

# BIRMINGHAM CEREMONIES

## **Supplier Social Values Guide**

October 2021

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# Introduction

Birmingham Ceremonies (“BCL”) was formed for the sole purpose of producing the Opening and Closing Ceremonies for the Birmingham 2022 Commonwealth Games.

As bookends to the Games, the Ceremonies showcase to the world the values of the Host City. They are a public stage to showcase how committed the Host City is to using resources considerately, prioritising accessibility, equality and equity and leaving a lasting legacy.

A successful Ceremonies is dependent on staff, crew, and contractors being involved and committed to the event’s goals. We aim to work with suppliers who can meet our requirements and provide value for money whilst at the same time hold sustainability, diversity and ethical sourcing practices at the core of their operations. The Ceremonies are intended to be a benchmark for future events and will be delivered and reported with full transparency in order to share learnings and identify areas for continual improvement.

## **How to use this document**

The purpose of this document is to provide guidance to suppliers on the social values expectations required during the build and delivery of the Opening and Closing Ceremonies. Please refer to the RFP Social Values questions for details on evidence to provide in this area.

This document outlines our expectations regarding carbon and waste removal and reduction and metric tracking, as well as how to conform to our standards and support our KPI’s in an open and transparent forum.

We request all suppliers to comply with the social values outlined in this document. We ask that considerations towards environmental impacts and responsible decision making are taken at each step of the planning process across supply chains, people and materials, and embracing and embedding these choices into the creative and operations as a whole, rather than at the expense of each other.

# An Overview of our Social Values

BCL is contracted to deliver against 18 social values (see *Figure 1*). The social values are commitments and Key Performance Indicators (KPIs) which allow us to measure the social and environmental impact of the Ceremonies. The purpose of the social values are to influence our principles and decision-making across procurement, the way we look after our workforce, our impact on the local community and environment, and how we design and deliver the Ceremonies.

**We will be prioritising suppliers who can demonstrate alignment with the social values of Sustainability, Ethical and Sustainable Sourcing and Equality, Diversity and Inclusion, and will be allocating a 10% weighting to the responses to these questions.**

## Measurement

We intend to gather data and monitor our KPI progress through an online measurement tool made specifically for the event industry, TRACE. TRACE is a simple tool that will capture the full scope of Ceremonies delivery, from carbon and waste impacts to transport and material choices.

We will be measuring the emissions associated with the goods and services we buy from our suppliers, as well as our supplier transportation and travel, from contract through to completion of the Ceremonies. **This will be a contractual obligation of each supplier working with BCL.** Following award of contract, suppliers will be provided with the referenced templates to populate, along with a timeframe and details for completion.

