

# Kazan Expo

International Exhibition Center



## Guidelines on Sustainable Development for Contractors

2023



# CONTENTS

Introduction	3
Business integrity	4
Respect for human rights and working conditions	5
Health & Safety	6
Environmental conservation and contribution to sustainable development:	7
Transportation and logistics	8
Catering	8
Hotel services	8
Cleaning	8
Technical support	9
Booth construction	9
Printed materials	9
Souvenirs and gifts	9
Quality of services provided	10
Useful links	11



## INTRODUCTION

In 2015, the United Nations defined 17 Sustainable Development Goals, which are global objectives for rise in standards of living on the planet and preserving its resources for future generations.

The arrangement of the company's activities in accordance with the sustainable development goals, the principles of environmental safety and social responsibility is currently not only the order of the day, but also an important requirement of modern business management. Implementation of sustainable technologies and practices contributes significantly to the success of any company and ensures its further growth.

The world's leading convention and exhibition companies are already moving towards greening their activities, as evidenced by the numerous international initiatives and projects designed to attract an increasing number of industry participants to address climate change and reduce the negative impact on the environment.

Kazan Expo International Exhibition Center focuses on the implementation of global sustainability goals, and strives to inspire its partners to use technologies and solutions that meet international standards in health and safety, human rights, ethical and environmental standards in their work.

We have developed a number of outreach documents for this purpose, including the Guidelines on Sustainable Development for Contractors.

The Guidelines are intended for companies that provide services in the preparation and holding events at Kazan Expo IEC, as well as performing various types of work in the course of the current activities of the exhibition center. We encourage our partners to run their business in an honest and open manner, to follow the fundamental principles of sustainable development, environmental and social responsibility.



## BUSINESS INTEGRITY

Business or corporate integrity is a set of values, regulations and laws accepted in the field of business relationships. The basis of corporate integrity is compliance with ethical standards of respect for people, society and the environment. Kazan Expo ANO operates in accordance with the standards and principles of business integrity and expects fair, honest, open and responsible business behavior from the contracting companies.

### We expect our suppliers to:

- Comply with the laws of the Russian Federation and the Republic of Tatarstan, as well as the terms of contractual agreements;
- Run business in accordance with fair competition and antitrust legislation;
- Show respect and consistency in relations with employees and business partners of Kazan Expo ANO;
- Comply with export control regulations that apply to the business and provide accurate and credible information about them to customs and other authorities when necessary;
- Adhere high standards of business reputation. Exclude publication of official statements on behalf of Kazan Expo ANO or with reference to the company without the written permission of authorized officials of Kazan Expo ANO;
- Respect intellectual property rights of Kazan Expo ANO;
- Prohibit misuse of confidential information. Comply with the requirements of agreements and contracts signed with Kazan Expo ANO regarding the protection of confidential information;

- Protect and prevent misuse, disclosure or alteration of information in accordance with all applicable laws on the protection of personal data when collecting, storing, processing or transferring personal data;
- Prevent any form of extortion, embezzlement. Adopt of a zero-tolerance policy toward corruption;
- Provide information to Kazan Expo ANO on any situations that constitute a conflict of interest (a situation in which there is a risk that the personal interests of an employee or counterparty will negatively affect the legitimate business interests of Kazan Expo ANO);
- Communicate openly with employees so that they can report concerns, fears or suspected workplace misconduct without fear of retaliation, intimidation or harassment, and have the necessary means to do so. Address reports confidentially and conduct investigations, including, where appropriate, taking corrective action.





## RESPECT FOR HUMAN RIGHTS AND WORKING CONDITIONS

Kazan Expo ANO pays special attention to personnel policy and the creation of favorable working conditions for employees, adhering to the principles of equality, justice and respect for fundamental human rights. It is important for us that our suppliers provide their employees with decent working conditions in accordance with the requirements of legislation and industry standards, as well as take the necessary measures to expand social support, training and development of personnel.

