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## **Sustainable Development Policy ISO 20121:2024 Up Events S.r.l.**

**Up Events S.r.l.** (hereinafter referred to as “Up Events”), founded in 2019 in Sassuolo, is a company specialized in the organization of corporate and exhibition events, both in Italy and abroad. Thanks to a structured methodology and a well-established network of professionals, it manages every phase of the project – from concept to dismantling – offering customized, high-quality solutions aligned with the client’s identity.

Up Events’ activities are based on key values such as excellence, flexibility, operational precision, and competitiveness. Its tailor-made approach and attention to detail enable the company to provide bespoke solutions that enhance each individual project.

In its ongoing pursuit of short-, medium-, and long-term objectives, and with the aim of contributing to climate change mitigation while maximizing social and economic impacts, Up Events has adopted an internationally recognized management system by achieving ISO 20121:2024 certification, the international standard for sustainable event management.

This decision reflects the implementation of the values and principles promoted by ISO 20121:2024 and underpinning this sustainability policy, as outlined in the document "4.5 Mission Statement ISO 20121\_Up Events Srl", namely:

- Ethical Resource Management,
- Inclusiveness and accessibility,
- Integrity,
- Transparency,
- Participation,
- Legacy.

Furthermore, in alignment with the United Nations Sustainable Development Goals (SDGs), Up Events has adopted an ESG (Environmental, Social, and Governance) strategy, aiming to generate value in the short, medium, and long term.

In this context Up Events is committed to:

### **Environmental**

- Minimizing consumption and waste generation, and promoting circular economy practices;
- Managing natural resources responsibly;
- Reducing carbon emissions across its operations;
- Protecting biodiversity;
- Making responsible, low-impact environmental choices in the organization of exhibitions;



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Sustainable Development Goals pursued:

SDG 9: Industry, innovation, and infrastructure;

SDG 12: Responsible consumption and production;

SDG 13: Climate action;

#### **Social**

- Promoting employee well-being and fostering an inclusive environment that respects diversity;
- Raise awareness and engage all stakeholders (staff, clients, guests, suppliers, venues, institutions, local community, local public authorities) on sustainability issues.
- Enhancing both direct and indirect impacts on the local economic context;

Sustainable Development Goals pursued:

SDG 3: Good health and well-being;

SDG 8: Decent work and economic growth.

#### **Governance**

- Complying with international conventions and guidelines that promote responsible business conduct and the protection of human and children's rights;
- Ensuring compliance with applicable laws on environment, health, safety, and labor;
- Guiding suppliers toward sustainable choices and behaviors;
- Promoting continuous improvement by drafting an annual report with results, lessons learned, and an improvement plan for the following year;
- Engaging all stakeholders (staff, suppliers, venues, clients, local communities, guests) on issues related to environmental, social, and economic sustainability, and taking into account their needs and expectations.

Sustainable Development Goals pursued:

SDG 8: Decent work and economic growth;

SDG 17: Partnership for the goals.

Up Events' sustainability policy is implemented through an operational action plan aimed at reducing environmental impacts, enhancing social benefits, and amplifying the economic impacts on the territory, in alignment with the principles of the ISO 20121 standard.

Up Events Srl  
L'Amministratore Unico



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