

FREEMAN®

# *sustainability*

**Year End Report**

FY 2020

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# *Letter from the CEO*

I've heard sustainability defined as "focusing on meeting the needs of the present without compromising the ability of future generations to meet their needs." Until recently this seemed oversimplified. But as the needs of the present change rapidly, for our business, our people, and our clients, we must continue to honor our commitment to protecting the environment for future generations.

In a typical year, the Annual Sustainability Report would cover the year's sustainability wins, certifications, and zero waste goals. And while you'll find some of that information here, we can't report on FY20 without reflecting on the impact of current events.

COVID-19 has had overwhelming impacts on our industry and our people. It has also had some profound impacts on our environment and reporting. From Asia to North America, densely populated areas saw blue skies for the first time in decades. We watched viral videos of wild animals roaming through cities. But there have been negative environmental impacts, too. Many municipalities in the United States have stopped recycling altogether, there's been an increase in single-use plastics, and we're now seeing plastics, gloves, masks, and single-use wipes littering our beaches and waterways.

We're confident live events will return, and we also know that extreme restrictions on everyday life are not a realistic way to reduce our environmental impact in the long run. We are at a pivotal moment where we must ask ourselves: How do we get back to doing what we love, but return in a more sustainable way?

Looking toward the future, we need to plan a new normal that benefits our planet, people, and profit for generations to come.

**Bob Priest-Heck, CEO**





## About This Report

We all know FY20 was not a normal year. So, this report will look different than a normal Annual Sustainability Report, too. In a “normal” year, we would call out reductions in utility use and fuel consumption, or we might highlight lowering our GHG emissions and compare year-over-year progress toward zero waste initiatives.

This year, the impact of COVID-19 on our industry has caused drastic changes in the metrics we track. The numbers may look like sustainable wins, but these will likely not be actionable or sustainable ways to look forward.

In many ways, FY20 is an anomaly that we can learn lessons from. However, we cannot use this year's numbers to create realistic benchmarks against which we measure our sustainability targets once business returns.

What you will find in this report is an overview of how sustainability works within Freeman. We will highlight some sustainability wins from the first half of the fiscal year, and take a look at what the future of sustainability at events may look like.

Our environmental impacts connect everything around us. Those impacts, however, do not impact everyone equally. Underserved communities often suffer disproportionately from things like groundwater contamination, polluted air, and other hazardous chemicals such as mercury and lead.

As we become more aware of how we both measure and monitor our own environmental impacts, we find ourselves at an intersection where traditional sustainability collides with other Freeman initiatives, such as our social impact, diversity, and inclusion. This report will call out some of those intersections with other Freeman initiatives and feature stories from Freeman Cares, the new Diversity and Inclusion group, IDEA, and Go Live Together.

For more information about sustainability at Freeman, visit our website: <https://www.freeman.com/about/sustainability>.



# About Freeman

Freeman is the world’s leading live event and brand experience company. We help our clients create and deliver immersive digital and live experiences for their most important audiences. Through comprehensive offerings, including strategy, experience design, and digital as well as AV and event tech, Freeman helps increase audience engagement and drive business results. What makes us different is our collaborative culture, intuitive knowledge, global perspective, and personalized approach, which we’ve gained from more than 90 years as an industry leader. For more information, please visit [Freeman.com](https://freeman.com).

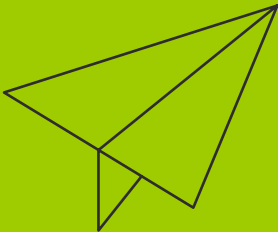
*strategy*

THAT DRIVES VALUE  
THROUGH DATA



*creative*

THAT ENGAGES



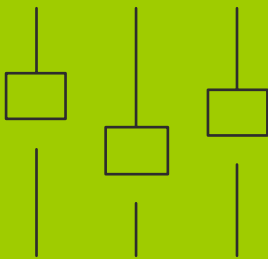
*digital*

THAT MAXIMIZES  
EVERY MINUTE



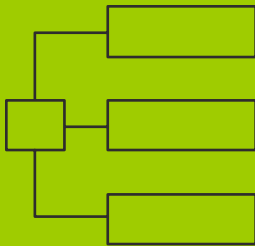
*event  
technology*

THAT TRANSFORMS



*logistics*

THAT DELIVERS



*a team effort*






## Sustainability Department

The Sustainability Department integrates sustainability into each sector of Freeman and those we work with. The Zero Waste goal has four focuses: Energy, Air, Resources, and People. Each area follows the same overall strategy, guided by our ISO 14001 and 20121 Environmental Management System: Measure, Analyze, Act, Engage, Evaluate, and Continuous Improvement. Freeman's Zero Waste goal is fully integrated into the company's strategy and operations, guided and measured by the sustainability department.

