



JAARBEURS

2022 Annual Sustainability Report



Sustainable
Development
AWARD 2022



Conference Venue
of the Year
AWARD 2022



Digital
Innovation
AWARD 2022



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Foreword from our CEO

Our mission

We believe there should be a place where people can really connect. A place where they can meet each other in order to grow. Here at Royal Jaarbeurs, we create and offer to people, the organisation and the market the space to speed up that growth, and to do this in a sustainable, safe and smart way, both in person and online. We are doing this in the middle of the country, in the heart of the city, with a focus on you.

An engine of growth since 1917. The Royal designation since 1931.

Making an impact with 2.3 million visitors

I am proud to present the first-ever annual sustainability report from Royal Jaarbeurs. For more than 105 years now, Jaarbeurs has been organising and facilitating trade fairs, conferences and events at the national and international levels. We initiate valuable meetings, and connect people and markets, and traders and producers, both in person and online. We host the most important conferences and events in the field of sustainability.

Sustainability is an integral part of our strategy. Our ambition is to become the most sustainable and innovative organiser and facilitator of trade fairs, events and conferences in Europe. Every

year, we welcome an average of 2.3 million visitors. I am convinced that, by inspiring, motivating and persuading them to make sustainable choices, we can make a difference.

“We face major climate challenges. If we want to keep our planet liveable for future generations, we have to work together.”



We believe in a world where everyone treats each other and our environment with care. And we are playing our part to make that happen, in terms of our social goals, with regard to our people, and for the sake of the world we live in. Climate change is one of the most pressing issues in the world today, and we are determined to play our part in combatting it.

We are reducing the impact we have on the planet by reusing raw materials and reducing waste. We strive to reduce food waste as much as possible, we no longer use disposable plastic and we generate our own green energy. We also choose to operate sustainably in our business. In all the sectors we operate in, we drive and help accelerate sustainability, whether in the range of food

and beverages we offer, in our programming, or in the sourcing of sustainable materials.

I am proud that the steps we have taken so far on sustainability are being recognised around the world. In November, we received the Sustainable Development Award 2022 from UFI, the global association of event venues and organisers. The award serves as international recognition of the sustainability of the range of food and beverages we offer, and of the ways in which we are cutting food waste.

Striving for sustainability will require continual efforts on our part, and we are determined to press ahead on the path we have taken. That said, we realise we cannot make this journey alone,

and that is why we actively seek out collaborations with partners and thus increase the impact our efforts can have. Only by joining forces can we contribute to a better world for tomorrow.

In this report, you will read about the sustainability activities we engaged in in 2022, and the results we managed to achieve. The common theme for us in everything we do is that, with 2.3 million visitors every year, we can make an impact.

Jeroen van Hooff

Royal Jaarbeurs CEO



Recap from our CSO

We can only be proud of the very first annual sustainability report from Jaarbeurs. Despite the years of the coronavirus crisis, Jaarbeurs has remained committed to developing its sustainability strategy and rolling out sustainability projects. Partly as a result, we are still going full steam ahead in our ambition to become the most sustainable organiser and facilitator of trade fairs and events in Europe. We have made great progress in the last year.

We have made great developments both in our catering policy, particularly when it comes to the range of food and beverages we offer, and in combatting food waste, for which we won the UFI Sustainable Development Award 2022. UFI is the global association of event venues and organisers. But we have also made progress in working together with our partners, suppliers and customers and, of course, with our employees.

To help realise our ambitions at a practical level, last year we formulated three pledges, each touching on one of our three main sustainability themes: pledges on carbon neutrality, driving and accelerating sustainability in all markets we operate in, and 105 years as a proud resident of the city of Utrecht.

Together with the line manager green team, which sets the annual targets and KPIs, and which implements the policy, several projects were launched last year. Jaarbeurs was the launching partner for Doppe water taps. Sustainability was a key theme at La Vuelta Holanda, as well as Jaarbeurs' own events itself put on, such as VSK and the Kampeer & Caravan Jaarbeurs (camping and caravan fair). There was also the introduction of circular carpeting solutions, and the development of the menu of the future, to name but a few. In addition, Jaarbeurs hosted the Climate Conference last year and, for the first time, the Vakbeurs Mobiliteit (mobility trade fair).

