

PRACSIS

Sustainable Development Policy

PRACSIS is a Brussels-based communications and public relations agency that offers targeted and tailored communication strategies worldwide.

Its activities include the organisation of professional conferences, events and exhibitions across EU member states and beyond; the provision of communication and public relations services like stakeholder engagement campaigns, production of communication materials, print production, press and social media coverage; and the design and development of platforms, websites, and apps.

PRACSIS has implemented a management system according to **ISO 20121** to ensure that all of the company's operations—on its premises and at the events that it organises—are guided by principles of sustainability.

The management system considers the event management cycle, from conception and planning through implementation, review, and post-event activities.

From a general point of view, PRACSIS:

- assumes a **leadership** role in the event management sector by adopting the ISO 20121 requirements and sustainability principles and a set of measures that minimise the negative impact of the events it organises, while promoting a **positive legacy** with internal and external interested parties;
- ensures that the core values of ISO 20121—**integrity, transparency, stewardship, and inclusivity**—are present in every action, activity, project, and managerial decision;
- complies with the **legislation** and regulations that are applicable to sustainable development issues within the jurisdictions it operates;
- **is committed to the continual improvement of its event sustainability management system.**

The **main sustainability goals** of PRACSIS focus specifically on environmental, social and economic issues.

- Train, raise and maintain awareness among all staff members, Euracsis partners, other subcontractors, event suppliers and interested parties on sustainable development for maximum effectiveness of the event sustainable management systems.
Target: 75% of the event team's members are autonomous in their event sustainability tasks and can effectively plan, organise and implement a sustainable event.
- Calculate the carbon footprint of events we organise or co-organise to assess the sustainable performance of the events.
Target: Calculate the carbon footprint of an average event per contract, as well as flagship events for each contract.
- Reduce CO₂ emissions from transport and travel by encouraging our staff and event speakers to travel by train up to 400km and promote sustainable mobility among our event attendees by raising awareness of the environmental impact of travel when they register.
Target: 80% of staff and speakers travel up to 400 km by train and. 40 to 50% of event attendees take public transports to travel to events.
- Ensure sustainable consumption and production patterns ([SDG 12](#)) by incorporating sustainability criteria into the procurement processes of goods and services while ensuring fairness, transparency, and integrity in the implementation of such processes.
Target: 70% of sustainable goods and/or services.
- Steady increase of the percentage of local suppliers that have a sustainability certification or a sustainable approach (internal policy)
Target: more than 45% of local suppliers with a sustainable certification or approach.
- Communication and promotional materials
Target: more than 60 % of communication or promotional materials to be made from sustainable, renewable and/or recycled materials.
- Promote social procurement and ethical trade by working with people with disabilities and with organisations that meet ethical human rights and employment standards (equal opportunity, fair conditions, rights, and wages).
Target: more than 1 collaboration per year with a supplier with an inclusion and diversity element.
- Accessibility to all types of public at the events organised by Pracsis for a more inclusive event.
Targets: 95% of events are accessible to PRM and 100% of events organised consider food specific needs.
- Reduce energy consumption and waste on PRACSIS premises.
Targets: 40% of energy reduction compared to 2019 (pre-pandemic) and 20% of waste reduction.
- Provide equal opportunities of employment regardless of race, religion, gender or sexual orientation.
Target: 40 to 60% gender balance
- Improve our collaboration with charity organisations and provide in-company internships for upper secondary school students.
Target: at least once a year for both.
- Grow business through the enhancement of PRACSIS's sustainability credentials.
Target: 20% increase by 2025.

The **Sustainability Policy** is reviewed on an annual basis in order to ensure that it reflects PRACSIS's ongoing commitment to its main sustainability goals.

* SDG 12 – United Nations Sustainable Development Goal 12 “Responsible consumption and production”

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