

*This template was designed to assist your organization in the development of a sustainability policy. It lays out the elements needed to create your organizations sustainability policy broken into the following sections: Vision, Principles, Important Issues, Our Ability and Duty to Act, Objectives and Reporting. There is an explanation of the section and an example of what that actual element could be. The reason this template doesn't simply write out all the actual policy items is because in order for your organizations sustainability policy to work they have to integrate with your specific company's values and structure.*

*In addition to this being an organizational policy template, it may also be used to develop a policy specific to your conference or event. This format integrates elements proposed under ISO 20121 and will also be a key component in meeting the APEX/ASTM Environmentally Sustainable Event Standards. This document is intended as a sample only.*



## Vision

The vision statement should be a sentence of approximately 10 words that concisely describes your ideal outcome, product or service.

*Example: We strive to produce better events for a better planet.*

## Principles

As you plan events you will need touch-points that help you decide what is important. A list of principles that are most relevant to you will help you know when an opportunity or challenge occurs how to best respond to align with your sustainability vision. You may also want to reference in this section important protocols or commitments your company may already have. For example, if you are a signatory to the UN Global Compact, or another principles-based document.

*Example: Our approach to business is guided by commitments to the following principles: Leadership, Inclusivity, Transparency, Integrity, Stewardship and Continuous Improvement.*

## Important Issues

There are many important issues in the world. Which ones are most important to your organization? An important way to understand how issues and principles are different: If *Issues* are the things you think are important to address, *Principles* guide how you approach and respond to issues.

*Example: Our business faces many challenges and opportunities. Due to their direct impact on us and our stakeholders we have prioritized the following issues that need to be addressed: Climate change, water conservation, accessibility, health and safety, financial solvency.*

## Our Ability and Duty to Act

Your policy guides your actions. So it makes sense that your sustainability policy would briefly clarify how what you do is connected to the issues that are important to you. It should also touch on key audiences you are able to influence. In addition to any voluntary abilities to act you should also touch on your duty to act under prevailing law. This gives important context to what you are really able to control and influence based on what your organization does.

*Example:*

- We believe in using the Earth's resources wisely as we create compelling event experiences.*
- We also believe we have the power to make a positive human impact on the diverse people we touch.*

- *Our attention to environmental, social and economic responsibility includes working within the law and voluntarily exceeding legal requirements in order to be innovative and demonstrate leadership on the issues that are important to us and our stakeholders. As we design experiences, execute events and evaluate our success we are able to choose every day in big and small ways how our actions and words build a better quality of life for our employees, clients, event participants and suppliers.*

## Objectives

Your commitment should be broken down into key objectives that are SMART: specific, measurable, achievable, relevant and timely. Your operational policies and projects can go more specifically into how you apply these objectives. Strong sustainability policies will also specify how each objective is measured by identifying an *indicator* and a *target*. An indicator is what you measure while targets state what level of performance you want to achieve for what is measured.

### Example:

*We commit to:*

1. *Minimize environmental impacts in the areas of waste, water, energy and air quality.*
  - *kWh energy use at office: Reduce to under than 21,000 kWh this year.*
  - *Emissions produced by staff air travel: Reduce to fewer than 15 MT per FTE project manager.*
2. *Give back to communities by volunteering and donating resources.*
  - *Value of pro-bono work: \$60,000.*
3. *Ensure our supply chain has responsible social and environmental practices.*
  - *Percentage of vendors used who meet company minimum sustainability guidelines: 75% of vendors compliant.*
4. *Create innovative approaches to minimize negative environmental impacts, improve economic bottom lines and integrate the social elements in to delivering meetings.*
  - *Number of sustainability innovations introduced for client projects: 5 minimum.*

## Reporting

State your intention to report progress against your sustainability goals.

### Example:

- *We will externally report on our progress against these goals once per year.*
- *Internal senior reviews will be held at least once per year.*
- *Management reviews will be conducted quarterly.*

Signed by  
(Most Senior Executive)  
(Date)