



# Sustainability Policy

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**At Smyle we understand our event management operations and processes impact both positively and negatively on the environment, our society and economy.**

*Our mission is to produce the best event solutions for our clients by working together and taking personal ownership for making the impossible possible, with a constant evolution of our approach. In doing this we are committed to addressing sustainability throughout all our event management operations.*

**To ensure we uphold this we operate using the British Standard for Sustainable Event Management, ISO 20121. The scope of our management system encompasses all the operational activity and staff behaviour, including the planning of events, at the Smyle Headquarters, Hertford and for events that have elected to be supported or managed in a sustainable way.**

Our core values are:

- **People:** Who we are, our team approach and who we work with
- **Professionalism:** How we work, with professional attitudes and commitment
- **Passion:** Enthusiasm for our work and commitment to excellence
- **Pro-activity:** Pushing the boundaries and being reactive to different approaches
- **Creativity:** Leadership in using new technology and processes

We are committed to:

- Upholding our values & the core principles of sustainability, defined as integrity, transparency, stewardship and inclusivity, throughout our operations
- Leadership and continuous improvement in the field of sustainable events in order to encourage and be a part of creating a positive legacy
- Communicating our sustainability policy to all our stakeholders
- Listening to any feedback from our stakeholders
- Complying with all applicable legal and other requirements
- Considering the event management lifecycle from planning, including the use of suppliers, to post event review

We recognise our sustainability issues and have developed the following objectives to address them:

- To continue to educate all staff in sustainability to improve their awareness and understanding whilst also increasing departmental involvement and responsibilities
- To continue to engage and influence suppliers so they understand our sustainability goals and to support them whilst considering their own position on sustainability
- To continue to engage with key accounts and endeavour with our mission to make sustainability easy for our clients through the implementation of our EASI report

The policy is available to all staff, clients, suppliers & interested parties & will be reviewed annually. Rick Stainton and Hannah Wood are the nominated sustainability champions for Smyle. If you have any feedback on our policy please email [sustainability@smyle.co.uk](mailto:sustainability@smyle.co.uk)

Signed:

Date: 30/07/2014