The three main goals of the sustainability team are:

- Environmental practices and carbon footprint of the company offices and operations
- Providing environmentally friendly products and services to clients
- Being a leader in making the events industry and its practices more sustainable for our planet, people, and profits

The Sustainability Department works across committees, departments, and locations to create and implement sustainability initiatives throughout all of Freeman's operations. Some of the key contributors that help make sustainability possible at Freeman are described below:



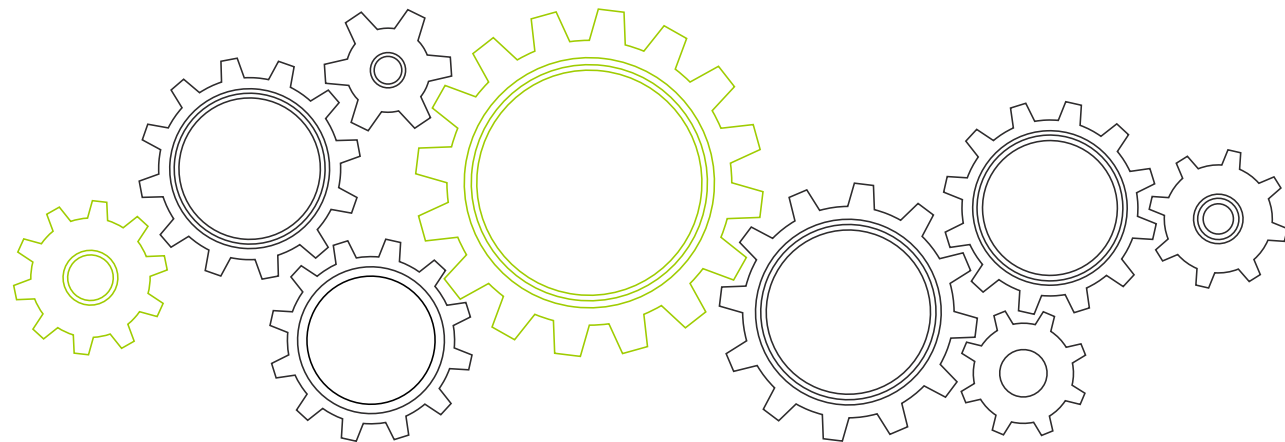
*For Freeman to achieve sustainability throughout our business, we have a number of groups that work together to make our programs work and our goals possible.*



## Sustainability Operating Committee

The Sustainability Department works closely with a group of operational department heads that form the Sustainability Operating Committee (SOC). Together with the Sustainability Department, they:

- Set goals
- Determine the milestones and project management of sustainability initiatives
- Represent departments that implement sustainability
- Create and hold each other accountable to goals
- Coordinate initiatives
- Utilize Freeman Learning Cycle on an ongoing basis



## Sustainability Steering Committee

The Sustainability Department gets prioritization, guidance, and support from the Sustainability Steering Committee (SSC), which makes recommendations to the company's Governance and Executive Operations committees. The SSC:

- Receives recommendations and gives feedback
- Prioritizes initiatives
- Provides high-level guidance and support
- Delivers advice and counsel
- Acts as the voice of sustainability at other meetings
- Brings sustainability ideas

## Eco Report Leaders

Eco Report leaders play an essential role in tracking and measuring utility data. Each location's Eco Report Leader helps collect and manage fuel, water, energy consumption, and other important information at the branch level. This data is then used by the sustainability team to calculate Freeman's annual carbon emissions.



## Green Teams

Green Teams are made up of four to six employees at every one of our roughly 60 global locations. Led by their locations, Green Team Leader members represent a variety of business units at Freeman. The Green Team Leaders:

- Coordinate activities of the Green Teams
- Collaborate with other location leaders
- Share best practices
- Organize location-specific sustainability programs
- Work on the annual Passion Projects
- Extend the culture of sustainability locally
- Coordinate local events
- Train and update employees on sustainability



## Green Team Highlight:

# *Getting Caught Green-Handed*

Denver's Green Team implemented the Green Chip program in April of 2019. All Green Team members and managers were given green chips. They were encouraged to pass them out to employees who they saw performing sustainability acts, no matter the size. They encouraged other employees to recognize their peers as well.

This program took off, and employees were not only doing their daily sustainable acts but they were always looking for other ways to be green.

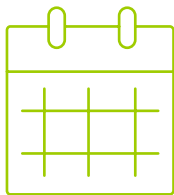
## **With any great initiative, you need great prizes!**

The prizes ranged from two to 20 green chips, and employees earned prizes, including gift cards, reusable water bottles, metal straws, sporks, reusable bags, wool dryer balls, and more!



# Rethink

At Freeman, we are continually rethinking our products and services with sustainability in mind. This includes everything from planning to material choices to logistics and transportation.



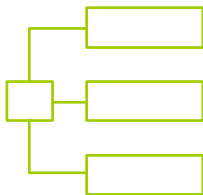
## Planning

It's important to design sustainability into an event from the very beginning and make it a central part of the planning process. At Freeman, sustainability is never an afterthought. We evaluate product choices, consider floor plan options, and offer policies and guidance to stakeholders.



## Materials

When we can provide the same or greater quality of result with a more sustainable product, it is automatically provided as the default option. If it is sufficiently different, we provide clients with a choice. For example, unless a client specifically asks for foam core signs, they are provided with signs printed on honeycomb. We aim to price the sustainable option at a lower cost than the less sustainable option as a further incentive.



## Logistics

Climate-related risks and opportunities also inform our operational strategy, with an emphasis on reducing waste in all forms. This includes our transportations and facilities.