And on an international level too, Jaarbeurs is playing a significant role within the UFI sustainability committee, but especially as chair of the Food & Food waste workstream, which is part of the global Net Zero Carbon Events Pledge.

That's why we are so proud of what we have achieved together, and why we are eagerly looking forward to being able to make even more of an impact now that we are fully operational again.

Marloes van den Berg

Royal Jaarbeurs CSO



We are driving sustainability in all the markets we operate in, including the camping sector. As co-organisier of the Kampeer & Caravan Jaarbeurs, we are introducing the Camping Sustainability Award.



VENTJE

VENTJE



Sustainability

Our ambition and pledges

Our ambition is clear: to be the most sustainable organiser and facilitator of trade fairs and events in Europe.

To make that happen, we act on the basis of three pledges:

Jaarbeurs is going carbon-positive

We are cutting our carbon emissions through a variety of initiatives. We offer organisers, exhibitors and

visitors sustainable choices. In our own operations, we continuously look for sustainable alternatives.

We want to be a carbon-neutral event venue, right in the heart of the Netherlands, and if possible, a carbon-positive site. We are greening our catering,

using circular materials and are committed to *zero waste*. We are looking for alternatives that will allow us to use less paper and fewer trade fair materials, for example. In addition, we make agreements with suppliers to reduce transport to and from Jaarbeurs.

Building sustainable trade fairs and events together

Only by working together can we build a sustainable future. In the sectors we operate in, we want to make a difference.

Our aim is to actively drive and accelerate sustainability at all Jaarbeurs events and trade fairs. At trade fairs, we share sustainable knowledge. And within our the organisation, sustainability is the watchword. So we not only rent out our venue, we actively create relevant content ourselves. This is reflected in our content programming and in the activities at the trade fairs we organise ourselves. We are therefore responding to the sustainability issues that the trade fairs and events sector is facing.

Utrecht Heart of Health as a basis for the future

Jaarbeurs is a proud and committed resident of Utrecht. We are part of our city. We are here for our fellow residents and want to help create a place based around healthy urban living. We actively contribute to social and sustainable initiatives in the city, thus helping create a nicer and healthier living environment in Utrecht.



Sustainability strategy: five themes

We base our sustainability strategy on five themes. That way, we can implement our strategy across all facets of the organisation. We will achieve our sustainability ambitions, not by working alone, but by cooperating with our stakeholders.

Sustainability for employees

We really want our sustainability ambitions to propagate throughout our organisation. We devise and implement sustainability initiatives both for and together with our employees. By including our employees in decisions on sustainability, it becomes an topic we can all take ownership of.

We work with a dedicated green team of line managers to set sustainability policies for each department. We are working with our sales department, for example, to bring more conferences and events focused on sustainability to Jaarbeurs, and with the purchasing and facilities departments to ensure a better waste policy that is aiming to get to zero waste. In addition to the line manager green team, there is also an employee green team, which thinks about sustainability issues within the organisation, such as how best to separate waste and how to get other employees excited about sustainability.

Our mobility policy has been designed with sustainability in mind. We encourage employees to use bicycles and public transport to come to Jaarbeurs. For example, they can make use of a bicycle leasing plan. And a mobility card gives them ready access to an OV-fiets (a bicycle that can be rented at train stations) and to a shared car. This has made commuting more sustainable and has cut travel time for many employees.

Mobility

of our employees,



40% come by car

60% come by public transport



On average across all levels within Jaarbeurs, there is more or less equal representation of men and women. For the management of the organisation, it is 40% women and 60% men.

However, inclusiveness and gender equality are not just about the ratio of men to women in management, but above all about a working atmosphere in which we really listen to each other and discuss views, ideas and opinions. This is how we can make Jaarbeurs even more successful together. Jaarbeurs wants to be a good reflection of Dutch society, and that is why we strive to have a diverse workforce.

Jaarbeurs continues to evolve, so that we can adapt to market demands. Our aim is for our employees to be

flexible and to be employable for life. Personal development is high on the agenda: discovering what you have to offer, knowing what you want to learn and gradually developing your talents and skills, including when it comes to contributing to sustainability within the organisation. We offer our employees the Goodhabitz app, which allows them to take courses such as learning a new language or improving digital skills.

