

Earls Court
Warwick Road
London
SW5 9TA

Olympia
Hammersmith Road
London
W14 8UX

For further information please contact
EC&O Venues on 020 7370 8838
Or visit eco.co.uk/aboutus/csr



Social, Ethical & Environmental Report



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At Earls Court and Olympia we are proud to host a diverse mix of corporate, trade and consumer projects that incorporate exhibitions, conferences and live events. Our iconic venues are internationally renowned and our brand has become synonymous with outstanding events that are recognised as pre-eminent in their field.

By the nature of our business we consume a great deal of energy in order to operate effectively and efficiently and, as a by product of what we do, we also generate tonnes of waste materials. With Corporate Social Responsibility, or 'CSR', becoming an integral part of business development, EC&O has looked to address all of these areas and lead the way in the field of sustainability.

As a forward-thinking business we are dedicated to maintaining our service levels without compromising our social responsibilities. We are very proud to be the first venues to attain certification to the groundbreaking sustainable event management system BS8901 - an achievement that is testament to our dedication.

This latest report demonstrates not just our ongoing commitment to reducing our impact on the environment, but also our desire to build relationships with the communities within which we work, as well as the surrounding City, our staff and our stakeholders.

With EC&O recognised as a leading light in the field of sustainability we now hope to share our knowledge and understanding with both our customers and peers for the good of all our businesses.

Nigel Nathan, Group Managing Director, EC&O Venues

Introduction – Who we are



Earls Court and Olympia (EC&O) are among the UK's leading venues for exhibitions, conferences and live events encompassing music, entertainment and corporate events.

The venues' 97,000sqm of versatile space stages numerous high-profile and prestigious projects, annually playing host to around 320 events, 30,000 exhibiting companies and more than 2.5 million visitors.

Leading brands and organisations choose EC&O to showcase their events. Recently these have included: the BRIT awards, the London International Horse Show, parties and corporate events for Abbey and L'Oreal, fashion events for Vivienne Westwood and performances from The Chemical Brothers to Kaiser Chiefs and Kylie. Our business prides itself on seven key qualities:

- World-famous venues
- Industry leaders in customer service
- Central London locations
- Flexible space to suit any event
- Wide ranging and longstanding experience
- Ethically and environmentally responsible
- Capable and enthusiastic teams

We recognise and understand that in addition to the commercial needs of our business, we have clear duties and commitment to our staff, to the environment and to the communities in which we work.

“24% of EC&O staff are proud to have 10 years' service or more. While 10% have been here over 20 years.”

What we stand for

The company ethos is enshrined in its customer-focused mission statement:

“We create environments to fulfil our GUESTS' dreams”

GUEST is an acronym for
'Give Us Extra Special Treatment'

This is underpinned by our four Values:

care
respect
trust
commitment

EC&O Lead The Way



EC&O is always keen to take the initiative and lead by example and having started to implement recycling plans at the venues we decided to take part in the consultation for a new industry standard on sustainability in 2005. This consultation grew and we found ourselves on the BS 8901 committee that was shaping the standard. As we were so involved with the standard we agreed to trial it at Earls Court and Olympia in August and September 2007.

After completion of the trial and feedback duly given to BSI, the standard was launched to the press and the rest of the industry in November 2007. Just over a year later in February 2009, Earls Court and Olympia were delighted to become the first venues to be third party certified to the standard as part of the BSI Management Systems pilot scheme.

Although the EC&O team is immensely proud of this achievement, this is just the beginning. We will continue to be part of the BS 8901 committee and have been working recently on the 2nd draft. We also aim to assist our customers in achieving their sustainability objectives whenever possible. We have invested in an online tool that guides them through the standard in a manageable and straightforward way and offer any help and support that we can to improve the sustainability of the events in our venues.

BS 8901 – What is it and what does it mean?

