



MAPIC SUSTAINABILITY CHARTER

TURNING SUSTAINABLE GOALS INTO A REALITY



LeisurUp[®]
by mapic

mapic[®]

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TURNING SUSTAINABLE GOALS INTO A REALITY



As the world’s leading retail real estate event, we bring together whole industries, in the process playing a role in educating and influencing behaviour with a large number of stakeholders.

MAPIC has an impact, and we are committed to minimising those that are negative while continually seeking ways to positively contribute to sustainable development and also to drive change in our own company.

Our approach is guided by the United Nations’ Sustainable Development Goals, prioritising those where we can do the greatest good and demonstrating leadership through programming content and communicating across MAPIC.



Achieve gender equality and empower all women and girls Enhance diversity and inclusion in all our actions to reflect diverse knowledge, skills, experiences and perspectives. We aim to ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

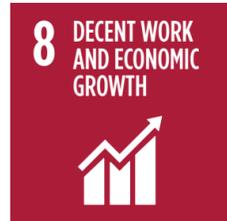
We want to advance the awareness, equality, diversity and cultural aspects of women in all industries through education, support, empowerment, and recognition. We offer a wide range of networking and thought leadership events dedicated to the Retail Real Estate industries and bring together the most powerful and influential female executives and the next generation of women business leaders to share ideas and bring opportunities for individual growth throughout industry. Our panels, events, achievement awards, and youth initiatives, celebrate the contribution of women across the world, and strengthen community ties.

MAPIC's ambition is to become a leading platform for connecting and mentoring industry stakeholders wishing to further the cause of women throughout the world.



40% of the speakers at MAPIC 2022 will be female speakers

40% of the prestigious MAPIC Awards Jury member are female and is led by a Chairwomen



Promote inclusive and sustainable economic growth, full and productive employment and decent work for all.

Support the local economic development by creating employment and purchasing local goods and services.

MAPIC supports productive activities, entrepreneurship, creativity and innovation, and encouraging the formalisation and growth of micro-, small- and medium-sized business through our face-to face events and digital platforms.



Encourage and promote local employment for our suppliers

80% of the food provided for the opening cocktail will be **local and seasonal**

Engage our caterers to offer **low impact & seasonable food products** for our events & cocktails



Ensure sustainable consumption and production practices Commit to a **food transition** by offering low impact & seasonable food products during the event.

Be engaged in a more **circular economy** by reducing, reusing and recovering our waste.

Shift our **consumption patterns** by reducing production and consumption. We aim to substantially reduce waste generation before, during and after the show, through prevention, reduction, recycling and reuse. To reinforce and manage this long-term strategy, we are developing and implementing tools to monitor sustainable development and are putting in place strategic projects that will help us decrease the environmental impact of our events.

To engage all companies associated with our events, including clients, partners and service providers, we encourage them to adopt sustainable practices and to integrate sustainability information and behaviour in their value chain.

MAPIC's ambition is to achieve sustainable management targets that help control the social, economic and environmental impact of our events in the host city and beyond.



Food surplus given to associations*

Single use water bottle ban – water fountains provided for all participants

Implementation of waste separation for recycling in the exhibition area

100% of the carpet used by MAPIC on the event alley **will be recycled**

Main “panels” outside the palais will be recycled

All cups will be recycled

All stands provided by MAPIC are **reusable** and use **sustainable materials**

Reduction of paper used for printed documents and FSC paper only

1

RE-USE

Are you building a stand or exhibiting?

Encourage the circular economy to stimulate re-use of materials and furniture after the event.

Partnership with GreenBee Event Upcycling. Association that gives a second life to stand materials meant to be destroyed at the end of trade shows.

GreenBee aims at building and reinforcing a local network of re-use for materials and furniture produced by events.

RESOURCE CENTER

PRIVATE
INDIVIDUALS



OTHER ENTITIES
(SCHOOLS,
CHARITIES)

ENTREPRENEURS
CHAMBER OF COMMERCE

www.greenbeeupcycling.com

2

GreenBee also offers an upcycling service to brands wishing to give a second lease of life to promotional supports used during an edition. (ex: branded items using carpets, billboard banners...)



17 PARTNERSHIPS
FOR THE GOALS



Strengthen the means to renew and revitalise the global partnerships for sustainable development.

Set up a circular food system by giving the surplus to local associations*. We want to enhance the global partnerships for sustainable development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries.

Our events provide the opportunity to connect and discuss with the most influential players of the Retail Real Estate industry. Over several days in our venue, we bring together the entire ecosystem from the four corners of the globe to find solutions through innovation, technology and engagement.

