

## **AIPH Regulations for International Horticultural Exhibitions and New Sustainability Policy – Proposed Changes**

### **Background**

AIPH has the role of approving International Horticultural Exhibitions and effectively acts as a 'rights holder' in much the same way as the International Olympic Committee (IOC) does for the Olympic Games. In the past, AIPH has not been heavily involved in the Expos it approves, but changes to the Regulations in recent years have been designed to strengthen the involvement and the obligations of organisers for the following reasons:

- To ensure the right quality for the event
- To ensure horticulture is well represented and promoted
- To ensure that AIPH events operate to best practice compared with other international events
- To strengthen the brand recognition of AIPH

These changes have been very important for AIPH to catch up with other international events and to ensure they can stand up to scrutiny. As more cities are looking at AIPH Expos then we want to continue this process of professionalising our role and maximising the benefits of Expos for the horticulture industry.

### **Global Partnerships Programme**

Part of this development includes the introduction of a Global Partnerships Programme. We are all familiar with the fact the IOC has partnerships with global brands and this is used to strengthen promotion and to generate more revenues for the host city and the IOC itself. AIPH is seeking to develop a programme that follows this model and we are in discussion with major international agencies that can help us to achieve this goal. This creates the potential for AIPH to do multi-million euro deals with large corporate entities in return for associating them with our Expo brand and for promotion within the Expos themselves. Most of the revenue generated will go to the Expos to incentivise Expo delivery that meets our goals, for example on Green City and sustainability. A small part will remain with AIPH to be used to manage the programme and to invest in further AIPH initiatives that will support the horticulture industry.

If approved and successful then we will seek to bring existing approved Expos into the programme, but for Expos that are not yet approved it will be a requirement. Expo organisers that we have consulted are strongly supportive of the plan, as is the Board of AIPH.

### **Sustainability Policy**

The establishment of Global Partnerships will lead to a strengthening of the AIPH brand world-wide and will require us to ensure our Expos are correctly positioned and promoted on the world stage. All AIPH approved Expos in recent years, and those currently in preparation, have an emphasis on Green City and using horticulture for sustainable living. The Board of AIPH believes that now is the right time to establish the position of AIPH Expos as the most sustainable international events that cities can host.

Of course, this means more than just promoting greening and will require built-in sustainability standards and practices throughout each event. AIPH has been working with sustainability consultant, David Stubbs, to develop a proposed new Sustainability Policy for AIPH as well as new Sustainability Requirements for Expos. There is also a proposed

Sustainability Policy for AIPH members to sign up to (although this is not proposed to be obligatory).

Members have been provided with the draft policies and Expo requirements (p4-11 of this annex) for comment and approval at the General Meeting as recommended by the AIPH Board.

Not all upcoming Expos will be able to meet the requirements and so this will be a gradual process, supported by financial incentives from new global partners. It will however be a requirement for Expos that have not yet been approved.

### **Changes to Regulations**

To enable AIPH to implement this plan it is necessary for the General Meeting to approve changes to the Regulations for A1 and B category Exhibitions. The proposed additions to the A1 Regulations are highlighted below (the same would be applied for B Regulations) and the General Meeting is asked to approve these changes, as recommended by the Board:

#### 14.2 Sustainability and environment

The Expo Organiser agrees to carry out all activities related to the Expo in a way to contribute to the United Nations' Sustainable Development Goals. In particular, the Expo Organiser will:

- According to point 19.2 of the current regulations, produce and follow an Environment and sustainability policy
- Take all measures to ensure their activities comply with international agreements their country is part of, in relation to sustainability and environment
- Comply with the AIPH Sustainability Regulations.

#### 15.16.1 AIPH: Global Partnerships and sponsorships

AIPH will define and implement a Global Partnerships Programme (under any name as decided by AIPH) to further its objectives for Expos and provide additional revenues for Expo Organisers.

The Expo Organiser agrees to participate in the Global Programme and to grant all relevant rights and benefits, with a view to assist the AIPH Global Partners in implementation and activation of those rights, as specified in the **Expo Partnerships Agreement**.

The Expo Organiser shall become a full party to **Expo Partnerships Agreement** executed between the Expo Organiser, AIPH and Global Partners which combines all the marketing and commercial rights of the Expo Organiser and of Global Partners.