BS 8901 is the first sector-specific standard for the events industry. It has been created to help the industry manage and develop the environmental, financial and social risks that can impact all aspects of event management

These can include:

- Venue selection
- Supplier and partnership selection
- Operating procedures linked to hosting the event
- Transportation policies
- Post event 'end of life' issues such as waste collection, recycling and re-use of materials

Industry Recognition

In 2008 EC&O won the AEO Excellence Award for Sustainable Initiative of the Year for its work on BS8901. At the close of 2008 we also scooped the Visit London Award for Sustainable Tourism.

For 2009 EC&O were the only venues in the capital to be recognised by Visit England's 9 Reasons To Be Green promotion. The brochure detailed Meet England's Sustainable Tourism Champions for 2009.



Emma Wellman
Sustainability
Advisor,
EC&O Venues

I was appointed Sustainability Advisor for EC&O Venues in 2007 in response to a growing demand for understanding in the sector. As a leading London venue we had begun to realise how small changes could make a big difference to our staff, local community and to the environment within which we live and work. Working as part of the BS 8901 committee that developed the sustainable event management standard helped us to begin achieving this.

As the first venues to gain certification to the standard we truly feel we're leading the way and will continue to share our knowledge through this process with our peers and customers.

As well as external relations, gaining buy-in from our staff is an integral part of implementing any new procedure and as such we have introduced a series of training sessions to educate and engage with staff.

Ultimately sustainability has become increasingly important to the business world and the rewards are worthwhile. By continuing to develop our commitment to CSR I believe we will find truly valuable solutions to reducing the impacts of the industry thus safeguarding its future.

