

# ASM Global Acts

IMAGINE THE EXPERIENCE



ASM GLOBAL (UK VENUES)  
SUSTAINABILITY POLICY



## About ASM

ASM Global is the world's leading venue management and services company, connecting people through the power of live experience. In the UK it currently manages 11 Arenas, theatres and conference and exhibition centres and its subsidiary catering company, CGC Events, operates at 11 sports, culture and heritage venues, as well as catering for outdoor and special events.

ASM Global is committed to being a sustainable, environmentally and socially responsible business. This policy explains our approach and the importance to us of making a real change for the better.





## What does Sustainability Mean to ASM?

To 'sustain' means to support. We are committed to supporting people (our employees, customers, the communities we operate in) and the planet.

We have identified 3 areas we want to focus our attention on, to help build a better future for everyone:

1. Community;
2. Environmental Sustainability; and
3. Diversity and Inclusion



# What is ASM Acts?

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ASM Acts is ASM Global's worldwide sustainability initiative. We examined our business through the lens of the UN Sustainable Development Goals and identified 3 areas where we can make a meaningful difference:

1. Community
2. Environmental Sustainability
3. Diversity & Inclusion

ASM Acts provides a framework to our venues by setting out our strategic aims and objectives. Each of our venues has developed their own bespoke action plan for 2022, which will be revised annually, based on the 3 pillars above. The venues are supported by our corporate team, including our HR team who are taking the lead on implementing diversity and inclusivity training across the group, and our Estates team who will be carrying out venue audits to identify where improvements can be made.

This new initiative is an extension of ASM Global's longstanding commitment to creating a better workplace, a more diverse workforce, serving the communities where it operates, and contributing to a healthier environment and planet.

"Whether you are a performer on our stages, a technician, hospitality team member or visitor to our venue, we all have the ability to work together and harness our collective action to make the world a better place. Our ASM Global Acts initiative is inspired by this idea of action and brings to life our dedication to making a meaningful difference in our communities and beyond".

**Ron Bension, President and CEO of ASM Global**



ASM Global Acts



# Community

We're passionate about supporting the communities we operate in.

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The events we host at our venues have a hugely positive impact on the communities in which we operate. They are an opportunity to share a great experience with friends, to meet new people, and to feel the joy of seeing your favourite act perform in real life. They also have a positive economic impact on the cities and towns we operate in, boosting visitor numbers at hotels, restaurants, bars, cafes and shops. But that's just one part of the story.

Our employees take part in a variety of initiatives to support and encourage bonds with our local communities. We work with our landlords, local authorities, sponsors and customers to support local communities and charities and to raise awareness of their initiatives. We're appointing Communities Champions at each and every venue so we can listen and learn about what matters most to you, and how best to give back to the community.

Our venues also provide excellent work opportunities for local people, helping them to develop rewarding careers with great prospects for learning and development. ASM Global is also developing a programme to give young people unique educational opportunities and insight into the events industry through talks, internships and other work experience placements at our venues. Find out more about how we're supporting communities in our 2022-2026 Action Plan.





# Environmental Sustainability

**We're putting the planet first**

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We understand that businesses need to change their practices, and fast. Economic and social progress over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development and survival depend.

If left unchecked, climate change will cause average global temperatures to increase and will adversely affect every ecosystem. The climate crisis is already having a devastating impact on people and places all over the world with floods, wildfires and extreme weather events becoming increasingly common.

We recognise that even seemingly small changes can make a big difference, and our employees' in depth knowledge of our industry, and a passion for improvement, are a great asset to help us identify creative ways to improve our green credentials. We're appointing Green Champions at each venue, who will be responsible for identifying opportunities, encouraging participation in our initiatives and sharing best practice across the group.

ASM Global regularly reviews its energy contracts and since October 2019 has purchased all its energy on a green tariff or renewable energy contract basis. Since January 2019 we have also ensured that all our venues' waste goes to Materials Recovery Facilities to be separated and re-used, meaning that no waste from our venues goes to landfill.

We are determined to integrate environmental sustainability into everything we do and have set ourselves a series of ambitious actions, to play our part and deliver real change. Find out more about how we're supporting the planet in our 2022-2026 Action Plan.