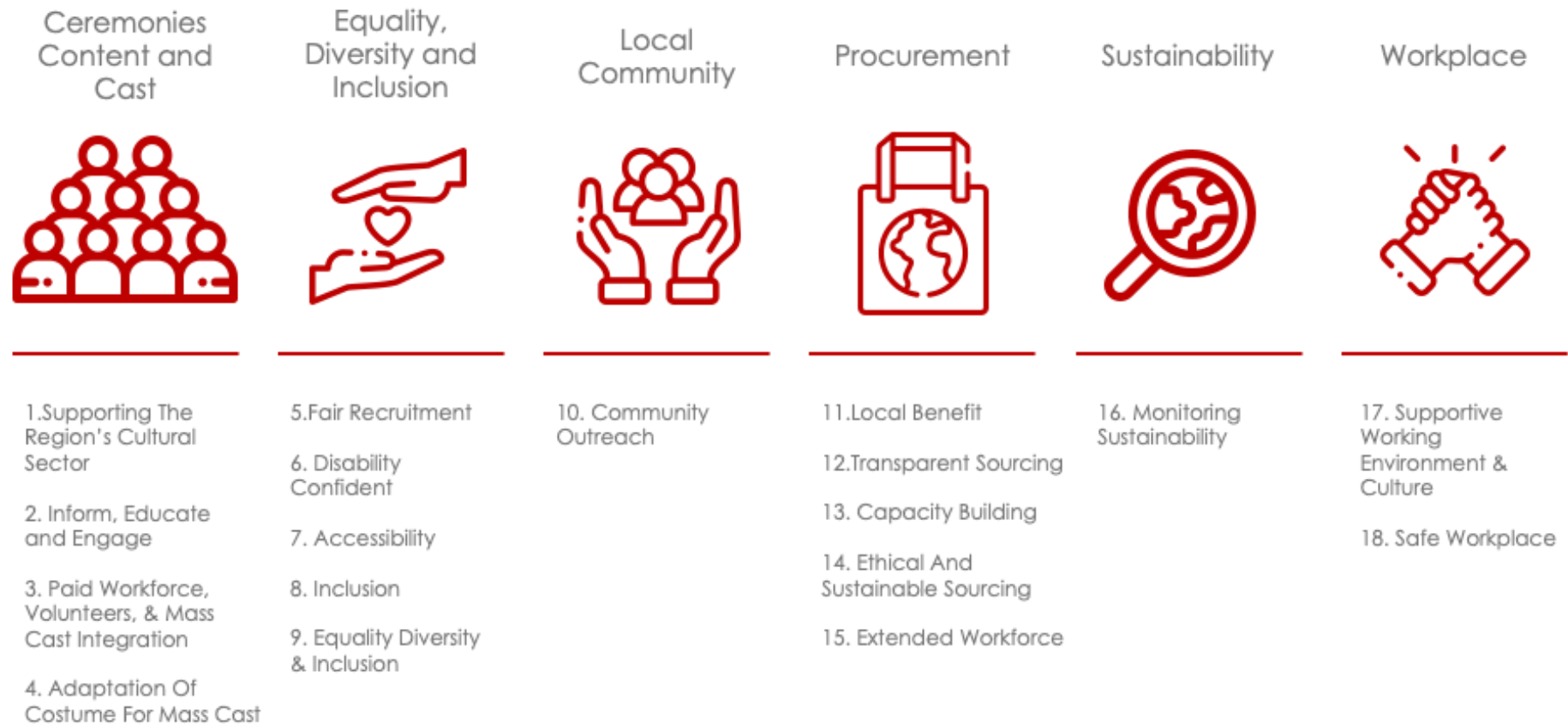
## Governance

We have appointed a Social Values Adviser who will manage the monitoring and measuring of our KPIs, guide our team and suppliers and drive the success of our social value commitments.

Please contact Selina Donald on [selina.donald@birminghamceremonies.com](mailto:selina.donald@birminghamceremonies.com) with any queries on the content of this guide.

Figure 1: Social Values Overview

# An Overview of our Social Values Commitments



# Sustainability Strategy

## The First Carbon Neutral Games

Birmingham 2022 Organising Committee (“OC”) has set the bold target of producing the first carbon neutral Games in the Commonwealth Games’ history. ‘Carbon neutral’ means any greenhouse gas emissions being put into the atmosphere are balanced by an equivalent amount being taken out through off-setting unavoidable emissions. The OC, in partnership with Severn Trent, intends to off-set their emissions through planting over 2,000 acres of woodland.

## BCL Sustainability Strategy

We have created a sustainability strategy which aligns us strategically and practically with the OC’s goal, as well as setting ourselves a practical and realistic set of targets that supports the short-term and fast-paced nature of the Ceremonies production timeline. The targets are set in the areas where we believe we can have the most control and influence (see *Figure 2*):

1. **Efficient use of energy**
2. **Smart approach to transportation**
3. **Sustainable creative and design**
4. **Responsible disposal of all assets and waste**
5. **Prioritising suppliers who meet our sustainable sourcing guidelines**
6. **Setting a benchmark for future events**

To measure our success and keep us on the right track, we have set KPIs for each target area. The KPIs will drive our strategic and operational decisions, help us measure and report on progress and identify learnings and areas for improvement.

