

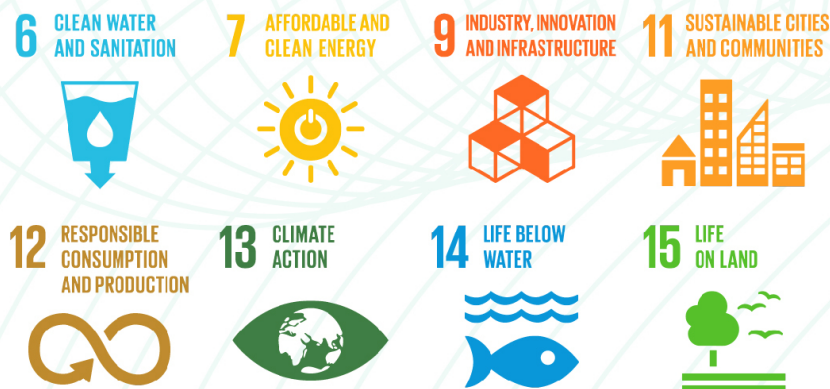


FOCUS ROOMS SELECTION STRATEGY

This year, THS Armada is bringing change to the focus rooms by manually selecting the companies that can be seen in the rooms. Companies pay the same base price for participation at the fair, but have the privilege to exhibit in a premium space, based on their performance and innovation within the sustainability domain for a more sustainable living. It is vital for us that the companies are featured in the Green Room because their strategy aligns with the vision of reducing environmental footprint, and not because of their financial situation. This is one further step towards sustainability at THS Armada.

THE SUSTAINABLE DEVELOPMENT GOALS

The selection for the Green Room was done with the help of the Armada Sustainability Index (ASI), developed by the Sustainability Team at THS Armada. The criteria in the ASI were selected to represent what THS Armada strives for and have been designed to fit all industries. The industries under which the companies are segregated are based on the programmes of study in KTH, which would make the Green Room more engaging and relevant to students coming from a broad range of courses. Since the Diversity Team focused on the social aspect of SDGs, it was important for the Sustainability Team to incorporate the environment-related SDGs in the criteria, as seen below. SDGs serve as the central theme for the Green Room this year, and thus it has been given the most importance or the highest weighting factor for determining the ASI of an organization. Therefore, the key SDGs that the ASI criteria are based on are the following:



THE CRITERIA

FRAMEWORKS FOR SUSTAINABILITY REPORTING

Sustainability reporting enables organisations to consider their impacts of a wide range of sustainability issues, enabling them to be more transparent about the risks and opportunities they face. The Global Reporting Initiative (GRI) serves as the framework for ASI, as it is a widely adopted framework within the domain of Sustainability Reporting.

ISO STANDARDS

ISO 14001 defines criteria for an environmental management system that an organisation can use to enhance its environmental performance. ISO 50001 aims to help organisations continually improve their energy usage and efficiency.

SDG RELEVANCE

How many of the chosen SDGs that are included in their business strategy. The main focus is on SDGs which are related to environment protection and carbon footprint reduction and minimization.

RATINGS AND INDICES

Indices and ratings produced by Sustainable Brand Index™ (SBI), which is Europe's largest independent brand study focused on sustainability, are taken into consideration. SBI measures and analyses how sustainability affects branding, communication and business development. The SBI ratings considers the business-to-consumer (B2C) market as well as the business-to-business (B2B) market.

SUSTAINABILITY AS A CORE VALUE OF THE ORGANISATION

The core values represent a company's interests and goals, thus having sustainability as a core value means they are actively working towards the improvement of their environmental performance.

CLIMATE NEUTRALITY

Climate neutrality including circularity of resources are important for the future of our planet.

References

[1] Renard Y.J. Siew., "A review of corporate sustainability reporting tools (SRTs)," Journal of Environmental Management 164 (2015) 180-195.