#### 15.16.2 Expo Organiser: Partnerships and sponsorships

No commercial activity in relation to the Expo may be started by the Expo Organiser prior to the signing and execution of the **Expo Partnerships Agreement**. The Expo Organiser agrees not to engage in any marketing or commercial activities other than as expressly permitted by the **Expo Partnerships Agreement**.

The Expo Organiser has the right to and is encouraged to set-up local partnerships and sponsorships while respecting global exclusivity rights of partners in the AIPH Global Partnerships Programme.

Any partnership or sponsorship agreements concluded by the Expo Organiser must not conflict with the partnership and sponsorship interests of AIPH nor with the image of the exhibition.

## International Association of Horticultural Producers (AIPH)

### Sustainability Policy

#### ***Our commitment to a sustainable future as the world's champion for the power of plants***

AIPH was established as an association in Switzerland in 1948, when a group of grower associations of Western Europe came together, united by a post-war ambition to mend relations between European horticulturalists and to rebuild burnt bridges. Over the following decades, AIPH has grown into a global force for horticulture, uniting grower associations across the world and is responsible for the world's finest horticultural expositions. AIPH became an international non-profit association, incorporated in Belgium in 2013.

Our purpose is to reignite and uphold an appreciation of plants that we believe is a basic human instinct. As a community of plant-growing organisations, we strive for a world in which humanity, technology, and nature exist in a healthy and stable equilibrium. By achieving this we will build a balanced and prosperous future for all, sustaining the planet for this generation and the next.

We aim to achieve this by:

- Advancing the essential role of plants in sustaining our planet
- Making clear the value of plants in the urban environment
- Pushing the boundaries of science and sharing cutting-edge research
- Helping all of us rediscover an affinity with our surroundings as old as humanity

We are committed to upholding the highest standards of governance and ethics, and fully subscribe to the key principles of sustainable development, namely, inclusivity, integrity, stewardship and transparency. We will comply with all applicable legal requirements where we operate and we will strive continually to improve our sustainability performance.

Our commitment to sustainability is expressed through five thematic areas, which are material to what we do and where we believe we can make the most positive impact:

- **Climate action** – using plants and green spaces to support climate adaptation and resilience programmes in urban environments
- **Biodiversity conservation** – promoting nature in cities and sustainable horticultural practices worldwide
- **Sustainable sourcing and resource management** – adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management
- **Equity & inclusion** – promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity and human rights
- **Education & awareness raising** – engaging, informing and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing

To address these key sustainability themes and achieve our objectives, we will implement this policy through the following actions and measures:

- Promoting the most sustainable, ethical, and advanced practices in ornamental plant production and management
- Regulating and guiding the world’s most exceptional horticultural expos that promote the conservation of biodiversity and create long lasting green legacies in cities across the globe
- Defining operational requirements and standards for the planning and staging of horticultural expos to ensure they are the world’s most sustainable major events
- Activating our Green City initiative to demonstrate the essential role of plants in creating vibrant urban areas in which people and businesses can thrive, and improving adaptation and resilience to climate change.
- Awarding and celebrating the most progressive growers and Green City projects
- Being a focal point for sharing sustainability best practice and innovation
- Providing a source of sustainability expertise for our member associations, partners and expo hosts

Sustainability is a broad discipline with much still to be developed and learned. Therefore, we welcome active collaboration with partner organisations across the AIPH community and beyond, as we can achieve so much more through working together. Furthermore, we will openly and regularly report on our progress in implementing this policy and the commitments we make on sustainability to take account of evolving policies, standards, best practices and technology, and we will share what we learn.

The Managing Board (signed and dated)

## International Association of Horticultural Producers (AIPH)

### Sustainability Policy for Member Associations and Industry Partners

#### ***Our commitment to a sustainable future as the world's champion for the power of plants***

AIPH was established as an association in Switzerland in 1948, when a group of grower associations of Western Europe came together, united by a post-war ambition to mend relations between European horticulturalists and to rebuild burnt bridges. Over the following decades, AIPH has grown into a global force for horticulture, uniting grower associations across the world and is responsible for the world's finest horticultural expositions. AIPH became an international non-profit association, incorporated in Belgium in 2013.

