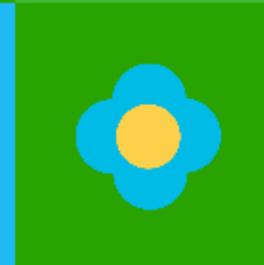
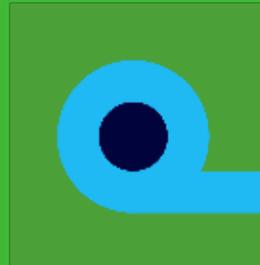
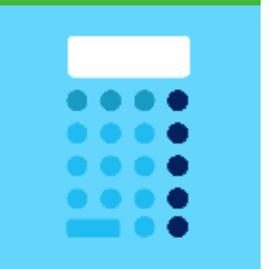
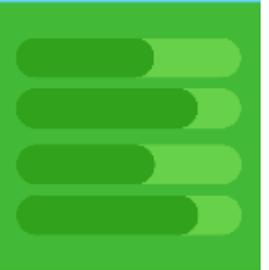


Freeman Sustainable Development Report

2021



Freeman¹

When it comes to sustainability, we knew we had to return better than before and with a broader focus on measuring our impact.

Bob Priest-Heck, CEO Freeman

When we reflect back on 2021, we saw it as the year we began our great comeback. Live events started to return, and our friends and colleagues started returning to Freeman. From the outside looking in, it might've looked like we were returning to business as usual. But when it comes to sustainability, we knew we had to return better than before and with a broader focus on measuring our impact.

This is why Freeman has made the decision to adopt and align our sustainability and DEI programs and initiatives with the [Sustainable Development Goals](#) (SDGs) the United Nations adopted in 2015.

These 17 goals are integrated and recognize that action in one area affects the others. Furthermore, "development must balance social, economic and environmental sustainability."

In this report, we detail the programs we have been working on over the past year to show how they align to eight of these SDGs.

The impact climate has on our industry could potentially stifle innovation for decades to come. We have a responsibility to the millions of workers and thousands of businesses that rely on events to not let that happen.

As an event supplier, we have a responsibility to the event organizers, the venues, and our customers, and we know our efforts and positive impact are amplified when we work together. This is why we are committed to working on sustainability both internally as well as collaborating with the industry and all those we impact.

So, what are UNSDGs?

In September 2015, the United Nations General Assembly created and committed to a strategy to overcome the challenges to global sustainable development by 2030. The result was a list of 17 interconnected goals, known as the Sustainable Development Goals, or SDGs.

At first glance these 17 SDGs can be a little intimidating. Can we truly take action to change the climate? Can we solve world hunger? Can we have true gender equality? Are any of these even possible?

They absolutely are. The key is focusing on the areas with the biggest impact.

Why are SDGs important?

Every goal is important on its own. But each of these SDGs are interconnected by social, economic, and environmental sustainability. Or as the UN states, "a global blueprint for dignity, peace and prosperity for people and the planet, now and in the future." This is a global partnership that recognizes that ending deprivations like poverty must go hand in hand with strategies to reduce discrimination and increase economic growth, all while tackling climate change.

So, what now?

In this report, we will spell out and report on our sustainable development goal progress and link each to the SDGs they connect with. It is our hope that in reading this, you will see Freeman's adoption and commitment to a better world and future and inspire you to join us in tackling these great challenges.

Because every step matters...



Freeman SDGs

Because we acknowledge and take responsibility.

UNSDG 13 Climate action

UNSDG 17 Partnerships for the goals

Net Zero Carbon Events Pledge

Freeman joined more than 200 organizations from across the events industry, and all regions of the world, in signing the Net Zero Carbon Pledge. This pledge is Freeman's commitment to:

- Before the end of 2023, publishing our organization's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030.
- Collaborating with partners, suppliers, and customers to drive change across the value chain.
- Measuring and tracking Scope 1, 2, and 3 greenhouse gas emissions according to industry best practice.
- Reporting on progress at least every two years.

"At Freeman, we recognize the need to accelerate toward global net-zero emissions and for the events industry to play its part in helping to deliver on the goals," said Bob Priest-Heck. "It's imperative that we, as an industry, work together to minimize our carbon footprint now, and focus on the long term to drive meaningful progress."

[Learn more](#) about the pledge and Freeman's commitment to sustainability.

➤ **Trending:** Tracking the carbon emissions of your event

Because action through optimism.

UNSDG 13 Climate action

UNSDG 17 Partnerships for the goals

COP 26

The Conference of the Parties (COP) is the world's most significant summit on climate change. For nearly three decades, the world's governments meet to respond to the Earth's climate emergency. Bound by the [United Nations Framework Convention on Climate Change \(UNFCCC\)](#), all countries must "avoid dangerous climate change," and reduce greenhouse gas emissions globally in an equitable way.

For COP 26, world leaders met in Glasgow, Scotland, in November 2021, to present how their countries will achieve the 50% reduction in carbon emissions by 2030. At this meeting, Freeman CEO Bob Priest-Heck and other industry leaders presented, signed, and launched the Net Zero Carbon Events Pledge, committing our industry to play its role in addressing climate change.

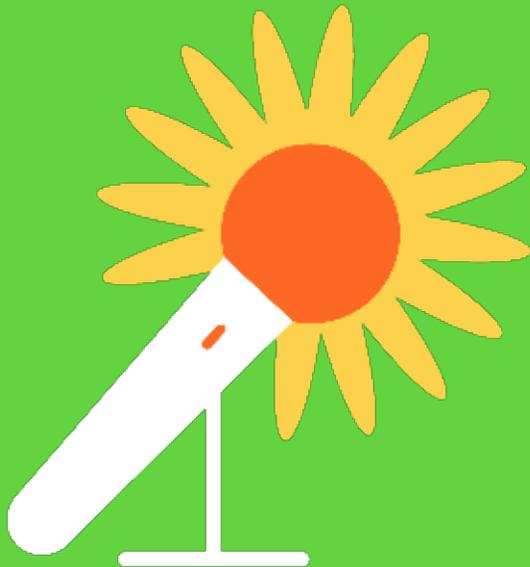
The Net Zero Carbon Events initiative is hosted by the Joint Meetings Industry Council (JMIC). Over the coming year, Freeman will work collaboratively with this initiative to help define an industry net zero roadmap aligned with the targets of the pledge. The roadmap will be launched at COP 27 in 2022.

Watch the session at COP 26 [here](#).

Because Discord is the new SoHo House.

