THEGRANDPLAN COMMUNITY • ENVIRONMENT • COLLABORATION

olympia

ANNUAL REPORT

REVIEW OF 2024



THEGRANDPLAN

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Sustainability is a key pillar of Olympia's corporate strategy. Our 'Grand Plan' focuses on three transformative areas where we can deliver maximum

These annual reports ensure we are on track to meet the requirements set out in our roadmap to net zero and are communicating this progress transparently with the wider industry. We believe that reporting on actions, evaluating progress, and sharing measurable achievements will foster greater collaboration within the events industry and drive impactful action forward.

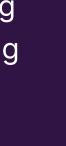
(FOCUS AREA 01) COMMUNITY (FOCUS AREA 02) ENVERONMENT (FOCUS AREA 03) COLLABORATION

66 Sustainability is fundamental to our mission, and The Grand Plan is a testament to our long-standing commitment to making a real difference. Our team's dedication and hard work in driving sustainable practices across the business ensure that we are not only reducing our environmental impact but also leading by example within the events industry. Through innovation, collaboration, and a shared passion for positive change, we continue to make strides, embedding sustainability into the heart of our operations and inspiring others to do the same.

ANDY O'SULLIVAN CHIEF EXECUTIVE OFFICER, OLYMPIA EVENTS

Introduction







THE GRAND PANNFRS

SIÂN RICHARDS Head of Sustainability

> **BRIAN JONES** Head of Facilities

PAUL BROUGH Group Health & Safety Manager

> **ABBEY SHORT Catering Manager**

GEORGINA FORESTER

Outback Rigging

PAUL LANGFORD Projects Manager

ADAM POLLINGTON Sales Director

GEORGIOS VITZILAIOS Gather & Gather

PHIL ADAMANTOU **ATD Electrical**

AKINLEYE AKINTUJOYE Car Park Team Leader

> **GILLIAN KIAMIL** Venue Director

REBECCA HURST Head of Human Resources Led by our Head of Sustainability, the Grand Planners make up a group of sustainability ambassadors from across the business and our service partners, serving as the driving force behind our Grand Plan. They set our yearly sustainability objectives and are responsible for ensuring we are on track to achieving these goals.

During 2024 we welcomed several new Grand Planners, ensuring that strong representation from all areas of our business is maintained.

AMIR VERED Head of eForce & IT

JACK WILLIAMS Event Manager

SABRINA PILIDES eForce Account Manager

ANDREW THEODOROU ATD Electrical

KRISTINA JEARRAD Cleaning Manager

SARAH MCGRATH Facilities Office Manager **ANDY PRICE**

Marketing & Communications Director

LUCY WOODWARD **Senior Communications Executive**

TOSIN ADEWUMI Head of Community Engagement

> **BETH KELLY** Event Manager

Introduction



The team's strong commitment to sustainability and the local community has been evident from day one. Being a Grand Planner has been an incredible opportunity to actively contribute to the company's sustainability initiatives and feel a genuine sense of having made an impact — no matter how big or small.

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LUCY WOODWARD SENIOR COMMUNICATIONS EXECUTIVE, OLYMPIA EVENTS





NET ZEROCARBON **EVENTS**

NET ZERO CARBON EVENTS PLEDGE

Global event industry net zero commitment



ACCESSIBILITY PARTNERSHIP

Recognition that Olympia is committed to improving accessibility



HEALTHY WORKPLACE **ACHIEVEMENT CERTIFICATE**

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

isla.

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



HAMMERSMITH & FULHAM **CLIMATE ALLIANCE**

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



PARK MARK AWARD

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



LONDON VENUE & CATERING AWARDS

SUSTAINABILITY AWARD **FOR VENUES: BRONZE**

Recognising and rewarding outstanding achievement in London-based venues and catering companies







Focus Area 1: ENVIRONMENT

OUR AIM

To combat climate change and work towards net zero by saving energy, reducing and managing waste responsibly and procuring sustainably.