# Diversity and Inclusion

**We want to help build a fairer, equal and more inclusive world**

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Reducing inequalities is key to ensuring that no one is left behind or treated unfairly. ASM wants to create opportunities for all and to foster an inclusive culture which will not tolerate any form of discrimination. That means taking action now to break down barriers and unlock potential.

We've implemented an Accessibility Policy and all ASM Global's UK venues have signed up to the Access is Everything Charter of Best Practice, working hard to improve access for Deaf and disabled customers and employees.

We're implementing a raft of measures to ensure unconscious bias doesn't creep in to our decision making, including D&I training for staff responsible for decision making. We're also tackling, head on, some of the barriers to work by introducing an apprenticeship and work placement scheme to help disadvantaged, young people and underrepresented groups (including BAME, Deaf and disabled people) build vocational skills and find work in our sector.

Find out more about what we're doing to make our organisation more inclusive and diverse in our 2022 – 2026 Action Plan.







ASM Global  Acts

ASM GLOBAL (UK VENUES)  
SUSTAINABILITY ACTION PLAN





# Introduction

This Action Plan set out the work that our organisation needs to do in order to achieve the goals set out in ASM Global's Sustainability Policy (UK Venues).

ASM finalised this Action Plan in 2021 during an extremely challenging period for the business as a result of the covid-19 pandemic and consequential temporary closure of its UK venues. Whilst ASM was focused on addressing the urgent issues arising from the pandemic, in particular relating to staff welfare, it was determined not to lose sight of the importance of progressing its Sustainability Policy and Action Plan.

That ASM has published its Sustainability Policy and Action Plan in 2022, serves to highlight the importance of sustainable initiatives to the business, and to demonstrate its long term commitment to change for the better, even in the most testing of circumstances.



## The Action Plan is underpinned by **3 principles**

1. Be SMART
- 2 Be Accountable; and
3. Listen





## 1. Be SMART

ASM Global's Sustainability Action Plan sets out actions which are:

**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime Limited

## 2. Be Accountable

Each action on this plan will be assigned to a person (or working group) who has the responsibility for completing that action on time and within budget. The timeframe for completing the action and the budget will be agreed with the person or working group in advance, to ensure it is achievable.

## 3. Listen

ASM Global is committed to fostering a culture where all ideas of ways to improve its business and its sustainable practices are encouraged. We welcome and positively encourage sustainability improvement ideas from our colleagues, customers, clients, partners and suppliers.

# Our Starting Point

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The first step is to establish our baseline data set. This is essential so that we can continually measure our progress and ensure that our actions are meeting the aims of our Sustainability Policy.

By way of an example, in order to commit to reducing our food waste by 10% by the end of 2024, we need to know what the current food waste volumes are over the course of an average week or month, in order to set an achievable target and measure our success against that target.





# Data Collection

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In 2021, ASM Global established new processes for collecting information from all its venues in respect of electricity, water and gas usage, general waste, and food waste. Data in respect of emissions is now collected and reviewed on a weekly basis to allow systems to be checked and improved throughout the year. ASM has established a hierarchy of data, as follows:

- Primary Data – activity data that directly reflects amount of a resource consumed (eg the kWh of electricity consumed at an Arena). Primary data will be collected and provided wherever practically possible;
- Estimates based on proxy data – where primary data is not available, estimates will be made based on proxy data that reflects actual consumption as closely as possible (eg an estimate based on the cost of fuel consumed at an Arena);
- Estimates based on similarities – where no direct data is available, estimates should be made based on best available comparisons (eg by using consumption figures from a comparable site or using benchmark figures)

In order to ensure it has an accurate data set as a starting point, ASM will use the data collected between 1 January 2022 and 31 December 2022 to set targets for reducing waste and energy usage across all its venues.

In the meantime, ASM will continue to implement initiatives which seek to reduce its waste and energy usage, so that there will be no delay in making changes whilst the data is collated.

# Active Listening

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Before starting work on its Sustainability Policy, ASM decided that it was essential to canvas the opinion of its colleagues at venues across the UK. ASM asked what venues currently do in terms of sustainability in order to establish what its baseline is, and then invited colleagues to share their thoughts about what changes could be made in the short term, and to share their ideas and longer term ambitions for change.

