DISCOVER THE
POWER
OF TAKING ACTION

Vision 2012 Barcelona:
Event Sustainability Report

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Executive Summery

Sustaining our Global Corporate Events

Symantec's Vision events are well-known in the IT industry and beyond. Over time we are proud to have established a strong reputation for the quality of our Vision Conferences: including the high educational level of the conference sessions, the business opportunities at the tradeshow as well as the range of networking and social activities. While less visible, just as essential to the event organization process is the issue of sustainability.

At Symantec, we are striving to embed corporate responsibility throughout our business. We see our corporate events as a great opportunity to walk the talk, and to put into practice our commitment to sustainability. We believe that by integrating sustainability principles we will not only, improve the environmental and social impact of our conferences, but also improve their quality and business results.

Discover the Power of Taking Action

For Vision Barcelona 2012, we developed a sustainability strategy aligned to our Corporate Responsibility strategy. Significant steps were taken to engage suppliers and implement better environmental event practices whilst on the social front we worked closely with NGO partners to support two community projects raising awareness about climate change and social issues. To support our efforts we engaged a third-party organization to review our sustainability processes, assess practices onsite, measure our event footprint and make recommendations for future improvement. As a conclusion to this stage of our journey we prepared this, our first event sustainability report to transparently disclose our approach, impact and progress.

Key results achieved at this year's Barcelona event include:

- *The venue, all key suppliers and 59% of the hotels provided sustainability measurement data*
- *Carbon emissions were measured at 1,015 tons CO_2e*
- *55% of event waste was diverted from landfill*
- *$40,000 of costs were avoided through sustainability program*
- *65% of all food served was sourced locally or organically*
- *$15,000 donated to community projects*
- *Attendee satisfaction of the sustainability initiative was evaluated at 78%*

While we achieved some notable successes in Barcelona, we know that there is a lot more that we can and should do to improve the sustainability of our conferences and build a leadership position. As a next step on our journey, we will be reviewing the findings and recommendations of this report and asking:

- *What else can we do to make our events well-known not just for their quality, but also for their sustainability?*
- *How can we better engage our supply chain and staff to deliver our events more sustainably?*
- *Where can we rethink, refine and standardize our processes to make the sustainable organization of our events, simple, cost effective and impactful?*

In the meantime, we invite you to read our report and to let us know your opinions and questions. Collaboration is key if we are to make a difference. Read on to discover the "power of taking action" at Vision Barcelona 2012.

David R Hunt

Vice President Global
Corporate Events,
Symantec Corporation

About Symantec Vision

Symantec™ is a global leader in providing security, storage and systems management solutions to help our customers, from consumers and small businesses to the largest global organizations, secure and manage their information and identities independent of device. Symantec does this by bringing together leading software and cloud solutions that work seamlessly across multiple platforms, giving customers the freedom to use the devices of their choice and to access, store and transmit information anytime, anywhere.

Symantec Vision

Vision is Symantec's flagship annual technology user conference that brings together the largest gathering of Symantec Executives, Product experts and partners with a goal to discuss technical innovation and support future business growth. The conference includes keynote program, breakout sessions, hands-on labs, exhibition, 1:1 meetings with product experts and Symantec executives, roundtables and several networking events. This year three Vision conferences were held: in the US, Europe and South America.

Planning

The event management team at Vision Barcelona 2012 was led by Symantec's Senior Manager, Global Corporate Events EMEA. The core Vision EMEA team is comprised of a large group of cross-functional Symantec employees from different countries and regions including several event suppliers. Symantec's Global Corporate Events sustainability champion initiated and leads the corporate sustainable events initiative. MCI Sustainability Services were provided consulting and reporting support.

**Vision Barcelona 2012: At a glance**

- November 13th to 15th, 2012.
- 162,537 m^2 conference space
- 2042 attendees
- 26 Sponsors
- 120 breakout sessions
- 20,375 social media interactions

Corporate responsibility is increasingly important to customers, employees, and investors. It is also an integral part of my vision for Symantec's future success.