## Industry Commitment to Sustainability

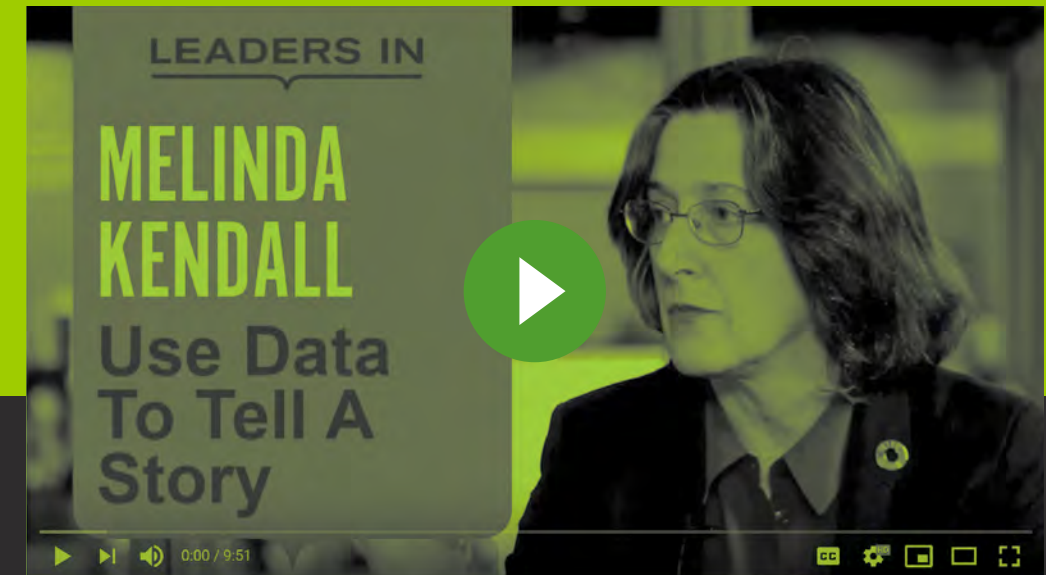
Sustainable Events: Big Initiative Group (SEBIG) is an initiative founded by Freeman and Informa to bring together a collaborative group of sustainability leaders across the global events and trade show industry. Its goal is to help the industry accelerate existing progress in becoming more sustainable and enhancing their positive environmental, social and economic impacts.

**THE GROUP CONCENTRATES ITS EFFORTS ON DELIVERING A FOCUSED SERIES OF PROJECTS THAT CREATE OPPORTUNITIES FOR ENHANCED SUSTAINABILITY, WHICH CAN ONLY BE DELIVERED THROUGH COLLABORATION ACROSS THE WHOLE TRADE SHOW SYSTEM.**

Open to all organizations from the events industry, this initiative is supported by several leading associations: Center for Event Industry Research (CEIR), Events Industry Council (EIC), International Association of Exhibitions and Events (IAEE), the Society of Independent Show Organizers (SISO), and UFI, the global association of the Exhibition Industry.

Based on a cross-industry workshop held in 2018, the first project selected by the group is a study, focused on the U.S. and Canada, to identify and try to measure the relative scale of the trade show industry's overall environmental impact so that its projects can focus on the most material issues by individual companies and collective projects.

<https://www.tradeshowexecutive.com/building-sustainability-through-sebig/>



### Video interview with Melinda Kendall from Green Build

## Reduce

Freeman is working hard to reduce our overall environmental footprint. When it comes to reducing waste, reduction often equals less cost. At Freeman, waste can be defined as anything from wasted materials to wasted time, literal garbage to wasted space in our buildings. At Freeman, sustainability is a business issue, not just an environmental one.

Reducing starts with measuring, and, at Freeman, we have a few ways that we measure our environmental impact. We use CDP to report our GHG emissions, which helps us plan and understand the breakdown of our carbon footprint. Measuring these areas helps us to identify our biggest opportunities and make the most impactful changes.

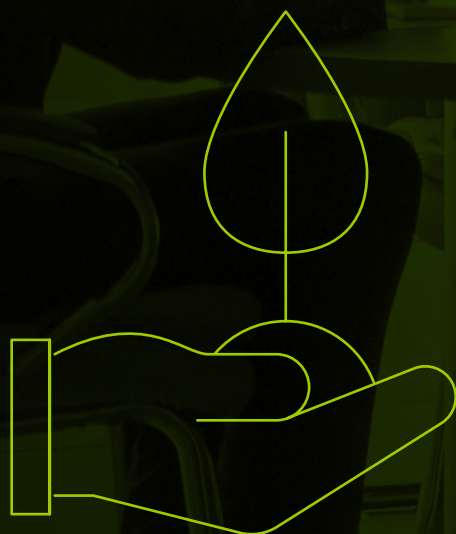
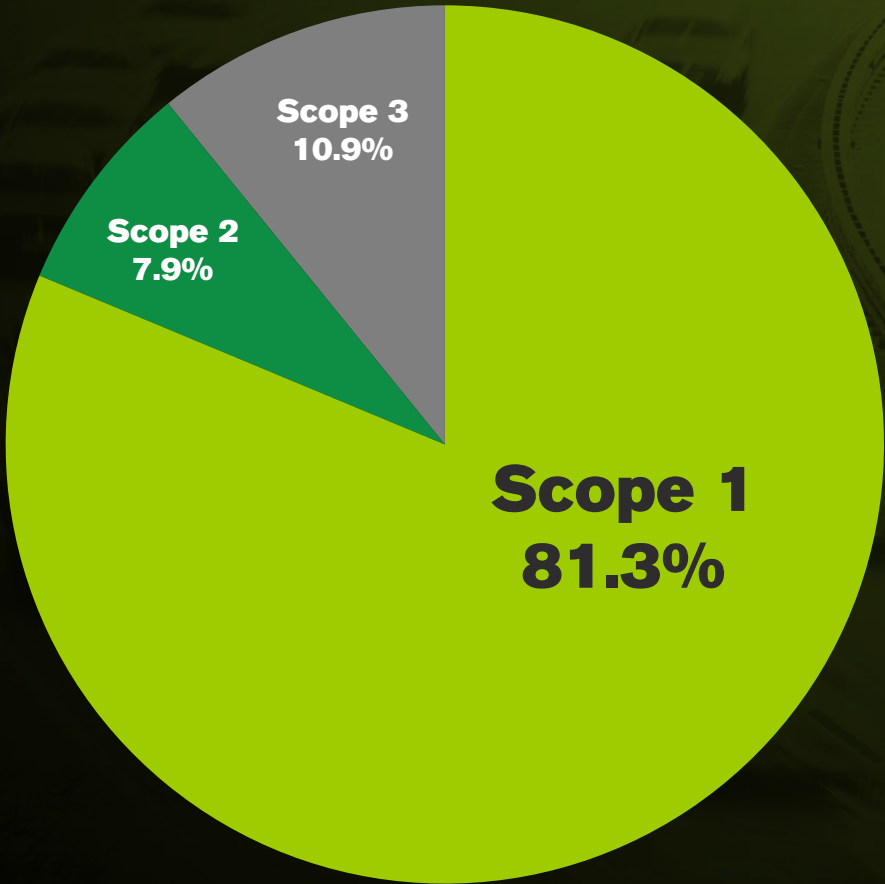