Our collective purpose is to reignite and uphold an appreciation of plants that we believe is a basic human instinct. As a community of plant-growing organisations, we strive for a world in which humanity, technology, and nature exist in a healthy and stable equilibrium. By achieving this we will build a balanced and prosperous future for all, sustaining the planet for this generation and the next.

We aim to achieve this by:

- Advancing the essential role of plants in sustaining our planet
- Making clear the value of plants in the urban environment
- Pushing the boundaries of science and sharing cutting-edge research
- Helping all of us rediscover an affinity with our surroundings as old as humanity

We are committed to upholding the highest standards of governance and ethics, and fully subscribe to the key principles of sustainable development, namely, inclusivity, integrity, stewardship and transparency. We will comply with all applicable legal requirements where we operate and we will strive continually to improve our sustainability performance.

Our commitment to sustainability is expressed through five thematic areas, which are material to what we do and where we believe we can make the most positive impact:

- **Climate action** – using plants and green spaces to support climate adaptation and resilience programmes in urban environments
- **Biodiversity conservation** – promoting nature in cities and sustainable horticultural practices worldwide
- **Sustainable sourcing and resource management** – adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management
- **Equity & inclusion** – promoting plant growing and green spaces for all, fair and equitable practices across the horticultural value chain, diversity and human rights
- **Education & awareness raising** – engaging, informing and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing

To address these key sustainability themes and achieve our objectives, we will implement this policy through the following actions and measures:

- Promoting the most sustainable, ethical, and advanced practices in ornamental plant production and management
- Supporting AIPH-approved world horticultural expos that promote the conservation of biodiversity and create long lasting green legacies in cities across the globe
- Endorsing AIPH-approved sustainability requirements and standards for the planning and staging of world and international horticultural expos and extending their application to national and other types of horticultural industry events
- Using the AIPH Green City initiative to demonstrate the essential role of plants in creating vibrant urban areas in which people and businesses can thrive, and improving adaptation and resilience to climate change.
- Supporting AIPH in awarding and celebrating the most progressive growers and Green City projects
- Contributing information on sustainability best practice and innovation to the AIPH knowledge-sharing portal
- Utilising professional sustainability expertise to advise and guide on strategic, technical and practical aspects of sustainability relevant to horticulture.

Sustainability is a broad discipline with much still to be developed and learned. Therefore, we seek to collaborate actively with partner organisations across the AIPH community and beyond, as we can achieve so much more through working together. Furthermore, we will support AIPH to report openly and regularly on our progress in implementing this policy and the commitments we make on sustainability to take account of evolving policies, standards, best practices and technology, and to share what we learn.

Signed and dated by member associations and partners wishing to endorse/subscribe to this policy

## AIPH World and International Horticultural Expos: Sustainability Requirements

### Introduction

Sustainability is fundamental to the mission of AIPH: to build a balanced and prosperous future for all, sustaining the planet for this generation and the next.

Our vision for World Horticultural Expos and International Horticulture Expos (our A1 and B category events) is to ensure they become recognised as the world's most sustainable major events. To achieve this Expo organisers must demonstrate how, through the planning, operation and legacy of the event, they will contribute to advancing the five priority themes set out in the AIPH Sustainability Policy:

- **Climate action** – using plants and green spaces to support climate adaptation and resilience programmes in urban environments
- **Biodiversity conservation** – promoting nature in cities and sustainable horticultural practices worldwide
- **Sustainable sourcing and resource management** – adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management
- **Equity & inclusion** – promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity and human rights
- **Education & awareness raising** – engaging, informing and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing

This commitment, along with supporting delivery plans, will be assessed by AIPH as part of the evaluation process of potential future world expos and subsequently developed and monitored throughout the lifecycle of the event.

Delivery of a sustainable World Horticultural Expo is a shared responsibility requiring close coordination and collaboration within the organising body, and with a variety of delivery partners, suppliers, public authorities and external organisations from the earliest stages of the application process onward through to the legacy phase.