Steve Bennett, President and CEO

MANAGEMENT APPROACH
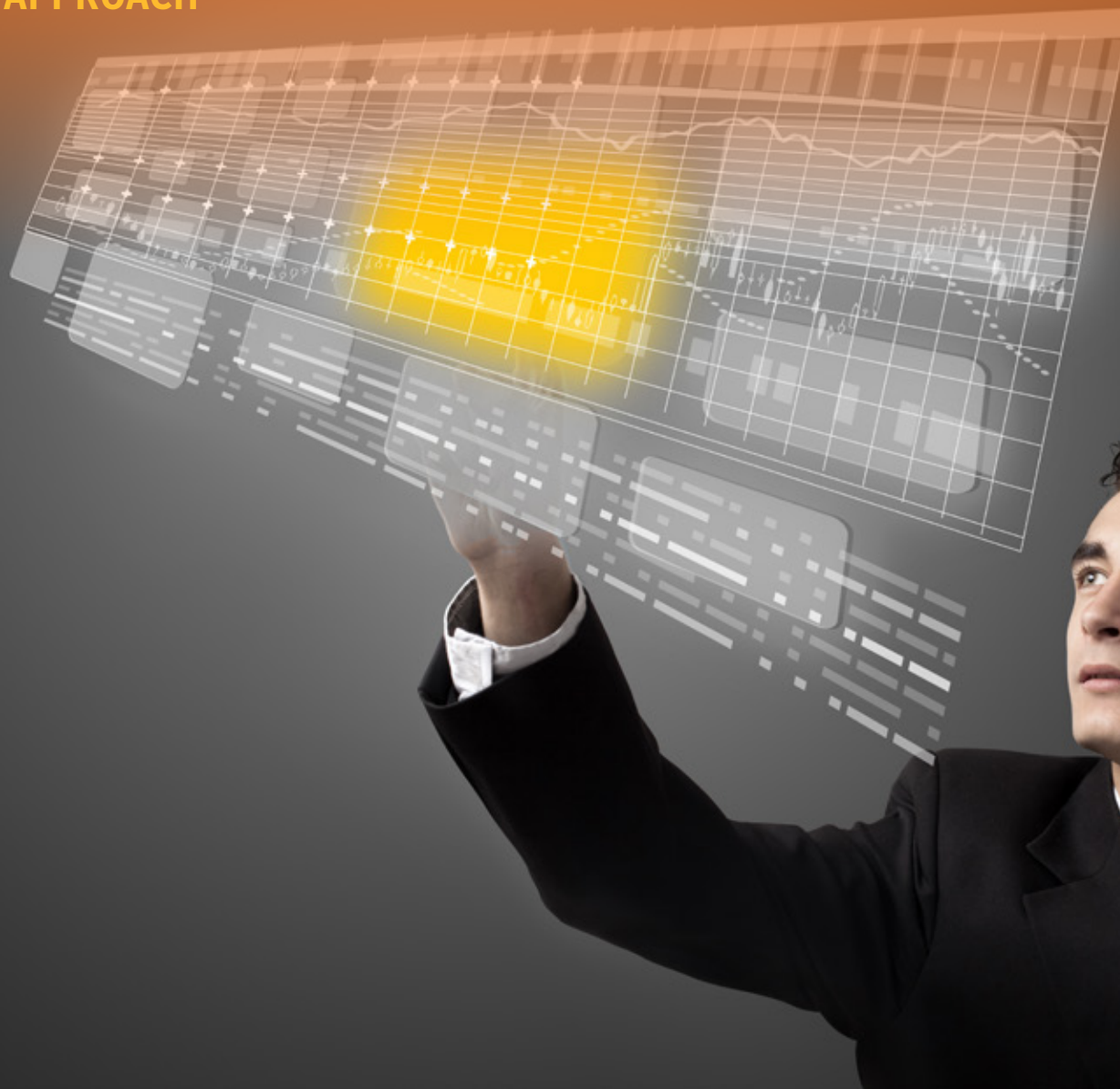
Symantec Approach to Corporate Responsibility

Symantec is committed to fulfilling its core purpose of protecting customers' information and identities with full attention to and respect for ethical operation, the environment, and positive societal impact. Symantec is vigilant in maintaining strong governance and ethics policies and procedures. Employees are also supported and engaged by providing meaningful opportunities to develop professionally, grow within the company, and contribute to their communities. Corporate Responsibility efforts are also aligned with and supported by Symantec's core values, which serve to direct relationships between stakeholders and one another. To learn more about Symantec's Corporate Responsibility, visit our Corporate Responsibility Website.

