

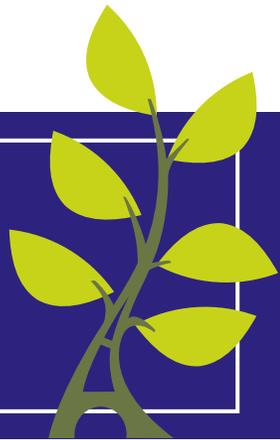


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2024

Supporting the
responsible
event at
Paris Nord Villepinte



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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:

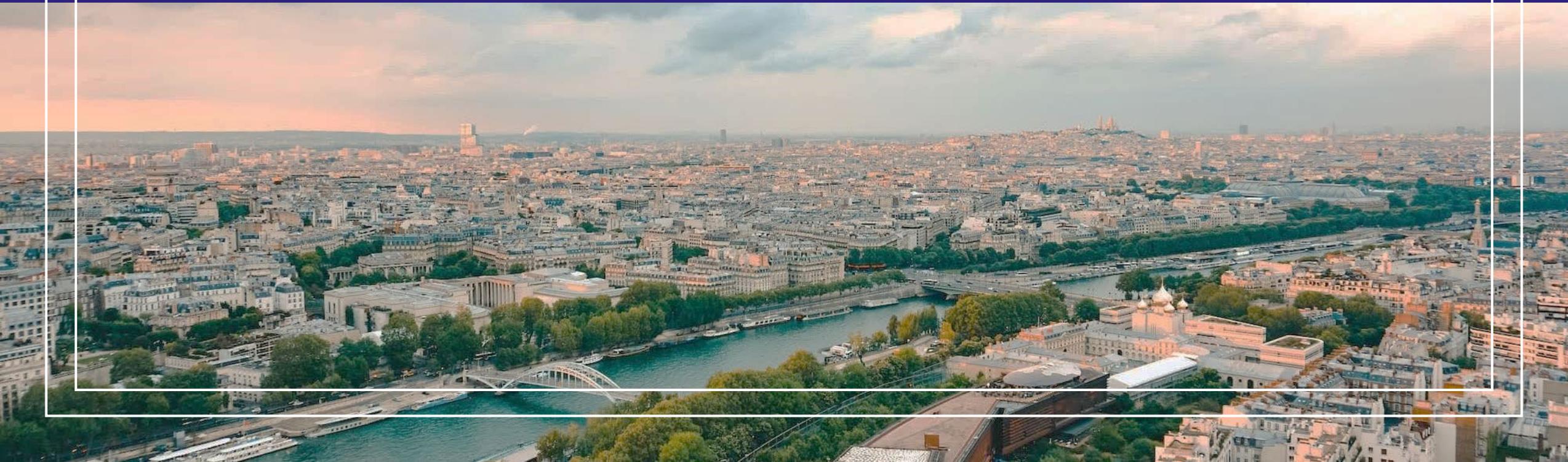
- Organise tours of the capital (tour on the *Balades Paris Durables* app)
- More than 500 green spaces (squares, parks, gardens)
- Promote meetings and collective professional intelligence in committed and certified venues (e.g. Viparis)
- Enjoy the pleasures of the table marked by a rich high quality 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



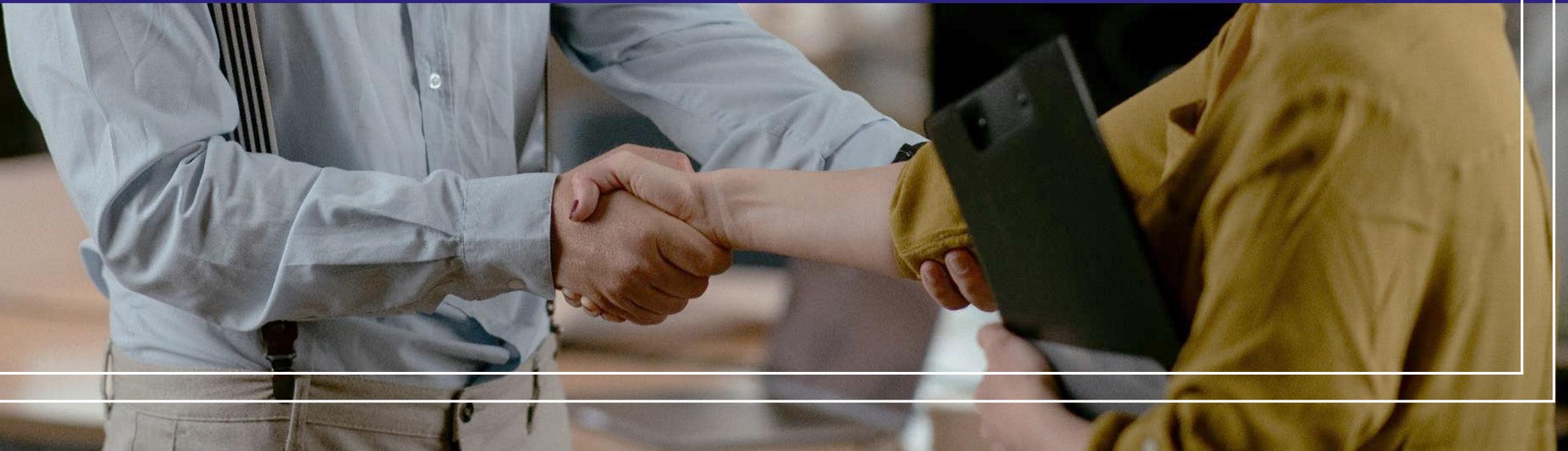
Sustainable Development Policy
Better Events 2030