Sustainability in business

We actively promote sustainability both for the events we organise ourselves and for those we facilitate. We respond to trends in the sectors in which we operate.

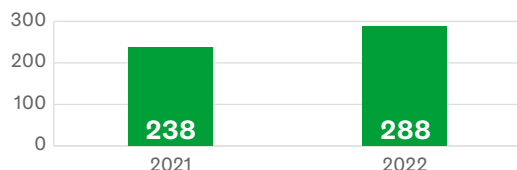
Events

At our own events, we look for new ways to put sustainability on the agenda, and to drive and accelerate the move towards it. With our knowledge and contacts, we devise initiatives such as plazas on the trade fair floor that are focused on circularity, as well as knowledge sessions and awards for sustainable products or organisations. We also see in the various sectors that sustainability is a hot topic.

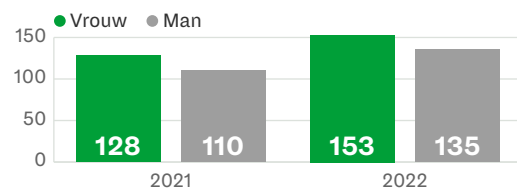
We are not only organisers of sustainable fairs and events, we are also facilitators. Our aim is to host the most important trade fairs, conferences and events in the field of sustainability. We facilitate the start of the Spanish cycling race La Vuelta, with a VIP event and a look behind the scenes for the public. Sustainability is also a high priority for the organisers of La Vuelta. We respond to this with sustainability initiatives such as separating waste, offering a range of vegetarian options and running a sustainability campaign.

Diversity

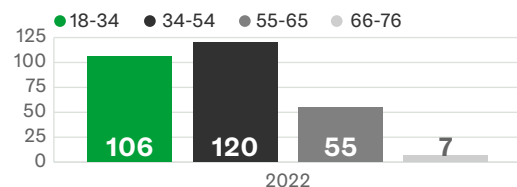
Employees with a permanent contract



Ratio of men to women



Breakdown by age



Thanks to the Jaarbeurs live app, we will save over 300,000 paper maps each year.



What our partners are saying: Greendish

“Jaarbeurs walks the talk, and that makes all the difference. We’re proud of this partnership.”

Menu of the future

In collaboration with our partner Greendish, we are developing the ‘menu of the future’. The dinner is prepared in accordance with the Greendish 2050 Guidelines on sustainable and healthy menus in terms of the arrangement of dishes on the menu, the portion sizes and the choice of ingredients in the dishes. The guidelines were formulated based on scientific literature. The main course consists of pan-roasted cauliflower with hazelnut cream and pumpkin. At the first dinner of the future, partners of Greendish will enjoy the menu served by chefs from Jaarbeurs.

“As they work together, Jaarbeurs and Greendish challenge and inspire each other, each helping the other to realise their ambitions. Jaarbeurs walks the talk, and that makes all the difference. We are proud of this partnership, and glad to be able to play our part.”

Michael Salmagne

Greendish director

We are bringing more and more sustainability-oriented conferences and trade fairs to Jaarbeurs. In the conference centres and meeting rooms, we facilitate nearly 70 meetings and conferences themed on sustainability. Vakbeurs Mobiliteit (mobility trade fair), part of the Vakbeurs Openbare ruimte (trade fair about public space), was also at Jaarbeurs for the first time.

Sustainability



5% increase in the number of guest events thanks to growth in the number of sustainability-themed events

Innovative app

We introduced the Jaarbeurs Live app, which provides visitors with an online map and helps them navigate their way successfully through our trade fair halls. The app includes information on ticketing, parking and crowd control, and will save us over 300,000 paper maps each year. This innovation has earned us the Digital Innovation Award from UFI, the global trade association for trade fair venues.

Trees for All

For every event we organise and facilitate at Jaarbeurs, we donate a tree to our partner Trees for All. This charity, which is recognised by the Dutch Fundraising Regulator, plants trees in the Netherlands and abroad for a better climate, greater biodiversity and healthy living conditions for all. We are planting 3,596 trees in a dune forest in Vietnam to strengthen the coast, and in Leersum here in the Netherlands, to create biodiversity and clean air.

