

# Sustainability FAQs

## **Does your company publish regular sustainability or environmental reports?**

Yes, below are links to our 2020 and 2019 annual report.

[Annual Sustainability Report 2020](#)

[Annual Sustainability Report 2019](#)

## **Does Freeman track environmental related metrics?**

Our company metrics and GHG emissions are reported through CDP. They are available to requesting clients through the CDP platform. We use Measurabl backed by Urjanet to track our utility, fuel, and waste data monthly.

## **Does Freeman currently hold any sustainability certifications?**

Yes, Freeman is the first General Service Contractor to earn both ISO 14001 & ISO 20121. The certifications recognize Freeman for implementing and effectively managing its environmental and event sustainability impacts, and for the company's commitment to ongoing performance improvement.

Freeman is certified Gold to the Event Industry Council (EIC) Sustainable Event Standards (SES) Audio Visual & Production certification.

Freeman also earned the Events Industry Council (EIC) Level 2 APEX/ASTM Environmentally Sustainable Meetings Standards Certification pertaining to the Evaluation and Selection of Exhibits for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences (E2742) for Supplier (General Service Contractor/Venue). The APEX/ASTM Standard recognizes companies that are helping customers execute sustainable events that not only meet but exceed event industry standards.

## **Does your company have Sustainability or Environmental Responsibility initiatives?**

Yes. Zero waste initiatives:

Our Zero Waste initiative centers on four major areas of impact: Resources, Energy, Air and People. The zero waste goal works towards reducing our environmental footprint by exploring where we can minimize or eliminate waste throughout our supply chain. We assess and annually reassess how we use materials, time, talent, and space, creating a business model where sustainability is incorporated into every part of our business strategy.

## What are some best practices for Sustainability at events?

- **Pack-in/Pack-out Policy-** Enforcing a policy requiring everyone to ship out everything they brought encourages exhibitors to be thoughtful about what they bring, along with the amount.
- **Renting vs. Buying-** Rental furniture, carpet and booth elements provide very sustainable options, as pieces can be reused multiple times.
- **Donation Programs-** Selecting a donation program that captures reusable products and materials left over by exhibitors is a great way to meet both environmental and social objectives. Not only does this reduce the amount of waste going to landfill, but it also allows your organization to give back to the local community. From a cost perspective, donation programs can decrease spending on cleaning and waste-hauling and provide exhibitors with an alternative to the disposal of usable materials.
- **Auditing and Measuring Results-** It's important to measure sustainability efforts for each event so you can track progress and identify areas for improvement. Freeman works with [Honeycomb Strategies](#) on post-event performance reports to support their continuous sustainability efforts.