

# THE GRANDPLAN

COMMUNITY - ENVIRONMENT - COLLABORATION

# OLYMPIA EVENTS

# ANNUAL REPORT

REVIEW OF 2023



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# INTRODUCTION

Olympia Events aims to leave a positive impact through all that we do. Our Grand Plan focuses on three key areas to help us strive towards this goal:

- Community
- Environment
- Collaboration

We believe that reporting on actions, learning and progress encourages collaboration across the events industry. Therefore, we report annually and engage regularly with our clients, the wider industry and our partners.

Sustainability forms a key part of Olympia Events' strategy and we were one of the first UK venues to commit to the [Net Zero Carbon Events](#) pledge in 2021.

**"The key factor in getting the events industry to net zero will be collaboration on joint initiatives and sharing learnings and progress."**

Anna Golden, Commercial Director,  
Olympia Events



Our people drive our sustainability agenda from the back-of-house, the show floor and senior management. Our team of 20 Grand Planners are sustainability ambassadors from across the business and our service partners; they plan our sustainability objectives and drive change to meet them.

During 2023 we welcomed several new Grand Planners, ensuring strong representation from all areas of our business is maintained.

**ANNA GOLDEN**  
Commercial Director/ Executive Team  
Grand Plan Champion

**AKINLEYE AKINTUJOYE**  
Car Park Team Leader

**ANDY KENDALL**  
Head of Marketing & Communications

**GEORGIOS VITZILAIOS**  
HOST Olympia Events

**LANCE BARRETT**  
Engineering Shift Technician

**PAUL LANGFORD**  
Projects Manager

**SARAH MCGRATH**  
FM Office Manager

**SIÂN RICHARDS**  
Head of Sustainability/  
Grand Plan Leader

**AMIR VERED**  
Head of eForce & IT

**BRIAN JONES**  
Head of Facilities

**JACK WILLIAMS**  
Event Manager

**LYNN LESLIE**  
Payroll & Benefits Administrator

**REBECCA HURST**  
Head of HR

**TOSIN ADEWUMI**  
Head of Community Engagement

**ABBEY SHORT**  
Catering Manager

**ANDREW THEODOROU**  
ATD Electrical

**GEORGINA FORESTER**  
Outback Rigging

**KRISTINA JEARRAD**  
Cleaning Manager

**PAUL BROUGH**  
Group Health & Safety Manager

**ROXY BROWN**  
Junior Event Manager

# THE GRAND PLANNERS



# AWARDS AND MEMBERSHIPS



## NET ZERO CARBON EVENTS PLEDGE

Global event industry net zero commitment



## ISLA

A non-profit organisation working to accelerate the event industry transition to a sustainable future



## GREEN TOURISM GOLD AWARD

The highest level of recognition, demonstrating a commitment to people, places and our planet



## GUARDIANS OF GRUB

An active member of the scheme developed by WRAP under the Courtauld Commitment 2025 to reduce food waste



## ACCESSIBLE PARTNERSHIP

Recognition that Olympia Events is committed to improving accessibility



## HEALTHY WORKPLACE ACHIEVEMENT CERTIFICATE

Presented by the Mayor of London to businesses championing wellbeing in the Capital



## HAMMERSMITH & FULHAM CLIMATE ALLIANCE

Working in partnership with organisations in our borough to tackle the climate emergency



## PARK MARK AWARD

Confirming that Olympia Events' car parks are properly managed and maintained to help reduce crime and the fear of crime

# FOCUS AREA 1: ENVIRONMENT

## OUR AIM

To combat climate change by saving energy, reducing and managing waste responsibly and working towards net zero