Social responsibility

Jaarbeurs is a proud and committed resident of Utrecht. We are part of our city, are here for our fellow residents and want to help create a place based around healthy urban living. We have decided to increase our

social impact and to live up to our corporate social responsibilities in order to benefit the environment we all share. By providing space for social enterprises, together we ensure a nicer and healthier living environment in Utrecht.

Partner of the Princess Máxima Centre

Since 2018, Jaarbeurs has been contributing to the success of our fellow city resident the Princess Máxima Paediatric Oncology Centre. About 600 children in the Netherlands get cancer every year. The Princess Máxima Centre in Utrecht brings together all of the highly complex care and research required in paediatric oncology under one roof. Its mission is to cure every child that has cancer, and to provide them with the best possible quality of life. We organise a lottery during the main and spring editions of the KreaDoe show, and visitors can make a donation when they are buying tickets for consumer fairs. We also donate the deposits



from all PET bottles to the Princess Máxima Centre. In the first quarter of 2022, when we were all still coping with the continuing coronavirus crisis, Jaarbeurs organised fewer events.

Donations from ticket sales for our own events

2022 KreaDoe - spring edition	€1,714.00
Spring 2022 Verzameljaarbeurs (collectors' fair)	€921.00
2022 Kampeer & Caravan Jaarbeurs (camping and caravan fair)	€2,144.00
Autumn 2022 Verzameljaarbeurs (collectors' fair)	€1,035.00
2022 KreaDoe	€4,035.00
2022 About Cats & Dogs	€113.00

Donations from individual initiatives

Kreadoe spring edition lottery	€709.92
Kreadoe lottery	€1,410.00

Donations from deposits

PET bottle collection	€6,497.00
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Donations made using the Tikkie app

All Tikkie donations made in 2022	€38.00
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Total for 2022	€18,578.92
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JINC

We believe it is important for all children in the Netherlands to have equal opportunities. That is why Jaarbeurs has been a partner of JINC for six years. Together, we help children from Utrecht neighbourhoods who are socio-economically disadvantaged to get off to a good start in the labour market. Interns at Jaarbeurs organise days when children in the first year of secondary school can see what it is like to work at an organisation such as Jaarbeurs. This is a learning experience for both our interns and the children themselves.

Real estate and sustainability

An important element is the development of our real estate in a sustainable way. Because of the coronavirus pandemic, the war in Ukraine, the energy crisis, and high inflation, we are facing a globally uncertain economic situation. This is a new reality for the events sector. All of this has prompted us to decide, in close

cooperation with the City of Utrecht, to update the master plan that was presented in 2019 with a new design for the existing Jaarbeurs halls and the surrounding area. We will work to come up with a modular, sustainable and achievable plan that will enable us to adapt well to the changing market and the needs of our customers.

We are planning to build, in 2023, a new car park on the land that has been set aside for that purpose. Sustainability is a guiding principle in the development and construction of the new car park.

Sustainability in operations

Towards zero waste and circularity

Organising an event generates a lot of waste. We are constantly looking for ways to cut that waste and be circular.

We want to be a carbon-neutral organisation, and preferably even carbon-positive. We are making great steps towards a circular approach, with zero-waste initiatives, a sustainable catering operation, sustainable materials and a green mode of transport. In all operational decisions, we look at how we can become even more sustainable.

Real estate



Electricity generated by solar panels on the Beatrix Building's roof:

256,204 kWh



What our partners are saying: The Spelderholt Academy

“The visitors saw what a fantastic contribution the students at the Spelderholt Academy were making”

The Preventive Health Conference on 23 November took place at Jaarbeurs. It was a special collaboration with the Spelderholt Academy: a place where young people with disabilities live, learn and work. In a four-year development programme, these young people work to gain independence and self-confidence. We invited some students with disabilities to join our hospitality team that day. Quentin, a student at the Spelderholt Academy, said: “I really enjoyed showing what I can do and making people happy.”

“It is really great that the students from the Spelderholt Academy took care of the catering together with the Jaarbeurs staff. That way, the students got the extra experience they need to get to know the hospitality profession even better, and conference visitors saw the fantastic contribution that students from Spelderholt can make. We got a huge number of compliments on this.”