NET ZERO ROADMAP

Among the first UK venues to sign the Net Zero Carbon Events (NZCE) Pledge, Olympia is on a mission to halve emissions by 2030 and achieve net zero by 2050.

Issued a bespoke emissions reporting tool to our top 75% emitting suppliers in line with actions set out in our 2023 net zero roadmap to gather more reliable data and help measure our scope 3 emissions. We then collected the data from suppliers using this tool to inform our 2023 carbon footprint update.

Reviewed our 'Environmental Management Framework' suite of policies for roll-out in 2025. This updated framework covers environmental processes, waste management, sustainable procurement, energy reduction, and water conservation across the business.





REDUCING WASTE: FOOD WASTE

Using WRAP's Guardians of Grub toolbox, we continued to track and reduce our food waste and therefore our carbon emissions, achieving a 33% YOY reduction per cover (visitors who purchased from one of the venue's catering outlets)

YOY FOOD WASTE REDUCTION PER COVER

Sustainability remains a top priority, and our collaboration with Olympia has been instrumental in tackling food waste at the Speciality & Fine Food Fair event. Together, we have worked hard to educate exhibitors on bringing only necessary amounts of product to the event, ensuring proper use of food waste bins, and separating inedible waste for organic waste recycling. Initiatives like QR-coded bins for exhibitors to easily request waste collection and partnerships with City Harvest to help redistribute surplus food have allowed us to significantly reduce our environmental footprint while aligning with our ESG goals.

PHILIPPA CHRISTER PORTFOLIO DIRECTOR, MONTGOMERY GROUP

Partnered with City Harvest to donate 2.4 tonnes of surplus food to those experiencing food poverty (a 263% increase YOY), equating to:

- 5,657 meals delivered to charities
- 7.5 tonnes of GHG emissions prevented

Sent our inedible food waste to ReFood, for anaerobic digestion and transformation into fertiliser for farmers and biogas for businesses and communities across the UK

We produced 3,580.2 kW hours of biofuel, saving 6.10 tonnes of CO2 from displacement of fossil fuels and diversion from landfill

6.10t OF CO2 SAVED





Environment





RECYCLING WASTE

Successfully diverted 100% of waste from landfill for our 13th consecutive year in partnership with our waste recycling suppliers, G Haslehurst and Powerday

100%WASTE DIVERTED FROM LANDFILL

Focused on on-site cardboard separation resulting in 21.76 tonnes of cardboard being sent directly for recycling, saving energy and costs

Our overall recycling rate increased to 98.22%, with just 1.78% of all waste being diverted from landfill as RDF (non-recyclable materials)

98.22% **RECYCLING RATE**

21.76t **OF CARDBOARD RECYCLED**









SAVING ENERGY

Our 2023 busbar redesign, in collaboration with our mains electrics service partner, ATD, resulted in more streamlined power distribution, minimising potential disruptions and improving durability and performance to reduce the use of 24-hour power. This, together with a move to shorter stand power switch-on times, resulted in a 33.3% reduction in stand electricity consumption per square metre day.



33.3% REDUCTION CONSUMPTION PER M² DAY



AREAS FOR IMPROVEMENT

Despite all the above, our comparison metric of 'square metre days' revealed an increase of 3.9% in the amount of waste generated by events. This gives us an opportunity to work more closely with organisers, exhibitors and contractors to promote elimination, reduction and reuse of materials to drive down waste tonnage.

Environment







ENVIRONMENTAL RESULTS

CARBON FOOTPRINT

Tonnes of CO2e emitted

Tonnes of CO2 per m² ev

Tonnes of CO2 per m² da

Scope 1 emissions

Scope 2 emissions

Scope 3 emissions

Our emissions in 2024 remained below those of our baseline year but increased from 2023. This is mainly due to the additional investme in refurbishment projects (supplier spend) as the Olympia development reaches its final stages. The emissions per square metre day hav increased, due to fewer events taking place in 2024 during the site redevelopment.

