measure % of exhibitors that received communication on reducing unnecessary waste	100%
			4	Measure % of exhibitors who say that their behaviour was influenced by communication and they consequently brought less onsite	35%
			5	As above but will bring less onsite in the future	55%
		Provide information on types of materials that can be recycled	6	Measure % of exhibitors who say that their behaviour was influenced by communication and they sourced more sustainable materials	35%
			7	Measure % of build materials reviewed for sustainability	100%
		Evaluation of options for the build of Organisers areas with official contractors	8	Number of shows that have measurement for sustainability in place	4
			9	Number of shows that issues financial penalties for not managing waste	4
		Reinforce contractual obligations of exhibitors to not leave excessive material onsite	10	Measure % of exhibitors who have been told about penalties of leaving excessive waste	100%
			11	Number of shows with recycle bins onsite	4
			12	Measure % total waste tonnage removed from hall inc set up and breakdown	100%
			13	Percentage of attendees who recognise that sustainability strategy has improved	30%

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Contractors and Suppliers* (Educate-policy-monitor-researching-qualify)	Educate and encourage suppliers to increase their level of sustainability	Include sustainability text in all tenders to suppliers. Communicate Policy and targets	14	Measure % of tenders that include sustainability text	80%
			15	Measure % of RX staff with sustainability objectives	100%
			16	Measure % of RXUK staff who feel they have learnt something about sustainability in last year	100%
			17	Number of RX staff planned for sustainability training in next working year	20
			18	Measure % of suppliers who receive sustainability information	100%
			19	Measure % of suppliers attending sustainability training days	25%
			20	% of suppliers who receive a post event sustainability survey	100
			21	% of supplier who are asked to set targets	100
			22	% of suppliers who are asked for SD policy	100

Issue	Objective	Action required to improve	ID	Kpi	Target
Measurement	Benchmark the economical, environmental and social impact of an event				
	<u>Economic:</u>	Research Tourist Board statistics or similar and evaluate	23	£ income into local economy	£100 per attendee?
		Research Industry stats and evaluate	24	% of attendees who are asked to complete an economic post event survey?	100%
		Select 3-5 exhibitors from each show to work closely with, define methodology and measure.	25	Number of ROI results for exhibitors	5
	<u>Environmental:</u>	Produce a template of stats required and communicate to venue	26	Number of venues providing measurements	all
		Produce a travel emissions template for the Mktg Mgrs to complete for each show and define a methodology to enable a reasonable measurement	27	Measure travel emissions per show	scope 1-3 50%
		RX help develop measurement sheet. Work with 3-5 exhibitors from each show to measure the environmental impact of their stand.	28	Number of exhibitors providing measurements	5
	<u>Social:</u>	Measure and quantify any existing support for charities/organisations	29	Measure £, time and/or material raised/given and what it was used for.	
		Research how the local community currently measures direct job creation during period of show	30	Job hours provided from event??	?
		Develop a template/methodology for evaluating negative impacts: congestion, disruption, noise, emissions etc	31	Number of negative impacts measured	5
		Find local charity or organisation and support with time or material or money. Encourage suppliers and 3-5 exhibitors to join in	32	Time/£ given to local organisation	?hrs/ ?£
		Work with 3-5 exhibitors from each show to measure the impact of their stand on local community.	33	Number of exhibitors to complete impact feedback	5