### We expect our suppliers to:

- Strictly respect internationally recognized human rights and freedoms;
  - Prevent use of any form of child labor in their business activities in accordance with basic international labor standards;
  - Treat all people with dignity and respect, prohibit inhumane treatment and violence. Provide our employees with equal opportunities and favorable working conditions based on their individual characteristics;
  - Prevent the use of compulsory labor. Employees shall have the opportunity to terminate their employment upon advance notice in accordance with Russian legislation and the terms of the employment contract;
  - To treat employees equally and without prejudice. To prohibit discrimination of any kind related to gender, race, color, ethnicity, national origin, religion, age, physical limitations, sexual orientation, gender identity, maternity or parental leave, medical condition, social origin, political opinion or union membership;
- Provide all employees with a written employment contract, which regulates working conditions: the working time for employees must not exceed the maximum limit established by applicable national legislation;
  - Provide employees with the necessary vacation time in accordance with the legislation, including additional days off for overtime work, as well as annual vacation, sick leave, parental leave, and other applicable forms of leave;
  - Provide employees with comfortable working conditions in the workplace ( sufficient ventilation and thermal conditions, emergency exits and sufficient lighting), and ensure access to first aid and emergency medical facilities in the workplace and in premises provided by the supplier (if such facilities exist);
  - Pay employees wages in accordance with the requirements of applicable national legislation in the amount that provides a decent standard of living for employees and their families;
  - Provide extensive educational opportunities for the employees;
  - In the case of providing employees with accommodation, ensure that such accommodation meets safety, sanitary standards, comfort requirements, including the right to private space.



## HEALTH & SAFETY

One of the highest priorities of Kazan Expo ANO is to maintain the health and safety of all persons on the premises, including employees, contractors, partners, attendees and visitors to events. Our suppliers shall also take measures to ensure the safety and well-being of their employees in and out of the workplace in accordance with the company's approved health and safety policies and procedures.

### We expect our suppliers to:

- Provide their employees with a safe and healthy work environment in compliance with all applicable laws, regulations and best practices;
- Provide their employees and contractors with information about the safety measures that are established in workplaces with identified risk factors. They shall receive appropriate training to ensure their permanent adequate protection. Suppliers shall identify and assess relevant risks and workplace emergencies;
- Provide employees with all necessary personal protective equipment, full maintenance and necessary technical protective measures, including access to first aid, in order to minimize health and safety risks at the workplace and prevent accidents and occupational illnesses, in accordance with industrial safety requirements;
- Comply with applicable safety requirements to regulate and maintain all production processes in accordance with applicable safety standards. Such programs must correspond to the level of risk to facilities and processes;
- Arrange safe commute transportation of employees (if necessary), as well as the safe transportation of goods and equipment;
- Implement precise emergency preparedness procedures for identifying and assessing emergency potential;
- Arrange and conduct fire drills in order to inform employees of the basic fire safety requirements, study the fire hazards of technological processes and equipment, fire protection equipment, as well as their actions in case of fire;
- Implement procedures for recording and investigating emergencies;
- Arrange and conduct preliminary medical examinations at the time of employment and periodic medical examinations for employees of the company;
- Comply with all applicable requirements and safety standards at the site in accordance with the Manual for Holding Events at Kazan Expo International Exhibition Center and Manual for Developers of Exhibition Stands and Expositions on Accreditation and Technical Control at Kazan Expo International Exhibition Center.





# ENVIRONMENTAL CONSERVATION AND CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

Sustainable development of companies and regions is inseparable from compliance with the principles of environmental safety and responsible consumption. Proactive environmental protection policy is one of the important aspects of Kazan Expo ANO's work. Our suppliers should also strive to minimize the negative impact of their activities on the environment and apply recognized international environmental and sustainable development standards and practices in their operation.

## We expect our suppliers to:

- Have an environmental policy implemented by the company;
- Strictly comply with operating requirements for the work, as well as have necessary environmental permits, licenses, depending on the scope of the company's activities and the location of the production area;
- Strive to minimize greenhouse gas emissions and reduce their impact on air quality as much as possible;
- Identify the impact of its operations, products and/or services on the environment and, if necessary, take measures to eliminate and reduce environmental risk;
- Develop environmentally friendly technologies and promote their dissemination;
- Strive to use electronic document management systems to reduce pollution, protect forests, and conserve biodiversity;
- Provide training and information on environmental risks and monitor the awareness of all qualified employees;
- Develop partnerships between suppliers and Kazan Expo ANO or other companies to identify opportunities to optimize and improve approaches to environmental protection, with particular attention to the following areas: electricity consumption and greenhouse gas emissions; responsible use of water; and management of solid waste disposal;
- Contribute to the formation of a closed-cycle economy;
- Take into account their product's environmental impact throughout its lifecycle and promote efficient materials use;
- Implement corresponding measures to minimize energy consumption, as well as implement an energy-saving strategy (i.e., the use of renewable resources and fuel, cost-effective logistics operations);
- Implement corresponding measures to minimize the impact of packaging on the environment. Permanently apply the ecodesign principles: eliminate unnecessary packaging, select recyclable materials, reduce the quantity of materials, promote the packaging reuse or recycling;
- Implement relevant measures to ensure the preservation of biodiversity throughout their operations and supply chain;
- Have a responsible approach to water use and wastewater: suppliers should take relevant measures to minimize their impact on water resources by reducing their consumption;
- Implement corresponding measures to minimize waste production. Suppliers shall implement waste control and disposal practices and ensure that waste is treated, stored, transported, disposed, recycled and reused safely and in accordance with the law.