Martine van der Mast

Programme Director, Institute 4 Preventive Health, EWUU Alliance

Circular Rewind trade fair carpeting

Trade fair carpeting is one of the largest sources of waste, with over 100 million m² laid and then disposed of annually worldwide, according to estimates. We are partnering with a supplier, JMT Floorcoverings, which is an exclusive partner of Rewind, the most sustainable type of trade fair carpet and the only Cradle to Cradle Certified Silver needle-felt trade fair carpet in the world. The carpet is designed with circularity in mind. It uses responsible raw materials and the production methods involved are energy-efficient. In this way, we are already reducing the amount of waste we create and increasing the amount of energy we are saving.

Circular carpet



30 tonnes
Circular Rewind
carpet

45,790 litres
of water saved



46,227 kWh energy and
74.05 tonnes of CO₂
saved

Waste streams

We are addressing the waste policy and expanding the number of waste streams, from 11 to 14. Visitors can more easily separate waste thanks to the clearly flagged colours and symbols on the bins for plastic, paper and residual waste. Together with our waste management partner BeNext, we are constantly looking for ways to process our waste in as circular a way as possible. Coffee grounds, for example, are turned into compost, and we have new paper made from waste paper. Old plastic is made into new packaging, and PET bottles are recycled. Of all of our waste, 8% is paper/cardboard, 2% is wood, 1% is plastic and 2% is swill/coffee grounds. In the next year we will take further steps in minimizing waste.

Total collected	935 tonnes*	
Of which		
Rubble/gypsum	- tonnes	0%
Wood	18.7 tonnes	2%
Paper/cardboard	74.8 tonnes	8%
Metal	- tonnes	0%
Plastic packaging, metal packaging and drinking cartons	9.4 tonnes	1%
Swill/coffee	18.7 tonnes	2%
Insulation	- tonnes	0%
Residual/construction and demolition waste	785.4 tonnes	84%
Other	28.1 tonnes	3%
	935.0	

* Additional measures are now in place to create purer streams and cut residual waste.

Reducing food waste

The food we serve at the various sites and in our restaurants is made right in our own kitchens. We are making great strides in cutting food waste.

Winnow

We are starting to use smart waste bins from Winnow. These bins measure swill (trimmings and what is left over after food has been prepared) from the kitchen and fresh food that has been returned from buffets at events. We have cut 0.7 tonnes of food waste, equivalent to 1,640 meals and 2.8 tonnes of CO₂. In the coming years, these insights will allow us to manage our procurement even better. In a year where we are fully operational and can use Winnow even more, we expect to cut carbon emissions by 221.8 tonnes.

Food bank and Too Good To Go

No matter how carefully we buy and plan, sometimes good food is left over. Our partnership with the food bank is a win-win: we cut food waste, and the food ends up going to people who have less to spend. We have also been working with Too Good To Go since November to combat food waste.

What	November	December	Total
Number of meals rescued	89	70	159
Kg CO ₂ e reduction	222.5	177.5	400
Impressions (in the app)	99,923	42,373	142,296
Average rating	4.22	4.52	4.33



What our partners are saying: Dopper

“Working with Jaarbeurs to drive behavioural change”

Dopper has chosen Jaarbeurs as its launching partner in its latest innovation: the Dopper water tap. We are launching our own Dopper water taps at the Beatrix Building. Two of them are installed in the central hall and on the 3rd floor. We are thus helping Dopper in its mission to make refilling water bottles the new norm and combat pollution. The specially designed droplet-shaped LED screen uses nudging, a motivational technique that uses positive reinforcement to influence people’s behaviour. Each time the user taps the water,

the screen lets them know about the positive impact they are having by refilling their bottle. That makes refilling the bottle a unique and fun experience, and thus encourages users to do it again. With the introduction of the Dopper water taps, we will stop selling PET bottles at the Beatrix Building.

“Convenience appears to be the main reason people buy a disposable bottle. People also find public water taps hard to find. Our answer is the introduction of a recognisable, innovative water tap that has been specifically designed to help change behaviour. We are pleased to be working with Jaarbeurs to also encourage behavioural change within the conference and events sector. This is how we are collectively doing our bit for a better world.”