**We will prioritize suppliers who can demonstrate sustainability best practice within their own organisation.**

*Figure 2: BCL Sustainability Strategy*



# Greenhouse Gas Emissions

To support and contribute to the objective of being an accredited and audited carbon-neutral Games we aim to reduce and remove carbon emissions as far as possible through efficient use of energy, workforce travel and transportation of goods and services. We will be tracking the greenhouse gas emissions generated by our suppliers through our measurement tool TRACE.

## **Data Requirement** *(following contract award)*

We will be measuring the mileage travelled by our goods and services, our team and event staff as well as the mode of transport used (preferred mode being public transport where possible).

You will be provided with an easy to use template to track travel to and from BCL premises following the award of contract.

## Transport and Travel Guidelines

Transport emissions will form a significant part of the event's footprint and it is important to us that we understand a realistic picture of all suppliers' travel as well as the transportation of goods and services so we can manage and offset emissions.

### Transporting Goods

- Suppliers coming from a similar location will be asked to load share.
- Loads must be consolidated to reduce the number of vehicles required.
- Goods that require air freight must be avoided as far as possible with sea shipping, rail and road being prioritised first.

### Crew Travel

- Please ask crew to travel by public transport or in group travel solutions wherever possible.
- Taxis should be avoided from train stations to BCL sites, unless electric vehicles are available or sharing with a minimum of two members of staff is possible.
- Local crew should be hired within 50 miles of the event site and promote public transport (all locations will have good transport links).

## Power Guidelines

In order to drive down emissions, we will be aiming for energy efficiency across all operations. We define energy efficiency as '*using less energy to achieve the same result*'.

We will provide **Power Management Guidelines** to all suppliers working on-site with a view to reducing energy consumption and creating efficiencies.

## Creative and Design

The Ceremonies are being created using the principles of circular economy, designing out as much waste and pollution from the start, and priority given to preserving the value and

longevity of products and materials. This approach dictates that rather than disposing of materials, builds and production, we will recycle and restore, maximising the potential of products, components and materials.

**We will prioritize suppliers who can demonstrate sustainability considerations within their design, and, in particular, how they have eliminated problematic materials such as virgin or single-use plastic, vinyl, composite woods and PVC.**

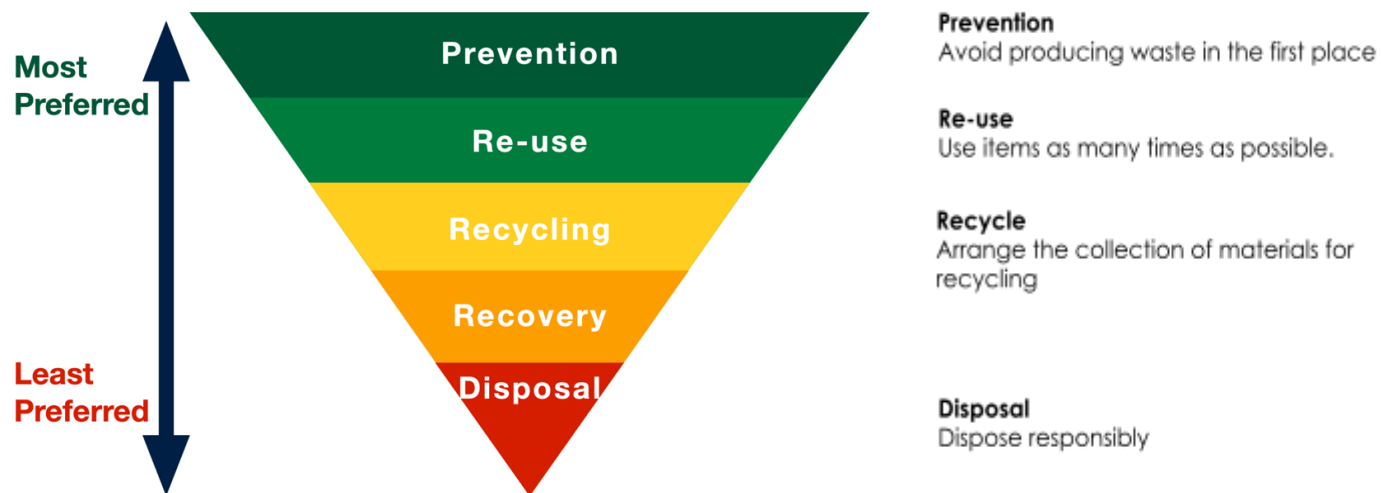
We ask our suppliers to keep in mind the following principles:

