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Supporting the  
*responsible*  
event at  
Paris Expo Porte  
de Versailles



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# Destination Paris





# PARIS! A destination for sustainable tourism

Since 2004, the city of Paris has been strongly committed to sustainable development goals through its ambitious 'Climate Plan', which has deployed more than 500 measures in various areas: buildings, transport, energy, food, waste, living environment, etc.

In line with the objectives achieved in 2020, the current operational action plan aims to reduce GHG emissions by 50%, to **reduce consumption by 35% and to achieve 45% renewable energy** by 2030.

By 2050, the challenge is to achieve a carbon-neutral city and be 100% supplied with renewable energy sources.

The City of Paris has also created an environmentally responsible event charter to encourage more sustainable practices:

[Charter for environmentally responsible events in Paris](#) 

## To enjoy an environmentally responsible stay in Paris, there are several options available to you:

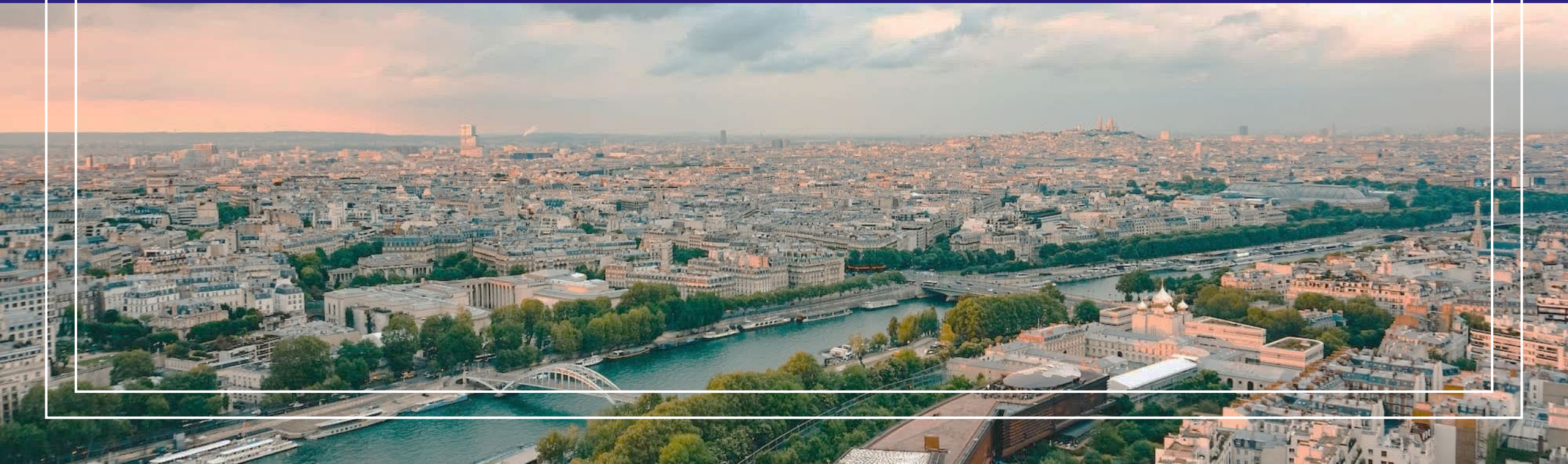
- Organise tours of the capital (tour on the *Balades Paris Durables* app)
- More than 500 green spaces (squares, parks, gardens)
- Promote meetings and collective professional intelligence in committed and certified venues (e.g. Viparis)
- Enjoy the pleasures of the table marked by a rich high quality gastronomic tradition, local and seasonal
- Sleeping in committed accommodation (certified, charter signatories, etc.)
- Travel by promoting soft transport (public transport, cycling, etc.)
- 16 metro lines
- 6 RER lines
- 8 tram lines
- dense bus network
- Coming soon: end of 2022: extension of RER E to Porte Maillot and La Défense
- Bike: 1094 km of cycle paths

**A destination that takes full account of its current and future economic, social and environmental impacts, responding to the needs of visitors, professionals, the environment and host communities**





# Why choose *Viparis*?





# Viparis: better support for responsible events

## Choosing the right venue for your event means

ensuring that it is well suited to your expectations and the image to convey, that it is easily accessible and that it is part of an environmentally responsible management approach.

87% of people expect their sustainability concerns to be reflected in companies' products and services (Boston Consulting Group survey). CSR is therefore at the heart of events and a source of loyalty. It is with this in mind that Viparis supports its customers in organising responsible events.

