Sustainable Development Policy

AEG Presents represents the live division of Anschutz Entertainment Group (AEG) and is one of the world’s leading companies in live entertainment, promoting memorable sell-out UK tours, festivals and outdoor events for the world’s biggest artists. Sustainability is at the core of the AEG Worldwide strategy with its unique [AEG 1Earth](https://www.aegworldwide.com/about/aeg-1earth) initiative. This strategy extends into American Express presents BST Hyde Park (BST) and Luno presents All Points East (APE), through the development and implementation of a Sustainable Event Management System (SEMS), which meets the requirements of ISO 20121:2012 (International Standard for Event Sustainability) and ISO 14001:2015 (International Standard for Environmental Management).

**Our Commitment:**

We understand that BST and APE activities can have both negative and positive environmental, social and economic impacts throughout the event lifecycle, from planning and procurement to delivery and decommissioning both on and offsite. We are committed to protecting the environment, preventing pollution, creating a positive legacy and demonstrating leadership within AEG and the events industry. Our performance is measured against our governing principles of sustainable development, which include stewardship, inclusivity, transparency and integrity and provide a framework for developing our objectives and targets.

We thrive on developing creative innovative solutions and aim to deliver a unique visitor experience, with a diverse and inclusive mix of commercial and community-oriented content. This ensures the event meets the highest standards and the parks continue to be excellent venues, whilst minimising the impact on environmental assets and delivering benefits to the people who live in and around the parks.

In particular we will:

* meet and, where possible, exceed The Royal Parks’ and Tower Hamlet Council’s sustainability requirements and actively support The Royal Parks’ Sustainability Strategy 2015 – 2025 and associated pillars, and Tower Hamlets Council’s relevant guidance documents;
* ensure compliance with all applicable legal and other sustainability requirements;
* engage with key interested parties to identify, address and raise awareness about BST’s environmental, social and economic impacts and benefits;
* communicate this policy to all employees, vendors and sponsors and evaluate competence to meet our sustainability objectives;
* monitor, measure and review our sustainability performance to achieve continual improvement; and
* share learnings with AEG Worldwide, The Royal Parks, Tower Hamlets Council and the wider event industry and embed sustainability processes and practices into other major events in the UK and Ireland.

**Our Objectives:**

A strategic and event-specific context and materiality analysis has given rise to the following objectives. As applicable, these are implemented on the event through an Event Sustainability Action Plan.

* Establish the hierarchy of governance for sustainability within AEG Presents, including the allocation of a SEMS officer
* Set up a sustainability steering committee to ensure the integration of sustainability into the daily operations of AEG Presents
* Develop a sustainability training programme for all staff at AEG Presents
* Set up a schedule to regularly communicate with staff regarding changes to sustainability or new initiatives
* Introduce a customer facing traffic light system to identify the carbon status of food traders at BST and APE for more informed decision making
* Continue to align BST SEMS with APE

This policy is annually reviewed by the Director of Sustainability and Event Director and available to staff, delivery partners, contractors, suppliers and other interested parties, as applicable. It is supported by a certified Sustainable Event Management System, which is audited annually by a third party Certification Body.



| **Signed** |  |
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| **Position** | CEO European Festivals |
| **Date** | 04 July 2023 |

**Document Control**

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