



Sustainability policy

Mission statement

Our mission is to deliver events which combine style, substance and sustainability.

We follow the Brundtland report's definition of sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This means we are conscious of Seventeen's social, economic and environmental impact in all that we do.

We seek to reduce the negative effect of what we do as much as possible, but more than that we seek to find ways in which to make a positive difference through our own actions and through seeking to influence the actions of others.

This policy explains our approach to sustainability, showing how we live our values. It provides a reminder and guidance to staff in their day to day work, and clearly communicates our approach to sustainability to the clients, venues and suppliers we work with.

Scope

This policy covers:

- Seventeen's values and operations as a company;
- our core business activity which is event management.

As a company, we want to embody our values and ensure that our own practice as a company supports our aims. We have a strong sense of the 'Seventeen way' of doing business and everything from our staff engagement, to our office building right down to our kettle plays a part in this.

As an agency, every event we work on is different, with different clients, priorities, locations and suppliers. Our sustainable approach is tailored to each specific situation. For this reason, we do not set out here a rigid set of requirements as a one size fits all approach to such diverse events would be too vague to be practical. Instead we provide clear guiding principles that aid our planning and decisions.

The Seventeen Standards

1 Energy demands

Our company

- Our energy supply at Container City comes from Green Energy and is from 100% renewable sources.
- Our computers, from Very PC, are designed to use a fraction of the energy of regular desktop PCs.
- Energy efficiency is a key consideration when acquiring new electrical equipment.
- Our office is lit by ample natural daylight, and low energy fluorescent lights.
- We turn off all lighting and electronic equipment when not in use, and have a strict policy for switching off and unplugging overnight.
- We monitor and record our office energy consumption.

Our events

- We seek and favour venues with energy efficient lighting systems and policies, natural daylight and who source their energy from renewable sources. We always ask questions.
- Where additional energy is required, such as for outdoor events, we strongly recommend the use of solar panels or biodiesel generators.
- We specify the use of the most energy efficient options for AV requirements, including specifying LED lighting wherever suitable.
- On site at the event, our staff are diligent in checking that lighting and equipment are turned off when not required, and we ask our suppliers to do the same.

2 Transport demands

Our company

- Our office location is accessible by public transport.
- Wherever possible, staff travel on foot, by bicycle or by public transport to events and meetings.
- Taxis are used rarely, where necessary, such as for very early or late journeys and must be approved by a director. We have an account with Green Tomato Cars, whose fleet are hybrid cars. Staff will share taxis rather than booking separate ones wherever possible.
- We operate a Ride to Work cycle scheme, enabling employees to benefit from tax free bicycles.
- Air travel is to be avoided as far as possible and seen as a last resort.
- We encourage telephone or virtual meetings where possible.

Our events

- We favour venues and locations that are local to the audience, accessible via public transport, and welcoming to guests arriving by bicycle or on foot.
- We favour venues with suitable in house AV supplies where possible, to reduce the need for shipping these in.
- We aim to provide guests and suppliers with information and encouragement to enable them to travel in a sustainable manner to our events, including public transport and walking directions.
- We look for ways to consolidate and reduce the number of deliveries required, such as asking suppliers to backhaul where possible.
- Proximity to the event is a key factor in influencing our choice of suppliers. We remember to check the location of the warehouse or delivery centre rather than just the head office.

3 Air emissions

Our company

- The green energy and transport policies outline above are also important in minimising damaging air emissions.
- The office is a non-smoking environment.

Our events

- The energy and transport policies outlined above are also important in minimising damaging air emissions.

4 Water use

Our company

- We use an eco-kettle which reduces the amount of water and power used in keeping our staff stocked with hot drinks.
- Our site at Trinity Buoy Wharf has grey water harvesting.

Our events

- We favour venues, caterers and suppliers with good policies on water use and look for evidence of water saving measures in place.
- We try to always supply tap water or filtered tap water to guests at events. Failing this, we ask for an ethical brand of bottled water, such as Belu or Frank.

5 Land use

Our company

- Our office is in Container City at Trinity Buoy Wharf, an influential example of regeneration and flexible land use. If offices are no longer required at the site, or a new configuration is needed, the shipping containers can easily be moved and reused.

Our events

- We favour the use of existing event venues where ever possible and the use of brownfield over greenfield land.
- Where using biodiesel for energy or transport, we aim to ensure that it is not grown from crops replacing food production, instead using that produced from waste cooking oil.
- When organising outdoor events, we aim to uphold the highest standards of land use, carefully assessing and minimising risks of contamination and ensuring a good standard of clean up after the event.



6 Cultural impact

Our company

- Seventeen embraces all cultures and we have a formal equal opportunities policy covering staff, clients and event guests.

Our events

- Our work for charities and public sector organisations has given us the opportunity to provide events specifically for the local community and take account of all cultures.
- Wherever possible we provide opportunities for guests at our events to learn more about the cultures who reside in the community, such as through our choice of activities, entertainment or food.

7 Waste and recycling

Our company

- We operate a closed loop recycling policy, looking for recycled options in our procurement, and recycling as much as we can.
- We reuse paper where possible, with used paper in the printer for internal printing.
- We recycle all of our office paper, card, glass, cans and printer cartridges through the onsite facilities.
- Our wormery composts much of our food waste.

Our events

- We monitor and record the amount of waste produced by our events, and the proportion that is recyclable. We use this as benchmarking information, and work to reduce the amount for future similar events.
- We ensure that as far as possible, all recyclable waste from events is recycled, either by the venue or where necessary, by bringing in external waste companies.
- We aim to communicate with event guests and suppliers to encourage them to think about their waste.
- We recommend the use of electronic communication methods as much as possible, such as for invitations and bookings.
- Waste is a key consideration in our procurement policies for events, looking at the necessity, format, life span and packaging of all event materials.
- We seek to reuse event materials as much as possible, either through their design (i.e. not including the event date on banners) or through using recycled or reusable materials such as blackboard signs.