# ENVIRONMENTAL CONSERVATION AND CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

## Transportation and logistics

Transition to alternative fuels such as liquefied gas, biofuel, hydrogen, etc. will help to reduce the transportation's impact on the environment.

Thus, in order to minimize greenhouse gas emissions when arranging transportation of passengers and goods, Suppliers are recommended to increase the use of vehicles operating on more environmentally friendly fuels, as well as to maximize the optimization of logistics routes.

## Catering

High-quality catering is an essential part of any successful event. Arranging catering services in accordance with the sustainable development goals can make a significant contribution to the protection of the environment.

Catering companies are advised to use as many seasonal products as possible and give preference to local suppliers. Unnecessary use of disposable tableware should be avoided when it can be replaced with porcelain and glassware.

Minimizing food waste is an important aspect of sustainability in catering. Not only should food waste be properly disposed, but food and meal volumes should be planned thoroughly depending on customer requirements and any excess should be avoided.

## Hotel services

Modernization and competitiveness of the hotel sector is an important part of the transition to a green economy. It is recommended that companies providing hotel services comply with the principles of social relevance, sustainability, economic benefit and customer satisfaction.

Implementing sustainable solutions within the hotel will increase customer loyalty and strengthen the company's brand in the market. Environmental initiatives can include both selling recycled souvenirs and placing motivational eco-posters for guests in their rooms, as well as organizing charity projects involving the local community.

## Cleaning

Green cleaning has been on the rise lately. Responsible companies tend to prefer suppliers who apply sustainable solutions and technologies in their work.

When cleaning office and production facilities, cleaning companies, including those operating on the Suppliers' premises, are recommended to use environmentally safe chemicals, save water resources, and minimize the use of non-woven synthetic materials that do not biodegrade, or use materials made from recycled materials.





# ENVIRONMENTAL CONSERVATION AND CONTRIBUTION TO SUSTAINABLE DEVELOPMENT

## Technical support

Service and IT companies, and equipment service and maintenance companies, can also make a significant contribution to addressing climate change, depending on their area of expertise.

That includes the use of energy-saving technologies in company offices, as well as the use of various solutions to facilitate the transition from paper to digital media.

Arrangement of a system for the collection and recycling of waste equipment and electronics, the use of environmentally friendly materials in packaging, and the optimization of logistical schemes for transporting equipment to customers are important in the transition to sustainable business.

## Booth construction

Companies providing booth construction services should consider using natural or recyclable materials as well as reusable structures when designing booths. Environmentally friendly painting and covering materials are also suggested to be used in construction.

One of the best solutions is to choose eco-friendly materials for finishing and decorative elements (e.g., oriented strand boards (OSB), boards made of plant material, plywood, cardboard). Nowadays, using modern technologies and natural materials helps to create a unique exposition, which will certainly get a positive feedback from visitors.

## Printed materials

Any modern company uses printed materials in its operations. Paper, although recyclable, requires significant natural resources and energy for its production, which has a negative impact on the environment.

Currently, there are many effective solutions to reduce use of paper and printed materials in company's work and marketing activities, including use of digital technologies and equipment, electronic document management systems, and mobile applications. Production of unnecessary copies of printed materials should be avoided and preference should be given to printing in black and white on both sides of paper, as well as using matte, recycled or eco-paper whenever possible.

## Souvenirs and gifts

Production of branded souvenirs and gifts is an integral part of marketing strategy of any company. Gifts with the company logo serve various functions: create a positive impression of business meetings, increase brand awareness and contribute to the growth of customer loyalty.