UNSDG 13 Climate action

UNSDG 9 Industry, innovation, and infrastructure



Live Team sustainability series

Launched in 2021 during the pandemic, "Live Team," is Freeman's community-based online networking resource for business, event professionals, and emerging industry talent.

As part of our ongoing programming and commitment to sustainable development goals, we created the "Live Team Sustainability Series." Here we invite anyone interested to engage with the best and most innovative minds in the industry to share insights, experiences, and discussions on the topic of Sustainability Around Events via weekly meetings on Zoom and on our community Discord site.

The Live Team "SUSTAINABILITY SERIES" has included sessions with leaders and innovators in the event space. These experts included:

Jacqueline Tran, Director of Sustainability at the Javits Center

Ben Wielgus, Head of Sustainability at Informa

Lucy August-Perna, Director of Global Sustainability at Live Nation Entertainment

Amanda Simons, Sustainability Consultant & Principal, at Honeycomb Strategies

Alyson Schill, Co-founder/CEO of Careit

Scott Dominguez, Director of Events, Sustainable Brands

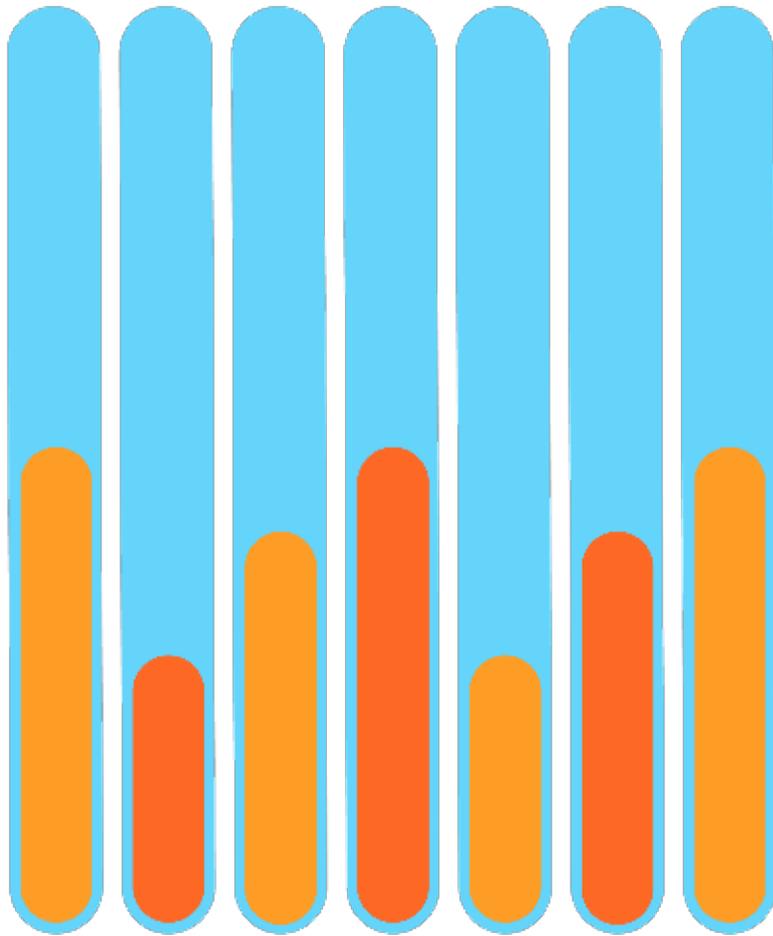
Jeff Chase, The OG of Sustainable Events and Former Head of Sustainability, Freeman

Marisa Heller, Sustainability Manager, Freeman

Jody Brandes, Group Manager at Genentech

These discussions resulted in a Virtual Events Group special industry event on Earth Day 2022 called Earth Day, The Event Edition. Leaders in the industry gathered for a forum with Bob Priest-Heck, CEO, Freeman kicking off the session's panel of industry experts with Sherry Huss, Head of Community, Freeman moderating.

Live Team is open to all and welcome parties that are interested in innovating and tackling sustainability challenges and initiatives.



Because the world is data.

UNSDG 9 Industry, innovation, and infrastructure

Freeman's sustainable event metrics tracker

Freeman's new sustainable event metrics tracker is designed to be a collaborative space for events to collect metrics, analyze data, and identify future sustainability wins. Each organization has a responsibility in tracking environmental metrics before, during, and after the show.

This also ensures consistency in the tracking and measurement of event metrics from show to show. That way we can figure out the carbon footprint of an event and analyze the data to give insights into our biggest sustainability opportunities.

Contact your show team to learn more about the Environmental Performance tracker and how you can use it at your event.

Because we walk the walk.

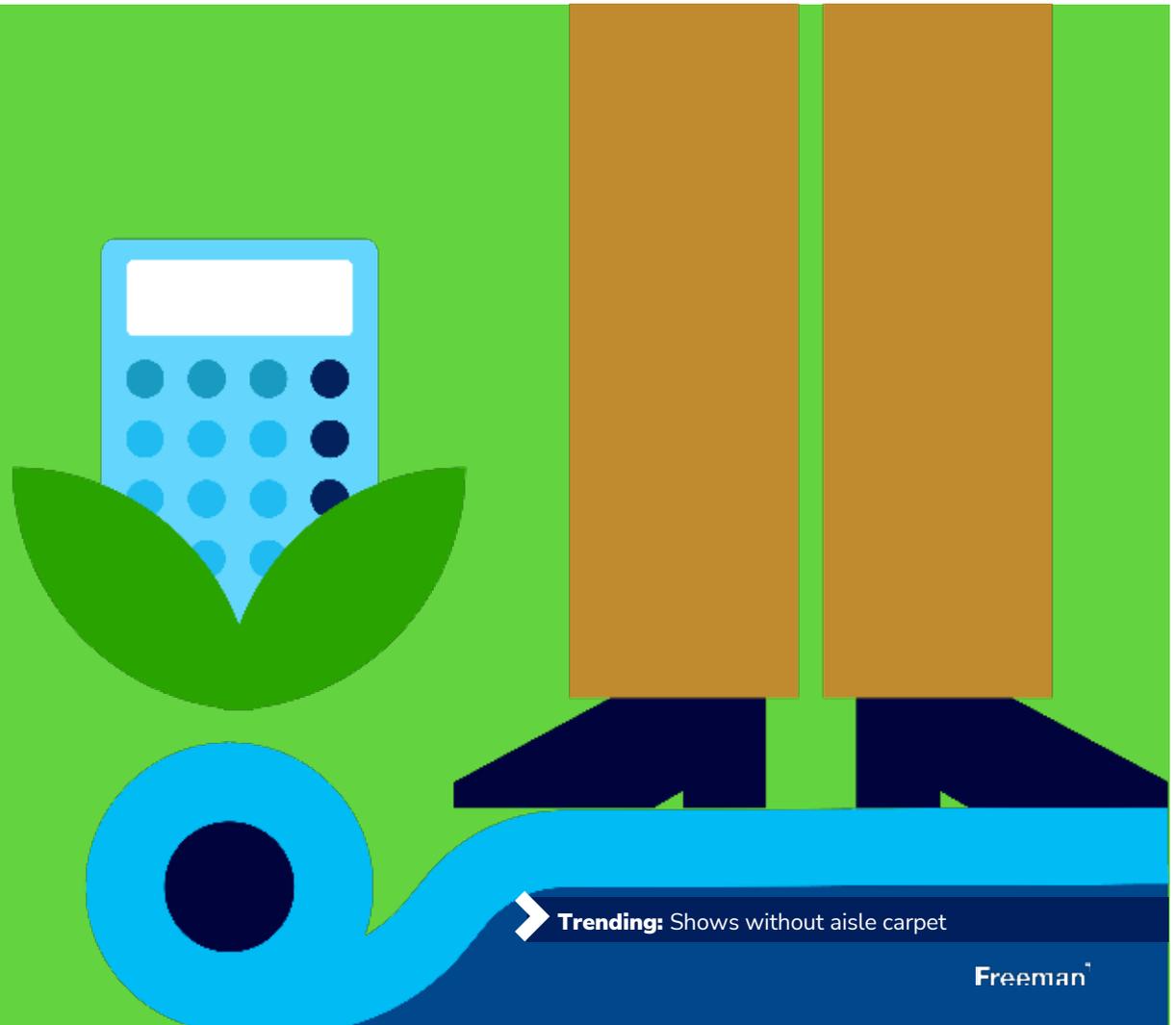
UNSDG 12 Responsible consumption and production