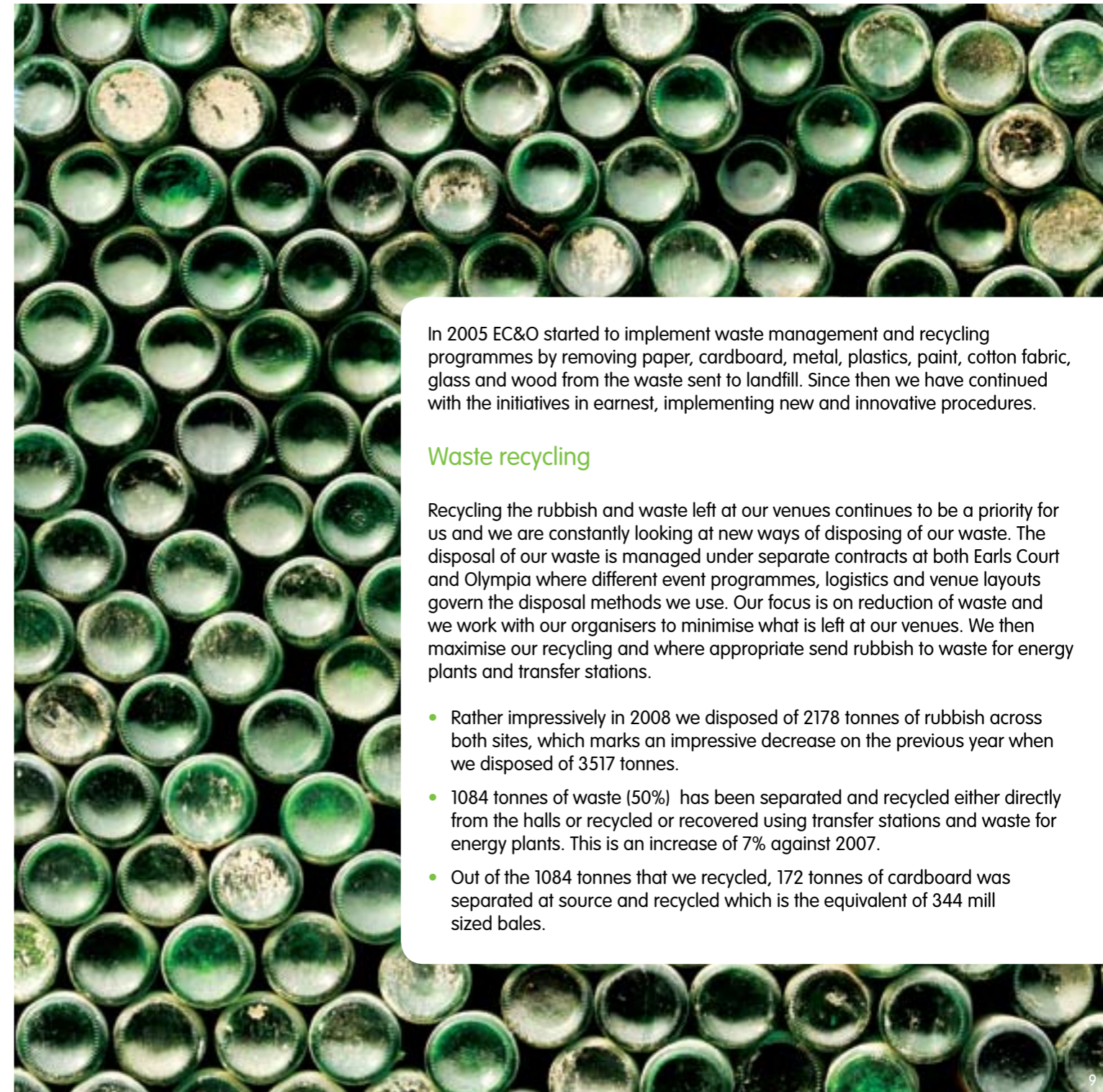
Sustainability Objectives



Having established ourselves at the forefront of event sustainability EC&O continues to take great steps in the areas of energy efficiency, recycling and waste management.

EC&O has committed to a Sustainable Development policy with the following ongoing objectives:

- Benchmark the level of sustainability currently within EC&O
- Create a strategy for ongoing implementation and measurement of sustainability
- To raise awareness of sustainable event management with the events held at our venues
- To measure, monitor and reduce our wastage
- Work with our service partners to improve the sustainability of all the services provided at our venues



In 2005 EC&O started to implement waste management and recycling programmes by removing paper, cardboard, metal, plastics, paint, cotton fabric, glass and wood from the waste sent to landfill. Since then we have continued with the initiatives in earnest, implementing new and innovative procedures.

Waste recycling

Recycling the rubbish and waste left at our venues continues to be a priority for us and we are constantly looking at new ways of disposing of our waste. The disposal of our waste is managed under separate contracts at both Earls Court and Olympia where different event programmes, logistics and venue layouts govern the disposal methods we use. Our focus is on reduction of waste and we work with our organisers to minimise what is left at our venues. We then maximise our recycling and where appropriate send rubbish to waste for energy plants and transfer stations.

- Rather impressively in 2008 we disposed of 2178 tonnes of rubbish across both sites, which marks an impressive decrease on the previous year when we disposed of 3517 tonnes.
- 1084 tonnes of waste (50%) has been separated and recycled either directly from the halls or recycled or recovered using transfer stations and waste for energy plants. This is an increase of 7% against 2007.
- Out of the 1084 tonnes that we recycled, 172 tonnes of cardboard was separated at source and recycled which is the equivalent of 344 mill sized bales.



We have also introduced a Biogen food disposal system at both venues to enable us to process food and packaging on our sites. Packaged food is collected in coloured bins and unpackaged food (including raw meat, coffee granules, milk and other cooked and uncooked foods) is collected in corn starch bags provided by the venue. The food is then taken to a Biogen food plant in Bedfordshire where it is mixed with pig manure and fermented creating methane which is used to generate electricity. The remaining slurry is then used as a fertiliser for agriculture.

This unique method is a carbon positive process and by June 2009 we had sent nearly 17 tonnes of food waste to the plant which generated enough electricity to boil 1176 kettles for 1 hour.

Following our involvement in DEFRA's Voluntary Code of Practice; 'Recycle on the go' that was published in June 2008 we have been changing our colour coding and signage for our recycling bins at the venue and purchased hi-visibility vests for members of the cleaning teams to help raise the awareness of recycling during build-up and break-downs.

