



AIPH

Sustainability Strategy



Sustainability strategy

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1. Executive summary

Please provide a one-page summary of the overall strategy.

2. Introduction

2.1 Justification - need for the strategy

Sustainability for events means taking action towards preserving our natural environment; promoting a healthy, inclusive society; and supporting a thriving economy.

Please briefly explain the need and the purpose of the strategy.

From a sustainability point of view, please answer the following questions:

- Why the need to organise an expo?*
- What does the expo bring to the city/region/country?*
- How can the expo contribute to UN 2030 Agenda?*

2.2 Vision & Mission

Clearly define the mission and vision of your Expo that includes sustainability.

A vision statement focuses on tomorrow and what an organization wants to ultimately become. Your vision statement gives the company direction.

A mission statement focuses on today and what an organization does to achieve it.

Your mission statement drives the company.

Please be specific to your contact/country.

For example:

Vision

To lead the way towards the conservation of biodiversity, or

A world where plants and trees tackle climate change

Mission

To drive sustainability throughout the expo industry by engaging with suppliers, stakeholders and visitors on impactful activities, or

To tackle climate change through the creation of innovative solutions using plants, or

To increase public awareness and educate the society on living green and sustainable lifestyle.

2.3 Values

Please briefly mention your “values”.

For example:

We are committed to building trust with each and every one of our actions, with integrity, transparency, and respect for the individual and community.

3. Situational Analysis

3.1 Normative and Institutional framework

3.1.1 International legal framework

Please clearly mention which of the following you are compliant with by adding a “tick” in the column. Please also add any additional legal framework you are compliant with.

International framework	Compliant?
Europe	
<i>Rules on access and benefit-sharing arising from the use of genetic resources and associated traditional knowledge</i>	
<i>Protecting biodiversity from invasive alien species</i>	
<i>Bern Convention</i>	✓
<i>EU rules for the marketing of fruit plants</i>	✓
<i>Safe and effective fertilisers on the EU market</i>	✓
<i>Agricultural and food supply chain — unfair business-to-business trading practices</i>	
<i>Rules on producing and labelling organic products</i>	
<i>'Farm to fork' strategy for a fair, healthy and environmentally friendly food system</i>	
<i>Protection against plant pests</i>	
<i>Using sewage sludge in farming</i>	
<i>Fighting water pollution from agricultural nitrates</i>	
<i>Protection of groundwater against pollution</i>	
WTO	
<i>Agreement on trade in goods</i>	
<i>Agreement on trade-related aspects of intellectual property</i>	
Bilateral	
<i>Example: EU-China agreement on protection of geographical indications</i>	
US	
<i>Rules on producing and labelling organic products</i>	
International frameworks	
<i>International Treaty on Plant Genetic Resources for Food and Agriculture</i>	
<i>Protection of geographical indications — Geneva Act of the Lisbon Agreement</i>	
<i>Convention on Biological Diversity</i>	✓
<i>Convention on International Trade in Endangered Species of Wild Fauna and Flora</i>	✓
<i>Global Labeling Requirements for Genetically Modified Organisms</i>	

3.1.2 National legal framework

Compliance with national laws and regulations is required for staging an Expo. Please list and explain any national or sub-national laws, regulations, or programs with which this strategy requires alignment. These can be related to environmental or social impact.

The explanation of those standards is necessary for knowledge exchange between Expo Organisers internationally.¹

Often national policies provide baseline standard, but Expo Organisations are encouraged to be most forward-thinking in their country and set up standards higher than those required by the national law.

3.2 International Standards

3.2.1 UN Agenda 2030

Please clearly mention which SDGs² and relative targets your Expo is contributing to and how. Please do so by “ticking” the relative targets and mentioning any actions you will take.