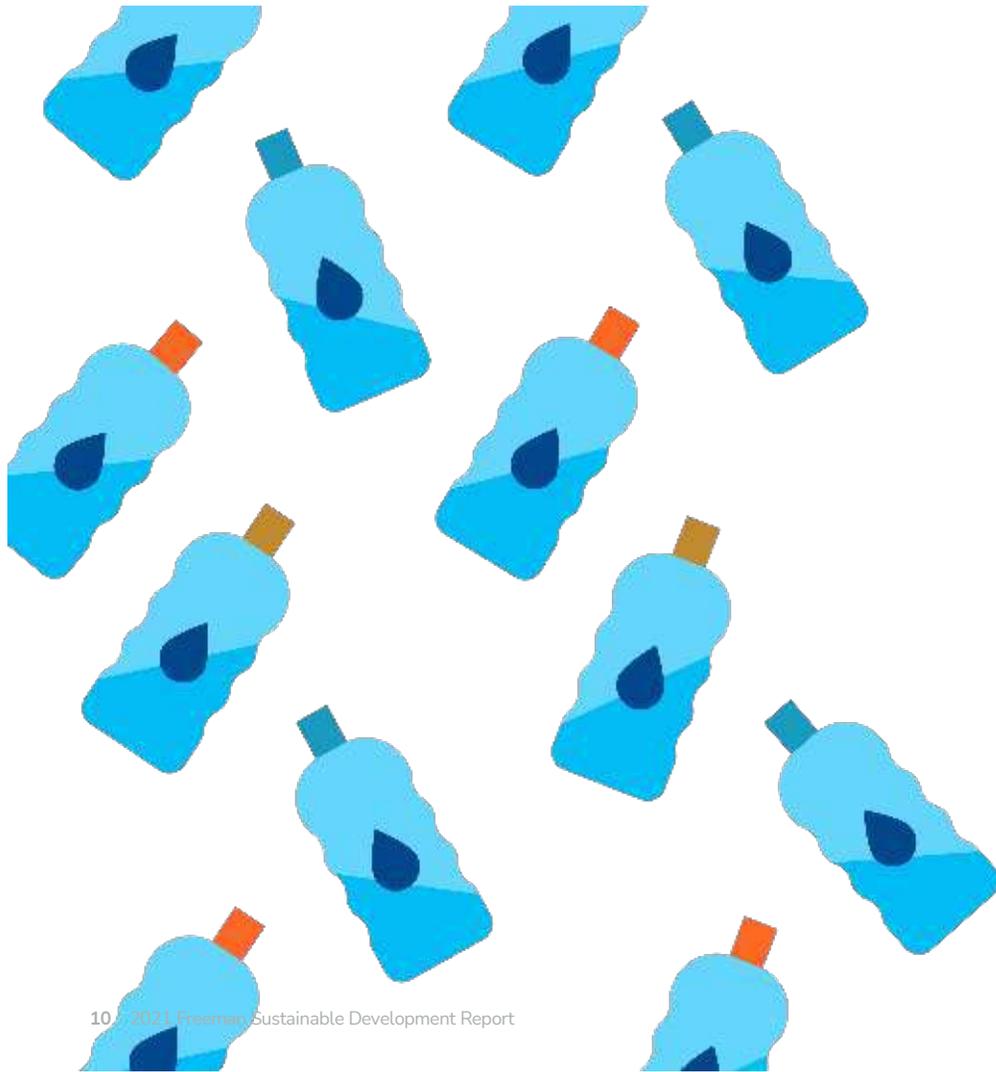
Aisle carpet calculator

Carpeting at trade shows is there because it's always been there. One of the things you can do to be more sustainable is eliminate aisle carpeting. This simple choice saves truck miles, tape, plastic coverings, and loads of materials in landfills.

To show clients what a huge difference this small change can make, we offer a carbon calculator that shows how many tons of emissions is saved for every unused square foot of carpet!

If you must have carpet, Freeman offers a variety of options with different reuse and recyclability opportunities.





Because one word: plastics.

UNSDG 9 Industry, innovation and infrastructure

UNSDG 12 Responsible consumption and production

Focus on waste

One of our industry's biggest challenges is reducing our reliance on soft and hard plastics. Plastics are difficult and, in some cases, impossible to recycle. Partnering with the Javits Center, Freeman launched a pilot program in January at The National Retail Federation (NRF) to determine how much of a show's waste is plastic.

During the pilot, roughly 1,600 lbs. of soft plastics were collected. Freeman worked with the AZEK Company on a program to repurpose plastics destined for landfill into other plastic products, such as composite decking.

We look forward to continuing and expanding this program in the future.