Chart of Emissions for 2019

In FY20, our scope 1 Mobile Source Emissions (transportation) accounted for approximately 80% of our overall carbon emissions.

NORTH AMERICA CO2e EMISSIONS



Location	GHG Pollutant	Scope 1		
		Mobile Source Diesel	Mobile Source Unleaded	Mobile Source Propane
USA	CO2	35,433.06	818.78	2,335.80
	CH4	0.12	0.03	1.52
	N2O	0.11	0.01	1.81
	CO2e	35,464.98	823.21	2,858.98

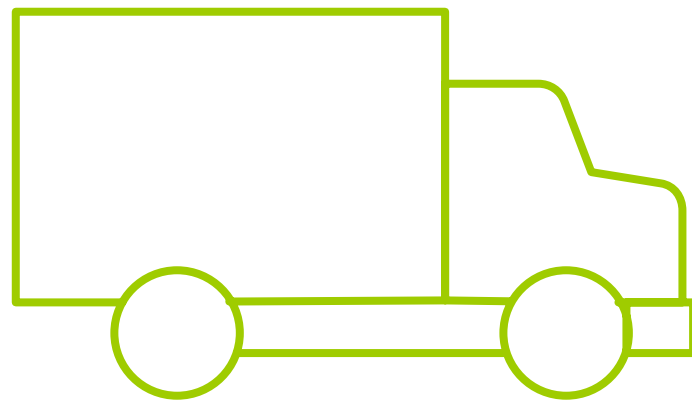
Location	GHG Pollutant	Scope 1		
		Mobile Source Diesel	Mobile Source Unleaded	Mobile Source Propane
Canada	CO2	174.02	25.42	22.30
	CH4	0.00	0.00	0.00
	N2O	0.00	0.00	0.01
	CO2e	174.17	25.54	23.87
		35,639.15	848.75	2,882.85

		Metric Tons		
		Scope 1	Scope 2	Scope 3
Company Wide	CO2	89,179.82	6,731.14	11,507.30
	CH4	5.78	0.44	0.05
	N2O	2.12	0.06	0.26
	CO2e	89,904.08	8,697.76	12,004.45