Target	Contributing?	How?
SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture		
Target 2.1		
Target 2.3		
Target 2.4		
Target 2.5		
Target 2.a		
SDG 5: Achieve gender equality and empower all women and girls		
Target 5.1	✓	<i>e.g. Implement a Diversity & Inclusion strategy</i>
Target 5.a	✓	<i>e.g. Apply an equal and fair recruitment process</i>
Target 5.b		
Target 5.c		
SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all		
Target 8.3		
Target 8.4		
Target 8.5		
Target 8.6		
Target 8.7		
Target 8.8		
Target 8.9		
Target 8.a		
Target 8.b		
SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation		
Target 9.1		
Target 9.3		
Target 9.a		

¹ A good example of explanation of national legal framework can be found in the Sustainability Strategy of Expo Dubai 2020, p2-4: <https://www.expo2020dubai.com/-/media/expo2020/sustainability/expo2020-sustainability-strategy.pdf>

² <https://sdgs.un.org/goals>

SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable		
Target 11.3		
Target 11.4		
Target 11.7		
Target 11.b		
SDG 12: Ensure sustainable consumption and production patterns		
Target 12.3		
Target 12.4		
Target 12.5		
Target 12.6		
Target 12.7		
Target 12.8		
Target 12.a		
Target 12.b		
SDG 13: Take urgent action to combat climate change and its impacts		
Target 13.2		
Target 13.3		
SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss		
Target 15.5		
Target 15.6		
Target 15.7		
Target 15.8		
Target 15.9		
Target 15.a		
Target 15.c		
SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development		
Target 17.6		
Target 17.7		
Target 17.10		
Target 17.11		
Target 17.15		
Target 17.16		
Target 17.17		

3.2.2 Global Reporting Initiatives (GRI) Standards

The GRI (Global Reporting Initiative) is the independent, international organisation that helps businesses and other organisations take responsibility for their impacts, by providing them with the global common language to communicate those impacts. They provide the world's most widely used standards for sustainability reporting – the GRI Standards³.

³ You can download the standards here: <https://www.globalreporting.org/standards/download-the-standards/>

GRI provides vital support to governments and market regulators in the development of sustainability reporting policies and regulations to stimulate corporate transparency and accountability. Around the world, more than 160 policies in over 60 countries and regions reference or require GRI for reporting.

Please clearly mention which ones you already meet or are going to meet. Please also note that GRI Standards can be used as indicators in Section 5.

GRI Standard	Met?
GRI 204: Procurement Practices	
GRI 205: Anti-corruption	
GRI 206: Anti-competitive Behaviour	
GRI 301: Materials	
GRI 302: Energy	✓
GRI 304: Biodiversity	✓
GRI 305: Emissions	✓
GRI 306: Waste	
GRI 308: Supplier Environmental Assessment	✓
GRI 405: Diversity and Equal Opportunity	✓
GRI 406: Non-discrimination	
GRI 408: Child Labour	
GRI 409: Forced or Compulsory Labour	
GRI 411: Rights of Indigenous Peoples	
GRI 413: Local Communities	
GRI 414: Supplier Social Assessment	
GRI 416: Customer Health and Safety	✓
GRI 417: Marketing and Labelling	

3.3 Context / Environment

3.3.1 PESTEL analysis

Six types of external factors are taken into consideration in the PESTEL analysis:

*Political
Economic
Sociocultural
Technological
Environmental
Legal*

A PESTEL analysis enables you to:

- 1. identify relevant external factors to your Expo (by filling in the table below),*
- 2. decide what impact those external factors may have on your Expo*
- 3. work out the relative importance to your Expo of each of these external factors.*

*These are therefore not necessarily **only sustainability factors** but factors that might have an impact (positive or negative) on the sustainability of the Expo.*

You can then take this information and use it to design your sustainability strategy and implementation plan, especially when it comes to setting the goals and objectives.

The template below shows some typical factors to consider during a PESTEL analysis.

