



Creating platforms for progress

Hyve's
sustainability
strategy





Using events as catalysts for change

As the voice of many major industries, we recognise we have a unique opportunity to put sustainable development on the agenda.

We want to use the power of our events to create platforms for change and drive tangible progress.

But we can't do it alone.

If we want to invite others to join us on this journey, we need to lead by example. Subsequently, our strategy addresses our carbon footprint, our diversity, our supply chain, our governance and our community engagement.

We know that our biggest opportunity is to use our events as catalysts for change. We will use our influence to tackle the biggest sustainable development challenges our customers are facing – whether that's modern slavery in the retail sector, or green financing in FinTech.

Partnering with our customers sits at the very core of affecting real change. That is why this sustainability strategy is powered by our vision to "create platforms for progress". Our strategy and commitments are all about enabling our partners to contribute to our shared vision for more sustainable industries. The communities we build around our events have the power to transform industries for good.



Our biggest opportunity is to use our events as catalysts for change.

Mark Shashoua
Chief Executive Officer





Delivering game-changing impact

When people come together, powerful things happen and events done the Hyve way have the potential to deliver real change.

Whether it's winning a major contract, securing that all-important investment, getting on the shelves or sites of the biggest retailers, hearing from industry's greatest minds, or discovering cutting-edge tech, we believe the purpose of our events is to create a world of potential. And that doesn't stop at business.

At Hyve events, connections equal change. It's where meetings move markets, where insights lead to impact, and where partnerships drive progress.

By harnessing the power of community, Hyve events can spark meaningful change. And our customers will be a part of that.



Unmissable events

Our market-leading in-person event brands span a range of sectors. From Bett, bringing together the world's leaders in education technology, to Shoptalk, where thousands of changemakers connect every year to create the future of retail, our events are important dates in the calendars of major industries, and are where our customers come to get inspired, expand their network and do business.

Tech-enabled meetings programmes

Our tech-enabled meetings programmes use data to expertly match customers ahead of our events, greatly improving their return on investment. These programmes mean that meeting the right people is no longer left to chance. We are rolling out meetings programmes at our in-person events, as well as dedicated online events.



The Hyve Mindset

Our 600+ colleagues have an entrepreneurial spirit and operate as one global team. We celebrate behaviours including bravery, ownership, optimism, collaboration and curiosity, which we believe are the formula to what we call the Hyve Mindset.



A strategy for success

As well as aspiring to become a champion for sustainable development within our own industry, we recognise the unique opportunity Hyve has to lead by example, and educate, empower and drive positive change across the global industries we work with. We are committed to using events as opportunities to lead the collective effort towards sustainable development, and make a positive impact on the world around us.

Our strategy is built around four themes. These themes are where we believe, with our skills and resources, we can drive the most impact.



Broadening horizons

Holding ourselves accountable to create an inclusive and diverse business, while also ensuring diverse representation on our stages.



Addressing impact

Measuring and reducing our waste and emissions, while helping attendees to tread lighter when they travel to and from our events.



Inspiring change

Creating a culture of responsibility and activism among our people and customers in order to mobilise change at scale.



Empowering communities

Giving back to the local communities we work within, and helping everyone, irrespective of their background, achieve their potential.



Empowering communities

As well as relying on the communities around our office spaces, we also lean on other communities, local to where we hold our events, for temporary periods during the year.

Our ambition

As experts in connecting people and forming communities, we are committed to supporting those who live locally to our offices and the events we run, and to addressing social imbalance.

Our commitment

To give back to the communities which our business impacts, while addressing social mobility to provide better opportunities to more people.

Our approach

We will focus on two key areas of action:

- Identifying charitable and strategic partners to tackle social mobility in our local communities
- Investing 1% of our profit into local community projects, such as the school we are building in a Cape Town township in partnership with Breadline Africa, and the female refugee programme we are sponsoring in Hong Kong, which is teaching vulnerable women valuable skills in starting their own businesses.

Turning promises into action: Our partnership with Making the Leap

We're giving back to the local communities we work within to help everyone, irrespective of their background, achieve their potential. A key area of focus for us has been the London Borough of Westminster, which surrounds our headquarters in Paddington, West London, and has one of the highest proportions of individuals living in poverty in London.

That's why we have become a Silver Partner for Making the Leap, a societal change charity with over 28 years of experience, whose aim is to 'transform the futures of disadvantaged young people in the UK by providing training to raise their aspirations and develop their skills, confidence and outlook to choose and succeed in a career'.

This partnership allows Hyve to contribute to the improvement of social mobility and will enable us to play a part in enriching the lives of local people who have had a less privileged start to life than others. Through this partnership, we have already taken part in a social mobility careers fair, and hosted a commercial awareness day for local students at our London HQ, with further initiatives planned, including interview coaching at local schools and student visits to our events.





Broadening horizons

Our business is built on human connections. Internally, we are inclusive and collaborative and at our events, we strive for fair representation and equity across our industries.

Our ambition

To create spaces where people can be their full selves, while being a champion for diversity, equity and inclusion across major industries.

Our commitment

We commit to increasing diversity across all aspects of our business, on the stage and backstage, and creating environments where everyone can flourish.

Our approach

Our approach consists of three strands:

- Celebrating the uniqueness of every one of our colleagues and creating a culture of inclusion.
- Driving real improvements in the diversity of our teams.
- Using our events to address diversity and inclusion in every industry we serve.