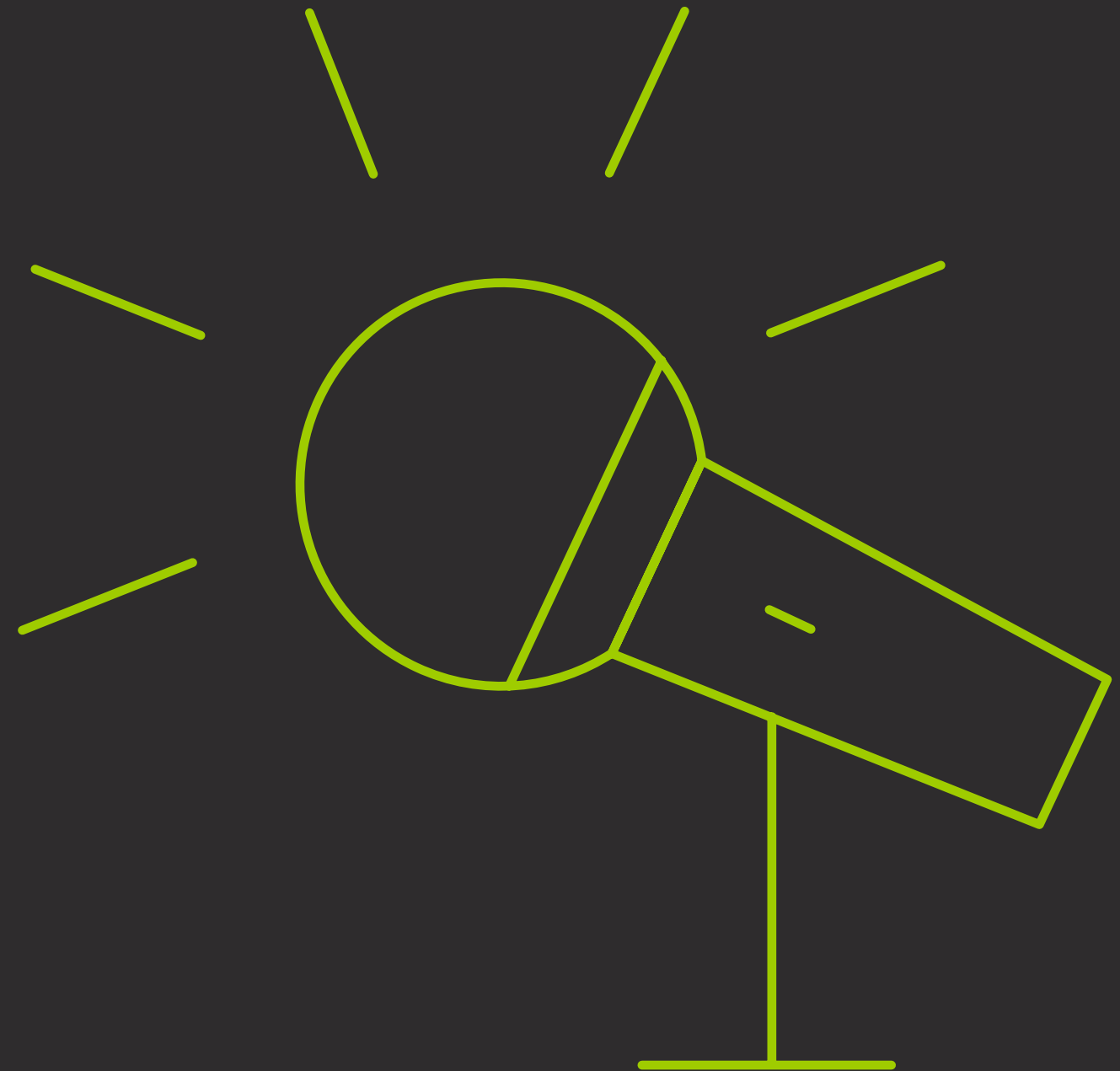
## Focus on Carpet

Small changes to our carpet supply chain eliminated 840,000 miles of trucking in the first year, saving 1,342 tons of CO2!



## Event Technology Highlight

In our event tech department, all the batteries in our wireless mics were switched to rechargeable batteries. This change had a major impact on the number of batteries used and continues to save a significant expense on single-use batteries.

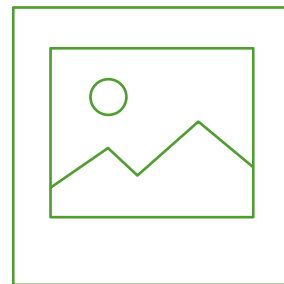




## Tips for Clients to Reduce and Save



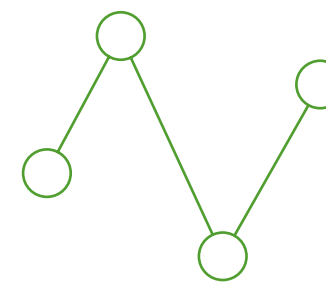
*Refuse plastic  
water bottles.*



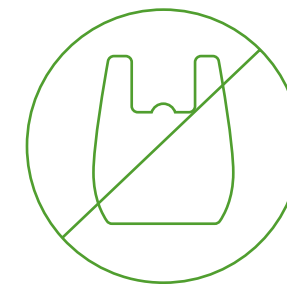
*Reduce print  
signs; use  
digital signs.*



*Replace show  
guide with  
mobile app.*



*Reduce print  
handouts; use  
online handouts.*



*Reduce  
food waste.*

*reuse/repurpose*





# Reuse/Repurpose

At Freeman, we are committed to a positive environmental legacy as we grow our business and help our people and partners to flourish. We work every day to inspire them to optimize their use of energy and materials, minimize waste, and measure and improve our ecological impact.

Reuse - There are numerous products that we reuse over and over again. Our staging solutions are virtually 100% reusable. We reuse aisle carpet at least four times, or for as long as it meets the Freeman quality standard. In addition, we encourage our customers to rent versus buy and to make reuse decisions like not printing event dates and locations on their handouts so they can reuse them at other events.





# Donation Highlights

Freeman is committed to adopting environmentally friendly practices in our day-to-day internal operations as well as helping with a donation plan to give back to our local communities. Many of our clients set goals and objectives to reduce the environmental impact of their shows, which is aligned with Freeman's goal in reducing the environmental impact of the events industry. One of the ways is through a fully developed donation program to capture good materials and items left over after shows.



## Dreamforce Donations



*awards and certifications*

\_\_\_\_\_

\_\_\_\_\_





# Freeman Earns ISO Management System Certifications

Freeman is the first and only general service contractor to earn both the ISO 14001 and 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 deeply committed to sustainability for the organization, our clients' events, and the industry,” said Freeman Sustainability Operations Manager Marisa Heller. “This certification is a true testament of our efforts and a tribute to our 7,000+ team members who continually strive to prioritize sustainability and help our customers do the same for their events.”