# ACTION TAKEN IN 2023 – NET ZERO PROJECT

- Published the first iteration of our roadmap to net zero, meeting the Net Zero Carbon Events target. Our roadmap outlines measures we've taken already and those planned for the next three years. It also shows key milestones that need to be met to achieve net zero by 2050
- Surveyed our top 20 carbon-emitting suppliers
- Hosted a supplier workshop to understand how we can work together to reduce their emissions, and therefore Olympia Events' Scope 3 emissions
- Created a bespoke tool for roll-out in 2024, to capture our suppliers' Scope 1 and 2 emissions
- Introduced environmental, energy and sustainable procurement policies and procedures
- Switched back to 100% REGO-backed renewable electricity



# ACTION TAKEN IN 2023 – REDUCING WASTE

- Our catering operation, provided by Gather and Gather, donated the equivalent of 1,485 meals, preventing 2,066kg of carbon emissions by saving food from going to waste
- 1.9 tonnes of coffee grounds collected to produce coffee logs that are used for fuel
- Collaborated with Montgomery Group (organisers of Speciality & Fine Food Fair) to reduce edible food waste by 64% on the previous year with a QR code system for food waste bins. Through our partnership with City Harvest, 1.02 tonnes of edible food were donated from the event, the equivalent of 2,440 meals
- Reduced waste tonnage per square metre day by 15.5% from the previous year

**“I’m delighted that we’ve reduced event waste from 0.13 kg per square metre day in 2022 to 0.11 kg per square metre day in 2023, exceeding our Grand Plan 10% waste-reduction target by a further 5%. We’ve also encouraged the reuse of materials and have connected organisers with charities and other organisations that repurpose leftover items.”**

Kristina Jearrad, Cleaning Manager,  
Olympia Events

**“Olympia Events are brilliant to work with when looking at sustainability. They are passionate about it and we know we can trust them to be a key partner to look into different solutions to reduce waste and to promote recycling or upcycling of all elements generated by our event.”**

Julie Pollet, Head of Operations –  
Exhibitions, Informa Markets





# ENVIRONMENTAL RESULTS

Our overall carbon footprint decreased by 19.6% between 2018 and 2023, as a result of:

- Hosting significantly fewer events in 2023 due to site redevelopment
- The installation of more efficient heating and cooling systems
- The extension of our LED lighting programme and new energy-saving initiatives

Emissions per square metre of event space increased slightly and emissions per 'square metre day' also increased because we hosted significantly fewer events due to site redevelopment.

We currently calculate supply chain emissions on a spend basis, so for a more representative comparison, results have been adjusted to remove the effect of sharp inflation. We're working with our suppliers to gather more accurate data for future reporting.

## CARBON FOOTPRINT

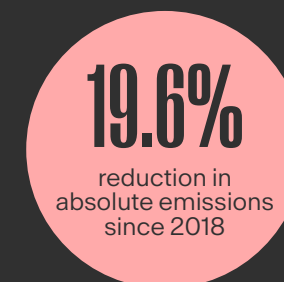
	2018 (baseline)	2022	2023
Tonnes of CO2e emitted	3,850	3,147	3,095
Tonnes of CO2 per m2 event space	0.050	0.054	0.053
Tonnes of CO2 per m2 day space	0.43	0.79	0.67
Scope 1 emissions	20%	7.1%	3.3%
Scope 2 emissions	17%	7.5%	6.5%
Scope 3 emissions	63%	85.4%	90.2%

## RESOURCES

	2022	2023	% change	No. of m2 days 2022	kWh/m3 per m2 day 2022	No. of m2 days 2023	kWh/m3 per m2 day 2023	% change per m2 day
Electricity (kWh)	2,556,435	2,747,441	7%	4,004,153	0.64	4,543,797	0.60	-5.29%
Gas (kWh)	3,197,793	3,552,676	10%	4,004,153	0.80	4,543,797	0.78	-2.10%
Water (m3)	29,815	20,920	-43%	4,004,153	0.01	4,543,797	0.0046	-38.17%

Consumption of resources and waste tonnage varies according to the number, size and type of events that take place in the venue. The weather also plays a major part in gas consumption. We compare consumption year-on-year by using a 'square metre day' metric, which takes account of venue occupancy by the number of days and square metreage used.