Materiality Analysis

For the 2012 Corporate Responsibility Report, analysis was conducted to determine which issues stakeholders find materially important as a way to prioritize Symantec's Corporate Responsibility priorities.

As a first step in the event sustainability strategy, the key global Corporate Responsibility issues were mapped against the main event sustainability issues and opportunities were identified that could be taken to address these risks and issues. This process helped to better understand and communicate the business case for integrating sustainability into the event business model, and to align Vision's social responsibility projects with Symantec's philanthropy focus areas.

The Business Case for Sustainable Events
Material issues, challenges and opportunities

Symantec Corporate Responsibility Relevant Issues

- Climate Change
- Stakeholder Engagement
- Securing Information
- Customer Satisfaction

Event Sustainability Challenges

- CO2 emissions from participant transportation and event operations
- Waste: from food and beverage, production and Expo
- Sustainability of food and beverage options
- Sustainability knowledge, engagement and performance of event suppliers
- Delegate satisfaction and event experience

Business Opportunities

- Minimize environmental footprint and associated cost
- Leave a legacy of positive social impact
- Engage suppliers to create a more sustainable supply chain
- Raise awareness of global sustainability issues and Symantec response
- Use sustainability as a catalyst to drive event innovation

Strategy

Sustainability planning for Vision started in February 2012. The new APEX/ASTM Environmentally Sustainable Meeting Standards were used to provide initial guidance and direction. An implementation strategy with five key action areas was developed, in collaboration with the internal corporate responsibility team and approved by management. As this was the first major sustainable event initiative, key focus was put on understanding and benchmarking of environmental impacts, awareness raising, community action, team engagement and improvement recommendations.

The brand claim for event sustainability communication was Discover the Power of Taking Action. It was developed in line with the conference theme "Discover The Power", in order to demonstrate that Symantec also takes action.

ENGAGE
UNDERSTAND
ACT
COMUNICATE
IMPROVE
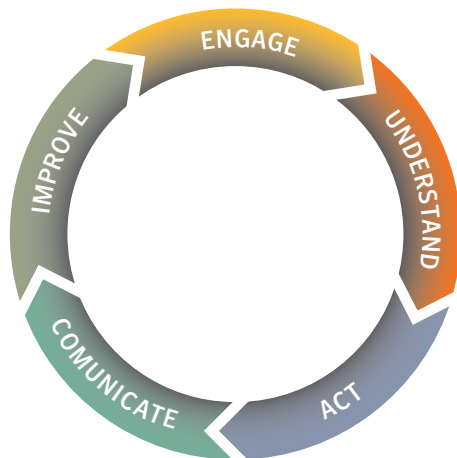
Finding and working with the right partners is critical on our journey towards sustainability. It's important to build a supply chain that shares a common language, and understands the challenges and opportunities of implementing sustainable events.

Tina Ferrari. EMEA Category Manager,
Symantec Global Procurement

The CCIB venue holds both the EMAS and ISO14001 Environmental certifications. 50% of waste was recycled onsite in ten streams of garbage for processing. The clearly labeled recycling garbage cans serve as an example of how strikingly visible and prominent signage can help attendees to recycle correctly.