### Choosing Viparis means contributing to:

- reducing the environmental footprint of the event
- saving resources, particularly energy and water
- prioritising the use of reusable and recyclable products and facilities
- offering sustainable catering
- raising awareness of sustainable development issues
- developing responsible purchasing with Viparis partners
- having a positive social impact

Viparis has therefore put in place a serious approach to sustainable development through its CSR policy



Sustainable Development Policy  
**Better Events 2030**



**BETTER EVENTS  
2030**

# The commitment of Viparis



VIPARIS

# A committed group and certified sites with strong strengths

Viparis is fully committed to events that are more respectful of our environment, more inclusive and create values for all our stakeholders: customers, partners, local stakeholders.

## A COMMITTED GROUP



### CONTRIBUTING

TO THE UN'S  
SUSTAINABLE DEVELOPMENT GOALS



### ISO20121 CERTIFICATION

FOR ALL OUR VENUES

### SIGNATORY

 OF THE FOLLOWING CHARTERS:

### NET ZERO CARBON EVENTS





# Better Events 2030



Viparis's ambition, in line with its convictions, is expressed in its "Better Events 2030" strategy, which aims to convey the positive impact that the organisation of an environmentally responsible event can have on the environment, the economy and society as a whole. Better Events 2030 has 3 objectives:

**1**

**BETTER FOR THE ENVIRONMENT**

**reducing the ecological footprint of our sites**

- Working for sustainable buildings by reducing energy consumption, certifying all our buildings and reducing the carbon footprint of development projects
- Respect nature and its resources: less waste, months of food waste, reintroduction of biodiversity
- Support better mobility by streamlining transport flows and promoting low fossil energy journeys

**2**

**BETTER HERITAGE**

**ensuring the positive legacy of each event by offering ever more sustainable services and by partnering with committed partners**

- Offering sustainable services
- Develop with responsible partners through responsible purchasing at committed suppliers
- Involve the local community by listening to its stakeholders (public, associations, etc.)

**3**

**BETTER @ HEART**

**retaining and enhancing our teams, which are the success factor for all our ambitions**

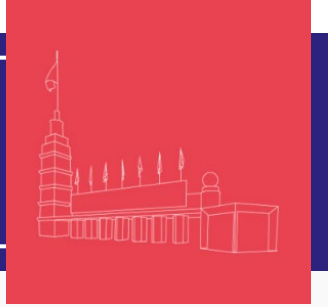
- Enhance the employee experience enabling professional development (involvement actions, gather expectations, etc.)
- Develop talent from the recruitment phase by improving their skills
- Action for diversity and inclusion: gender equality, intergenerational, integration of disability



# Paris Expo Porte de Versailles



# Paris Expo Porte de Versailles



## To sum up,

### REDUCE WASTE

### NET ZERO CARBON

### POSTIVE SOCIAL IMPACT

- On-site sorting centre enabling additional sorting
- Setting up of biowaste treatment in catering offices
- Ban on disposable plastic
- BREEAM, HQE and Effenergie + Label site - Environmental certifications
- 100% green electricity supply and 2 rapeseed boilers
- Soft mobility encouraged by public transport, 18 charging terminals for electric cars, welcome pack (free site/airport shuttles)
- Advice on material reuse and waste management by our partner Re'Up

- Site accessible to disabled persons (67 parking spaces, guide dogs allowed)
- Cleaning service provider involved in an integration process
- Approved caterers with responsible and sustainable offers



# Paris Expo Porte de Versailles



**BETTER FOR THE ENVIRONMENT**



## HQE Certification

Pavilion 6, and hotel complex.

## BREEAM Bespoke Certification

Pavillon 7.

## Effnergie Label

on the hotel complex.



## Zero net carbon ambition

Respect nature and its resources  
Operating for sustainable buildings  
Supporting green mobility



### To calculate the carbon footprint of your event



- At the client's demand: transfer of data to complement the organiser's carbon footprint and adapt its upcoming events (Logipass, waste tracking, electricity, etc.), depending on the site/tracking systems
- Possibility of transferring energy consumption related to electricity and heating/cooling (electricity and gas); waste quantities for the event (for the congress/corporate via the sorting centre); elements related to freight via Logipass data



### Ensure smooth logistics and promote sustainable mobility



- Reduce CO2 emissions, in particular the flow of freight, and thus ensure safe and smooth operation with identification of vehicles before access to delivery areas, exhibitor car parks during assembly and dismantling, as well as deliveries during opening to the public with Logipass
- Remove routine and futile trips with the installation of electric charging racks to keep tools and charging on site
- On-site empty packaging management offer enabling exhibitors and service providers not to leave with their empty packaging and to find it during dismantling
- Site served by several public transport stations thus facilitating access to visitors and thus support our approach on soft mobility
- Welcome pack available subject to conditions: free shuttles between airports and POS promoting public transport and reducing emissions linked to transport to our sites (national Congress : 5000 visitors / international Congress : 3500)



