

We have long been engaged in a CSR strategy for increasingly responsible event organisation.

Our commitments

1. Optimise energy management
2. Reduce the environmental impacts of our activities
3. Promote digital sobriety
4. Enhance the quality of working life
5. Integrate diversity
6. Involve stakeholders
7. Implement a responsible purchasing policy

ISO 20121 certification

In 2022, after several months of preparation, BEAM obtained **ISO 20121 certification**. This international standard for more responsible event organisation rewards the efforts of all our teams who strive daily to produce more virtuous events. The 3-year certification, issued by AFNOR, the French Standardisation Association, concerns our two activities, **event production** and **venue management**.

Optimising energy use

- **100% green power**

BEAM uses 100% green power, i.e., electricity produced from renewable energy sources.

- **Energy saving**

We strive to reduce our energy use on a daily basis. We have implemented various actions to address our main sources of energy use: the heating, cooling and lighting of our venues.

A 20-hectare solar farm

Located on the 20 hectares of the Bordeaux Exhibition Centre car park since 2012, this solar farm generates clean, renewable energy and also helps to optimise and improve the 7,000-space car park (sheltered parking spaces, traffic flows and signage).

Some 60,000 solar panels generate an annual 13,000 MWh (which amounts to the power use of around 5000 households per year, or 6 months of public lighting for a city the size of Bordeaux). This also avoids the production of 1,700 tonnes of CO2 annually.

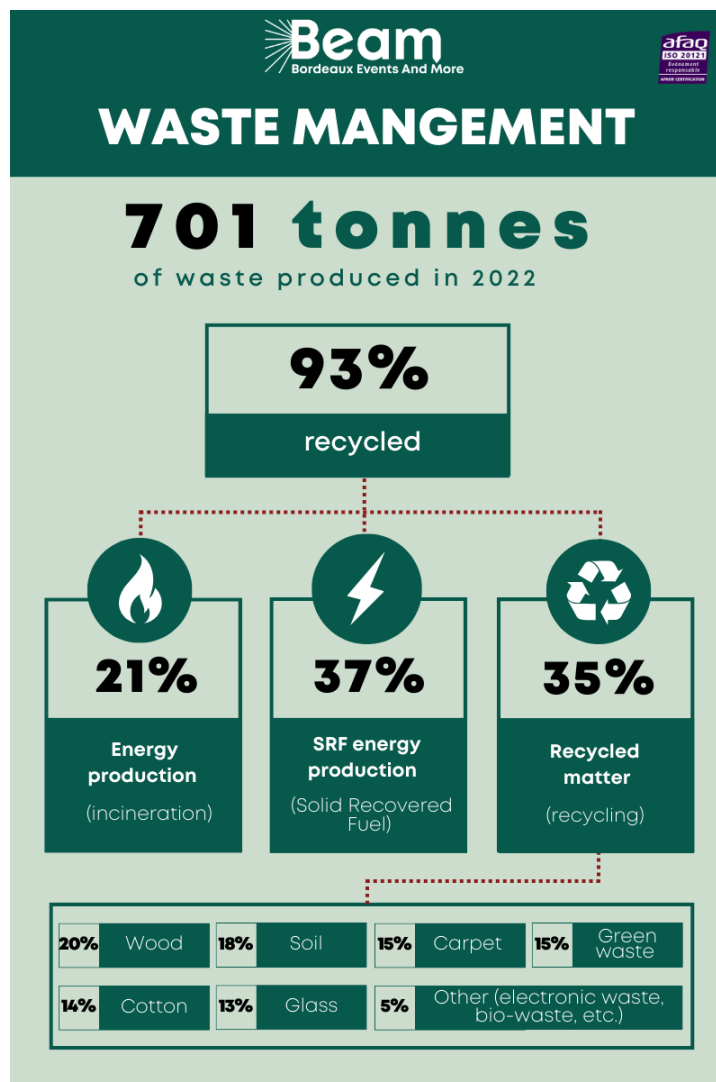
Waste reduction and recycling (93% recycled)

Fully aware that our event activity generates a vast amount of waste each year (701 tonnes in 2022), we are making ongoing efforts to:

- reduce our waste production
- give a second life to our waste

Our efforts were rewarded in 2022 with a **recycling rate of 93 %**

An entire team is committed on a daily basis to managing our waste. Alongside BEAM employees, we work with the recycling experts **Groupe Péna** and **Groupe Brangeon**, and our venue cleaning services provider, **GSF**



Responsible venue cleaning

As part of the drive for continuous improvement, BEAM has optimised the cleaning of its venues (Bordeaux Exhibition Centre, Palais 2 l'Atlantique, Bordeaux Congress Centre, Hangar 14 and the Cité Mondiale Congress Centre) before, during and after the events it hosts.

- Fully-electric and more ergonomic equipment to help prevent MSDs
- Use of dilution stations to reduce the amount of cleaning products
- Use of safer water-based detergent

Improved access for disabled users

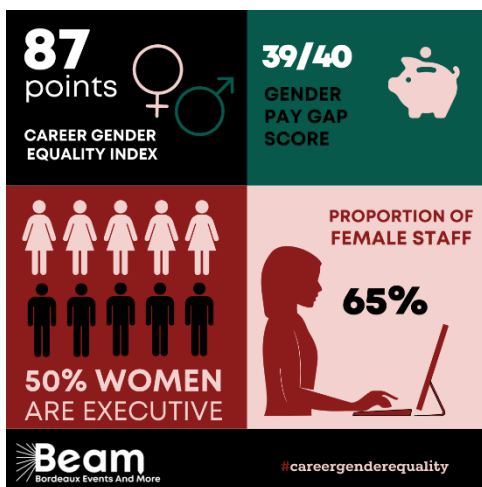
We are pursuing operations on our sites to comply with the accessibility standards for persons of reduced mobility. Most recently, Bordeaux Congress Centre was equipped with adequate facilities.

Outdoors: Tactile guide paths and handrails in the forecourt, a disabled access ramp and the bringing into compliance of disabled parking spaces.

Indoors: reflective tape on poles and the renovation of disabled toilet facilities. Motorised platforms to facilitate disabled access to the stages of the various amphitheatres.

Protection of biodiversity - the introduction of beehives

BEAM is engaged in protecting a species which is increasingly threatened by human activity: the bee. We sponsor a beekeeper and have given over a portion of the unused areas on our sites to enable them to develop their activity. 3 beehives have thus been installed at the Bordeaux Exhibition Centre. This eco-friendly initiative comes with a sweet taste, as we were delighted to harvest more than 100kg of honey in the first year of production.



87 = the career gender equality index

BEAM has been engaged for several years in fostering gender equality among its teams. All the actions implemented as part of our HR policy for equal pay and career prospects were rewarded in 2023 with a score of **87/100** for career gender equality, i.e., **an improvement of 6 points!**

Support for the local economy

We work on a daily basis to develop the local event organisation sector and promote Bordeaux as a destination. We prioritise partnerships with local service providers (catering, host staff agencies, security services, audiovisual providers and general installations, etc.). **97% of these providers are based in the region.**