The figures above have been adjusted to exclude consumption by the Olympia development construction team and therefore reflect consumption in the event spaces only.



# ENVIRONMENTAL RESULTS

## WASTE MANAGEMENT

	2022		2023		Difference '22 —'23	
	Tonnes	%	Tonnes	%	Tonnes	%
Compacted waste	488.70		472.32		-16.38	-3.35
Recycled	478.95		462.86		-16.09	
RDF	9.75		9.46		-0.29	
Direct recycling, separated at venue (glass, cardboard, paper)	21.46		24.08		2.62	12.21
Food waste sent for anaerobic digestion	11.49		16.29		4.80	41.78
Coffee grounds collected to make coffee logs	0.00		1.88			
Cups composed	0.00		0.15			
<b>TOTAL WASTE</b>	<b>521.65</b>		<b>512.69</b>		<b>-8.96</b>	<b>-1.75</b>
Recycled	511.90	98.13	503.23	98.15		
RDF	9.75	1.87	9.46	1.85		

Commentary: The percentage of waste that was recycled increased with the introduction of coffee grounds and compostable cup separation. Just over 98% of waste was recycled, with the remainder being incinerated for energy.

## TOTAL WASTE PRODUCTION

	2022		2023	
	Tonnes per m2 day		Tonnes per m2 day	% change
<b>TOTAL WASTE</b>	<b>0.00013</b>		<b>0.00011</b>	<b>-15.51</b>

Commentary: Our 'tonnes per square metre day' comparison shows that there was a 15.5% decrease in waste produced at the venue from 2022 to 2023.



# FOCUS AREA 2: COMMUNITY

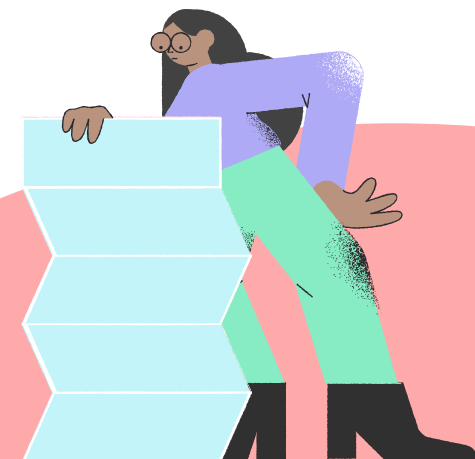
## OUR AIM

To act as a hub for our local community and add value to our local area; to preserve the heritage of our iconic venue, while improving it for future generations



# ACTION TAKEN IN 2023 – COMMUNITY ENGAGEMENT

- Invested in a new Head of Community Engagement role to act as our ambassador in our community and strengthen local relationships
- Donated 10 no-longer-needed PCs to a local primary school
- Gave 600 items of clothing and uniform to a local catering college and a homeless charity
- Facilitated collections of leftover items from events for Trinity Hospice to sell in their shops
- Took part in ‘Let Me Play Action’, supported by the Mayor of London, by providing three work placements for year 12 students
- Hosted visits from schools and colleges, including 25 hospitality students from West London College. We received applications from and employed three students as a result
- Raised £9,000 for our charity partner Barons Court Project at a staff and service partner quiz night and by taking part in the ‘Santa in the City’ sponsored run
- Facilitated fundraising of £4,557 for Barons Court Project from visitors’ voluntary charity donations at catering point-of-sale
- Contributed £1,000 to Hammersmith and Fulham’s ‘Big Christmas Lunch’ for 500 vulnerable and elderly residents, providing them with a free Christmas meal and entertainment
- Sponsored the event industry’s ‘One Day at Christmas’ with a £3,500 donation and two of our staff volunteered on the day to create a special experience for vulnerable and elderly residents
- Invited local school children to watch a Guinness World Record being broken at the venue



# ACTION TAKEN IN 2023 - OUR CHARITABLE TRUST

Olympia Charitable Trust (Charity No. 1091254) provides grants to support our local community in regeneration, promoting education, relieving unemployment and hardship and protecting the environment for public benefit.