We have also invested in more visitor recycling bins that are available in hall areas and yards and are trialling more flexible cardboard recycling bins that can be personalised. In addition to this we have given evidence as an expert witness at City Hall for the London Assembly Environment Committee for their 'On the Go Recycling' Report published in May 2009.

Energy and water

EC&O has a number of both energy and water management programmes in place. These aim to reduce both water usage and the amount of energy used while also sourcing the best available solutions.

- In 2008 EC&O saved 999,210kwh (kilo watt hours) of electricity consumption, this is equal to a reduction of 467 tonnes of CO2 emissions. Water Savings equated to 39,000m3 (cubic litres) which was a huge decrease on 2007.
- Overall our energy consumption was 3.7% less than 2007, this represents a 13.7% saving against 2006.

Support to our organisers

We continue to offer help and sustainability advice to the organisers that host events in our venues. We have an on-line sustainability management tool that we offer to organisers to help guide them through the planning of their event and have hosted training sessions with Positive Impact, a not for profit organisation, on sustainability at events.



AEV Sustainability Group

EC&O Venues has been chairing the AEV (Association of Event Venues) Sustainability Group since its inception and continue to promote information sharing and positive working practices with other venues. The group has run training sessions for venues and is now working with ESSA (Event Supplier and Services Association) as they launch a sustainability group.



ECO Wednesday

One of our most popular CSR initiatives is ECO Wednesday. The project aims to raise awareness of our sustainability issues among our staff. For one day a week staff and tenants are asked to use the stairs instead of the lifts and company-wide emails encourage employees to ensure that lights and terminals are turned off when they leave. Those neglecting their duties are named and shamed.

ECO Wednesday has become an integral part of our company ethos and helps all our staff to engage with our sustainability policy.



Green 500 and travel to work

EC&O has signed up to Green500, a London Development Agency programme designed to encourage 500 of the biggest organisations in London to reduce their carbon emissions by 60% in time for 2025.

Similarly we actively promote the use of public transport and work closely with both Network Rail and Transport for London. Ticket incentives are offered to those visitors travelling to our venues by train.

In association with TfL we have produced a travel plan that encourages walking, cycling and use of public transport with the aim of reducing the overall number of single occupancy car trips made by visitors to our events. We've even installed new bike racks sponsored by TfL.

For employees, the Evans Cycles Ride2Work programme offers tax free bikes via the government's Green Transport Plan.



Our Values



At EC&O we realise that our reputation for excellence in customer service is a key business driver and that our people – our most important assets – create that reputation. Our four key values underpin our service ethos:

- Care
- Trust
- Respect
- Commitment

These Values define the way we work and are incorporated in the EC&O recruitment process to ensure that every team member is comfortable with living and displaying them.

A regularly-changing team of Values Ambassadors is responsible for communicating Values activity amongst the teams, gathering feedback and taking responsibility for specific projects devised.

On a quarterly basis the Values Awards scheme recognises those who have displayed the Values in a notable way. Nominations are open to all staff members in any part of the business and are presented at EC&O's quarterly venue team briefings.



The Den

Some of the projects that the Values Ambassadors have launched to date include:

'The Den' a room where staff can relax with a book or watch TV.

'A Day in the Life of...' where members of staff can shadow somebody from another department in order to gain insight into different areas of the business and their peers.

'Footprint in the Community' where a local school has been identified for staff to get involved in projects like creating a vegetable garden and clearing an overgrown pond.

A Roof Garden has been launched at both sites housing herbs and vegetables. The Earls Court garden was launched in conjunction with the Real Food Festival.

Community



EC&O prides itself on maintaining good relationships with its surrounding communities.

The Halls Directors from both sites host regular resident meetings - for both Hammersmith and Fulham and Kensington and Chelsea - in order to discuss ongoing business matters and alleviate any residents' concerns. In a similar vein we have launched a dedicated Residents Page on our website which maintains a continued dialogue with the community and offers regular updates on the business.

