



VIPARIS  
venues in paris

Press Release  
5 November 2014

## Viparis certified ISO 20121: a world first

**The Viparis group has obtained ISO 20121 certification for all ten venues and all its business activities.**

**Viparis is the first global player in the events sector to obtain this demanding certification for all its venues and operations.**

**This is a significant achievement for the Group and constitutes a distinct competitive advantage, which will improve the visibility of its offer and allow it to further improve its business practices.**

Viparis launched the ISO 20121 certification process in 2013, as part of its pioneering and proactive CSR policy. Viparis is acutely aware of its position as a lead player in the sector, welcoming more than 9 million visitors to its venues every year; sustainable development is one of its core values and has always formed a key part of its strategy.

### **An ambitious group-wide application - three key challenges**

ISO 20121 certification was awarded by Bureau Veritas following an audit which was conducted between 9 and 16 October 2014. The conclusion of an 18 month process, its scope was ambitious: all 10 venues managed by the Group were audited, as were all its activities.

Viparis has a common, structured management system which is consistent with the main international principles: due diligence, diversity and inclusion, integrity and transparency.

Viparis implements a concrete CSR policy organised around three key challenges, corresponding to the Group's three main business areas:

- Property management > **improving the energy efficiency of our buildings;**
- Space rental and operational event management > **developing a responsible purchasing policy;**
- Visitor management > **promoting responsible behaviour by all visitors.**

Renaud Hamaide, Viparis' CEO, explains: "*in 2013 I decided to add an extra dimension to our CSR policy in the form of ISO 20121 certification, as this is the international benchmark standard in our sector. This demanding standard raises the visibility of our CSR policy for our stakeholders and also enables us to improve our current programmes.*"

### **ISO 20121: an international standard for sustainable events**

ISO 20121 was developed by event industry specialists and its objective is the implementation of a CSR management system throughout the industry, at all levels. It is recognised worldwide and is symbolised by the example of the 2012 London Olympic Games.



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### **Innovative and original initiatives are proof of full commitment on the part of Viparis and its employees**

In practice, we have determined a detailed action plan along with objectives and indicators to allow us to monitor and measure progress in tackling each of these three key challenges. 38 initiatives have already been identified and will be rolled out in accordance with detailed timeframes. They are extremely varied:

1. Improving energy efficiency in our buildings: the main objective is to reduce energy consumption levels by 5% at the Group's four 'exhibition park' venues by 2016. This will be achieved by the introduction of initiatives such as remote meter readings, recovering energy during the heat and hot water production processes, the installation of reversible heat pumps, etc. We also plan to introduce 'night walks' to detect potential sources of non-operational energy savings, to connect the Louvre Carrousel to the Climespace district cooling network and to install charging points for service providers' electric vehicles.

An environmental audit of each venue is now carried out once a year, focusing on energy consumption. A global environmental action plan consolidates all these initiatives and factors in all data relating to energy, CO2 emissions, water and waste management, etc.

2. Developing a responsible purchasing policy: Viparis is particularly vigilant when launching calls for tender and plans to introduce stricter CSR criteria for service providers which will form part of a rigorous tender process (specifications to include CSR criteria, ad hoc committee to work alongside executive management during the selection and monitoring phases).
3. Promoting responsible behaviour by all visitors: Viparis' initiatives concern all stakeholders. Certain environmental, social and economic issues have already been identified and action has been taken. For example:
  - a. Organisers: an environmental appendix to rental agreements is currently being drafted to encourage organisers and permanent tenants to put in place good practices concerning the use of space, waste management, transport, etc.
  - b. Service providers: a Catering Charter and a Service Providers Charter have been drawn up with the objective of drawing their attention to other stakeholders (for example: limiting impact on local residents).
  - c. Viparis employees: a Charter on eco-friendly conduct has already been distributed to employees, encouraging them to save water, paper and electricity. This is in addition to CSR governance, which is a key aspect of sustainable development: a specific steering committee has been set up and will meet regularly to monitor progress achieved.
  - d. Local residents: a Local Residents Committee has been set up at Paris Expo Porte de Versailles in order to improve relations between the venue and local residents, who are sometimes inconvenienced by events.
  - e. The general public: an entertaining application that explains sustainable development issues in the events sector will shortly be rolled out on all Group digital tools. Viparis looks beyond its core business to identify other potential actions that are in line with its values. One example is the gradual installation of beehives on all venue roofs - an original initiative that has high ecological and symbolic value.



## **Benefits for the industry and for Paris**

Viparis' ISO 20121 certification allows it to stand out from its competitors, and this will also benefit Paris as a destination in what is an extremely competitive international environment, particularly as sustainable development is becoming a key consideration in tender procedures.

It shows that the Group listens to the concerns and needs of all stakeholders: employees, suppliers, local residents, local authorities, industry associations, etc. It tells event organisers that Viparis bases its organisation on a set of core values, implements an ongoing process of improvement and is aware of the potential impact of its business activities.

Furthermore, it also acts as a stimulus for the industry as a whole; Viparis' position as a leader means its certification will be widely remarked and should encourage other stakeholders to follow suit: service providers, event organisers, venue managers.

## ***About Viparis***

**Viparis is a European and worldwide leader in the conference and exhibition sector, which currently manages the 10 main venues in Paris and Ile-de-France:** Le Palais des Congrès de Paris, Espace Grande Arche, Le Palais des Congrès d'Issy, Espace Champerret, Paris Le Bourget, Palais des Congrès de Versailles, Cnit Paris La Défense, Paris expo Porte de Versailles, Carrousel du Louvre, Paris Nord Villepinte. With 627,000 sq.m of covered space and 484,000 sq.m of outdoor space for all types of events, Viparis offers a broader range of venues than any other event organiser in the world. On average, every year Viparis hosts 330 trade shows, 125 conferences and 500 corporate events for a total of 9.2 million visitors, as well as 50 entertainment events with a total of 120 performances. Viparis is a subsidiary of Unibail-Rodamco (European leader in commercial property and member of the CAC 40) and of the Paris Ile-de-France Chamber of Commerce and Industry.

## ***About Bureau Veritas Certification***

Bureau Veritas Certification continues to grow. A world leader in the certification sector, it has considerably extended its area of expertise and its offer, with **turnover of 335 million euros and 100,000 certificates issued in over 100 countries**. Its core business is certification, audits and training in Quality, Security, Environmental Protection and Sustainable Development. In France, Bureau Veritas Certification is a leader in the certification sector. It has scheduled more than 40,000 audit days in businesses and organisations of varying sizes in all sectors.

## **Press contacts**

### **Agence Communiquez**

Marine Lefebvre - Tel. +33 (0)4 72 69 08 20 - [m.lefebvre@communiquiez.fr](mailto:m.lefebvre@communiquiez.fr)

Stéphanie Bonnamour - Tel. +33 (0)4 72 69 08 20 - [s.bonnamour@communiquiez.fr](mailto:s.bonnamour@communiquiez.fr)

### **Viparis – Head of Communication**

Marie-Béatrice Thérosiet - Tel. +33 (0)1 40 68 14 52 - [marie-beatrice.therosiet@viparis.com](mailto:marie-beatrice.therosiet@viparis.com)