RESOURCES

	2023	2024	Overall Change	2023	2023	2024	2024	Change
			%	No. of m ² days	kWh/m³ per m² day	No. of m ² days	kWh/m³ per m² day	per m² day
Electricity (kWh)	2,747,441	2,797,497	-2%	4,543,797	0.60	3,811,891	0.73	21.37%
Gas (kWh)	3,552,676	3,091,058	13%	4,543,797	0.78	3,811,891	0.81	3.71%
Water (m ³)	20,920	20,217	3%	4,543,797	0.0046	3,811,891	0.0053	15.19%

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

	2018 (baseline)	2022	2023	2024
	3,850	3,147	3,095	3,671
vent space	0.050	0.054	0.053	0.062
ay space	0.43	0.79	0.67	0.96
	20%	7%	3.3%	1%
	17%	8%	6.5%	7%
	63%	85%	90.2%	92%

We compare consumption year-on-year by using a 'square met metric, which takes account of venue occupancy by the numbe days and square metreage used.

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ENVIRONMENTAL RESULTS

TOTAL WASTE

TOTAL EVENT WASTE

WASTE	MANAG	EMENT

	2023		20	2024		Change	
	Tonnes	%	Tonnes	%	Tonnes	%	
Compacted waste	474.32		394.60		-79.72	-16.81%	
Recycled	478.95		386.63		-92.32		
RDF	9.75		7.97		-1.78		
Direct dry recycling, separated at venue (glass & cardboard)	24.08		40.78		16.70	69.35%	
Food waste sent for anaerobic digestion	16.29		13.26		-3.03	-18.60%	
Coffee grounds collected to make coffee logs	1.88		4.43		2.55	135.37%	
Cups composed	0.15		0.15		0	0%	
TOTAL WASTE	514.69		448.64		-66.05	-12.83%	
Recycled	519.32	98.11%	445.25	98.22%			
RDF	9.75	1.89%	7.97	1.78%			

2023	2024	2023-2024
Tonnes per m² day	Tonnes per m ² day	Change
0.00011	0.00012	3.90%

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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.

We're proud to sit within the Hammersmith & Fulham borough and be active members of our local community. We regularly work with schools, charities, and community organisations to foster meaningful connections and make a positive difference to the lives of those around us. Big H&F Christmas Day Lunch, December 2024 ·

total raised and bonated to charity



ENGAGING WITH OUR NEIGHBOURS

400+

homes surrounding our venue successfully distributed with our quarterly community newsletter

complimentary tickets given to local residents and exclusive discounts and ticket deals offered for 14 consumer shows at Olympia. These included popular events like London Comic Con Spring, Destinations: The Holiday & Travel Show, Laithwaites Wine Festival, and Ceramic Art London, giving the community access to a vibrant lineup of entertainment and cultural experiences

Launched a dedicated local community page on our website



attendees at our regular residents' drop-in sessions



ENGAGING WITH OUR NEIGHBOURS

We sponsored summer fair activities at two primary schools with a t-shirt painting competition, a smoothiemaking demonstration and presentations on the history of Olympia

Continued our ongoing relationship with the University of West London by hosting a group of event management students for an educational visit at Olympia

Our Head of Community Engagement participated in a symposium at the University of West London on 'Embracing diversity: shaping the future of the tourism and event industries'

WE SUCCESSFULLY FULFILLED OUR 2024 OBJECTIVE TO INCREASE ENGAGEMENT WITH LOCAL EDUCATIONAL INSTITUTIONS

We donated prizes to support fundraising efforts for five local schools including Avonmore, Normand Croft and St Mary's Primary

Our service partners also donated £3,500 to provide school trips for pupils from low-income families and our staff made up and delivered 30 Christmas hampers to support families of local primary school children in need

Our staff and service partners volunteered to transform the outside space of a local primary school, saving the school over £10,000

£10,000+ SAVED FOR LOCAL SCHOOL THROUGH OUR VOLUNTEERING TIME

£3,500DONATED BY OUR SERVICE PARTNERS















CHARITY PARTNERSHIPS

E2,000

donated towards a Christmas lunch for 100 elderly people to start our new partnership with Masbro Centre (operated by Urban Partnership Group), a community centre close to Olympia that provides services and activities for local people