ASM was delighted with the enthusiastic engagement of its colleagues, demonstrating that sustainability is an issue that resonates with its staff. This engagement process also highlighted a number of excellent initiatives that had already been implemented by venues, focusing on a range of issues. These included an initiative at SSE Arena Wembley to introduce re-useable cups with a modest charge, the profits from which are donated to the charity, City to Sea, and an initiative at the AO Arena Manchester to donate unclaimed lost property to the Booth Centre, a charity which helps the homeless.

This Action Plan and the Sustainability Policy has been devised based on the feedback from ASM colleagues throughout the UK, and will continue to evolve and improve based on their ideas and efforts.





# The UN Sustainable Development Goals

In 2015, 193 world leaders at a United Nations summit agreed to support 17 Sustainable Development Goals (SDG's). If these goals are achieved, it would mean an end to extreme poverty, inequality and climate change by 2030. These goals can only be achieved with the support of governments, businesses and individuals.

ASM Global supports the UN Sustainable Development Goals and has identified 6 key goals based on their importance to stakeholders and our ability to influence the outcome. This has enabled us to focus our efforts in areas where we believe we can make the most significant changes for the better.



# ASM Global Priority Goals:



**The Goal:** ASM is committed to promoting health and well being for all

**Why?** Events at our venues have the power to bring people together to enjoy a shared positive experience. ASM Global wants to encourage good mental and physical health for its customers, employees, contractors and other visitors to its venues by promoting healthy lifestyle choices and positive experiences.



**The Goal:** ASM is committed to achieving gender equality and to empower all women and girls.

**Why?** Women and girls represent half the world's population and therefore half its potential. ASM wants to unlock that potential and provide opportunities for women to have long and fulfilling careers with us.



**The Goal:** ASM is committed to promoting inclusive and sustainable economic growth, employment and decent work for all.

**Why?** Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards. ASM wants to create opportunities for everyone to get work that is productive, fairly paid, and delivers better prospects for personal development and learning.



**The Goal:** ASM is committed to reducing inequalities based on income, sex, age, disability, sexual orientation, race, class, ethnicity, religion and opportunity.

**Why?** Reducing inequalities is key to ensuring that no one is left behind or treated unfairly. ASM wants to create opportunities for all and to foster an inclusive culture which will not tolerate any form of discrimination.



**The Goal:** ASM is committed to ensuring sustainable consumption and production patterns.

**Why?** Economic and social progress over the last century has been accompanied by environmental degradation that is endangering the very systems on which our future development and survival depend. ASM Global recognises that there are many aspects of consumption that with simple changes can have a big impact.



**The Goal:** ASM is committed to taking urgent action to combat climate change and its impacts.

**Why?** If left unchecked, climate change will cause average global temperatures to increase and will adversely affect every ecosystem. ASM Global is determined to lower its emissions, by adopting science based targets and making continuous improvements.

## The Global Goals - Video

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# 1. Community

## Our Action Plan 2022 - 2026

### Our Aims

- Be active in the communities in which we operate
- Listen to our communities and support the causes which matter most to them
- Promote good mental and physical health in our communities
- Provide opportunities for young and disadvantaged people in our communities

### Our Actions

- Work with stakeholders (landlords, local authorities, sponsors, customers and employees) to champion and support local communities and charities to raise awareness of their initiatives
- Audit our assets and identify what we can make available for charitable purposes, including making tickets available as prizes and to disadvantaged and vulnerable groups
- Appoint Communities Champions to listen to stakeholders and share ideas on how best to give back to the community
- Encourage staff to volunteer their time for team charity work projects and allow each employee 1 working day per year for that purpose
- Partner with a mental health charity to raise awareness of mental health issues at selected events at our venues (subject to promoter agreement)
- Promote healthy living including walking and cycle routes to our venues and healthy food choices
- Focus on developing relationships with schools and colleges in disadvantaged areas to share employees' experiences of working in our industry, to inspire the next generation and to offer internships and other work experience opportunities at our venues

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## 2. Environmental Sustainability