Objectives and Performance

Strategic Area	Strategic Objective	Approach/Result
Understand	Develop methodology to measure the CO_2 emissions of events	**Achieved:** Event measurement approach developed in collaboration with Symantec Global Sustainability team and aligned with existing corporate emissions measurement methodology
	Measure and understand the environmental impacts and sustainability performance of Vision	**Achieved:** Key impacts independently assessed and benchmarked using the MeetGreen calculator
Engage	Engage internal team and key suppliers to support sustainability program and provide measurement data	**Partial:** All key suppliers and 65% of the hotels responded to Sustainability Assessment. 19% of suppliers were eco-certified. Data was collected about the flights, venue, hotels, marketing and production. Better food and beverage data could have been collected about the side events and gala dinner.
Communicate	Raise awareness of global sustainability concerns and Symantec's commitment to sustainability throughout the conference	**Achieved:** Charity partners included into opening and closing plenary. Sustainability wall created to communicate initiative. Tree planting at the venue. Communication through all media channels.
	Produce Sustainability Report following GRI G3 Guidelines and the Event Organizers Sector Supplement	**Partial:** Report produced using GRI guidelines but not externally assessed, as not deemed necessary at this stage.
Act	Demonstrate Symantec's commitment to Corporate Responsibility by organising three social responsibility projects to support and raise awareness among event stakeholders about specific environmental and social issues	**Achieved:** Partnership with Plant-for-the-Planet resulting in 36,851 tree planting pledges and a $10,000 donation. $5,000 was donated to Fundación Fatima Children's Home as well as the donation of leftover conference materials.
Improve	Review progress and develop standard operating procedures to simplify and improve sustainable event management performance	**Ongoing:** Key learnings from the project already being integrated into strategy and planning of Vision 2013 in Nice, France.

At Symantec, we are committed to fulfilling our core purpose of securing and managing your information-driven world with full attention to and respect for ethical operation, the environment, and positive societal impact.

We regard sustainability as both an imperative of responsible operation, and an opportunity to improve our business performance including the way we plan and run our conferences and events.

Cecily Joseph, Senior Director Corporate Responsibility

PERFORMANCE REVIEW

Sustainable Event Management Process Performance

Event Audit System

MeetGreen® was used to evaluate the overall performance of the event management processes frequently referred to as the "Management System". The MeetGreen® system aligns with the APEX-ASTM Environmentally Sustainable Meeting standards, and evaluates over 150 best practices and measured performance achievements to determine an overall meeting sustainability score and individual scores in 10 different areas of meeting management (see graph next page).
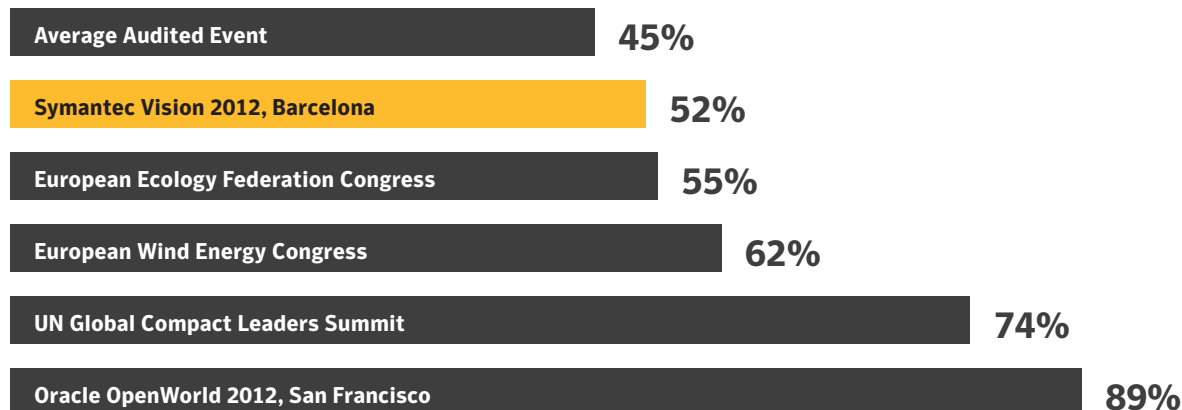
Sustainable Event Management Process Performance