**2023 TOTAL RAISED &  
DONATED TO CHARITY:  
OVER £50,000**



## DURING 2023, OUR CHARITABLE TRUST DONATED A TOTAL OF £36,034. THE BENEFICIARIES WERE:

<b>AVONMORE PRIMARY SCHOOL</b>	Awarded £13,430 to sponsor pupils on a school residential trip to PGL Little Canada on the Isle of Wight and to fund new furniture for nursery and reception classes.
<b>BARONS COURT PROJECT</b>	Awarded £5,000 to help them buy and set up new IT equipment to enhance operations and benefit their guests.
<b>ST MARYS CATHOLIC PRIMARY SCHOOL</b>	Awarded £10,000 to contribute to the costs of a sensory room dedicated to students with special educational needs and disabilities, in particular those with ASD.
<b>NORMAND CROFT COMMUNITY SCHOOL</b>	Awarded £1,604 to fund additional IT equipment to enable the use of 10 new PCs that were donated separately by Olympia Events.
<b>ST STEPHENS CATHOLIC PRIMARY SCHOOL</b>	Awarded £5,000 to contribute to the cost of a large outdoor multi-play structure in their playground.
<b>MAMA HAVEN</b>	Awarded £1,000 to help fund the launch of their pop-up café within Shepherds Bush Market to provide support to parents in need during the winter.

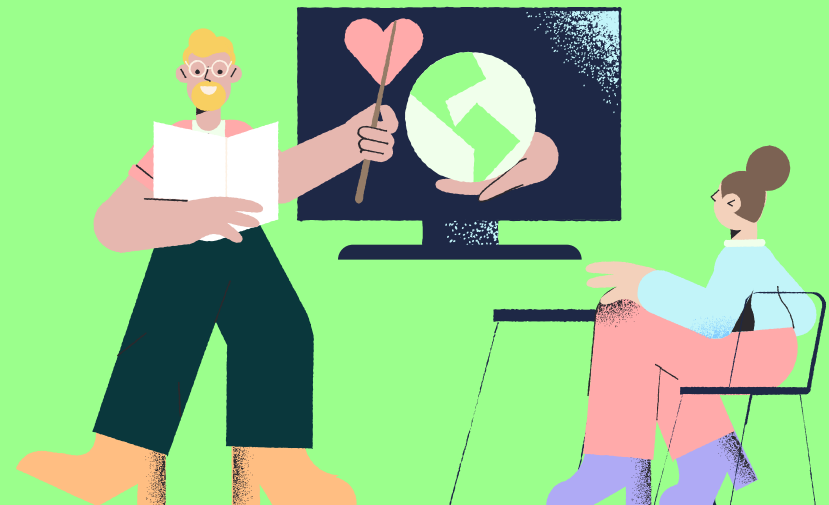
# ACTION TAKEN IN 2023 - VOLUNTEERING TO MAKE A DIFFERENCE

All Olympia Events employees are encouraged to volunteer for one day a year in paid company time. During 2023, staff volunteered a total of 112 hours including:

- Helping to set up and work on stands at Top Drawer Autumn and Ideal Home Show Christmas for [Barons Court Project](#)
- Taking part in [One Day at Christmas](#)
- Acting as primary school governors

**“Barons Court Project is delighted to partner with Olympia Events. They have enabled us to participate in several exhibitions and this has increased sales of our merchandise and awareness of our mission to end homelessness. Olympia Events is a brilliant corporate partner and their team is always willing to go the extra mile to help our mission.”**