Virginia Yanquilevich

Dopper CEO

Dopper



Dopper Jaarbeurs results,
15 September 2022 onwards

207,395
litres of water refilled

909
refills



415
plastic
bottles
saved

29.5kg
CO₂ saved

Reduction of logistics movements

Buying in food nearby means fewer transport miles. Fresh bread, cheese and vegetables come from Utrecht suppliers wherever possible. The wine list is filled with European wines. We prepare as many dishes as possible on the spot, and the menus for our various catering operations are aligned, so we can use fresh produce as efficiently as possible. We mapped transport movements as a pilot at the VSK fair.

The Green Business Club Utrecht, an organisation that is working to make the station area in Utrecht more sustainable, is conducting a gateway survey in which they map transport movements, flows of goods and the proportion of zero-emissions vehicles, for the station area.

Green energy

14,500 GoOs from European hydropower



UFI Sustainable Development Award

We won the Sustainable Development Award 2022 for our initiatives to make the food and beverages we serve more sustainable, and for the way we combat food waste. UFI is the global association of event venues and organisers. Our catering operations account for about 25% of our annual revenue, and are thus an important part of our service offering. We have our own restaurants, provide hospitality services at events, and do the catering for conferences and meetings.

Greendish is our partner in making the range of food and beverages healthier and more sustainable. We are working with Greendish to optimise our recipes, our procurement, and our menus. With the help of the Greendish Academy, our kitchen teams learn more about sustainability in our restaurants, and we encourage account managers to offer advice on sustainable catering offerings. We are starting to drastically reduce our footprint by gradually making Jaarbeurs' range of food offerings primarily vegetarian. Our restaurants Pleyn and Speys are changing the menu so that 90% of the meals is vegetarian. The meals served at events, depending on the target groups in attendance, are 50-90% vegetarian. Organisers and exhibitors use the Foodbook (in which 80% of the items are vegetarian) to order the food and beverages for their event, conference, or stand.

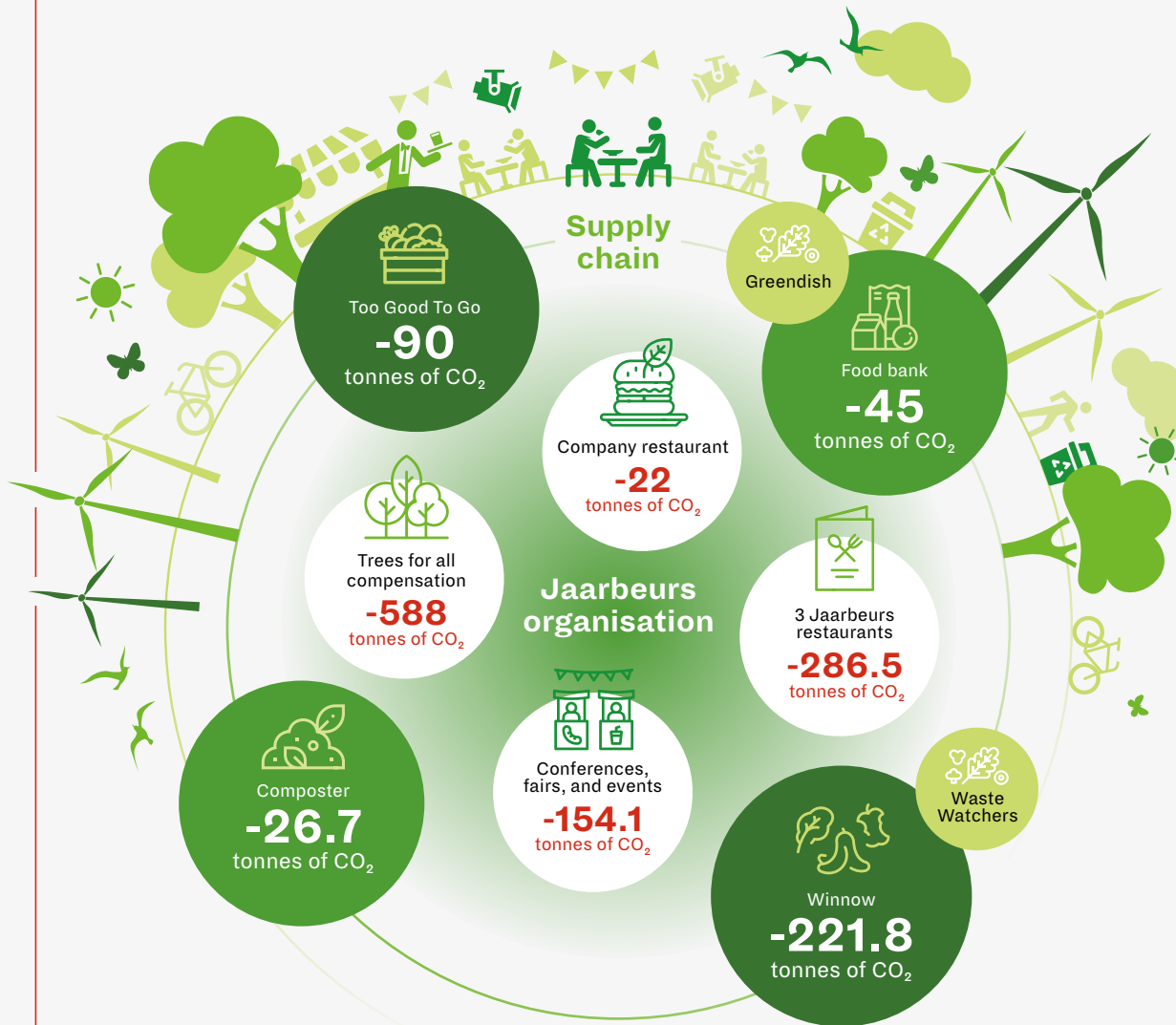
We are combatting food waste with partners such as Too Good To Go, the food bank and Winnow, which supplies us with smart bins. Together with Wastewatchers, we are adopting a new method to prevent food waste. Based on predictive algorithms, we estimate what guests will order at our restaurant Pleyn. We can then use this data to adjust our product