This achievement was certified by BPA iCompli Sustainability Assurance, a leading certification provider for the ISO standards covering environmental and event sustainability management. ISO 14001 is globally recognized as a premier business tool for corporate management of environmental protection, performance, and life cycle thinking. Introduced in 2012, ISO 20121 provides event planners and suppliers with a framework for producing events in a more sustainable manner.

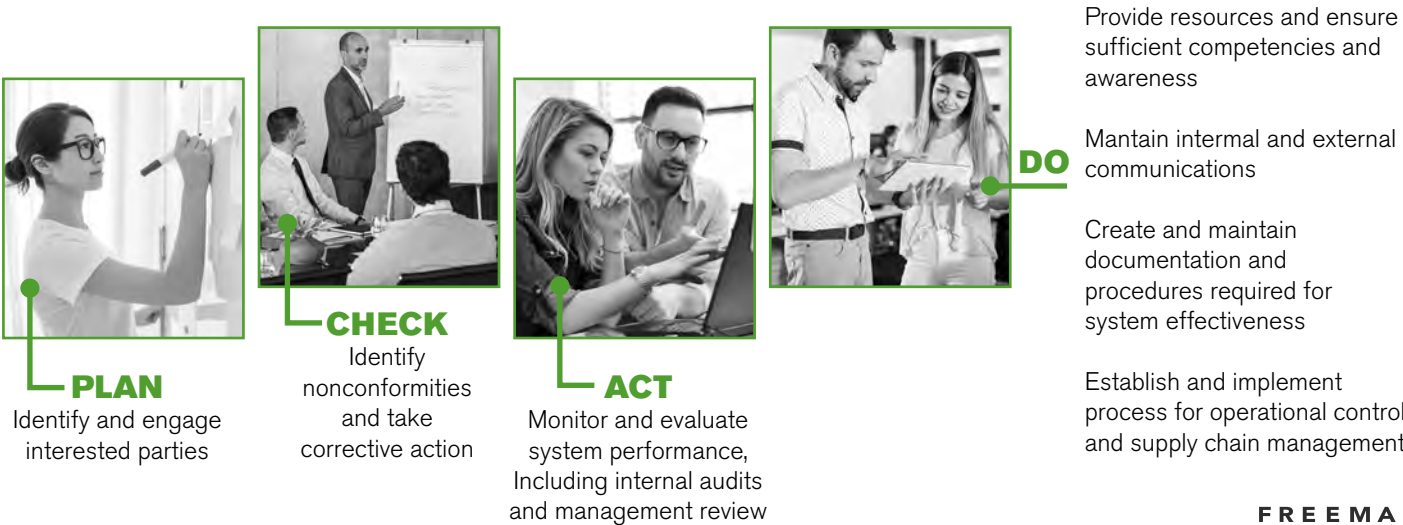
“Our certification to the ISO management system standards created by ISO, and now adopted by Freeman, continues our long-standing commitment to promote transparency in the events industry,” said Glenn Hansen, BPA President and CEO. “Third-party validation signals to customers, employees, and suppliers that Freeman has fully implemented this important standard and is actively managing its environmental performance.”

Both standards provide Freeman with a strategic approach to continue improving its environmental actions. The standards demonstrate compliance with current regulatory requirements, increase leadership involvement and engagement of employees, improve company reputation and stakeholder confidence, underpin strategic business aims with business management of environmental issues, and provide a competitive and financial advantage through improved efficiencies and reduced costs.

“The key to improving our environmental impact, both as an organization and for an event, is to incorporate sustainability into the design from the beginning,” continued Heller. “The ISO standards create a system for building sustainability into the fabric of an event or organization and create a guide for implementing constant improvement.”

## ISO 20121 SUSTAINABILITY MANAGEMENT SYSTEM

Companywide Sustainability Management System and Continuous Improvement



## The Beverly Freeman Excellence in Sustainability Award

“The Bev” Freeman Award for Sustainability Innovation was created to honor the Freeman employee who has demonstrated a remarkable, passionate, innovative, and ongoing commitment to sustainability.

In 2017, Carrie Freeman made a call to action to all Freeman employees to apply the sustainability lens in their own roles in order to help the company toward the Zero Waste Goal.

### **MICHAEL DEBORD AND BRIAN RAE ANSWERED THAT CALL BY IMPROVING DALLAS FABRICATION'S WASTE MANAGEMENT PLAN.**

Together, they found a new waste hauler with a variety of recycling capabilities, set up new and easy recycling stations, and trained the employees on the new waste management process. Their efforts led to a 90% waste diversion last year, and their numbers continue to be high.

As the winners of “The Bev,” they each received an award presented by Chair of the Board Carrie Freeman and SVP of Sustainability Melinda Kendall, as well as a \$2,500 budget to spend on a carbon offset program of their choice. They also received a pin for their Freeman badges.



