



# COMMITMENT CHARTER

**FRESH  
FORWARD**

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# SUSTAINABLE BRANDS

## **Sustainable Brands is a global learning, collaboration, and commerce community...**

...of forward-thinking business and brand strategy, marketing, innovation and sustainability professionals who are leading the way to a better future.

We seek to enable the success of better brands that are helping shift the world to a sustainable economy by helping them embed purpose-driven environmental and social innovation into the DNA of their business so that sustainability becomes a core driver of business and brand value.

In order to fulfill this purpose, we seek to organize events on the highest and most innovative standards possible.

## **In this perspective, Sustainable Brands Paris is built on 5 commitments:**

**1 Transparency:** explaining our approach and decisions to the different stakeholders, disseminating data and informing on our weaknesses.

**2 Respect:** taking the human dimension into account in all of its complexity and diversity, behaving ethically at all levels with our direct and indirect stakeholders, and considering our responsibility in terms of the event's social, economic and environmental impact.

**3 Inclusion:** taking action to enable as many people as possible to participate and/or benefit from the positive results.

**4 Sharing:** exchanging knowledge and expertise, best practices, publishing open data documents, co-designing during the event, facilitating encounters.

**5 Innovation/disruption:** inventing a new paradigm means new ways of doing things, in terms of both content and form. We want to do things differently, we want to dare, even if it means making a mistake.

**These 5 commitments  
form the core of the  
Sustainable Brands Paris  
overall approach,  
experience,  
and buying policy.**



# RESPONSIBLE BUYING POLICY

**A number of principles are applied to meet the Sustainable Brands Paris eco-responsible policy. They are used in the selection criteria for our suppliers and service providers and are based on 3 sustainability pillars.**

**1 Limiting environmental impact:** The aim is to consider the direct and indirect impact on the planet. Three key ideas guide our actions:

- **Moving forward with a Zero Waste approach** (zero wastage, zero wasting): Reduce, Reuse, then Recycle (in that order, of course). We reserve the right to monitor waste management, particularly non-composted waste, if this option were to be selected.
- **Seeking carbon neutrality at all levels:** optimization of transportation, exclusively vegetarian meal service, priority to local seasonal products. And compensating for the residual emissions.
- **Working on the eco-design of the products and materials used**, by analyzing the life cycle, economy and optimization of resources, materials and energy (water, electricity, fuel, etc.). Limiting the use of products that are harmful to the health and environment, encouraging organic products and other green or health labels.

**2 Facilitating positive social impact:** The event's temporary dimension in no way undermines the importance of the social and societal repercussions it can have or the role it can play in changing mindsets. That is why we staunchly defend the following principles:

- **Gender equality and diversity:** seeking representation of society both on stage (speakers) and backstage.
- **Well-being:** understatement is not the opposite of comfort, each person's needs should be considered (peace and quiet, security, hygiene, health, etc.).
- **Insertion:** encouraging solutions that benefit the less fortunate, the jobless, refugees or disability sufferers.



# RESPONSIBLE BUYING POLICY

## 3 Encouraging a positive economic impact:

The resources to achieve our goals are also part of the equation and include:

- **Promoting pollinator businesses** (local, small-medium sized, artisans): companies that seek to develop an entrepreneurial ecosystem of local businesses with a positive impact on their area.
- **Provoking and serving innovation:** we seek “out of the box” solutions. Sustainable Brands Paris is the opportunity to test new services and new ways of doing things.
- **Giving special importance to quality and aesthetics** to offer a unique experience.
- **Co-designing solutions** between Sustainable Brands Paris and our service providers, particularly by supporting them on the eco-responsible dimensions.

**In general,** a label, a standard, a certification or status recognized in one of the fields of our event is a strong point.

*Ex: ISO 20121, PrestaDD, Nature et Progrès, FSC/PEFC, Energy Star, Qualité (ISO 9001), Diversité, FairTrade, ESUS, insertion company, ESAT, Ecocert, Max Havelaar, etc.*

We know that these practices are not necessarily all part of our suppliers’ and service providers’ businesses. Our goal is to propose a direction and support our partners in moving forward.

**For purposes of transparency and improvement, the application of these principles will be measured by quantitative indicators.**



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