Using the MeetGreen calculator, Vision Barcelona 2012 earned an overall meeting sustainability score of 52%. The conference was benchmarked against the sustainability practices of other events in the MeetGreen system. As can be seen below the Vision Barcelona score is above the average of 45% demonstrating the results of the event team`s commitment to improving processes and supplier performance. At the same time the chart shows there is considerable scope for improvement. The other event examples demonstrate what can be achieved by organisations who have taken a leadership approach to integrating sustainability into the event management processes.
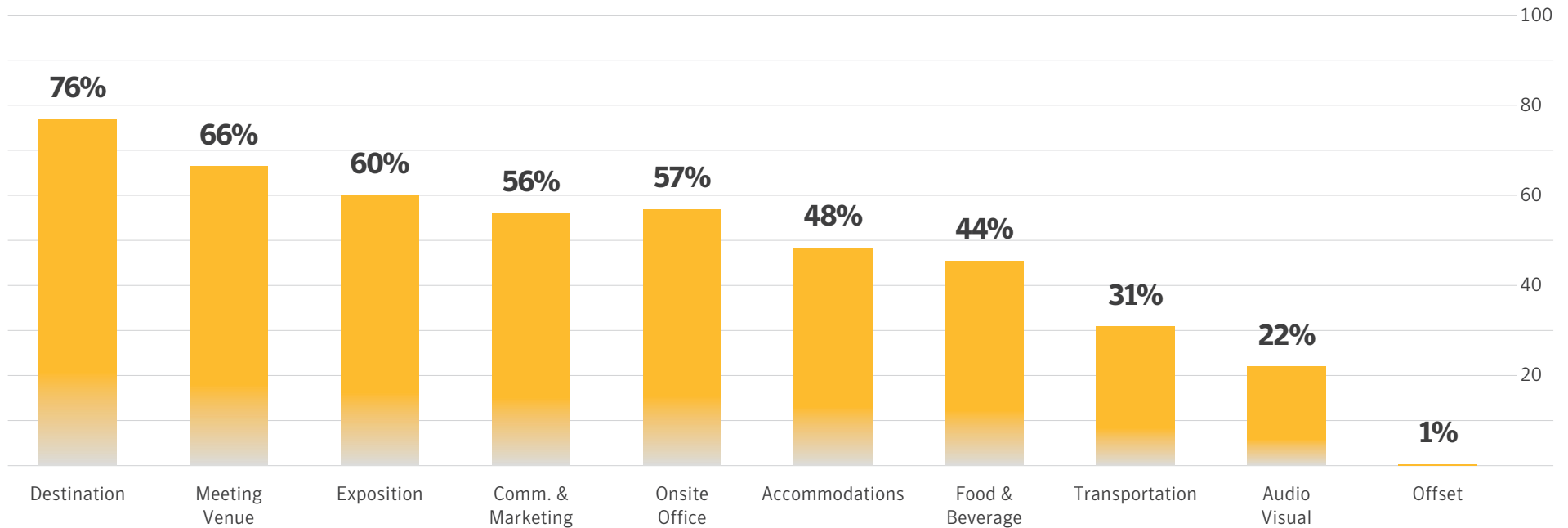
Symantec is among a too small group of leaders who are active in pursuit of sustainable event innovation. The size and attendance at these type of events represents a tremendous opportunity to influence change in corporations, destinations and venues around the world. I commend Symantec for their approach. At Oracle, our focus on sustainable events has helped us to significantly improve our environmental footprint, avoiding over $1 million in costs and driving innovation into the way we organize OpenWorld.

Paul Salinger, VP Marketing Oracle.

Event Sustainability Benchmarking
Using MeetGreen® Calculator

Average Audited Event	45%
Symantec Vision 2012, Barcelona	52%
European Ecology Federation Congress	55%
European Wind Energy Congress	62%
UN Global Compact Leaders Summit	74%
Oracle OpenWorld 2012, San Francisco	89%

Benchmarking Management Procedures

Areas where Symantec event planners and suppliers performed well in sustainability:

- *Destination Selection: Barcelona has good green infrastructure (recycling, public transport, renewable energy) and local government commitment*

- *Meeting venue management: CCIB venue has two environmental certifications and strong leadership commitment to social responsibility*

- *Expo design: Excellent use of modular stands, carpeting and good recycling procedures*

- *Communication: Inclusion of sustainability initiative into plenary program and all attendee communication channels including sustainability information wall and info stand in Expo and registration area*

Areas where Symantec event planners and suppliers could have improved sustainability practices:

- *Accommodation: Selection of eco-certified hotels and requirement to perform to minimum standards*

- *Food and beverage: More local menus and sustainable service options*

- *Transportation: Use of more sustainable vehicles and fuels, and inclusion of carbon offsetting scheme*

- *Audiovisuals: Contractual integration of sustainability in set design, equipment selection and management*

- *Measurement: Accuracy, completeness and responsiveness of team in providing sustainability data for this report*

Performance Indicators

Key performance indicators were selected from and measured according to the Global Reporting Initiatives Event Organizers Sector Supplement.