UNSDG 9 Industry, innovation, and infrastructure

UNSDG 12 Responsible consumption and production

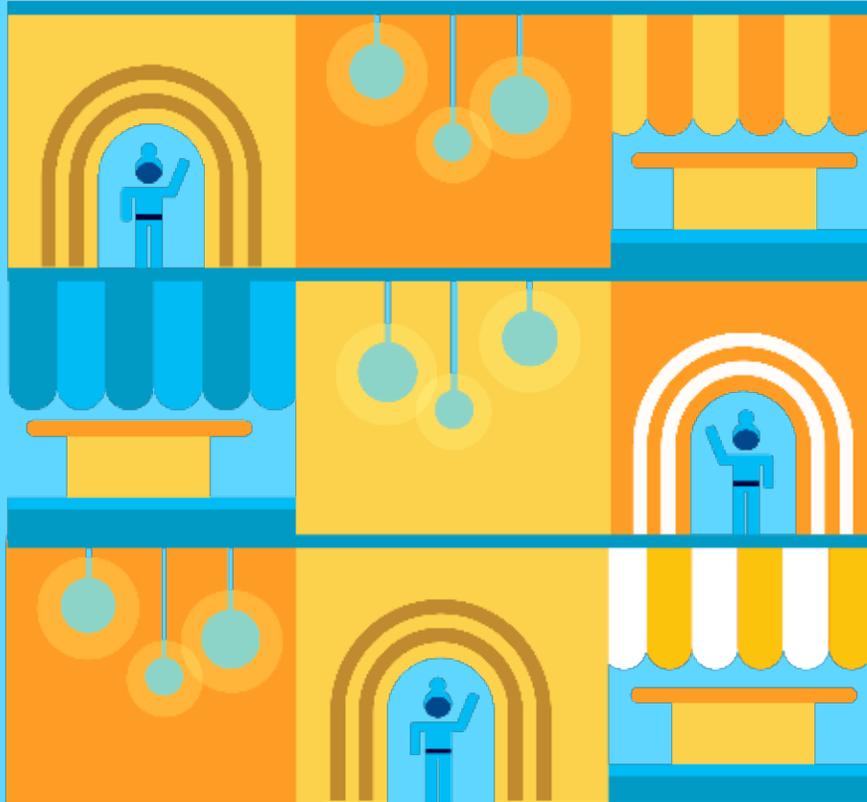
Reduce. Rethink. Reimagine.

Foamcore is typically made from polystyrene. Polystyrene is slow to degrade, and if disposed of improperly, the foam can leach chemicals into the environment harming water sources. We are working to drastically reduce single-use plastics, and in many cases eliminate their use altogether. Here is our progress so far:

- Demand in these categories was down 2.8M sq ft from 2019 to 2021
- Offered Honeycomb, a 100% recyclable product, as the default substrate
- Honeycomb was priced lower than foamcore to encourage its use
- In a comparison of 2019 to 2021 overall foamcore use was down 73%
- Polyfoam use decreased 70% from 2019 to 2021
- PVC was down 68% from 2019 to 2021

Overall foamcore use was down **73%** from 2019 to 2021

➤ Trending: Zero waste events



Because sustainability is as beautiful as our designs.

UNSDG 9 Industry, innovation, and infrastructure

UNSDG 12 Responsible consumption and production

At Freeman, transportation, primarily over-the-road shipping, makes up the majority of our Scope 1 emissions. Simply put, the heavier a vehicle is, the greater its fuel consumption and CO2 emissions. When we look at choosing products and materials to use on a show site, the specifications and weight factor into the decision-making process.

Freeman's modern booth-building system is flexible, lightweight, and made from reusable and 100% recyclable materials. The system's high-quality aluminum reduces shipping weight significantly from previous systems, resulting in fewer carbon emissions. In addition to reducing carbon emissions from transportation, the system also reduces solid waste by replacing one-time use of custom booths and structures.

All this without sacrificing our design integrity.



Because luck runs out and safety is good for life.

UNSDG 9 Industry, innovation and infrastructure

UNSDG 12 Responsible consumption and production

DigiBadge

As face-to-face events began to return, health and safety practices were the top priority. Chief among them is social distancing and it will be for the foreseeable future. Which brings us to Convention Data Services' DigiBadge and Touchless Toolkit.

Launched in 2020, the DigiBadge lets attendees register and check in through their mobile devices. All they have to do is add it to their device's Apple Wallet or Google Pay, and they now have convention hall and session access without the need for a physical badge, lanyards, plastic sleeves, or any printing.

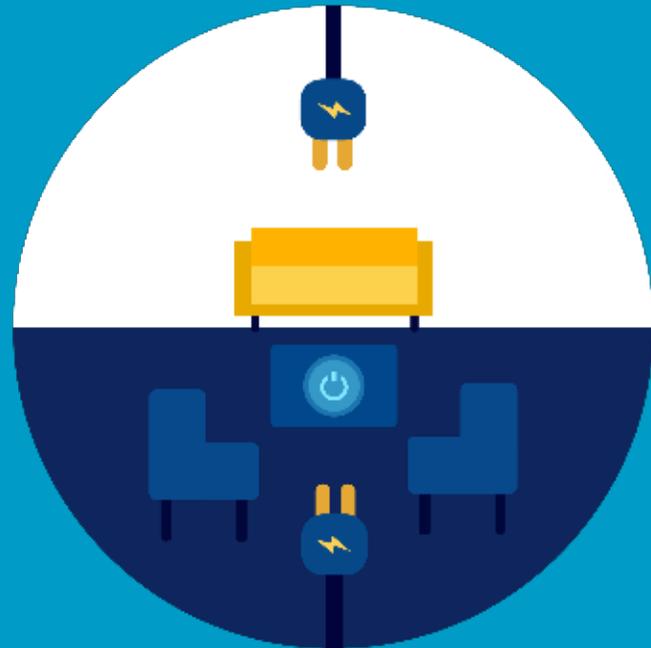
Because less is more, more or less.

UNSDG 12 Responsible consumption and production

Doing more by doing less: top 10 tips

Creating a sustainable event doesn't always mean finding new innovative or recyclable products. It also doesn't have to mean spending more money. Sometimes the best way requires us to simply do less.