## Our Action Plan 2022 - 2026

### Our Aims

- Reduce emissions (electricity, gas and transport) and waste (general waste, plastics, food, water)
- Use renewable energy wherever possible
- Do not send any waste to landfill
- Influence our suppliers, partners, customers and employees to make positive changes

### Our Actions

- Collect data in respect of electricity, gas, water, general waste and food waste in respect of all venues for the period 1 January 2022 to 31 December 2022 and review the data in order to set targets to reduce emissions and waste. Monitor progress against targets on an ongoing basis and publish ASM Global's achievements versus targets to ensure transparency
- Review energy contracts on a regular basis and purchase energy on a green tariff or renewable energy contract basis
- Commit to all venues' waste going to Materials Recovery Facilities to be separated and re-used, meaning no waste goes to landfill
- Appoint Green Champions at all our venues, to identify opportunities to improve our processes, encourage participation in initiatives and share best practice across the group
- Implement a Sustainable Procurement Policy and Supplier Code of Practice to help decision makers prioritise suppliers that have set goals to reduce their emissions and waste and encourage our partners to take positive green action

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## 2. Environmental Sustainability (continued)

Our Action Plan  
2022 - 2026

### Our Aims

- Repurpose and repair where possible
- Incorporate green initiatives into the design of new venues
- Explore creative solutions to improve our green credentials

### Our Actions

- Before new fixtures, fittings or equipment are purchased, conduct a review across our venues to see if they can be transferred to another location, repurposed or repaired
- Re-use grey and surface water where possible including for flushing toilets and cultivating green spaces around our venues
- Ensure food portions at our venues are appropriately sized and introduce more vegan and vegetarian choices
- Source alternatives to plastic bags, cups and straws and introduce water coolers to replace plastic bottles of water where possible
- Publicise public transport, walking and cycling routes to our venues and encourage customers and staff to use low emission transport options
- When vehicles are being replaced, explore appropriate alternatives to petrol / diesel, including electric, electric hybrid and bio diesel
- Introduce a 'no idling' policy to reduce emissions from production and supplier vehicles visiting our venues
- Introduce a centralised travel booking system for all domestic and overseas travel so ASM Global can monitor transport use and encourage employees to travel in a safe and sustainable way on investment

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## 3. Diversity & Inclusion

Our Action Plan  
2022 - 2026

### Our Aims

- Be an inclusive organisation (gender, race, ethnicity, people with disabilities and LGBTQI+)
- Provide opportunities for learning and growth
- Provide opportunities to young, disadvantaged and underrepresented groups (including LGBTQI+ Deaf and disabled people)

### Our Actions

- Implement unconscious bias training for those responsible for recruitment and promotion decisions
- Establish an apprenticeship / work experience placement programme to help young and disadvantaged people build vocational skills and find rewarding jobs in our sector
- Partner with schools, colleges and other organisations to proactively seek applications for apprenticeships, work experience placements, and jobs from underrepresented groups including BAME, Deaf and disabled candidates
- Support employees to develop a personal development plan, highlighting how they want their career to progress, identifying and developing the skills they need to succeed and providing training and learning opportunities
- Partner with organisations to increase opportunities for learning, experience and growth in the music industry

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### 3. Diversity & Inclusion (continued)

Our Action Plan  
2022 - 2026

#### Our Aims

- Create an inclusive and open culture
- Improve deaf and disabled access at our venues
- Ensure there is equal pay for equal work

#### Our Actions

- Implement mental wellness initiatives and sign up to the Mental Health at Work Commitment to encourage a culture of openness and support
- All venues to implement the ASM Global Accessibility Policy and sign up to the Attitude is Everything Charter of Best Practice and to aspire to achieve the Gold Standard within 3 years
- Undertake gender pay gap reporting and analysis and develop a comprehensive plan to rectify any issues identified

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A vibrant concert scene with a large crowd of people in the foreground, their silhouettes visible against the bright stage lights. The background is filled with a dense array of colorful lights, primarily in shades of blue, green, and yellow, creating a dynamic and energetic atmosphere. The text "IMAGINE THE EXPERIENCE" is overlaid in the center in a bold, white, sans-serif font.

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