**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

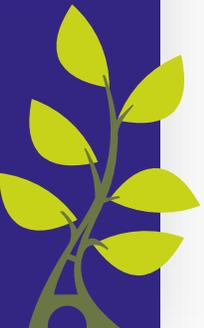


**ISO20121
CERTIFICATION**
FOR ALL OUR VENUES

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 Nord Villepinte



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To sum up,

REDUCE WASTE

NET ZERO CARBON

POSTIVE SOCIAL IMPACT

- Sorting area installed on site and waste bins in the reception gallery
- Ban on disposable plastic
- HQE-certified Hall 7 – Environmental certification
- Presence of natural light = reduction in the use of electrical energy
- 100% green electricity supply
- Welcome pack: free shuttles site > airports
- Parking equipped with 5 spaces for electric charging
- Advice on material reuse and waste management by our partner Re'Up

- Site accessible to disabled persons
- Cleaning service provider involved in an integration process
- Approved caterers with responsible and sustainable offers

Paris Nord Villepinte



BETTER FOR THE ENVIRONMENT



Hall 7 certified HQE
High Environmental Quality



Ambition to reduce waste
Respect nature and its resources



Promote sorting and recycling for your event



- Presence of sorting areas to facilitate waste sorting by flow (paper/cardboard, metal, plastic, glass and wood depending on the sites), with appropriate equipment (compactors, ball press, etc.)
- Installation of recycling bins during events depending on the flows processed
- Measurement of waste quantities on demand (by volume or tonnage or by skips) to help carry out a carbon audit
- Advice on material reuse and waste management by our partner Re'Up
- Three bins in the reception gallery for 3 streams - plastic; paper/cardboard; other waste
- Signage: service provider able to connect with upcycling companies for covers
- Re-use area managed by Re'Up



Move towards zero waste catering, ban the use of disposable plastic and combat food waste



Through the Viparis CSR appendix, the partner caterers and the dealer undertake to:

- Implement a waste reduction policy and carry out systematic sorting (organic, glass, cardboard/paper and other)
- Not use plastic containers or media intended for guests, present on their sideboards, in their kitchens and in their workshops unless an exception is made
- Opt for reusable containers collected at the end of the event, returnable cups, etc.
- Offer redistribution of unsold products to customers beyond a certain quote
- Conceive and design food products in the laboratory for redistribution, adjust quantities and portions to customer needs
- Take awareness actions with customers and/or end users
- Eliminate the use of plastic bottles for organisers' offices, meeting rooms and speakers (returnable glass bottles)
- Management and recovery of biowaste by the dealer soon in place with the signing of an appendix and contract



Helping to eco-design the event



- Proposal on [Viparis Store](#) and promotion of eco-design with a choice of recyclable needle-punched carpets, reusable carpet tiles and eco-designed furniture
- Offer of equipped stands and signage "green" with medium wood panels, wooden furniture, carpet Rewind or recyclable tiles and a proposal of adhesive supports without PVC
- A waste management offer broken down into "carpet removal and treatment" and "waste removal and treatment per m3"



Preserving the water resources for your event



- Water savings of 30 to 60% with water-efficient aerators.
- Installation of water fountains near the toilet blocks
- Taps with infrared detector.
- Offer of mobile sanitary facilities, including dry toilets



For sustainable cleaning of your event



- Cleaning package with use of certified and environmentally-friendly products (European Ecolabel, Ecocert, Eco'Reflex nature, etc.) across all areas



