



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](#) initiative. This strategy extends into the flagship festival, American Express presents BST Hyde Park 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 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 park continues to be an excellent venue whilst minimising the impact on environmental assets and delivering benefits to the people who live in and around the park.

In particular we will:

- meet and, where possible, exceed The Royal Parks' sustainability requirements and actively support The Royal Parks' Sustainability Strategy 2015 – 2025 and associated pillars;
- 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 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.

- Create a circular waste economy by maximising the prevention of waste and promoting the reuse and recycling of materials;
- Reduce greenhouse gas emissions and energy use and generate renewable energies onsite;
- Improve our management of water within the park and reduce our reliance on mains water;
- Monitor, maintain and improve the biodiversity and biosecurity within the park;
- Promote sustainable transport on the event by reducing the requirement for transport, encouraging use of public transport and using more efficient vehicles;
- Improve air quality in the park through a reduction in VOC's, NOx and Particulate Matter emissions;
- Embed sustainability into event suppliers and contracts and work in partnership to amplify benefits;
- Minimise the reliance on imported products into the park and their effect on habitats; and
- Improve the physical and mental health and wellbeing of the community, staff and visitors through positive initiatives, including plans to support diversity, inclusion and community interests.
- Reduce energy and paper use at the office and develop a training programme for all staff.

This policy is annually reviewed by the COO 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		Signed	
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Position	Chief Operating Officer	Position	CEO European Festivals
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