- 1 Eliminate aisle carpet and carpet padding. Sure, it can give a different feel to the event, but when clients combine the cost savings + the carbon savings, it just makes sense.
- 2 Print less. Space out your aisle signs and only print signs that are really needed.
- 3 Use digital signs whenever possible.
- 4 Offer reusable water bottles and water stations instead of plastic bottles.
- 5 Reduce giveaways and swag by offering a \$1-\$3 charitable donation for every tchotchke not handed out.
- 6 Give experiences as speaker gifts. People like experiences better than swag.
- 7 Choose rental furniture instead of building or buying new.
- 8 Remove printed handouts. Use online handouts and QR codes instead.
- 9 Only offer compostables when a commercial composting program is available in your show's location.
- 10 Save energy by powering down electronics overnight.



Trending: Skipping swag

Because measurement is key.

UNSDG 12 Responsible consumption and production

UNSDG 13 Climate action

UNSDG 7 Affordable and clean energy

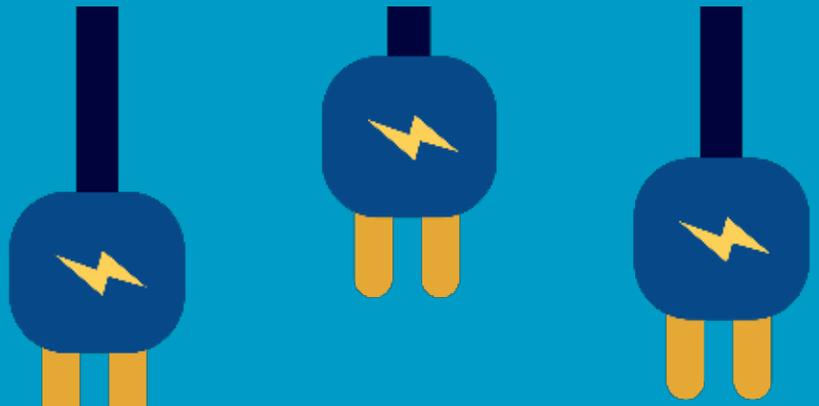
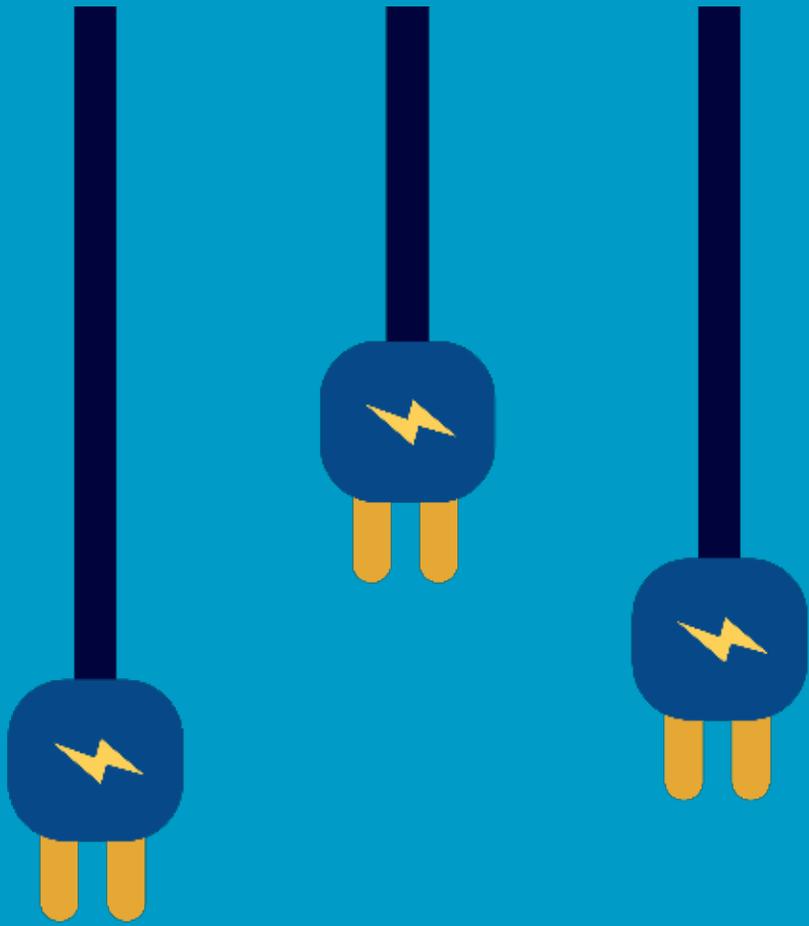
UNSDG 9 Industry, innovation, and infrastructure

Freeman's carbon reduction roadmap

Companies and governments around the world are pledging to achieve net zero emissions of greenhouse gasses. Reducing our carbon footprint helps many things besides climate change. It boosts the economy, improves public health, and helps maintain biodiversity. But how do we get there and what needs to be done to achieve this goal?

The first step is knowing where we are and setting science-based targets to work toward these goals. For the third year in a row Freeman reported our company's carbon emissions to the Carbon Disclosure Project (CDP). CDP is a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states, and regions to manage their environmental impacts. The world's economy looks to CDP as the gold standard of environmental reporting with the richest and most comprehensive dataset on corporate and city action. We're continuously working to expand our reporting boundary and improve our tracking of sustainability metrics. Freeman clients can request a copy of our GHG emissions directly through CDP.

Our sustainability roadmap is focused on the biggest impact areas within the industry. We are working to reduce our carbon footprint by focusing on carbon, waste, and materials. Our carbon impact is continually measured and evaluated to find improvement opportunities.



UNSDG 12 Responsible consumption and production
UNSDG 13 Climate action

Focus on Scope 2 electric usage data

Scope 2 emissions result from Freeman's energy use, like electricity and heating and cooling provided by the energy companies.

Since 2018, we've been working to reduce our Scope 2 emissions through activities such as our internal power down program, using EnergyStar equipment wherever possible, and retrofitting our warehouses with LED bulbs. Since the pandemic, the consolidation of workspaces and warehouses along with our flexible work-from-home policy have all helped to lower our electricity usage. In a comparison of January 2019-December 2020 to January 2020-December 2021 our total electricity use decreased by 19.79% and our total Scope 2 emissions decreased by 18.59%.

Our total electricity use decreased by **19.79%**

UNSDG 12 Responsible consumption and production

Freeman uniform recycling program

With Freeman's rebrand came a new look and new uniforms for our team members. With new on-site apparel and employee uniforms, we had to ask an important question - what do we do with our out-of-date uniforms?

The answer: create a recycling program, naturally.

In partnership with our uniform provider, we asked employees to bring their old apparel pieces into their local office for recycling. Office managers collected these pieces throughout the year and shipped the old materials for recycling.