Political	Economic	Social	Technical	Environmental	Legal
<ul style="list-style-type: none"> Stability of government Trade regulations Labour regulations 	<ul style="list-style-type: none"> Economic growth Interest rates Exchange rates Inflation rate 	<ul style="list-style-type: none"> Population demographics Employment Education level Ethnicities 	<ul style="list-style-type: none"> Technology incentives State of technological change 	<ul style="list-style-type: none"> Waste disposal laws Environmental protection laws Energy consumption regulation Popular attitude towards the environment 	<ul style="list-style-type: none"> Employment regulations Health and safety Regulations

The PESTEL analysis also helps inform the Opportunities and Threats cells of the SWOT analysis.

3.3.2 SWOT analysis

A SWOT involves identifying the Strengths and Weaknesses of the organisation (or internal to your environment), and Opportunities and Threats present in the environment that it operates in (or external).

It is a way of summarising the current state of an organisation in terms of sustainability and helping to devise a plan to address all four areas.

Please conduct the SWOT analysis for the sustainability of your Expo (i.e. considering environmental and social factors) by filling in the template below with the following steps:

Step 1 - List all strengths that exist now. Then in turn, list all weaknesses that exist now.

Step 2 - List all opportunities that exist in the future. Opportunities are potential future strengths. Then in turn, list all threats that exist in the future. Threats are potential future weaknesses.

Step 3 - Plan of action - Review your SWOT matrix with a view to creating an action plan to address each of the four areas.

In summary:

- Strengths need to be maintained, built upon or leveraged.
- Weaknesses need to be remedied or stopped.
- Opportunities need to be prioritized and optimised.
- Threats need to be countered or minimised.

STRENGTHS •	WEAKNESSES •
OPPORTUNITIES	THREATS

•	•
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4. Policies

Please mention and briefly explain any policies⁴ you have in place or are currently developing for the expo. Policies are the guiding principles of the strategy.

AIPH suggests you develop the policies below. If you have different ones, please list and explain those too.

4.1 Human rights

All organisations have a responsibility to respect human rights. Enlightened ones recognise that it is not only the moral thing to do, but also the smart thing to do for their business. Your first step is to develop a human rights policy. This is the public expression of your company's commitment to respect internationally recognised human rights standards.

If you have a human rights policy, please briefly present it and attach it in the appendices.

If you are planning on developing one, please refer to the UN Global Compact [Guide on How to Develop a Human Rights Policy](#).

If you are not planning on developing a human rights policy, AIPH suggests you commit to the UNGC principle 1 and 2 and explain how you are planning on upholding them.

4.2 Labour

Respect for workers' rights and compliance with labour standards are the foundation of decent work. Advancing decent work and raising the living standards of all workers across operations and supply chains require you to adopt sustainable, responsible and inclusive workplace practices, and for companies with supply chains to use their leverage with suppliers to contribute to the realization of decent work globally.

A Labour Policy should include: living wage⁵, child labour and occupational health and safety.

If you have a labour policy, please briefly present it here and attach it the appendices.

If you are planning on developing such a policy, please refer to the ['Labour Principles of the UN Global Compact – A Guide for Business'](#).

⁴ These are similar or related policies that cover your potential social and environmental impact. For example, you might have a Code of Conduct instead of an Anti-Corruption Policy, or a specific Child Labour policy. If this is the case, please add a brief explanation in this section and attach the policy in the appendices.

⁵ Although there is no universal definition, living wage can be defined as "the remuneration received for a standard workweek by a worker in a particular place sufficient to afford a decent standard of living for the worker and her or his dependents. Elements of a decent standard of living include food, water, housing, education, health care, transportation, clothing and other essential needs including provision for unexpected events" (UN Global Compact). Please refer to the following reference sheet for guidance on how to achieve living wage: <https://www.unglobalcompact.org/library/5887>

If you are not planning on developing a labour policy, AIPH suggests you commit to the UNGC principles 3, 4, 5 and 6 and explain how you are planning on upholding them.

4.3 Anti-corruption

If you have an anti-corruption policy, please briefly present it here and attach it the appendices.

If you are not planning on developing an anti-corruption policy, we suggest you sign the [UNGC Anti-Corruption Call to Action](#) and commit to apply, throughout the organisation and the running of the expo, principle 10 of the UNGC, Anti-corruption: [“Businesses should work against corruption in all its forms, including extortion and bribery”](#). Please also explain how you are planning on upholding principle 10.