Advertising companies that produce corporate souvenirs should consider using more environmentally friendly materials when making them. Offer your customers functional and durable gift options as well as reusable packaging solutions (e.g., cotton bags, heavy-duty folders, or bags made of recycled plastic or paper).



## QUALITY OF SERVICES PROVIDED

Over the years, Kazan Expo International Exhibition Center has proven itself as one of the leading convention and exhibition centers in Russia. It hosts the major business, exhibition and concert events, which are attended by guests both from all over the country and from all over the world. The quality of goods and services provided by our suppliers directly affects the standard of our events, and hence the reputation of the Republic of Tatarstan in general and Kazan in particular.

### We expect our suppliers to:

- Meet generally accepted standards and quality requirements for goods and services that comply with the necessary characteristics, are safe when used as intended, and continuously meet the needs of both Kazan Expo ANO and the organizers and exhibitors;
- Immediate elimination of all crucial problems that may adversely affect the goods and services quality;
- Timely report to Kazan Expo ANO about changes in the production process or supplies that may have a negative impact on the quality of goods and services provided.





## USEFUL LINKS

- UN's 17 Sustainable Development Goals  
<https://www.un.org/sustainabledevelopment/>
- UN's Sustainable Development Goals Report 2020  
<https://unstats.un.org/sdgs/report/2020/>
- Progress towards the Sustainable Development Goals : report of the Secretary-General (2021)  
[https://digitallibrary.un.org/record/3930067/files/E\\_2021\\_58-EN.pdf?ln=ru](https://digitallibrary.un.org/record/3930067/files/E_2021_58-EN.pdf?ln=ru)
- Official website of the international Net Zero Carbon Events project aimed at achieving zero carbon emissions in the events industry  
<https://netzerocarbonevents.org/initiative/>
- Report of Joint Meeting Industry Council (JMIC) on Worlds Sustainable Development Goals (2020)  
<https://themeetingsind.wpengine.com/wp-content/uploads/JMIC-SDG-Report-2020.pdf>
- Report of The Global Association of the Exhibition Industry (UFI) on the current status of sustainable development of the exhibition industry (2021)  
[https://www.ufi.org/wp-content/uploads/2021/09/UFI\\_report\\_on\\_Sustainability\\_July-2021.pdf](https://www.ufi.org/wp-content/uploads/2021/09/UFI_report_on_Sustainability_July-2021.pdf)
- Consolidated Findings Report of The Global Association of the Exhibition Industry (UFI) Waste Management Working Group on Waste Management in the Exhibitions Industry  
[https://www.ufi.org/wp-content/uploads/2020/09/UFI\\_Waste-Management\\_Sept2020.pdf](https://www.ufi.org/wp-content/uploads/2020/09/UFI_Waste-Management_Sept2020.pdf)
- UN Global Compact (International business initiative for corporate social responsibility and sustainable development)  
<https://globalcompact.ru/en/about/>
- UN's Guiding Principles on Business and Human Rights  
[https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR\\_EN.pdf](https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf)
- UN's Universal Declaration on Human Rights  
<https://www.un.org/en/about-us/universal-declaration-of-human-rights>
- UFI (The Global Association of the Exhibition Industry) Sustainability Materials  
<https://www.ufi.org/industry-resources/sustainable-development/>
- Section of the official website of the International Labor Organization (ILO) on International labor standards  
<http://www.ilo.org/public/english/standards/norm/whatare/fundam/index.htm.ilo.org>
- Sustainability section of the official website of the Event Industry Council (EIC)  
<https://www.eventscouncil.org/Sustainability/CSE>
- Event Industry Council's (EIC) Sustainable Events Standards  
<https://online.flippingbook.com/view/7485909/>
- Event Industry Council's (EIC) Sustainable Events Standards for Suppliers  
<https://online.flippingbook.com/view/667421987/>
- Strategy of the Centre for Sustainability and Social Impact of the Event Industry Council (EIC)  
<https://online.flippingbook.com/view/681125276/>

Please note that we have used best practices and international experience in compiling these Guidelines and do not limit you to these recommendations only.

We encourage our partners to proactively apply these rules and principles in their activities, to complement them with their own solutions and technologies, and expect them to be shared with all subcontractors throughout the supply chain.

These Guidelines will be reviewed by Kazan Expo ANO on a regular basis and, if necessary, adjusted to reflect current trends or changes in international or local laws and standards.

# Kazan Expo

I n t e r n a t i o n a l   E x h i b i t i o n   C e n t e r