During the program's pilot over 2,600 pounds of used uniforms were collected at the branches. Freeman uniforms with our old branding were sent to Martex Fiber, where they were recycled into a post-consumer fiber called "shoddy." Shoddy is used primarily as high-quality noise insulation in automobiles. It can also be used as material for acoustics, bedding, home furnishings, knit caps, and socks.

Electronics recycling

In 2021, Freeman contracted with Electronic Recyclers International, Inc. (ERI) for recycling internal e-waste. ERI is the largest fully integrated IT and electronics asset disposition provider and cybersecurity-focused hardware destruction company in the United States. They are an industry leader for both data destruction and responsible electronics recycling.

ERI can recycle more than a billion pounds of electronic devices annually. They have eight certified locations, servicing every zip code in the United States. Furthermore, they are the only organization in the world that is NAID, e-Stewards, and e-Stewards certified, setting the highest possible standard for responsible recycling of electronics. To learn more about ERI services, click [here](#).



2,600 pounds of used uniforms were collected and returned



Freeman™

Because everyone can do their part.

UNSDG 12 Responsible consumption and production

Starting a material donation program

Your organization and community can greatly benefit from starting your own donation program. Donation programs are a great way to reduce waste at the end of a show but if you're really looking to make an impact then start with rentals. Rental furniture is almost always the most sustainable option and far better than buy and donate.

Another thing you can do:

- Reduce waste by donating food and other materials to local charities at the end of a show.
- Provide exhibitors with options to save on shipping by not sending furniture home.
- Create options for reuse.

If you're looking for some inspiration, check out some of the donation highlights and examples below.

- During CES,¹- LVCC donated 1,770 lbs. of material goods to [Opportunity Village](#). Opportunity Village provides people with disabilities enrichment, empowerment, and employment opportunities. Items donated included tables, couches, beds, shelving, and chairs.
- Also during CES, The Venetian Expo Center and Las Vegas Convention Center donated 2,195 lbs. of material to Goodwill of Southern Nevada. By donating to Goodwill, we help them create jobs, training programs, and education assistance for people in the Las Vegas community. Items donated included shelving, bookcases, stools, and exercise equipment.
- During The International Surface Event (TISE), a total of 60,892 lbs. of materials were donated to three organizations over two days. Donations included a mix of furniture, tile, wood, flooring, vinyl, carpet, and carpet padding.
- By bringing in a third-party supplier, Honeycomb Strategies, we have been able to exponentially increase the amount of material donation programs we can provide to clients during an event.



Trending: Material and food donation programs

Because we're building a culture with diverse perspectives and ideas.

UNSDG 5 Gender equality

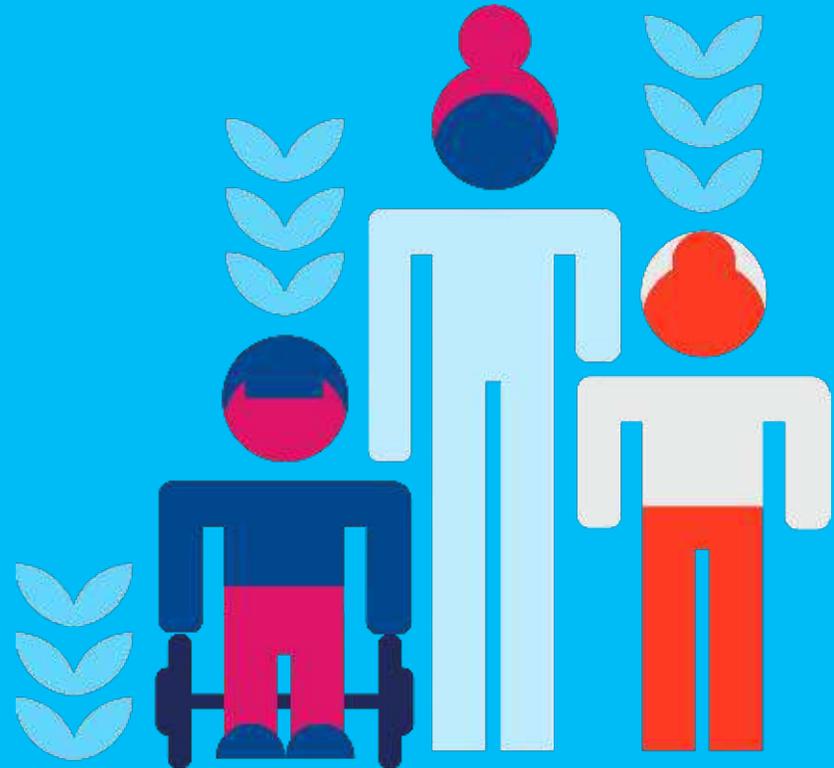
UNSDG 10 Reduced inequalities

It's our mission to bring people together by producing moments that matter. Part of that commitment means that these moments showcase and highlight the diverse experiences and beauty of our customers, our people, and our communities — locally and globally. To do this, we focus on equity, empowerment, empathy, respect, and belonging — where diverse viewpoints and individual expression are revered.

IDEA: Inclusion, Diversity, Equity, Action

We believe that a culture of belonging leads to more creativity and happier people who produce exemplary work for our customers. To accelerate positive change, we launched IDEA to reinforce our commitment to treating others with respect and having all Freeman voices valued.

Through IDEA, we connect our people in meaningful ways, emphasizing the importance of embracing, celebrating, and valuing our collective differences, encouraging engagement with our employee-led groups, and holding ourselves accountable with the IDEA Council.



UNSDG 5 Gender equality

UNSDG 10 Reduced inequalities

Our commitment to IDEA is core to our culture

Our grassroots IDEA groups continued efforts to recognize key cultural holidays throughout 2021 by engaging thousands of employees across the business. We built awareness and provided opportunities to learn, connect, and celebrate during Martin Luther King Jr. Day, Black History Month, Women's History Month, International Women's Day, Veterans Day, LGBTQ+ Pride Month, Juneteenth, and Hispanic Heritage Month.

