



**European Association Summit 2019**  
28.02 – 01.03  
28th February - 1st March 2018



KPIs Update 14-déc-18

6	CATEGORY	ISSUE AREA	OBJECTIVE	KPI (Key Performance Indicator)	Scope/owner	Comments
7	RETHINK	INNOVATION	Mobile App	No document paper waste	visit.brussels	Print: look at inventory from 2017 and decide what to produce or not
8		FOOD AND BEVERAGE	Offer healthier, tastier and more responsibly sourced food and beverages	80% local sourcing	Square: breaks and lunches	
9				80% organic or equivalent	Atelier des Tanneurs	
10				30% Min vegetarian		
11		SUPPLY CHAIN	Increase engagement, innovation and performance of supply chain	75% of key suppliers contracts integrating sustainability		
12			90% of key suppliers supplying data			
13	PARTNERSHIPS	Raise awareness and encourage people (attendees) to participate in the change	Reusable furniture and goods, transportation, Goodies, carbon offset in local project, work with organisation for social inclusion	visit.brussels	Sun for schools and other org TBD	
14	REDUCE	WASTE	Switch to more sustainable materials, minimize waste and increase waste diversion	70% waste diversion rate. For the Square (incl.catering) and off-site dinner	Square, caterer(s), Atelier Tanneurs	Bruxelles environnement - zero waste and circular economy
15				No more than 10% food wasted	Caterer(s)	
16				100% made from sustainable substrates	Signage, paper, badges, etc...	
17		ENERGY AND EMISSIONS	Reduce energy usage and greenhouse gas emissions, and offset	Measure and analyse carbon emissions	MCI	yes for the event. Option for participants
18			Offset 100% of event emissions (excl. Travel to event)	visit.brussels	Sun for School	
19	RECOGNIZE	RAISE AWARENESS	Ensure sustainability actions are communicated across all medias	Sustainability strat on website, awareness on reg website, in email communication, on-site and post-event	visit.brussels	
20				Media and stakeholder Communication	PR and manuals	Determine objectives - integrate into speaker manual, etc....
21				On-site communication (Square & tanneurs)	visit.brussels	
22		LOCAL COMMUNITY ENGAGEMENT	Raise awareness about visit Brussels/ City of Brussels engagement on global challenges.	Local partnerships	visit.brussels	65° resto staff?
23				Communicate about venues accessibility	visit.brussels	
24	IMPACT	Impact the local destination leaving a positive legacy	Promote soft transportation modes	visit.brussels	N/A	
25				Donate all leftover materials following the event	visit.brussels	
26	REPORT	COMMUNICATE	Measure, assess and transparently communicate the environmental, social and economic impacts of EAS	Produce & publicly release Event Sustainability Report	MCI	

**LIST OF KEY SUPLIERS**

The Square (incl. Signage & catering)

Caterer

Atelier des Tanneurs

Hotel Martin

MCI - agency

L'atelier des Tanneurs

**DEFINITIONS**

**Diversion rates**

Means the share of waste disposed of in a landfill

**Key suppliers**

They have been determined by the type of impact and share of the total budget for the event

**Local sourcing**

Food produced in a range of 120km from Brussels