8 Ethical supply chain

Our company

- We only purchase tea and coffee that carries the Fairtrade mark.
- Much of our office furniture is reused, sourced from Green Works, a social enterprise providing recycled office furniture.
- We use eco friendly cleaning products in the office.
- We apply a sustainable approach to all our procurement, asking:
 - Do we actually need it?
 - What is it made of, who made it, where was it transported from and how is it packaged?
 - How long will it last?
 - Can it be reused or recycled at the end of its life?
 - Have we investigated and evaluated possible alternatives and sought the most sustainable and ethical option?
 - Is it good value?

Our events

- We apply the same sustainable procurement approach detailed above to materials and supplies for events.



9 Transparent relationships

Our company

- We published the BS8901 report for our Sustainable Events Summit on our website.
- We do not mark up suppliers costs and we show clients exactly where their money is being spent by sending accurate and clear budgets where are fees are marked separately.
- We operate a “no hidden commission” policy.

Our events

- We are open and fair in the contracts and terms we issue to clients and suppliers.

10 Local sourcing

Our company

- When ordering stationery, office equipment and printing, we prioritise the use of local suppliers.

Our events

- Where possible we try and source suppliers close to the event venue, taking account of where staff will be travelling from to work at the event and where equipment is located.
- When ordering merchandise and/or event materials we will look at where the item is produced, where it is printed (if applicable) and how it is transported at each stage.
- When ordering catering we will endeavour to make sure that all produce is sourced from the UK and if we are using fish it is from sustainable sources.

11 Security and safety

Our company

- We provide a safe and secure working environment for our staff.
- We have £5 million public liability insurance, and £10 million employer’s liability insurance.

Our events

- We assess our events for potential risks to safety and security, and instigate the necessary measures to minimise these.

12 Equality and diversity

Our company

- We have a positive office culture that recognises the contributions made by all staff.
- Our office is fully accessible.

Our events

- We ask guests in advance of the event if they require special access or have dietary requirements and ensure these are accommodated.
- We assess the venues we use to check that they are comfortable, welcoming and accessible for all guests. In this we check for wheelchair access but also consider access for partially sighted and hard of hearing people, and look for rest areas.
- We recommend that where appropriate, a prayer room is provided.
- We recommend that where appropriate, crèche facilities are provided.
- Where appropriate, we monitor the ethnic, age and gender mix of our guests, and suggest ways to improve diversity.



13 Community impact

Our company

- We regularly support events, activities and our neighbours at the Trinity Buoy Wharf site where we work.
- We have links with the event management courses at local universities and support their students by offering work experience, giving lectures on sustainable events, and by sponsoring a competition.
- We sponsored 17 children to attend a children's safety education scheme.

Our events

- We assess our events for potential risks of negative impacts on local communities, such as congestion, litter or noise pollution, and implement the necessary measure to minimise these.
- We look for ways that our events can have a positive impact on the community. These could include recommending allocating a number of free places for the local community or including a CSR activity in the event programme that improves the local environment.
- We favour suppliers whose work benefits the local community. For example, whenever we are able to select crew for a London event, we always use social enterprise Connection Crew.

14 Financial impact

Our company

- Seventeen Events is a Limited Company. Our company registration number is 6137096.
- We are committed to offering fair pay and conditions for all our staff, both permanent and temporary.
- We operate an internship scheme, and pay our interns the London Living Wage.

Our events

- We aim to ensure best value for money for all our clients, and bring events in on budget.
- We believe that a sustainable approach to events doesn't have to cost more money.

15 Stakeholder communication

Our company

- We work to minimum delivery commitments relating to our communication with clients and other stakeholders, and are always responsive and willing to help.
- We commit to discuss sustainability with all of our clients.
- We hold weekly staff meetings to discuss all current projects and Seventeen matters, ensuring all staff are up to date with developments.

Our events

- We log and monitor stakeholder communication relating to event sustainability using Eventberry. (www.eventberry.com)
- We communicate with all clients and suppliers about our sustainable approach to events. Where appropriate, suppliers are required to complete a sustainability assessment using the Eventberry system.
- Where appropriate, we will include clauses in supplier contracts which hold them accountable for actions relating to sustainability.

16 Monitoring and feedback

Our company

- Seventeen Events is compliant with BS8901 and we monitor this through Eventberry.

Our events

- We monitor our events using Eventberry to record our compliance with BS8901.
- We provide our clients with a BS8901 report of each event, which includes: the scope of compliance claimed; a sustainability risk analysis and KPI records for the project; a communications log, and feedback documentation.
- Wherever possible, we gather feedback from guests at events, and use their feedback to improve practice.
- We hold a weekly sustainability meeting to monitor and discuss the sustainability of all our current projects, and maintain minutes of the meetings for reference.



17 External communication

Our company

- We organise events such as the Sustainable Events Summit, to educate and promote debate about sustainable events practice.
- We aim to foster a network of likeminded people interested in events sustainability, to share ideas and best practice, and to drive sustainability forward in the industry.
- We write columns for a number of publications.
- We speak at industry events and deliver lectures on sustainable event management.
- We regularly update our website, blog and twitter feed with news, tips and ideas.
- We published a detailed guide to sustainable event management, which is available for free on our website.

Our events

- Where appropriate, we develop PR plans for events and communicate to a wider audience about how we made them sustainable.

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