£5,000

300%

280h

donated towards Hammersmith and Fulham Giving's 'Big Christmas Day Lunch' for elderly residents and £5,000 towards their Digital Fund programme to build the digital skills and capacity of community organisations in the borough

Continued our long-standing partnership with Barons Court Project. Facilitated by Clarion Events and Media10 and supported by our Grand Plan budget, the charity exhibited at our trade and public exhibitions, selling greetings cards designed by their service users. Our volunteers helped increase their takings at Ideal Home Show Christmas by 300% YOY

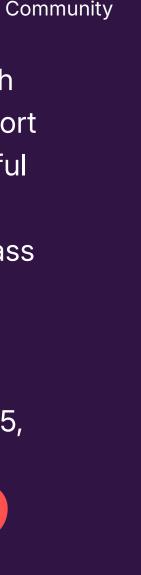
> of volunteering to help local good causes by our staff and service partners during 2024

We are absolutely delighted to be partnering with Olympia as their new charity partner. In just a short time, their support has already made a meaningful impact — from their generous donation towards our Christmas lunch to the vital survey of our glass roof. This partnership is more than just financial support; it's about a shared commitment to strengthening our community. We're excited to see this collaboration continue to grow in 2025, helping us provide even more essential services to residents of Hammersmith and Fulham.

CAMILLE CURTIS CHIEF EXECUTIVE OFFICER, URBAN PARTNERSHIP GROUP













Ideal Home Show Volunteering –

MASBRO

0.00

MELESS

A social enterprise sho authentic designs from tale all with lived experience of ho

Through our collective, we artists the opportunit showcasing.

All profits are s and

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OUR CHARITABLE TRUST

The Olympia Charitable Trust (Charity No. 1091254) provides financial support, in the form of grants, to notfor-profit organisations residing in the London boroughs of Hammersmith & Fulham and Kensington & Chelsea. Grants are supplied to institutions that support our local community in regeneration, promoting education, relieving unemployment and hardship, and protecting the environment for public benefit.

In 2024, we welcomed two residents on to the Board of Trustees and our charitable trust donated a total of £27,540.



ST MARY'S, BROOK GREEN PTA

Awarded £4,720 to purchase 10 desktop computers, to enhance digital literacy, bridge the digital divide and encourage collaborative learning

£4,720

THE PAROCHIAL CHURCH COUNCIL **OF THE ECCLESIASTICAL PARISH OF ST BARNABAS KENSINGTON**

Awarded £5,000 towards the cost of an accessibility ramp for the community

FRIENDS OF ST MARY ABBOTS SCHOOL

Awarded £5,000 to purchase Chromebooks for students to use in their computing and coding classes



THE GOOD SHEPHERD CATHOLIC PRIMARY SCHOOL

Awarded £5,000 to create an enhanced therapy room for students receiving counselling services











Focus Area 3: COLLABORATION

OUR AIM

Productive partnership working with all our stakeholders to improve sustainability across our industry.



SPEAKING ENGAGEMENTS

Olympia's CEO, Andy O'Sullivan, shared insights on a sustainability panel at the Association of Event Venues (AEV) conference.

Our Head of Sustainability:

O1 Delivered a Grand Plan presentation and took part in an industry focus group at the University of West London, contributing to the development of a business tool aimed at engaging employees in sustainability **02** Participated in an isla roundtable with representatives from other venues and organisers to discuss the carbon measurement of events

HAM

03 Attended three Event Industry Association (EIA) cross-association sustainability working groups **04** Presented at the Hammersmith & Fulham Climate Alliance on staff engagement in fostering a low carbon culture

Andy O'Sullivan on stage at AEV Conference



EXTERNAL ENGAGEMENT

With 90.2% of our carbon footprint coming from Scope 3 emissions, it is extremely important that we foster collaboration across our network of suppliers, partners and clients to collectively reduce our impact.