Impacts	KPI	Data	GRI Indicator
Economic			
Participation	Number of attendees	2,042	
Investment in event sustainability	Total expenditure to improve event sustainability	$ 10,000	EN30
	Total saving from event sustainability initiative	$ 40,000	EN30
Attendee satisfaction	Attendee importance of sustainability program	80%	PR5
	Attendee satisfaction with sustainability program	78%	PR5
	Overall attendee conference satisfaction rating	98%	PR5
Social			
Stakeholder engagement	Suppliers signing sustainability clauses in contract	0	HR2, EO7
	Number of suppliers evaluated for sustainability	31	HR2,EO7
	Suppliers with eco-certification	6	HR2,EO7
Health and quality of air	Space designated smoke free in venue	100%	EO7
Accessibility	Hotels and venues with accessibility programme	92%	PR1
Community Action	Donations of cash or in-kind by Symantec	$ 15,000	EO11
	Number of charities and NGOs supported	3	EO11
	Number of delegates and staff participating in community action projects	86	EO11
Environmental			
GHG emissions	Total Carbon footprint (tonnes co2 equivalents)	1,015	EN16, EN17
	Flights (tonnes co2e)	898	EN16, EN17, EO2
	Local travel – taxi, rail and bus (tonnes co2e)	1	EN16, EN17, EO2
	Car (tonnes co2e)	7	EN16, EN17
	Hotel (tonnes co2e)	38	EN16, EN17
	Event – Venue and Gala Dinner (tonnes co2e)	54	EN16, EN17
	Food and paper (tonnes co2e)	16	EN16, EN17
	Emissions per delegate (tonnes co2e)	0.50	EN16, EN17
	Emissions offset	0	EN26

Performance Indicators *continued*

Impacts	KPI	Data	GRI Indicator
Environmental			
Energy	Total electricity consumed (kwh).	91,918	EN4
	Total energy consumer for heat and air conditioning (kwh)	97,300	EN3
Water	Total water used (m^3)	397	EN8
Paper and materials usage	Sheets of A4 paper used for printing.	37,415	EN1, EN26
	Signage (m^2)	1,317	EN1, EN26
	Carpet used for event (m^2)	2,747	EN1, EN26
	Carpet landfilled/incinerated through event (m^2)	2,200	EN1, EN26
	Badges recollected (number and %)	1000 (50%)	EN1, EN27
Waste management	Total waste from event (kg)	9,804	EN22
	Co-mingled (90% incinerated + 10% recycled)	5,044	EN22
	Organic waste (composted)	200	EN22
	Paper and cardboard	2,360	EN22
	Glass	980	EN22
	Metal	-	EN22
	Plastic	560	EN22
	Carpet	660	EN22
	Total diversion from landfill	55%	EN22
	Total waste per event participant (kg)	4.8	EN22
Food	Number meals served	7,479	
	Local (<250km) food sourced for meals	50%	EN26, EO5
	Organic food sourced for meals	15%	EN26, EO5
	Vegetarian meals served	15%	EN26, EO5
	Plastic water bottles used in event	8,000	EN26, EO5
	Plastic bottles not served due to bulk water dispenser	2,460	EN26, EO5
MeetGreen	Event sustainability performance score	52%	