4.4 Diversity & Inclusion

A Diversity & Inclusion⁶ Policy is a fundamental policy critical to employee engagement. It is dedicated to encouraging a supportive and inclusive culture amongst the whole workforce. The aim is to ensure that all employees and job applicants are given equal opportunity and that your organisation is representative of all sections of society. Each employee will be respected and valued and able to give their best as a result.

If you have a diversity & inclusion policy, please briefly present it here and attach it the appendices.

If you do not have a policy already, please consider including the following sections:

- *The scope of the Diversity & Inclusion Policy (i.e. the organisation’s commitment to ensuring an equitable, diverse and inclusive workplace).*
- *Who is responsible for the policy application and monitoring.*
- *Standards for recruitment, training and career development.*
- *A disability code of good practice.*
- *The process for making complaints of discrimination in the workplace.*
- *How the company will monitor and assess the effectiveness of the policy and working best practices.*

4.5 Accessibility

If you have an accessibility policy, please briefly present it here and attach it in the appendices.

If you are planning on developing such a policy, please consider mentioning the following:

⁶ **Diversity** means that an organization employs a diverse team of people that’s reflective of the society in which it exists and operates. In a workplace, diversity means that the workforce is made up of employees with different races, genders, career backgrounds, skills, sexual orientation, etc. Diversity is proven to make communities and workplaces more productive, tolerant and welcoming. **Inclusion** is the practice of providing all employees with equal access to opportunities and resources. Inclusion efforts in the workplace help to give traditionally marginalised groups, like those based on gender, race or even those with physical or mental disabilities, a means for them to feel equal in the workplace.

- *elevator or ramp access*
- *transportation routes to and from the venue*
- *accessible parking*
- *seating and personal space*
- *access for support persons*
- *access for service animals*
- *training for employees*
- *feedback processes*
- *any specifics in your pre-expo communications*
- *any additional feature including storage of medicine and special products, Quiet Rooms, first-aid centres and areas for service dogs.*

Please also consider obtaining the International Board of Sensory Accessibility (IBSA) certification to receive the “Sensory Accessible Event” certification.

4.6 Environment

An environmental policy is a statement about your environmental position and values. It serves to identify environmentally harmful practices and highlight more environmentally friendly ways of working. A good environmental policy demonstrates to your organisation and to the wider community a commitment to protect the environment in a responsible manner.

An environmental policy can also highlight cost savings, as well as more environmentally friendly ways of working. Be aware however, that the benefits are unlikely to materialise unless you put your environmental policy into practice. By setting up an action plan, you can set out the actions to be carried out to help your business meet its environmental objectives, when this will be done and the responsibilities of those involved.

The environmental policy should:

- *cover what the policy is intended to achieve*
- *mention who is responsible for implementing the environmental policy*
- *comply with environmental legislation and other requirements*
- *assess the environmental impact of all historic, current and likely future operations*
- *continually seek to improve environmental performance*
- *expect similar environmental standards from all suppliers and contractors*
- *agree to commit to environmental principles and continual improvement at the highest level in your business*

If you have an environment policy, please briefly present it here and attach it the appendices.

If you do not have one, please refer and commit to UNGC principle 7, 8 and 9 and explain how you will be upholding them.

5. Goals and Objectives



5.1 Goals

Please include the overarching goals you would like to achieve with the Expo in terms of sustainability.

We suggest you align your goals to the 5 AIPH Sustainability Priorities (already inserted in the table below), applying them as the goals to be achieved with your Expo. You are free to amend them, define more specific goals as related to your context and to include additional goals.