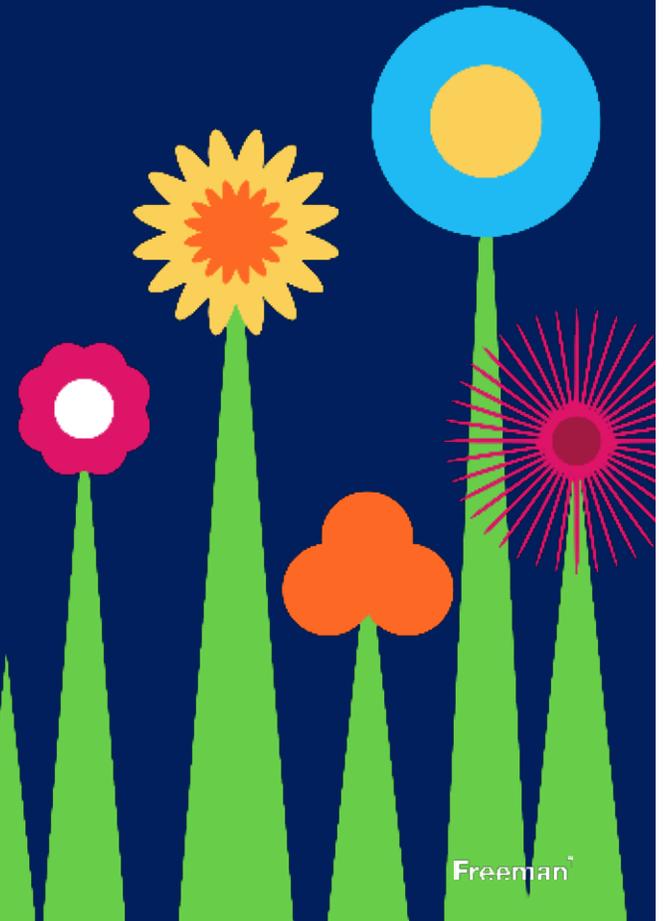
We put a stake in our commitment by creating a dedicated leadership role, the Head of DE&I, who is charged with launching a multiyear strategic plan for IDEA, including metrics and milestones that will track our progress.

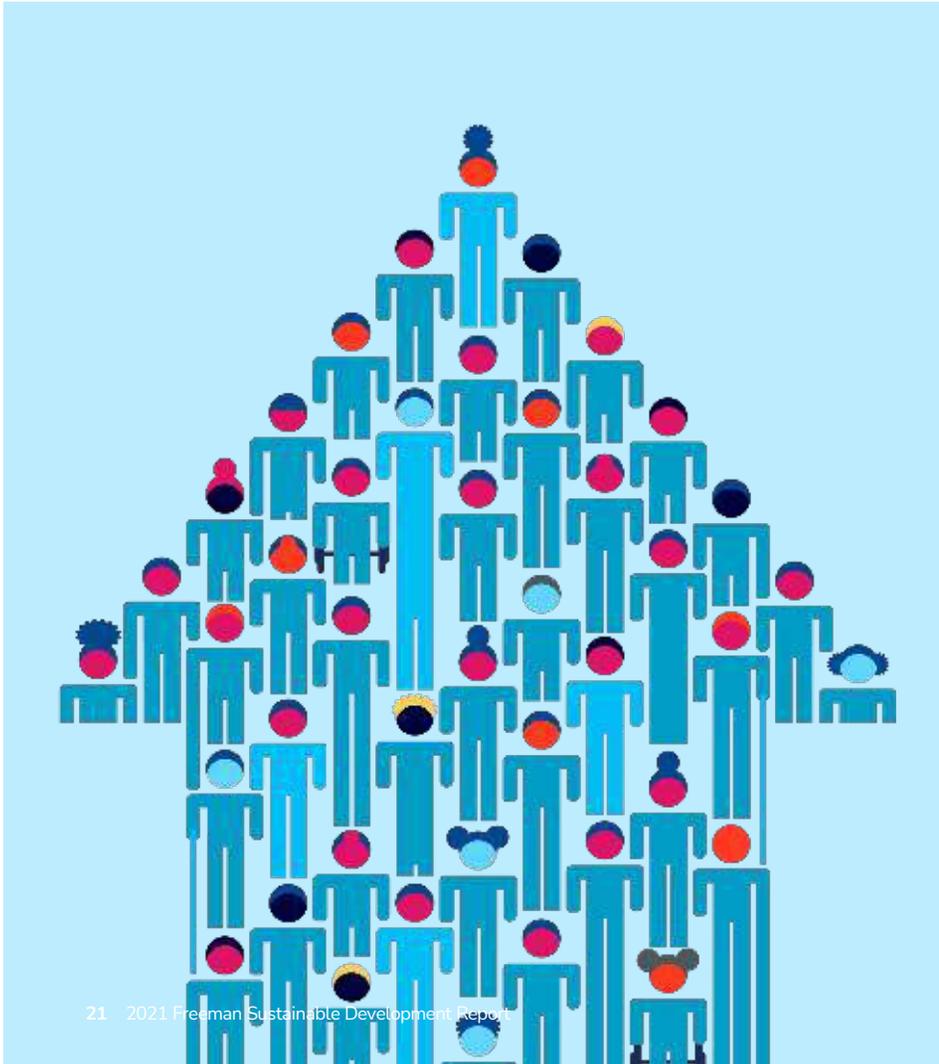
We're just getting started

IDEA is built on five strategic pillars that exhibit our steadfast commitment to our people:

- **Connect** our people in meaningful ways
- **Grow** by creating an environment of inclusion through learning
- **Care** for our people, develop our industry, support our communities, and protect our environment
- **Equip** our people – both employees and leaders – through coaching, support, tools, and resources
- **Impact** by driving meaningful action

IDEA is designed to hold our leaders accountable for meeting our goals – and we will be transparent about our progress with our team, our customers, and the industry.





UNSDG 5 Gender equality

UNSDG 10 Reduced inequalities

Forbes Best Employers for Women

We're honored to have topped the Forbes list of Best Employers for Women, a recognition of our 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, has promoted female leaders and promotes diversity and inclusion of all kinds.

Diversity in Design Collaborative

We're excited to be part of the newly formed Diversity in Design (DID) Collaborative, a group of companies that recognize that diversity is our greatest creative advantage and are coming together to foster systemic change in increasing diversity in design across disciplines.

The DID Collaborative will illuminate design career paths for underrepresented high school and college-aged students and create bridges to eventual employment opportunities.

Tourism Diversity Matters

We also serve on the Board of Tourism Diversity Matters (TDM), which is committed to empowering the tourism and events industry to change, evolve, and advocate for an inclusive and diverse workforce and customer experience. Recognizing that education is the first step toward affecting change and ensuring dignity and respect in the travel process, TDM leverages the collective voices of these transformative industries to ultimately deliver a more inclusive and meaningful impact as we welcome all.