By integrating sustainable development into our conference programmes and thought-leadership events, we share insights and learnings to encourage industry leaders, and forward thinkers from all regions, to nurture new ideas and leverage creativity on a global scale.

Today we want to take a leading role in embracing sustainability to build the business environment of the future in collaboration with key institutions, international companies and associations.



Main theme at MAPIC 2022:
People, Planet, Profit: Navigating retail towards a more “human” world.

MAPIC will engage all clients & partners to have a sustainable approach.

EZYMOB

Because today's society is evolving EZYMOB wants to take part to the need to make it ever more accessible. They have decided to go even further in taking into account the social impact in the realisation of events.

The social responsibility has become a critical issue in the preparation of international exhibitions such as the MAPIC.

Thus, in their willingness to improve the accessibility and the inclusivity of our exhibition, they decided to implement an innovative solution, Ezymob.

“We made the choice of this startup which develops 100% digital guidance solutions for everyone including people with disabilities.” Their goal ? Promote autonomy and improve the pathways of the visitors in building receiving public when they host exhibitions or events.

The Ezymob solution provides a step-by-step guidance and facilitates the journey of every users thanks to a tool that everyone has in their pocket, a smartphone.



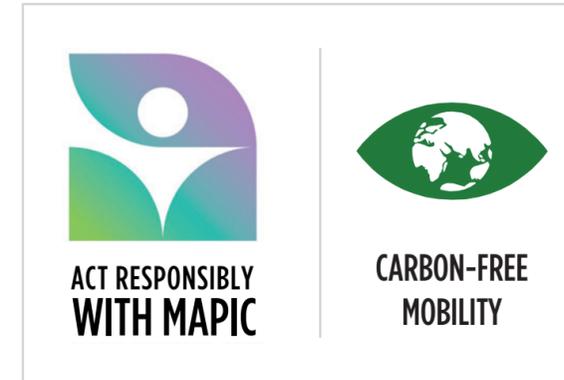
Alongside them, we are going to offer you a new event model, one that take part in the creation of the inclusive society of tomorrow.





Take action to combat climate change and its impact
Achieve a more sustainable event by using ecological and reusable material. We want to improve education, awareness-raising, human and institutional capacity on climate change mitigation, adaptation, impact and early warning.

We are committed to reducing impact on climate change by limiting the carbon intensity of our operations and by working in partnership with venues, suppliers, exhibitors and delegates to better understand and achieve emissions reductions across our industry.



Palais des Festivals is **certified ISO 20121**

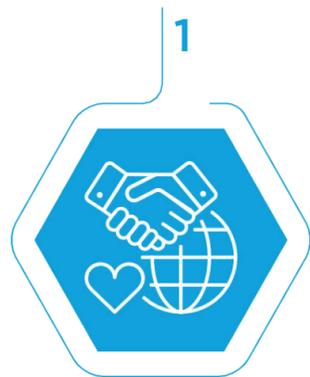
A vast majority of hotels in partnership with MAPIC have a **CSR strategy**

We encourage our delegates to:

- **Recycle**
- Give their **badge and lanyards to be reused or recycled at the end of the event**

MAPIC IS COMMITTED TO:

Reinforce diversity in the programme of conferences



1

Offer low impact & seasonable food products for our events & cocktails:

- Work with local suppliers
- Possibility for the participants to buy local and seasonable products



2

Encourage & promote local employment for the AV equipment, stands, translators, hosts & hostesses, caterers

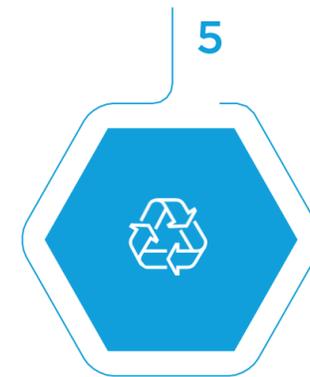


3



4

Food surplus given to local associations*



5

Strengthen reusable, recycle and recyclable materials

- Wood furniture for our events & cocktails
- Use sustainable materials for stands and lounges
- MAPIC employees and providers to have their own bottles
- Sustainable cups throughout MAPIC
- Reusable & ecological dishware
- MAPIC badges and lanyards and collected at the end of the show



6

Increase % of waste collecting or promote circular economy

- Collect paper, plastic, glass, cans, cigarette butts, sanitary masks
- Click and collect for materials



7

Reduce carpet, paper and plastic consumption

- Provide drinkable water & stop use of single water bottles
- Recyclable carpet or avoid carpet use when possible

MORE ACTIONS TO BE ANNOUNCED...



Thank You



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