**90% waste diversion last year!**

*sustainable events*





# Reduce Your Footprint with Freeman Sustainable Events



## Sustainability Playbook

In this piece, we walk customers through the process of designing an environmentally friendly event, including setting goals; budgeting and reinvesting savings; and involving their exhibitors, attendees, and vendors. [Get the report today!](#)

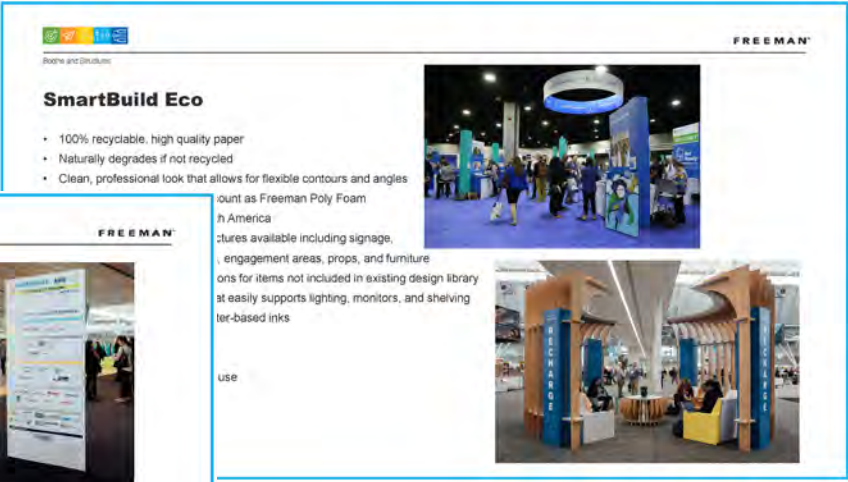


# Freeman Sustainable Products



This guide to Freeman Sustainable Products provides details and photos of the sustainable graphics, booths and structures, and flooring that Freeman offers.

[Get the report today!](#)





## Honeycomb Highlight

In 2019, Freeman partnered with [Honeycomb Strategies](#) to work together on sustainable event management services for Freeman clients. Honeycomb elevates sustainability event performance by taking a holistic, sustainable approach to event management.

Honeycomb Strategies provides strategic sustainability services to Freeman clients, which addresses impacts beyond the GSC to the event overall. By providing consistent, comprehensive, and sustainable event practices across stakeholder groups, including Freeman, clients, suppliers, attendees, and exhibitors, Honeycomb is able to help Freeman clients improve their overall event performance, reduce environmental impacts, and align their operations with more meaningful work.





*social impact*



# Freeman Cares

Freeman Cares is an initiative dedicated to showcasing the great work our employees do to care for our people, develop our industry, support our communities, and protect our environment. Our goal is to highlight and support the activities and events our teams do year-round in support of these four pillars.

Our People, Our Industry, Our Communities, and Our Environment

Since Freeman was founded as a family-owned company in 1927, one of its core values has centered on ethical business conduct and a strong commitment to the well-being of our people, our industry, our communities, and our environment. Today, the Freeman family and employees continue that legacy every day through a variety of activities, programs, and most of all, through a spirit of caring.



\$817,569

Total estimated retail value

13,424

Total hours volunteered

ONE ANOTHER



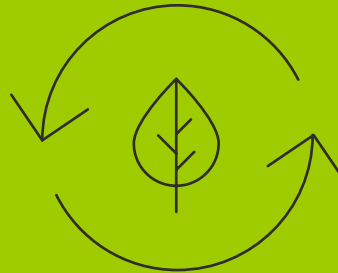
OUR INDUSTRY



OUR COMMUNITIES



THE ENVIRONMENT





Since Freeman was founded as a family-owned company in 1927, one of our core values has centered on ethical business conduct and a strong commitment to the well-being of our employees, our communities, our industry, and our environment. Today, the Freeman family and Freeman employees continue that legacy every day through a variety of activities, programs – and most of all – through a spirit of caring.

ABOUT

One Another

As a company, Freeman provides recognition for our heroes, supports advancement in professional achievements, and promotes a healthy work-life balance with smart, efficient processes and state-of-the-art technology. Freeman is also a family, and employees take care of each other in times of need, as well as at work.

ABOUT

Our Industry

Freeman believes the future growth and success of the face-to-face marketing event industry depends on education, professional development, and recognition of the major economic impact it has on all areas of business. Freeman actively supports industry professional organizations through financial grants, student scholarships and mentor programs, foundations, institutes, and other educational programs.

ABOUT

Our Communities

Freeman employees actively participate in a wide range of community service programs and fundraising efforts, both nationally and locally. We believe in supporting the communities where we live that host the events we help create. By giving back, we all prosper.

ABOUT

The Environment

Freeman is committed to seeking ways to produce more environmentally-friendly events and also actively engages in sustainable practices within our own day-to-day operations. We constantly seek improvement by reducing our impact on the environment while increasing the impact our clients have on their attendees.



## IDEA (Inclusion, Diversity, Equity, and Action)

### What is the mission of Freeman's Diversity and Inclusion Committee?

At Freeman, we connect people in meaningful ways, regardless of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or anything else that makes us different. We aim to create inclusiveness across all aspects of Freeman, so that each person who walks through our doors can shine.

### How was IDEA started, and what type of interest did you see from Freeman employees?

The current committee, called IDEA (Inclusion, Diversity, Equity, and Action) was formed first with a task force of approximately 45 volunteer employees from all levels and areas of business at Freeman. The impetus for forming the group was a call to action from our CEO, Bob Priest-Heck. While D&I has been important during his tenure and throughout Freeman's history, societal events in the spring of 2020 brought the issue to the forefront of his agenda. A core team was formed, and focus groups and surveys were conducted so that employees' voices could be heard. The task force and cross-functional core team are very active in shaping IDEA's mission fulfillment.