ID	Sustainability Priorities / Goals	Key Performance Indicators ⁷	Baseline ⁸	Target ⁹
1	Using plants and green spaces to support climate adaptation and resilience programmes in urban environments	E.g. % Expo green spaces dedicated to mitigate climate change	20%	35%
2	Promoting nature in cities and sustainable horticultural practices worldwide	E.g. N° of promotion/dissemination activities organised N° and type of activities promoting nature in the city	0 5	30 40
3	Adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management			
4	Promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity, and human rights			
5	Engaging, informing, and inspiring people to appreciate the			

⁷ Key Performance Indicators (KPIs) are the critical (key) indicators of progress toward an intended result. KPIs provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.

⁸ Baseline is a reference point that is used to analyse the current performance of a project: your starting point before you start working towards your sustainability goals. Please indicate the year your baseline has been taken: the start of construction (e.g. 2022).

⁹ Managing with the use of KPIs includes setting targets (the desired level of performance) and tracking progress against that target. Please indicate the year the target will be reached: the end of the Expo life cycle (e.g. 2026).

	<i>importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing</i>			
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5.2 Objectives

Please list the objectives that will allow you to achieve the goals mentioned above.

Please include your objectives for each of the sections below and fill in the respective tables.

For each of the section please make sure you also include objectives related to¹⁰:

- 1. Innovation*
- 2. Education, communications and engagement¹¹*
- 3. Knowledge sharing and reporting on achievements and lessons learned*
- 4. Legacy*

You will need to include clear and measurable actions to achieve the objectives in the Implementation Plan.

Please mention any supporting documents you might already have, such as Sustainable Materials Guidelines, to support the achievement of your sustainable objectives in more than one category.

5.2.1 Design

Please explain and include your objectives related to the design phase of the Expo.

ID	Objective	Key Performance Indicators	Baseline	Target
1.1	<i>Design to use space and materials in an efficient manner</i>	<i>Integrated design approach with clear standards</i>	<i>N/A</i>	<i>Developed and used for the entire Expo</i>
1.2				

5.2.2 Contractors & Construction

Please explain and include your objectives related to:

- Permanent infrastructure, temporary structures, signage and décor*
- Materials to be used*
- Landscaping and ecological management*

¹⁰ For more information on the four points please refer to Annex X of the Regulations

¹¹ Please make sure to insert action related to education and communication activities too. These will help you formulate the education plan and the communication & engagement plan.

ID	Objective	Key Performance Indicators	Baseline	Target
2.1	Use renewable and recyclable materials when building new structures	Certification for buildings by the Leadership in Energy and Environmental Design (LEED).	N/A	Platinum / Gold certification
2.2				

5.2.3 International Participants

Please explain and include your objectives related to the involvement of international participants in your sustainability strategy.

ID	Objective	Key Performance Indicators	Baseline	Target
3.1	Enable participants and facility managers to understand and contribute to responsible use of resources	Percentage of pavilions and buildings to have smart metering with digital feedback for energy and water consumption	0	80%
3.2				

5.2.4 Transport

Please explain and include your objectives related to:

- Transport and mobility
- Walkability: pedestrian-focused circulation on the Expo site encouraging a healthy, secure and walkable lifestyle
- Accessibility, including special needs

ID	Objective	Key Performance Indicators	Baseline	Target
4.1	Provide access to safe, affordable, accessible and sustainable transport systems	N° of electrified public transport		
4.2	Encourage alternative transport methods	GHG emission	10 ton	3 ton

5.2.5 Biodiversity

The focus of this section is to protect the plant and animal varieties both within and outside the Expo areas, and to set requirements for the creation of enhanced biodiversity and ecology as a result of the Expo.

ID	Objective	Key Performance Indicators	Baseline	Target
5.1	<i>e.g. Ensure the enforcement of the international treaties on biodiversity conservation</i>	<i>N° of treaties enforced</i>	<i>N/A</i>	<i>3</i>
5.2				

5.2.6 Energy

Please explain and include your objectives to minimise the impact of energy consumption. Energy reduction and/or renewable energy production will also support the delivery of a (near) carbon-neutral Expo.