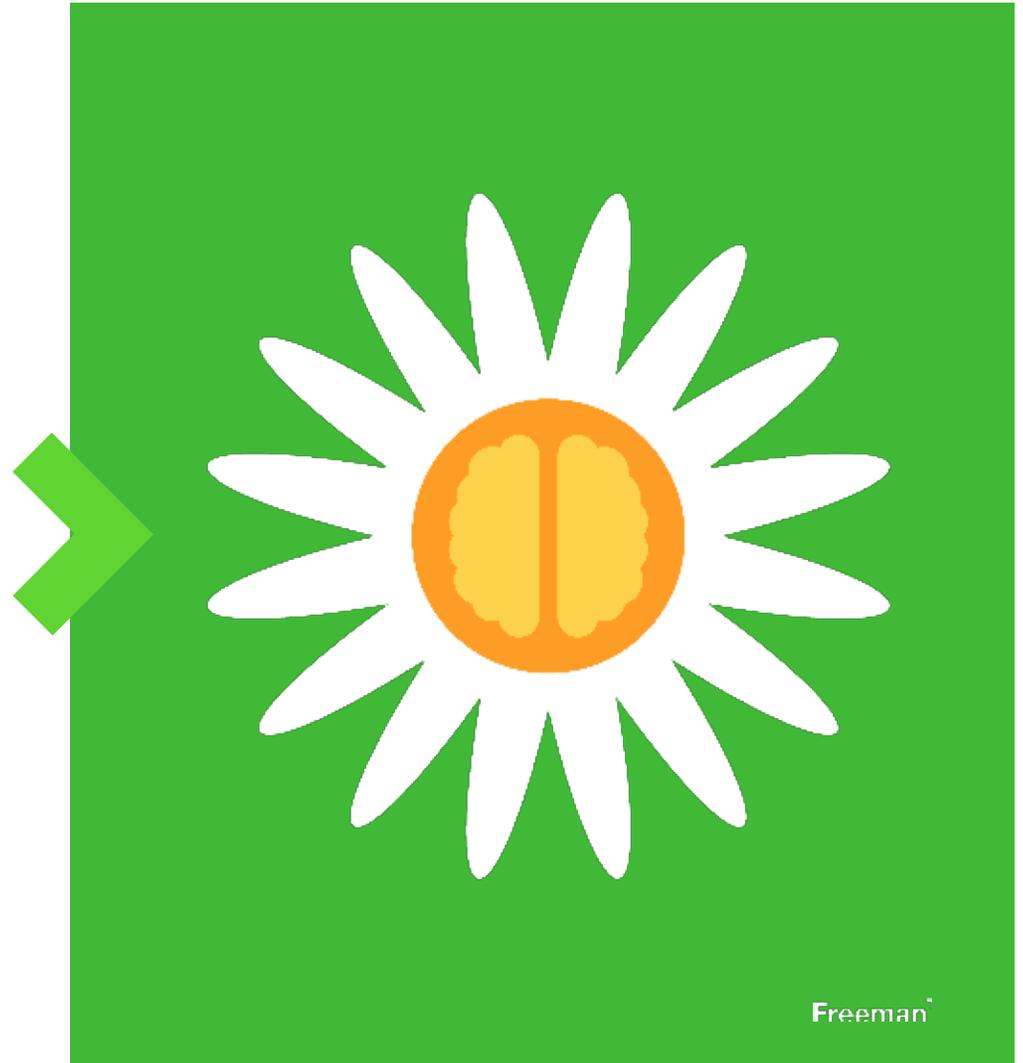
Because it's a pretty vital organ.

UNSDG 3 Good health and well being

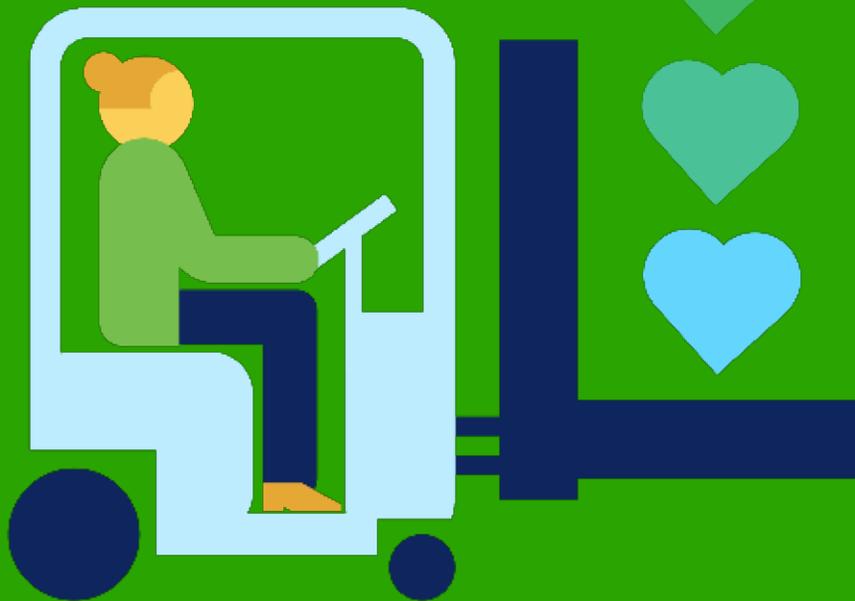
BrainHealthy workplace program

Freeman has partnered with The University of Texas at Dallas Center for Brain Health to offer employees a free Brain Health program. In this 20-week innovative program, employees have the opportunity to learn skills and strategies for better brain health and fitness. This program offers practical strategies designed to strengthen mental stamina, maximize individual performance, improve focus, and unlock innovation.

Freeman began offering this program in the spring of 2021, offering two cohorts or classes, and will be offering a third this summer. Employees who have completed the course report being able to utilize the strategies in their daily lives and have experienced better strategic thinking, better stress management, and better sleep – all signs of better brain health!



Freeman™



Because people are first. Always.

UNSDG 3 Good health and wellbeing

Employee Assistance Program

Freeman has offered an Employee Assistance Program (EAP) to its employees for several years, but recently found its true value during the COVID-19 pandemic. Due to rising awareness around mental health, Freeman recognized the need to create awareness for the benefits that the EAP offers, such as five (5) free counseling sessions per year for employees and their family members. Since the onset of the pandemic, Freeman has made a point to direct employees to the EAP and its benefits multiple times a year. Information about the EAP is provided during onboarding and at several points throughout the employee journey.

Because we are the first.

UNSDG 13 Climate action

Updated sustainability certifications

Freeman is the first general services 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. In 2021, surveillance audits were done to maintain both certifications. The audits were completed and verified by a third party, iCompli.





Because we are Freeman.

Our promise

At Freeman, we believe that every single UNSDG is vital because together they are an incredibly ambitious plan for a better world. To see that we achieve this goal, we are focusing on the SDGs where we can have the biggest impact.