Turning promises into action:

Launching our first employee resource groups

In 2022, we launched our first employee resource group, Pryde, to help us in creating a welcoming culture for people from the LGBTQ+ community. Pryde is dedicated to supporting LGBTQ+ colleagues and, in its first year, has made an enormous impact on the business.

Their work has included a full-scale review of Hyve's policies including launching a Transitioning at Work policy, organising volunteering opportunities including at UK Black Pride and raising money for the group's nominated charities, Diversity Role Models and KyivPrid.

The Group has also participated in Stonewall's Workplace Equality Index, and the group is now working with our event teams to champion LGBTQ+ inclusion across the industries we operate in.

Following the success of Pryde, we have subsequently launched EmBRACE, our race and ethnicity working group, whose vision is to elevate the voices of Hyve's diverse community by celebrating and advocating for colleagues' unique needs, all while considering the intersections of race, gender, disability, religion, and sexual orientation.





Addressing impact

Like every business, we have a responsibility to address our emissions and to collaborate with our industry to find solutions.

Our ambition

To reduce our impact on the planet and build a culture of environmental responsibility.

Our commitment

We are committed to continuously monitoring and reducing our carbon footprint and upskilling our people in carbon literacy to make sustainability a part of our DNA.

Our approach

Our approach to reducing our impact on climate change consists of three areas of activity:

- Tackle the travel problem: lower the emissions of our attendees getting to our events; this will be hard but something we must do
- Sustainable events: we are continuously developing our own event sustainability blueprints across all our events, to reduce our impact on the planet while continuing to connect people
- Carbon literacy training: we will educate our team about carbon and empower them to take responsibility for helping us to collectively become a more sustainable business

Turning promises into action: Designing a circular approach to events

Events traditionally have a reputation for single use infrastructure, but the 2022 Mining Indaba event challenged that status quo, with the team pioneering the creation of low impact, reusable staging and structures.

For the staging, the team used South African pine as their main construction material, which is a sustainable choice for a number of reasons: it's local, and is a fast-growing species therefore much easier to replace than slow-growing trees. Additionally, the units were also designed with a CNC cut joining mechanism, which means there were no screws, nails, or pins required, enabling the furniture to be flat-packed and easily stored. The staging was successfully reused at the 2023 event for the first time.

The team also championed the use of fabric graphics, as opposed to vinyl ones which aren't as durable, are difficult to store, and generally end up in landfill. Additionally, fabric panels are more lightweight and smaller, minimising the carbon emissions associated with transportation.

The team also used reusable carpet tiles and 75 free-standing banners were successfully replaced for the 2022 event with digital screens and pillar wraps, reducing waste and water consumption.



Inspiring change

Hyve events are catalysts for change – for individuals, businesses, communities and beyond. We believe that when people work together, the greatest progress will be made.

Our ambition

We want to use the leading voice and platform we have, at the centre of our industry communities, to mobilise entire sectors to drive positive change on a global scale.

Our commitment

Every Hyve event will have sustainable development within its core themes and will address topics through its agendas and partnerships.

Our approach

We empower our teams to consider our potential to influence the future, and encourage them to use our events to do good. Whether that's putting education in the hands of children worldwide through Bett, or leading the energy transition conversation through Green Energy Africa, we strive to make a real difference.

Turning promises into action:

Launching the independent fashion retailer sustainability toolkit

Our team behind Pure London, The UK's most diverse festival of fashion, launched "The Independent Fashion Retailer Sustainability Toolkit".

The Toolkit is a free and accessible resource that provides a step-by-step guide to help independent fashion retailers tackle sustainability and move their business towards a more sustainable way of working, from reducing carbon footprint

and energy consumption to sustainable packaging. The areas covered in the toolkit include the creation of a strategy, operating stores in a more eco-conscious way, sourcing mindfully, circularity, and customer-focused communication.

The Sustainability Toolkit is a brilliant example on how our events are creating tangible change within whole industry ecosystems.



Driving sustainability at Hyve

We launched our sustainability strategy in 2022 and have since put the right governance and processes in place to enable us to turn promises into action.

Providing leadership for ESG is our Chief Executive Officer, Mark Shashoua. Mark has oversight of the implementation of Hyve's sustainability strategy and regularly reviews progress against the company's commitments, along with other members of the senior leadership team.

Mark is supported by Nikki Griffiths, Hyve's Group Communications and ESG Director, who is responsible for the day-to-day delivery of Hyve's ESG plan.

Hyve has grown a strong culture of accountability with regards to ESG, and clearly communicates that every colleague is encouraged to play their part. Therefore, Nikki is supported by a network of leaders and champions across the business, and in each of its geographies. Whether its working groups, employee resource groups or accredited carbon literacy trainers, there is an abundance of support in evolving and delivering Hyve's ESG strategy.

Carbon literacy trainers

Rollout of Carbon Literacy training

Senior leadership

Counsel and steering of ESG strategy

CEO

Mark Shashoua
Overall accountability for ESG strategy

Working groups

Delivery of specific ESG strategy pillar objectives

ESG Director

Nikki Griffiths
Day-to-day accountability for implementing ESG strategy

Third party specialist support

Supporting the implementation of technical elements of the ESG strategy

Event leadership

Implementation of ESG strategy at Hyve events

Employee resource groups

Support for Hyve's diversity and inclusion workstream





Get in touch

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