- **Build for reuse and recovery**  
Design assets that can be easily repaired or upgraded to further prolong use.
- **Innovate off the shelf assets**  
A 'rent first' policy where we look to hire staging, dressing and props before fabricating anything new.
- **Make sustainable material choices**  
Avoid single-use plastics and hard to recycle materials such as PVC and vinyl.
- **Ethical sourcing of materials**  
Timber should be certified under the FSC Chain of Custody certification to ensure credible and responsible environmentally and socially sourced.
- **Design for waste efficiency**  
Good design uses as few resources as possible - "do more with less". Minimise the number of different materials used to allow for successful waste management.
- **Provide insight**  
We welcome supplier insights and introductions to new materials, builds and productions.



# Waste Management

All suppliers must adhere to The Waste Duty of Care Code of Practice at all stages of the Ceremonies delivery.



## Transportation

*Avoid plastic packaging materials.*

- Avoid plastic packing materials when loading vans or courtering goods.
- Prioritise reusable options such as blankets and ropes.
- If packaging is required and cannot be replaced, please explore the following:
  - Bio Machine Pallet Wrap: Made from sugar cane and produced from 50% renewable resources and is 100% recyclable. See [here](#).
  - Paper Bubble Wrap: This is 100% recyclable and can be recycled with biodegradable materials. It has highly absorbent properties and is made with deep indentations. It is available in a range of width and sizes. See [here](#).

## Reduce Single-Use Plastic

- We request single-use plastics are kept to only absolute necessary circumstances.
- Please provide your crew with a refillable water bottle on-site. We will provide water coolers.

## Waste Management On-Site

- Bins will be designed in line with expected waste streams.
- All bins will be clearly identifiable by colour and clear label displayed at the top of the bin or on the lid.
- Hazardous materials, chemicals and dangerous substances shall be safely stored, handled, recycled, reused and disposed of as per the guidance of the Health and Safety Executive (HSE).

## Onward Life Disposal Plans

We will create an onward life plan for 100% of assets built for the Ceremonies. **We request suppliers to outline any opportunities for hire, buy-back or repurposing of the assets we build.**

## **Equality, Diversity and Inclusion**

BCL is committed to producing a truly inclusive Ceremonies which represents the diverse culture of the West Midlands, not only through our cast and the creative content, but also within our workforce, suppliers, crew and volunteers. We are taking steps to proactively lift barriers, have equal representation, eliminate any bias and discrimination in our working practices, and market ourselves ethically and responsibly.

All suppliers must, as a minimum, comply with the requirements of the Equality Act 2010, and all other relevant equality legislation. We request suppliers to act with fairness, be non-discriminatory and act with respect and inclusivity towards both BCL and their own workforce.

Rehearsals will be held in venues which are fully accessible and with appropriate facilities and reasonable adjustments to accommodate the needs of all participants.

The RFP requests all suppliers to evidence their business approach to equal opportunities to all regardless of race, gender, disability or age.

## **Ethical and Sustainable Sourcing**

BCL is committed to working with suppliers who can demonstrate ethical and sustainable sourcing.

We define ethical sourcing as the process of ensuring the products being sourced are obtained in a responsible and sustainable way, that the workers involved in making them are safe and treated fairly and that environmental and social impacts are taken into consideration during the sourcing process.

The RFP requests all suppliers to evidence their business approach to ethical and sustainable sourcing of goods and materials.

End.