Michael Angus, Director,  
Barons Court Project





# FOCUS AREA 3: COLLABORATION

## OUR AIM

Productive partnership working  
with all our stakeholders



# ACTION TAKEN IN 2023- EXTERNAL ENGAGEMENT

- Reviewed our [Event Sustainability Report](#) to make it even more useful to our clients. The report now includes each event's carbon emissions from water, waste, energy and vehicle logistics and provides comparisons against average consumption for events
- Olympia Events became a member of [isla](#) in 2023, joining some of our key clients and fellow venues in helping to accelerate the event industry's transition to a sustainable future. We took part in a 'measurement' panel to discuss tackling food waste and providing event organisers with environmental data, using our Event Sustainability Report as an example of best practice
- We became a supporting partner of Guardians of Grub, cementing our net zero roadmap commitment to Sustainable Development Goal 12 by ensuring sustainable consumption and production patterns, including halving food waste per head by 2030
- Connected our charity partner with clients and contractors, resulting in the donation of stands and stand accessories to enable the charity to sell products at events held in the venue and raise funds
- Shared our activity and progress with the industry and wider audiences to help everyone engage with the sustainability agenda:
  - 28 social posts gaining 31,570 impressions
  - 7 pieces of PR coverage
  - 4 website news and insight articles

**“Clarion Events are proud to partner with Olympia Events, who continuously demonstrate unwavering commitment to industry sustainability and collaboration. Whether it be shared knowledge and resources, pilot initiatives or their detailed post-show sustainability reports, they're an invaluable ally in our shared mission to redefine industry standards and create environmentally responsible and memorable events.”**

Ellen Osborne  
ESG Manager, Clarion Events Ltd





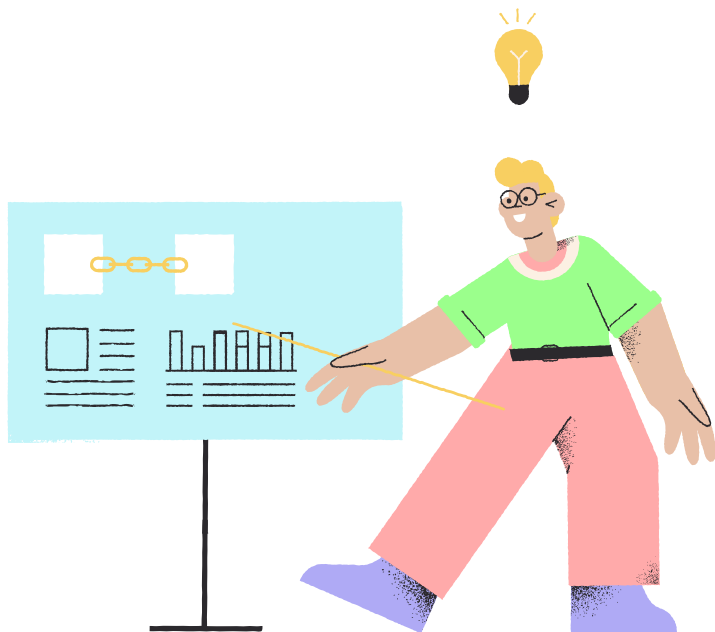
# ACTION TAKEN IN 2023- INTERNAL ENGAGEMENT

- Company strategy, including Grand Plan as a key pillar, presented to staff in January
- Held Grand Plan workshops for all staff in June to refresh knowledge and reinvigorate involvement. Achieved over 90% attendance
- The Grand Plan progress was discussed at monthly all-staff meetings and in internal communications

**GRAND  
PLAN GOALS  
INCORPORATED  
INTO ALL STAFF  
OBJECTIVES**



# NEXT STEPS



## IN 2024 WE HAVE MANY STRATEGIC AND TACTICAL ACTIONS PLANNED, INCLUDING:

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- Holding a strategy workshop to review the Grand Plan and set detailed objectives for the next 12 months
- Starting to report carbon emissions per head from F&B
- Rolling out our new Environmental Management Framework and providing training to staff on procurement policies and procedures
- Implementing our new supplier emissions recording tool to gather detailed data on our Scope 3 emissions
- Collaborating on a case study with an event organiser to demonstrate how strategically planning to reduce an event's emissions can deliver year-on-year results
- Working with Olympia redevelopment team to plan future estate-wide ESG strategy