orders. The swill left over is collected by our partner Bnext and is processed in a composter. This prevents 100,000 kilograms of food waste every year. And it is anticipated that the machine will create 82,800 kilograms of compost. We are looking for opportunities to scale up further and to expand current initiatives in 2023.



Jaarbeurs hospitality - impact of sustainable choices

Impact in a normal year



Impact of hospitality measures



Total savings

846.1
tonnes of CO₂



Preventing food waste

177,916
meals rescued



CO₂ compensation

11,500
trees planted



Composted

82,800
kg

The calculations of CO₂ impacts were done by New Economy, which used data from Jaarbeurs and/or suppliers. To calculate the impacts in 2022, the numbers from a 'normal' year in terms of visitor numbers, such as 2019, were used. To determine the CO₂ impact, public data from the National Institute for Public Health and the Environment and CE Delft was used wherever possible, while gaps in data were filled in by expert judgements and estimates from New Economy.

UFI Sustainability

Knowledge about sustainability is there to be shared internationally. That's what we believe here at Jaarbeurs.



Our ambition for 2030

The most sustainable and smart organiser and facilitator of trade shows, events & congresses in Europe

5

Business cases

VSK

Every two years, we organise the VSK trade fair. This fair connects forward-thinking installers and suppliers within the installation industry. Minister for Housing and Spatial Planning Hugo de Jonge announced at the opening that, starting in 2026, the installation of a hybrid or fully electric heat pump will be required by law. Sustainable solutions are thus becoming more important than ever in the sector. As organisers, we responded to this trend with content at the trade fair.

This edition was all about the techniques and labour market challenges associated with the energy transition, from a sustainability plaza to a heat pump innovation route. Of the 143 sessions we organise, more than half are on sustainability.

Dutch Health Week

For the first time, we are organising Dutch Health Week, comprising the ZorgTotaal, Zorg&ICT and Support fairs. While ZorgTotaal and Zorg&ICT focus on healthcare professionals, Support is for people with physical disabilities. Sustainability is also a topic of conversation in the healthcare sector, with challenges in collaboration, ICT solutions and technology. The Dutch Health Hub, our knowledge platform for health, healthcare and life sciences, is hosting a programme aimed at delivering better, accessible, affordable and sustainable care. We schedule keynote speakers and inspiring sessions on sustainable human resource management and the circular building of a health facility.