For an event in a place that conserves biodiversity



- Differentiated management of areas, diversification of habitats, awareness-raising and zero pesticide use in our spaces in order to comply with the biodiversity plan of the city of Paris and our biodiversity charter
- 10 beehives, 13 insect hotels and fifteen nest boxes
- Eco-grazing with the presence of 40 sheep

Paris Nord Villepinte



BETTER FOR THE ENVIRONMENT



Hall 7 certified HQE
High Environmental Quality



Zero net carbon ambition
Respect nature and its resources
Working for sustainable buildings

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
- To reduce energy consumption, the site obtained French HQE (High Environmental Quality) certification for Hall 7, a more global and ambitious approach than BREEAM through compliance with 4 commitments: quality of life, respect for the environment, economic performance and responsible management (when obtained in 2011, up to 20% less than the regulations) due to:
 - The presence of natural light that reduces the need for lighting and provides visual comfort
 - Natural ventilation by opening during assembly, dismantling and at night
 - Limited use of air conditioning and heating and increased thermal insulation thanks to recycled wood cladding
 - Institution of a specific policy promoting the optimisation of energy consumption:
 - Optimised lighting management based on site occupancy
 - Replacement of "heating, ventilation, air conditioning" (HVAC) equipment enabling independent management of equipment by business sector (conference rooms, restaurants, halls, etc.).
 - Replacement of insulation: avoid loss of temperature in the networks to contribute to good thermal insulation, for a healthy and comfortable place
 - Scheduling of a thermal comfort meeting 2 days before the event: raising customer awareness and scheduling temperature readings every 4 hours during the event, for decision on the actual temperature not felt by the participant
 - Reduce electrical energy requirements by a factor of 5 and heat input in buildings with the offer of light bridges in kit, exclusively equipped with LED projectors



Paris Nord Villepinte



BETTER FOR THE ENVIRONMENT



Hall 7 certified HQE
High Environmental Quality



Zero net carbon ambition

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



Offering low-carbon food for your event



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. *Fleur de Mets* has 100% organic, 100% vegetarian packages and has developed a carbon computer



To calculate the carbon footprint of your event



- At the client's request : 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



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 recharging 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
- Free shuttles between airports and PNV set up for visitors/participants. Objective: promote public transport and reduce transport-related emissions (reception pack for trade fairs with more than 25,000 visitors, 20% of whom are international: reception-transfers-services)
- Provision of 5 parking spaces with charging for electric vehicles (P1) and possibility of using 10 switchgear boxes on the PE8 for exhibitors (planned installation of 40 terminals on the P1 and planned hydrogen station in the car park)

Sustainable development story: to reduce its carbon footprint, Viparis has partnered with GL Events to provide storage space to avoid moving equipment between two editions.

At the event: 500 fewer vehicles, i.e. 82t CO2 avoided

Paris Nord Villepinte



Hall 7 certified HQE
High Environmental Quality



Positive social ambition

Offering sustainable services
Working with responsible partners
Involving the local community



Facilitate universal accessibility for its event, including the disabled



- Halls accessible by foot.
- Proposal of a shuttle service and support for persons with reduced mobility. Objective: to allow visitors and two of their companions to be escorted from their parking space to the esplanade (as well as to return to the car park)
- Virtual visit available on the Viparis site in order to prepare the visit and anticipate travel
- Presence of adapted sanitary facilities in all halls



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
- Priority to work with ISO 20121 certified caterers



Encourage the integration of unemployed persons



- Promote integration for the duration of your event by collaborating with a cleaning service provider who has created an integration entity (via temporary assignments, exclusively reserved for people involved in Integration through Economic Activity: 2 agents formerly SELF INTERIM (integration entity) recruited by GUILBERT during the COVID period)



Solidarity within the local territory



- 2 associations were hosted during the COVID period: Ensemble pour Tous (redistribution of food to the poorest) and ALTERALIA (support and integration through housing)





APPENDIX

Definition of technical concepts



Definition of technical concepts

<p>BREAAAM (Building Research Establishment Environmental Assessment Method)</p>	<p>Internationally recognised certification for real estate (UK initially, 2 million buildings now BREEAM 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>Ecovadis</p>	<p>A platform for assessing CSR performance and responsible purchasing</p>
<p>HQE (High Environmental Quality)</p>	<p>French certification. Slightly more ambitious and more global approach than BREEAM; 4 commitments: Quality of life, respect for the environment, economic performance and responsible management</p>	<p>ISO 20121</p>	<p>Responsible management systems applied to events</p>
<p>Circular economy</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>SSE (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>MSDs (Musculoskeletal Disorders)</p>	<p>A group of diseases located at or around the joints: wrists, shoulder elbows, spine or knees.</p>