### Reduce energy consumption and CO2 emissions



- Reduce CO2 emissions from its event: electricity connection offer with green electricity supply reduction of emissions by up to 7 times compared that of the French electricity mix (except HSR-EGA)
- Control energy consumption at all our sites using the Smart Impulse and Deepki tools
- Provide responsible temperature and air quality comfort with the RFM system (deployment of temperature probes, satisfaction sensors, CO2 level measurement probes)
- Check the reduction actions with the teams' night patrols to ensure that they are not forgotten and thus reduce unnecessary electrical consumption
- No HVAC during assembly/disassembly and switch to LED to reduce consumption
- Pavilion 7 certified BREEAM Bespoke (Very Good level) and HQE : internationally recognised certification in real estate certifying environmentally optimised construction and energy
- HQE-certified Pavilion 6: certification concerning the construction of buildings aimed at limiting environmental impacts
- MAMA Shelter Hotels and Accord Hotel: HQE Excellent and Effnergie + Label.
- Range of light bridges in kits exclusively equipped with LED projectors: reduction of electrical energy requirements by 5
- 2 100% rapeseed boilers : 60% less CO2 emissions compared to fuel oil (pavilions 2 and 3)



### Offering a low-carbon diet



#### Through the Viparis CSR appendix, the partner caterers agree to:

- Offering a vegetarian or flexitarian package, with seasonal and short circuit products, thus reducing the carbon impact of meals, etc.  
e.g. One of our caterer propose an offer including 100% organic and 100% vegetarian packages and has developed a carbon calculator

# Paris Expo Porte de Versailles



**BETTER HERITAGE**



**HQE Certification**  
 Pavilion 6, and hotel complex.  
**BREEAM Bespoke Certification**  
 Pavillon 7.  
**Effinergie Label**  
 on the hotel complex.



**Positive social ambition**  
 Offering sustainable services  
 Working with responsible partners  
 Involving the local community



## Facilitate universal accessibility for its event, including the disabled



### Site accessible to disabled persons:

- Presence of 67 parking spaces
- Site accessible on the pavilions
- Possibility of making a virtual visit via the Viparis site to anticipate the event and any travel
- Presence of lifts and toilet blocks for disabled persons in all pavilions
- Presence of trained hosts/hostesses at reception for disabled persons, as well as SSIAPs
- Authorisation of guide dogs with regular cleaning of canine faeces to be provided by the organiser in the occupied area



## Encourage the integration of unemployed persons



- Promote integration by working with a cleaning provider that promotes integration (mentoring of refugee women, work-study programmes and 1 disabled person)



## Working with responsible partners for your event



- Implementation of a responsible purchasing policy and a social and solidarity economy
  - Presence of a CSR clause in invitations to tender
  - Evaluation of service providers via Ecovadis or an internal CSR questionnaire specific to each purchasing category and identification of areas for improvement
  - Partnership with *Les Canaux* association to carry out a diagnosis of purchases and sourcing of SSE service providers that can integrate the network of VIPARIS service providers and suppliers
- CSR appendix requiring approved caterers to certify themselves to ISO 20121





## APPENDIX

# Definition of technical concepts





# Definition of technical concepts

<p><b>BREEM</b> (Building Research Establishment Environmental Assessment Method)</p>	<p>Internationally recognised certification for real estate (UK initially, 2 million buildings now BREEM certified in no fewer than 85 countries). LEED equivalent (American). Study of the environmental performance of the site and its management system (quality of management of the site), in particular on the following themes: energy, health and well-being, resources, resilience, water, then land use, ecology, pollution, management and transport</p>	<p><b>Ecovadis</b></p>	<p>A platform for assessing CSR performance and responsible purchasing</p>
<p><b>HQE</b> (High Environmental Quality)</p>	<p>French certification. Slightly more ambitious and more global approach than BREEM; 4 commitments: Quality of life, respect for the environment, economic performance and responsible management</p>	<p><b>ISO 20121</b></p>	<p>Responsible management systems applied to events</p>
<p><b>Circular economy</b></p>	<p>An economy that consists of producing goods and services in a sustainable manner by limiting the consumption and waste of resources and the production of waste.</p>	<p><b>SSE</b> (Social Solidarity Economy)</p>	<p>A group of companies organised in the form of cooperatives, mutual societies, associations or foundations, whose internal functioning and activities are based on a principle of solidarity and social utility</p>
		<p><b>MSDs</b> (Musculoskeletal Disorders)</p>	<p>A group of diseases located at or around the joints: wrists, shoulder elbows, spine or knees.</p>