Please explain and include your objectives related to:

- Passive design strategies (such as the use of natural ventilation and daylight, optimisation of building orientation, biophilic design that provides shading and evaporative cooling)*
- Energy efficiency*
- Renewable energy generation on site and off-site*

Please detail any sustainable standards you might be following, such as the Standards for Building Efficiency, in order to reach your objectives.

ID	Objective	Key Performance Indicators	Baseline	Target
6.1	<i>e.g. Reduce energy consumption</i>	<i>Gigawatt/hour</i>	<i>150</i>	<i>90</i>
6.2				

5.2.7 Water

Please list and explain your objectives related to water consumption. Please include any information related to demand reduction and substitution, as well as water resource protection

ID	Objective	Key Performance Indicators	Baseline	Target
7.1	<i>e.g. minimize water consumption</i>	<i>Million Litres/hour</i> <i>% publicly accessible fixture and fitting with smart controls</i>	<i>50</i> <i>35%</i>	<i>15</i> <i>90%</i>
7.2				

5.2.8 Pollution

Please list and explain any objectives aimed at ensuring that the potential adverse pollution impacts of hosting the Expo are mitigated.

Please cover noise, light, atmosphere and impact on surrounding neighborhoods.

ID	Objective	Key Performance Indicators	Baseline	Target
8.1	Minimise excessive lightening	High efficiency public realm lighting systems; Public open space lighting that incorporate automatic controls, sensors or other energy saving technologies	0	Fully functional before the opening and for the entire duration of the Expo

5.2.9 Carbon¹²

Please list and explain any objectives aimed at ensuring that the potential adverse climatic impacts of hosting the Expo are mitigated. In setting your objectives, please consider both direct emissions (from fuel combustion in owned machines, devices and vehicles) and indirect emissions (from purchasing energy and from upstream and downstream activities, such as travel, purchased goods and services).

Please also consider whether you could aim at hosting a carbon-neutral event¹³.

ID	Objective	Key Performance Indicators	Baseline (e.g.) 2022	Target (e.g.) 2026
9.1	e.g. minimise carbon emissions during the Expo timeline	greenhouse gas (GHG) reduction strategy	No strategy – to be developed	Full implementation
		% of GHG reduced	Site-wide carbon emissions in 2022	30% reduction
9.2				

5.2.10 Sustainable Events Operations and Management

Please include your objectives related to the event operations and overall management, including but not limited to:

- Food and catering on the Expo site
- Retail
- Ceremonies, shows and promotions

ID	Objective	Key Performance Indicators	Baseline	Target
10.1	Achieve ISO 20121 Sustainable Event Management certification	Certification awards	N/A	Achieved
10.2	Achieve Sustainable Events Standards	Certification awards	N/A	Platinum / Gold Sustainable Events Standards

5.2.11 Waste & Dismantlement

¹² For extensive recommendations on carbon reduction and offset please refer to the Global Carbon Project: <https://www.globalcarbonproject.org/carbonneutral/index.htm>

¹³ Please refer to Greenhouse Gas Protocol (GGP) Tools, <https://ghgprotocol.org/calculation-tools>

Please clearly define how you are planning to:

- Avoid/reduce waste
- Reuse waste
- Recycle waste

ID	Objective	Key Performance Indicators	Baseline	Target
11.1	Minimize the quantity of waste to landfill	Metric Tons	Based on the amount of recyclable construction material (%)	Based on the amount of recyclable construction material (%)
11.2				

5.2.12 Legacy

Please include your objectives related to dismantlement and legacy transition and in particular on:

- Reuse and repurposing of materials, structures and other assets
- Landscape restoration
- Reporting

ID	Objective	Key Performance Indicators	Baseline	Target
12.1	Develop solutions in sustainability that are scalable and can be rolled out and implemented on a broad level, extending the benefits to the wider economy	Percentage of materials used in permanent construction retained for Legacy	0	90%

6. Conclusions

Please include next steps and links with the various implementation plans.

Appendices

Please include in this section your policies, guidelines or additional document that will contribute to the sustainability of your Expo.

1. Policies

2. Guidelines