

# ConnectSeven Group's Commitment to Sustainability

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This policy covers all ConnectSeven Group operations worldwide - including research, strategy, event management and sustainable-tourism consulting - for both internal activities and all client events.

At ConnectSeven Group we use our tourism and event management expertise to drive sustainable and social innovation for destinations and events, with a mission to leverage research, strategy, and event management to reduce environmental footprints while amplifying positive social and economic impact.

We strive to lead the tourism and events sector in the integration of environmental, social, and economic responsibility into every project and partnership, always manifesting our core values of sustainability, stewardship, inclusion, integrity, diversity, collaboration, and transparency.

## COMMITMENT & GOVERNANCE

ConnectSeven Group operates a Sustainable Event Management System (SEMS) that aligns with ISO 20121:2024, the UN Sustainable Development Goals and our own Event Impact Framework.

- A **dedicated Sustainability Team**, led by the Partners, sets objectives, tracks performance, and reports annually.
- Every employee has individual **sustainability-related goals** and is offered paid time off to **volunteer** or **give back to their communities**.
- Our Sustainability Policy is **reviewed** and approved each year with updates where necessary - or sooner, where changes occur.

## SUSTAINABILITY OBJECTIVES & TARGETS

Our 2025–2030 Environmental, Social, and Economic (ESG) objectives are based on a context analysis and prioritization of impacts, risks, opportunities, stakeholder needs, and applicable law:

- **Promote Circularity & Waste** - Apply circular economy practices to reduce waste and promote reuse, recycling, and regeneration.
- **Reduce Climate & Air Quality** - Reduce GHG emissions, measure and mitigate carbon impacts, and encourage sustainable mobility.
- **Optimize Energy & Resource Efficiency** - Optimize energy, water, and material use through efficiency and renewable sourcing.
- **Enhance Community & Cultural Engagement** - Support local communities, partner with cultural organizations, and design inclusive, accessible events.
- **Ensure Governance, Transparency & Ethics** - Ensure accountable, transparent, and ethical decision-making, backed by reporting and training.
- **Foster a Responsible Supply Chain** - Collaborate with local, sustainable, and ethical suppliers to enhance shared value.
- **Build Risk Management & Organizational Resilience** - Anticipate and manage risks while strengthening resilience and continuity in event delivery.

Detailed, time-bound SDG aligned targets (including baselines, KPIs, owners, and deadlines) are maintained internally within our Sustainable Event Management System and are available to interested parties on request.

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## ENVIRONMENTAL RESPONSIBILITY

- We are a **Biosphere-certified** organization, recognized for our commitment to responsible tourism and sustainable development since 2023.
- We are a signatory of the **Net Zero Carbon Events Pledge**, and have published a roadmap to help reach our commitment to achieving net zero by 2050 and reducing our **GHG emissions** by 50% by 2030.
- We embed **carbon measurement** into our operations and identify and share appropriate metrics and methodologies with the industry.
- We design events using **regenerative** and **circular economy principles**, incorporating climate-risk resilience measures wherever possible (carbon measurement, energy-efficient venues, low-carbon transport plans, waste-to-resource systems).

## SOCIAL RESPONSIBILITY

- Through our **Community Action Initiative**, we donate 10% of our profits annually to organizations that share our core values of social impact, empowerment, and sustainability to leverage events and tourism for change.
- We cultivate an inclusive workplace that values diversity and encourages everyone to be their authentic self. We celebrate, welcome, and respect everyone's individuality, lived stories, and perspectives.
- We design **inclusive events** that contribute to the growth and enhancement of diverse groups, races, religions, and cultures, and offer long-term value to community organizations.
- Consistent with ISO 20121:2024's expanded focus on **human and child rights**, we screen all suppliers to ensure **fair-labour practices** across our value chain.

## ECONOMIC RESPONSIBILITY

- We engineer events and conferences to enhance **local economies, transfer knowledge**, and leave **long-term benefits for host communities**.
- Supported by a Supplier Code of Conduct, our **sustainable procurement practices** favour local business and social enterprises, focusing on ESG issues, carbon reductions, economic reconciliation, human rights, and climate action.
- Progress towards our **B Corp Certification** demonstrates our commitment towards an inclusive, equitable, and regenerative economy.

## INTERESTED PARTIES ENGAGEMENT

We identify and engage all interested parties - employees, clients, suppliers, sponsors, indigenous peoples, local government - through surveys, consultations, and transparent reporting to ensure their perspectives inform our SEMS.

## MONITORING, MEASUREMENT, & REVIEW

- **ESG results** including carbon, waste, diversity, and procurement spend metrics are recorded for events within our defined ISO20121 scope, starting with priority events and expanding coverage over time.
- **Annual management reviews** evaluate progress against our objectives, legal compliance, risk mitigation, and opportunities for improvement.
- **Independent audits**, including Biosphere and forthcoming B-Corp and ISO 20121 certification audits, verify our performance.

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## COMMUNICATION & TRANSPARENCY

We share key performance metrics, results, tools, case studies, and lessons learned with key stakeholders and the wider industry to drive positive change beyond ConnectSeven Group.

A handwritten signature in black ink, appearing to read "A. Kereluk".

Alexis Kereluk  
Partner  
ConnectSeven Group  
Date: Sept 4, 2025

A handwritten signature in black ink, appearing to read "Emma Parston".

Emma Parston  
Partner  
ConnectSeven Group  
Date: Sept 4, 2025