Key success factors include:

- A comprehensive sustainability strategy and legacy plan that is used as a guiding framework from the earliest planning stages
- Detailed sustainability implementation plans covering construction, operational delivery and legacy transition
- Effective governance arrangements ensuring that sustainability and legacy objectives are fully integrated into decision-making and risk management processes
- Processes to measure, monitor and evaluate sustainability performance to ensure continual improvement

- Transparent reporting and communication of achievements and lessons learned

## Operational requirements

### 1) Sustainability strategy and legacy plan

Develop in coordination with the AIPH and Host Country Authorities, a sustainability strategy identifying specific sustainability objectives that will be embedded across the Expo project and explain how these objectives will serve the Host City/Region/Country in the future. The sustainability strategy shall take into account the views of all relevant stakeholder groups, and should be viewed as a detailed development and refinement of the commitments and plans set out during the application phase.

The strategic objectives shall be framed according to the five priority themes:

- Climate change
- Biodiversity conservation
- Sustainable sourcing and resource management
- Equity and inclusion
- Education and awareness raising

For each objective there shall be corresponding targets and key performance indicators. The strategy shall also outline approaches to be taken in the following areas:

- Governance
  - Identified roles and responsibilities for the delivery of the strategy
  - Transparent mechanisms to resolve any potential issues in the implementation of the strategy and supporting plans
  - Coordination of communication responses to issues
- Innovation to demonstrate the most sustainable, ethical, and advanced practices in ornamental plant production
- Education, communications and engagement
- Knowledge sharing and reporting on achievements and lessons learned

With regard to legacy, the strategy shall identify the overall vision for legacy, priorities, key objectives, ownership, responsible bodies and timescales.

### 2) Sustainability implementation plans

In coordination with Host Country Authorities and other delivery partners, establish specific sustainability implementation plans to set out a clear programme of actions, along with resource needs, issues and risks, and a system for tracking, evaluating and reporting progress. The sustainability implementation plans shall be submitted to the AIPH for review and approval.

The implementation plans shall cover the three principal stages of the event lifecycle:

- Construction and fit out
  - Permanent infrastructure
  - Temporary structures, signage and décor
  - Landscaping and ecological management
- Event operations

- Transport and mobility
- Energy and water management
- Catering
- Waste management
- Retail
- Ceremonies, shows and promotions
- Decommissioning and legacy transition
  - Reuse and repurposing of materials, structures and other assets
  - Landscape restoration

### **3) Education, communications and engagement**

A World Horticultural Expo has the potential to engage, inform and inspire large numbers of people across all ages and cultures. This is a vital opportunity for the host city/country and it is important to have coherent plans to maximise this potential.

Specific plans will be necessary to define objectives, target audiences, methods, resources and timelines. These shall be submitted to the AIPH for review and approval.

- Education plan
- Communications and engagement plan

Both of these plans should emphasise the importance and value of the event experience in reinforcing learning and awareness about sustainability.

Version 1 of each plan to be completed two years before opening of the Expo; updated final version to be completed six months before opening of the Expo.

### **4) Knowledge sharing and reporting**

A critical element of the legacy of an Expo is the transfer of knowledge, best practices, case studies and lessons learned. It is important this is done in a spirit of sharing the experience of delivering an Expo, making clear the challenges and issues that were faced and how they were handled, as well as a record of achievements. The ability to explain things that went wrong or could have been done better is fundamental to true learning and advancing understanding of major event management.

There should be at least 3 sustainability reports following publication of the sustainability strategy to cover the construction and preparation phases and finally reporting on the total sustainability programme (i.e. including event operations and initial legacy transition works).

- Pre-event sustainability reports – focusing on construction and preparation phase (ca 2 years to go and 3 months to go)
- Post-event sustainability report – (within 12 months of closing of Expo)

A Legacy Report should be produced, including case studies, three years after the closing of the Expo. Further, legacy reports at longer intervals after the Expo would be beneficial, so that long-term benefits and trends can be reported.

### **Recommendation**

The most effective way to ensure that above requirements are properly integrated into the delivery of the Expo is by means of a Sustainability Management System. This should cover the key activities of the organising body that are material to delivering a truly sustainable

World Horticultural Expo.

It is further recommended that the Sustainability Management System be in accordance with the requirements of the standard ISO 20121: 2012, and independently certified to this effect.