INUE ANG **DS 2024** PTIONS reathir Signage. UE

INDUSTRY COLLABORATION

Alongside two other UK AEV member venues, we funded the creation of a Carbon Literacy training programme for the events industry, to be rolled out during 2025. The training will enable event professionals to enhance their understanding of their own impact, as well as that of their organisations and the action needed to combat climate change.

INDUSTRY RECOGNITION

Listed as a top 5 sustainable venue by **Exhibition News.**

Received a Bronze award for sustainability at the London Venue and Catering Awards.

London Venue & Catering Awards

We partnered with event organisers, Laithwaites, and commissioned sustainability and carbon calculation specialists, Green Circle Solutions, to measure the carbon emissions of the Laithwaites Wine Festival. Using the Net Zero Carbon Events (NZCE) initiative's methodology, we gathered data from the organiser's main contractors and visitor travel, adding this to venue services data. The case study revealed that visitor travel accounted for 95% of the event's environmental impact and identified areas for future improvement. Read the full case study here.

We were extremely pleased to partner with Olympia and Green Circle Solutions to measure the carbon footprint of our 2024 event and better understand the environmental impact of the Laithwaites Wine Festival. The recommendations provided by Green Circle Solutions, in partnership with Olympia, were invaluable in identifying the key challenges and opportunities for reducing our environmental footprint and enhancing data collection. We are excited to implement these learnings across our future events.

LIBBY WOOLCOCK **HEAD OF BRAND EXPERIENCE AT DIRECT WINES** Collaboration

EXTERNAL ENGAGEMENT: MARKETING AND COMMUNICATIONS

Communication remains a vital element of our external engagement to promote our sustainability agenda, share learnings and celebrate progress. In 2024 we achieved:



impressions across 97 social posts

pieces of PR coverage

website news and insight articles

collaborative case study on event carbon emissions measurement



66 It's fantastic to partner with a venue like Olympia, where sustainability isn't just a box-ticking exercise but something that is embedded into the fabric of their company's operations. We're eager to collaborate more closely with their team across future events to drive more meaningful impact and deliver events that align with our own sustainability values. In doing so, we also hope to inspire our exhibitors, attendees, and partners to be part of the change.

> HANNAH WEBB **OPERATIONS DIRECTOR AT HEMMING GROUP**





INTERNAL ENGAGEMENT

At the beginning and end of the year, we carried out a survey to assess staff knowledge of, and engagement with The Grand Plan. This enabled us to measure the effectiveness of our activities throughout the year, which included:

- Grand Plan induction for all new staff
- Sustainability briefings at each of our quarterly all-staff meetings
- New noticeboards in staff rest areas displaying Grand Plan information
- Specific sustainability objectives for each individual job role provided to line managers for personal development plans



Collaboration

of staff who responded to the end of year survey demonstrated a high level of knowledge and engagement with our Grand Plan

of respondents said they could confidently explain The Grand Plan to others

of respondents had attended a sustainability training session during the year

> of respondents correctly identified the three Grand Plan focus areas, a 10.6% increase from the beginning of the year

of respondents on average said The Grand Plan had impacted the way they work

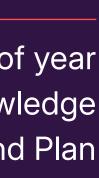
increase in respondents identifying 'Environment' as the most important focus area, between the start and the end of the year

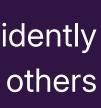


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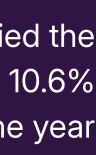




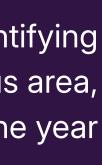














NEXT STEPS

Looking ahead, we are eager to advance our net zero roadmap and expand initiatives across our three key pillars.



Releasing a video highlighting the areas of focus and achievements of The Grand Plan

Exploring opportunities for carbon mitigation and how we can work with clients to implement these

Delivering Carbon Literacy training to all Grand Planners and Grand Plan training to all Olympia staff Achieving a 5% reduction in waste produced by events

Achieving a 5% reduction in energy consumption



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