



# Sustainability Policy



## About us

AEG Live, the live division of Anschutz Entertainment Group (AEG), is the world's second biggest concert promoter. The London-based division of AEG Live has 45 employees promoting shows, tour, festivals and special events throughout Europe and internationally. We have a passion for entertainment and creating the best possible experience for our artists and audiences.

## Our commitment

Barclaycard presents British Summer Time (BBST) Hyde Park 2013-2017 is a key event for AEG Live. We understand that BBST activities, across the event life cycle, from planning and procurement to delivery and decommissioning, can have both positive and negative environmental, social and economic impacts. We are committed to continually improving our performance in these three areas, creating a positive legacy and demonstrating leadership on sustainable events within the AEG group and the live entertainment industry. Building on AEG Live's three business pillars: Leadership, Innovation and Investment, we aim to create and deliver a unique event with a diverse mix of commercial and community-oriented content, providing a high level of customer experience, with care for the environment and people involved, achieving commercial success and creating community benefits, while protecting the park. We will:

- ensure compliance with all applicable legal and other sustainability requirements;
- establish an event sustainability management system for BBST, in accordance with the requirements of the international standard ISO 20121;
- engage with our key stakeholders to identify, address and raise awareness about BBST's environmental, social and economic impacts and benefits;
- monitor, measure and review our sustainability performance, impacts and progress;
- create a positive legacy for Hyde Park, The Royal Parks and the surrounding communities and;
- build what we learn and develop with BBST into other major events in the UK and Ireland.

We believe that effectively delivering on these commitments, will contribute not only to the success of the event but also our longer-term business success.

## Our objectives

We have set the following objectives for BBST:

- Provide a high level of customer experience, comfort, health and well-being;
- Address local community needs and concerns through our community engagement programme;
- Minimise the negative impacts of the event to the local community, notably noise, congestion and litter, and maximize the positive impacts by providing community-generated and oriented content and creating local business, employment and volunteering opportunities;
- Ensure that our event is accessible to people with disabilities;
- Promote good labour practice, workforce equality and diversity and worker's rights and welfare;
- Establish fair and long-standing relationships with our suppliers and contractors and engage with them on improving BBST's sustainability performance;



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- Choose materials, products and equipment sourced with care for the environment, workers and society, safe to use for both human health and the environment, taking into consideration their impacts from sourcing and transport to use and disposal;
- Ensure protection of Hyde Park and its trees, flora and fauna, land and water;
- Use resources efficiently, reduce waste and the environmental impacts it creates and;
- Increase energy efficiency and reduce the climate change impacts of our energy use.

This policy forms part of the overall event objectives. It is annually reviewed by the COO and Event Director and available to staff, delivery partners, contractors, suppliers and other interested parties. It is supported by a Sustainability Plan which is reviewed and updated every year.

Colin Chapple, Chief Operating Officer

*Signature*

24<sup>th</sup> June 2013

Jim King, Event Director

*Signature*

If you have any feedback on this policy please email [sarah@aeglive.co.uk](mailto:sarah@aeglive.co.uk).