Kampeer & Caravan Jaarbeurs

During the Kampeer & Caravan Jaarbeurs (fair about camping), the consumer fair for camping enthusiasts, we introduced the Camping Sustainability Award for the first time together with the Kampeer & Caravan Jaarbeurs itself, the the camping and caravan sector association 'Kampeer en Caravan Industrie' and Dutch motorhome club 'Nederlandse Kampeerauto Club'. The most sustainable innovative camping product and the most sustainable innovative motorhome product were chosen by an expert jury. There was a special innovation route at the fair, along which visitors could stop in to see the latest sustainable innovations.

“Camping is ‘green’, but attention to sustainability is still a must.”

“At the 2022 Kampeer & Caravan Jaarbeurs, for instance, Dutch tent manufacturer Karsten had tents made from recycled jeans, each of which saves 100,000 litres of water. Folding camper manufacturer Smitveld was also there, with new sustainable tent canvas that used recycled PET bottles. Other examples included the natural (as opposed to chemical) toilet fluids from Thetford and Solbio, and the →

O3 module that is used keep drinking water tanks safe. There were also several makers of recreational vehicles that had solar panels to generate their own green energy. Another great example was Ventje, a Dutch company that installs flooring in camper vans in a fully circular way with certified FSC wood and sheep's wool as insulation. In short, there were plenty of sustainable innovations during this edition of the Kampeer & Caravan Jaarbeurs, which was a great success."



Leo Diepemaat

Chair of the camping and caravan sector association 'Kampeer & Caravan Industrie'

KreaDoe

For the first time, KreaDoe is all about sustainability. With 230 exhibitors, the consumer fair for Do-It-Yourself enthusiasts offered a host of workshops and activities. For example, a special Sustainability Theatre was set up where visitors could get tips on everything from upcycling to refurbishing products. In the theatre, visitors were inspired by exhibitors who were experimenting creatively with paper shreds, coffee grounds, fruit peels and elephant dung. There was also a flower farm that inspired visitors to do arts and crafts with dried flowers from their garden, for which they got help from people from a daytime activities centre.

With this revamped edition, we wanted to make our visitors aware that there are still a lot of strides to be made in sustainable hobbies. At the Kreacycle plaza, visitors could discover for themselves how to pursue their hobbies sustainably.

We also actively encouraged the use of the Jaarbeurs Live app during the fair. Thousands of visitors downloaded the app and used it to find their way around the fair.

Win Jaarbeurs for a day

We ran a competition in collaboration with RTV Utrecht through which organisations could win Jaarbeurs for one day. Entries included a day for the Utrecht health-care sector, a free running event and an event in which local Utrecht talent could perform. Prizewinner ADSU, an Utrecht-based partnership of 17 organisations in the intellectual disability, addiction, and mental health sectors, was given the keys to Jaarbeurs for a day to organise an Utrecht Healthcare Day. At the Beatrix Theatre and Expo Hall, they organised a festival, FUIF: Fantastic Utrecht Inclusive Festival. It was a special day for 1,500 clients, informal caregivers, volunteers, colleagues, collaboration partners and others from Utrecht with a small budget. Visitors enjoyed a number of activities and performances. Workshops were given by people with disabilities, there was karaoke and visitors could get a free haircut.

Onze duurzaamheidsambitie

Onze ambitie is om de meest duurzame event- en congreslocatie van Europa te worden. Daarom serveren wij zoveel mogelijk duurzame, vegetarische gerechten. Met vernieuwende smaken en ingrediënten hopen wij jou te verrassen en te inspireren om duurzame keuzes te maken.

Doe je met ons mee? Je herkent de gerechten aan ons duurzaamheidsicoon.





For every fair, event, meeting or conference at Jaarbeurs, we plant a tree with Trees for All. This foundation plants trees in the Netherlands and abroad, and in so doing works towards a better climate, greater biodiversity, and healthy living conditions for all. We are happy to contribute trees to this important mission.

Plant a tree

Partnerships

We are not alone on the road towards our sustainability ambitions. We are forging partnerships to pursue our sustainable initiatives. We share sustainable content on

online platforms, we use sustainable products and circular materials, and on social media we have partnerships with a number of worthy causes.

Partners



Certificates and participations






JAARBEURS

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Want to find out more?

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Content and organisation

Jaarbeurs Holding B.V.

Concept and design

Gloedcommunicatie

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