### What is your definition of diversity and inclusion; how or why do you think diversity is important?

Diversity is what makes the world special. If you look at the core of what we do, we bring people together in meaningful ways. We see that internally, as well, and we want all people to feel welcome to be their whole selves at work and be able to reach their full potential.

### In what ways do you think diversity is important to all roles and departments across Freeman?

Diversity is important to all roles and departments across Freeman because it brings people with unique backgrounds and life experiences to the table to collaborate, innovate, and solve problems — together. It helps our people understand our clients, our audiences, and each other. Diversity is important at Freeman because it makes us stronger.

### What does it mean for Freeman to have a commitment to diversity? How do we demonstrate that commitment to both our team and our customers?

Having a commitment to diversity means creating a multiyear plan to not only educate our employees but also create and enforce equitable policies and practices that uphold our mission. While we are just starting on our journey, we will hold our leadership accountable for meeting our goals, and we will be transparent on our progress with our team and our customers.

## Go Live Together

The **Go LIVE Together** movement, which was initiated by Freeman and led by Sue Sung, brought our industry together in a way it's never seen. Once we saw trade shows and conventions being canceled, we realized that action was needed. Further, we knew that Freeman, as the industry leader, had a responsibility to organize a movement to advocate for our people and accelerate our recovery from the COVID-19 impact. Today, the coalition has over 2,500 members from 1,500 organizations, representing an industry that supports 6.6 million jobs in the United States. Bob Priest-Heck was listed as one of **Meetings Today's Trendsetters for 2020** because of this effort.





## Best Place to Work for Women

The Best Employers for Women 2020 is a recognition of Freeman's efforts around diversity and inclusion such as culture, opportunity for career development, image, working conditions, salary, and more. Since 2011, the Freeman women's development program, Freeman Forward (FWD), has promoted female leaders and promotes diversity and inclusion of all kinds.

"For the last decade, Freeman has focused on helping women reach leadership levels throughout the organization. What started as a grassroots movement, FWD has created a culture of support for women and diversity overall," said Dawnn Repp, chief legal and administrative officer, and co-founder of FWD.

"The Freeman manifesto states that all employees can expect a 'career experience to promote an enriching life of learning, creativity, growth, and fulfillment,'" said Freeman CEO Bob Priest-Heck. "We're not ready to declare absolute victory in the fight to ensure diversity and equity at Freeman. But as an organization grounded in design thinking, we know that diversity is critical to success in an industry that demands innovation — this affirmation encourages us to push harder."



# *Freeman Policies*

- Corporate Sustainability Policy
- Modern Slavery Act Transparency Statement
- Corporate Procurement Policy
- Engine Idling Policy



index

Category	Standard	Page	Location in Freeman Report	Language
Strategy and Analysis	G4-1	3	Start of the report	Carrie video
Organizational Profile	G4-3	1	Title	Name of the organization
Organizational Profile	G4-4	28	Organizational Profile -> image of our 5 areas of expertise	Brands, products and services
Organizational Profile	G4-5	29	Organizational Profile	Location of headquarters
Organizational Profile	G4-6	29	Organizational Profile	List locations of operations
Organizational Profile	G4-7	28	Organizational Profile -> Freeman was founded...paragraph -> last sentence	Since 1927, Freeman has been a family-owned company
Organizational Profile	G4-8	29	Organizational Profile -> under we are global company of thinkers, designers and doers	Markets served
Organizational Profile	G4-9	28	The image graphic UNDER "Freeman was founded to bring people together"	Scale of organization (employees, operations, products and services, etc. We need everything in that graphic)
Organizational Profile	G4-12	37	Organizational Profile -> Supply Chain Management	Basic review of the structure of our supply chain department
Stakeholder Engagement	G4-24	32	Stakeholder Engagement -> Freeman Cares	The list and explanation of "one another, industry, community and environment"
Stakeholder Engagement	G4-25	33	Stakeholder Engagement -> Paragraph "Freeman Cares" AND the introduction to the "Sustainability Opportunity Form"	The paragraph introducing Freeman Cares and the explanation of "one another, industry, community and environment" AND introducing the Sustainability Opportunity Form before the smaller script
Stakeholder Engagement	G4-26	33 34 35	Stakeholder Engagement overall	Examples and explanations of all of the different types of engagement (Sustainability Opportunity form, Earth Week, and the the Practice and Preach)
Stakeholder Engagement	G4-27	33	Stakeholder Engagement -> Sustainability Opportunity Form	"Thanks to the submissions..." for all the examples of improvements made resulting from the Sustainability Opportunity Form
Report Profile	G4-28	3	Below the banner in small script AND the final two sentences in the first section ("A History of Service...")	Date range of the data covered
Report Profile	G4-30	34	At the bottom of the page	Language about the reporting cycle
Report Profile	G4-31	3	Below the first paragraph "A History of Service..."	"For questions, contact Jessica Glenn"
Report Profile	G4-32	35	Index	Index
Report Profile	G4-33	36 37 38	Governance section	The entirety of that section. The image can be boiled down the cores elements and remove any reference to Action 2025
Ethics and Integrity	G4-56	30	Report Profile - Our Values AND Freeman Cares AND the Code of Conduct	Share values, principles, standard of behavior