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# Supporting the responsible event at **La Serre**



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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

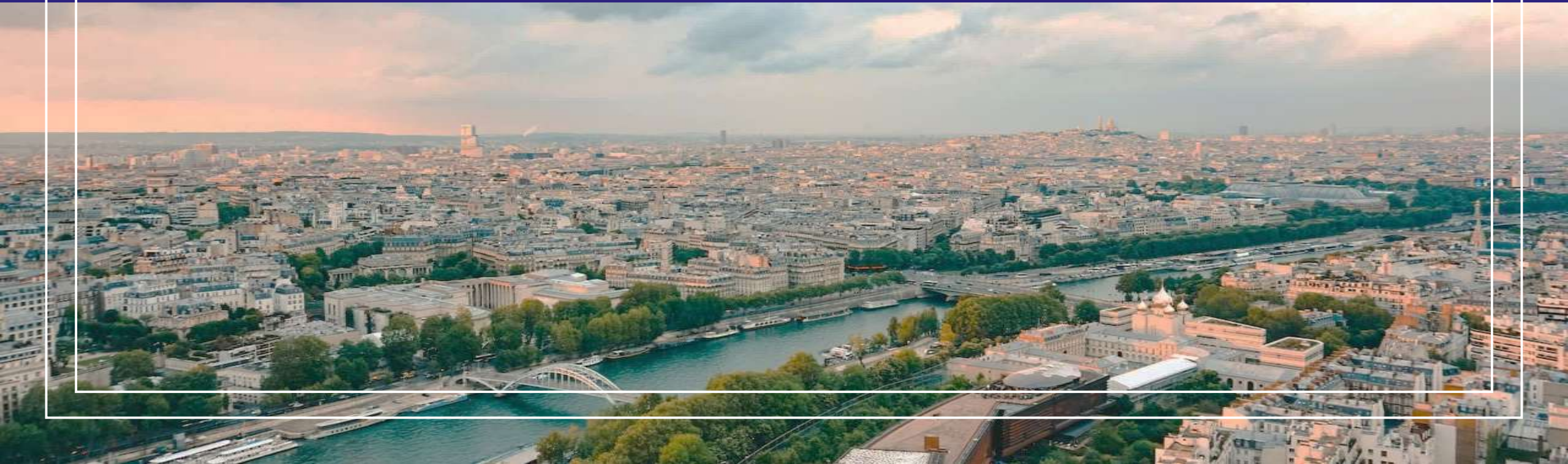
**A destination that takes full account of its current and future economic, social and environmental impacts, responding to the needs of visitors, professionals, the environment and host communities**







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



# La Serre



# La Serre



## To sum up,

### REDUCE WASTE

### NET ZERO CARBON

- Ban on disposable plastic
- HQE pavilion, and Label Effenergie + hotel complex - Environmental certification
- 100% green electricity supply
- Soft mobility encouraged by public transport, 18 charging stations for electric cars
- Close to the *Ferme Urbaine* and the *Perchoir*
- Advice on material reuse and waste management by our partner Re'Up

### POSTIVE SOCIAL IMPACT

- Site accessible to disabled persons (67 parking spaces, guide dogs allowed)
- Approved caterers with responsible and sustainable offers



# La Serre



BETTER FOR THE  
ENVIRONMENT



**HQE Certification**  
Pavillon 6, hotel complex.  
**Effinergie Label**  
on the hotel complex.



**Ambition to reduce waste**  
Respect nature and its resources

## Promote sorting and recycling for your event

- Advice on material reuse and waste management by our partner 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 agree 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)

## For sustainable cleaning of your event

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

## 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
- Attached to the *Nature Urbaine* greenhouse of 230m² and facing the largest urban rooftop farm in Europe

## Preserving the water resources for your event

- Water savings of 30 to 60% with water-efficient aerators
- Taps with infrared detector

# La Serre



## BETTER FOR THE ENVIRONMENT



**HQE Certification**  
 Pavillon 6, hotel complex.  
**Effinergie 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 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
- Possibility of transferring energy consumption related to electricity and heating/cooling (electricity); elements related to freight via Logipass data



### 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
- 100% LED lighting



### Ensure smooth logistics and promote sustainable mobility

- Reduce CO2 emissions, in particular the flow of freight
- Ensure a safe and smooth logistic : 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 supporting our approach on soft mobility



### 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

- La Serre refers 4 certified caterers: Fleur de Mets, Le Perchoir, Grand Chemin, Kadamome

# La Serre



**HQE Certification**  
 Pavillon 6, hotel complex.  
**Effnergie 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 on the floor
- Presence of trained hosts/hostesses at the disabled access reception (park reception), as well as the SSIAP
- Possible provision of a wheelchair at the security post; provision of hire of scooter for disabled persons
- 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 ESS 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

<b>BREAAAM</b> (Building Research Establishment Environmental Assessment Method)	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	<b>Ecovadis</b>	A platform for assessing CSR performance and responsible purchasing
<b>HQE</b> (High Environmental Quality)	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	<b>ISO 20121</b>	Responsible management systems applied to events
<b>Circular economy</b>	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.	<b>SSE</b> (Social Solidarity Economy)	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
		<b>MSDs</b> (Musculoskeletal Disorders)	A group of diseases located at or around the joints: wrists, shoulder elbows, spine or knees.