As well as ensuring continued communication with residents, EC&O aims to have a visible presence in the local community through its dedicated employees. As such we work on a number of projects that benefit our neighbours. In recent years these have included:

- EC&O is a proud headline sponsor of the Earls Court Festival which offers two weeks of cultural events in celebration of the local community. As well as helping fund the project, EC&O staff give their time willingly to assist in the organisation of the festival's Garden Party.
- As part of our Footprint In The Community project, a dedicated task force is leading projects such as clearing a woodland area and helping a local school create thriving communal spaces.
- We support the London Taxi Drivers' Fund for Underprivileged Children by offering the West Brompton forecourt at Earls Court as a starting point for their annual event.
- Where possible we donate any unused paint to Community RePaint which distributes unwanted, reusable paint to the community.
- EC&O is also a proud sponsor of the West London Line Group which campaigns for better local rail services.
- In an attempt to make a real difference to the surrounding area we also sponsor rubbish bins as well as hanging baskets around the venues.



Top: Sticky Wicket charity tournament
Bottom: Staff helping out at the Earls Court Festival

Charity – The EC&O Charitable Trust

The EC&O Charitable Trust builds even closer relationships with the immediate community. Each year we provide financial support to charities and organisations within the Borough of Hammersmith and Fulham and in the Royal Borough of Kensington and Chelsea.

Here are just some of the projects that we are proud to have supported:

Hammersmith and Fulham Action on Disability

HAFAD is an independent organisation promoting equality for disabled people living and working in H&F. We gave the charity £1000 to help pay for a group of five young disabled people to take part in the Duke of Edinburgh expedition.

Metropolitan Police Good Citizen Awards

This scheme is intended to raise awareness amongst young people in RBKC of their responsibilities as citizens. It is designed to reward those who make a positive contribution in their community. EC&O have contributed £1000 a year over the last five years to the cause.

Alternative Theatre Company

The Bush Theatre in Shepherds Bush runs an education and outreach programme for young people. We donated £1500 to help fund their 2009 'Halo Project', a unique new theatre group giving young people in the borough of Hammersmith and Fulham the opportunity to devise and perform a new production.

Hornimans Adventure Playground

Hornimans Adventure Playground exists to provide recreational facilities for children aged between 5 and 16 years who live or attend school in RBKC. We donated £1250 which partly funded their 6 week summer programme.

Greenwich Leisure Limited

GLL is an innovative staff led 'leisure trust' that manages over 65 leisure centres within the M25 area. EC&O donated £2000 towards providing children from H&F a free 12 month pay and play membership to 3 leisure centres in the borough.

Palace Adventure Playground

Play Association Hammersmith & Fulham is a voluntary organisation working to improve play opportunities for children and young people (ages 0-19 years). It manages the Palace Adventure Playground in Fulham, which offers a place for both disabled and non disabled children to play. EC&O donated £3030 toward the running costs for the Saturday sessions at the playground

