

eXtramile Sustainability Policy

Revised June 2025

Creating Memorable Events, Respecting Our Planet

1. Introduction

At eXtramile Events, a Dubai-based global events management agency, we believe in creating impactful, memorable experiences while honoring our responsibility to the planet and its people. Guided by the UAE Vision 2021, the Dubai Clean Energy Strategy 2050, and the United Nations Sustainable Development Goals (SDGs), we are committed to embedding sustainability at the core of our operations.

Our policy is more than a statement—it is a framework that influences decision-making across event planning, supplier engagement, client collaboration, and internal practices. We aim to lead by example, contributing to a greener, fairer, and more resilient future through every event we produce.

2. Our Commitment

We are committed to achieving a holistic model of sustainability focused on:

- **Environmental Stewardship:** Reducing our carbon footprint, managing resources efficiently, and designing waste-free event experiences.
- **Social Responsibility:** Promoting equity, inclusivity, and fair labor practices within our company, supplier network, and events.
- **Economic Sustainability:** Strengthening the local economy through responsible procurement, innovation, and long-term partnerships.

Target Goals

- Achieve **net-zero carbon emissions** by 2035
- Divert **at least 75%** of event-related waste from landfills by 2030
- Ensure **100% supplier compliance** with ethical labor standards
- Source **50% of all materials** from UAE-based sustainable suppliers by 2030

3. Strategic Focus Areas

3.1 Environmental Action Plan

Energy & Climate

- Use energy-efficient equipment, LED lighting, and renewable energy sources (e.g., solar-powered generators)
- Offset remaining emissions via UAE-accredited carbon credits
- Optimize event energy use through intelligent planning and smart technologies

Waste Management

- Eliminate single-use plastics by 2028
- Introduce compostable or reusable alternatives for all service items
- Partner with venues offering recycling and composting infrastructure
- Promote a circular economy by reusing or upcycling event materials

Water Conservation

- Promote water-saving technologies, especially for outdoor events
- Work with venues and suppliers that adopt low-water-use practices
- Raise awareness among guests and partners through event campaigns

Sustainable Materials

- Prioritize digital communication tools: e-tickets, mobile apps, digital signage, and feedback forms
- Use recyclable, biodegradable, or sustainably sourced décor, signage, and promotional materials

3.2 Social Responsibility

Diversity & Inclusion

- Ensure full accessibility for all guests through infrastructure (e.g., ramps, subtitles, sign language interpretation)
- Promote cultural representation in content, cuisine, entertainment, and staff

Labor & Ethics

- Mandate ethical labor practices and conduct annual audits across our vendor network
- Require suppliers to provide fair wages, safe working conditions, and legal employment contracts
- Establish a supplier code of conduct aligned with international human rights standards

Community Engagement

- Include CSR elements in events (e.g., charity initiatives, tree planting, local artisan showcases)
- Partner with NGOs and social enterprises to support local causes
- Provide opportunities for community education and awareness on sustainability

3.3 Economic Sustainability

Local Sourcing & Partnerships

- Work with UAE-based businesses and venues that implement sustainable practices
- Encourage catering partners to use locally grown, organic, and seasonal ingredients
- Support SMEs, particularly women-owned and environmentally conscious enterprises

Innovation & Digital Transition

- Expand virtual and hybrid event capabilities to reduce travel-related emissions
- Explore technologies such as AI for efficient resource management
- Leverage data to measure ROI and reduce unnecessary event consumption

4. Implementation & Governance

Leadership & Oversight

- Appoint a dedicated **Sustainability Officer** responsible for policy execution, reporting, and training
- Integrate sustainability into staff onboarding, training, and performance reviews

Supplier Management

- Develop a **sustainability checklist** for vendor evaluation
- Establish long-term partnerships with suppliers who meet or exceed environmental and ethical standards

Client Collaboration

- Provide clients with a tailored **"Green Package"** that includes eco-friendly options, carbon-neutral venues, and measurable impact reports

- Educate and inspire clients to make conscious choices that align with sustainability goals

5. Compliance, Monitoring & Reporting

- Ensure full compliance with all **UAE environmental laws and regulations**
- Track and report on key sustainability metrics annually:
 - Carbon emissions
 - Waste diversion rates
 - Water consumption
 - Ethical compliance of suppliers
- Benchmark against international standards and sustainability indices relevant to the events industry

6. Review and Continuous Improvement

- Review this policy **bi-annually**, incorporating feedback from clients, staff, partners, and stakeholders
- Adjust targets and practices based on emerging technologies, market trends, and new legislation
- Continuously seek innovative ways to enhance our positive environmental and social impact

7. Ongoing and Sample Initiatives

- Digital-first approach to invitations, registration, programs, and evaluations
- Use of reusable or biodegradable service ware and signage
- Local, seasonal, and sustainable catering menus
- Shared and eco-friendly transportation options for staff and guests
- Recycling stations and clearly labelled waste streams at all events
- CSR collaborations, such as food donation, school support, and conservation partnerships
- Partnerships with sustainable hotel chains (Hilton, Marriott, Accor, Hyatt) and certified venues