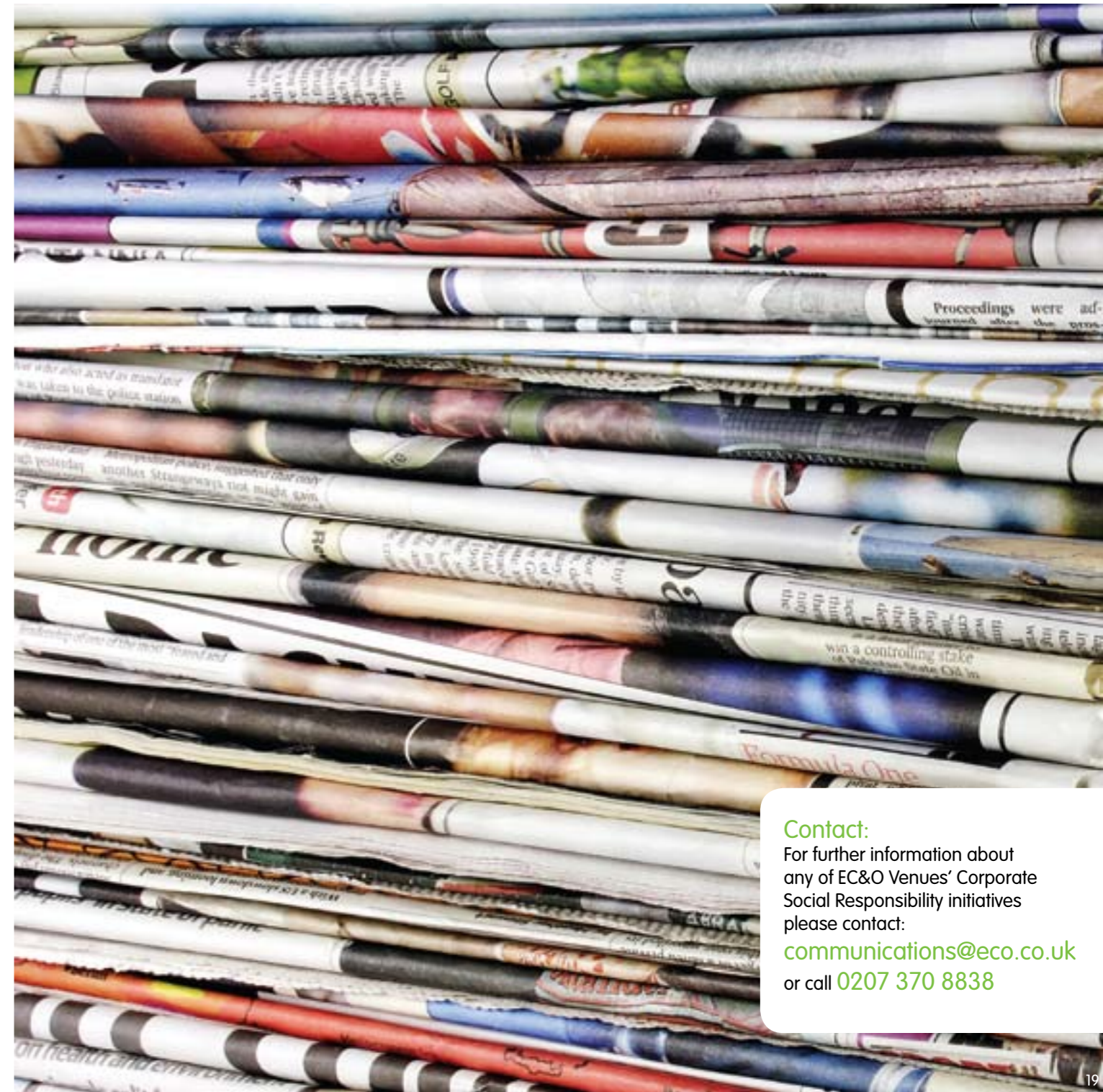
Panathlon Foundation

Panathlon offers sports coaching to special schools. It provides specialists in five sports and leaves equipment provisions at each site to encourage a legacy for disabled sport. EC&O donated £1500 to increase the impact of Panathlon in Hammersmith and Fulham's special schools.

EC&O employees are also encouraged to take part in fundraising activities through our Staff Sponsorship Scheme. This offers staff match-funding on all sponsorship raised up to the value of £250 per employee per year. We also operate a payroll giving scheme (Give as you Earn), which is one of the easiest ways for employees to give to charity, tax efficiently.

Other projects we support, alongside our service partners, customers and suppliers are:

'Sticky Wicket' charity cricket tournament in aid of the Lord's Taverners Association
The EC&O Olympia Quiz
EC&O Macmillan Coffee Mornings
Charity Golf Days



Contact:

For further information about any of EC&O Venues' Corporate Social Responsibility initiatives please contact:

communications@eco.co.uk

or call 0207 370 8838