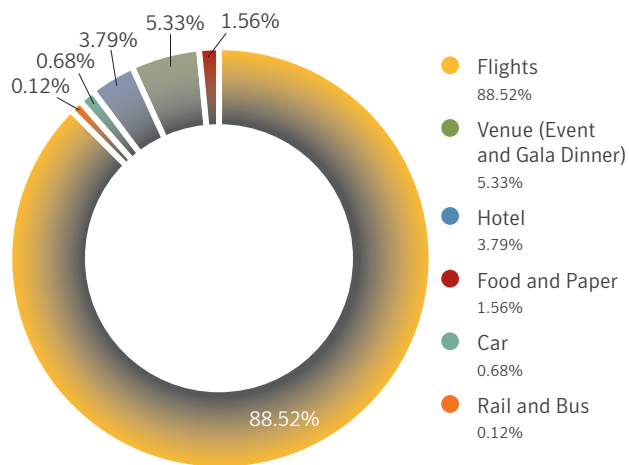**STRENGTHS, OPPORTUNITIES AND INNOVATIONS**

STRENGTHS, OPPORTUNITIES AND INNOVATIONS

Customer Satisfaction

Vision 2012 was a resounding success. 98% of attendees who replied to the post-event survey said that they would recommend the event to a colleague. The three key reasons for attending were relationship building/networking, information/knowledge increase and improvement of skills. When questioned about sustainability 80% of respondents thought that Symantec should address the environmental and social impacts of the conference. 78% of whom were satisfied with Symantec's initial approach and performance improving the environmental and social sustainability of the event.

**Symantec Barcelona Vision Event
GHG Emissions by Catagory (tCO2e)**

3.79%   5.33%   1.56%
0.68%
0.12%

- Flights
  88.52%
- Venue (Event
  and Gala Dinner)
  5.33%
- Hotel
  3.79%
- Food and Paper
  1.56%
- Car
  0.68%
- Rail and Bus
  0.12%

88.52%

Greenhouse Gas Emissions

Responsible event management requires planners to identify and track greenhouse gas (GHG) emissions through an assessment of event related energy and fossil fuel usage. The measurement approach was developed in alignment with Symantec's global greenhouse gas measurement methodology.

The Event produced a measurable total of 1,015 metric tons of Carbon dioxide equivalent (CO_2e), or an average of "0.5" tons CO_2e per participant. In practical terms, this is equal to the average annual GHG emissions of 138 Spanish families (source UNFCCC).

As expected, the biggest GHG emissions impact is from air transport, which represented nearly 90% of the emissions total. Emissions resulting from the use of the event venue represented approximately 5% of the emissions total, with the remaining 5% coming from paper and food production, hotel energy use, and local travel. The emissions produced by the manufacturing and transportation of the merchandising products were not included in the calculation.

Our customers and investors are demanding greater rigor in measuring and analyzing our environmental footprint. Symantec began measuring, tracking, and reporting GHG emissions in 2008. Since that time, we have made great improvements in both the quantity and quality of our data and a reduction in our direct emissions. We continue to refine our understanding of our indirect emissions and better measurement of our event and travel impacts is therefore critical.

Kelly Shea – Global Program Manager, Sustainability

Understanding and Reducing Event Waste

An estimated 9.8 metric tons of waste was produced during the entire conference; equivalent to the weight of seven Mini Cooper cars.

Zero waste to landfill: The waste diversion rate (waste diverted from landfill) was 55%. The CCIB venue managed to sort 50% of this waste on site for recycling. The remaining waste was co-mingled and sent for offsite reprocessing where an average of 10% is recycled, and the remaining 90% is incinerated at the local energy plant to create electricity for Barcelona.

With this system, zero waste from the event is expected to have ended up in landfill sites. This sounds very positive as landfills are the largest human-created source of methane gas in the world, and consequently a significant contributor to global climate change. On the other hand, burning of waste is known to have many negative environmental, social and health consequences. Incineration produces dangerous pollutants and in particular dioxins and other chlorinated organic compounds, which are toxic to humans and the environment.

Symantec can influence and encourage venues and hotels to develop waste management systems that favor the reuse, recycling and composting of materials over incineration or landfill. Besides the health benefits, recycling saves three to five times the energy that waste incinerator power plants generate (source: Gaia)

Improving Recycling: The CCIB operations team implemented an effective waste management program that diverts over ten streams of waste at the back of house (non-public areas). In the public areas (front of house) – the CCIB recycl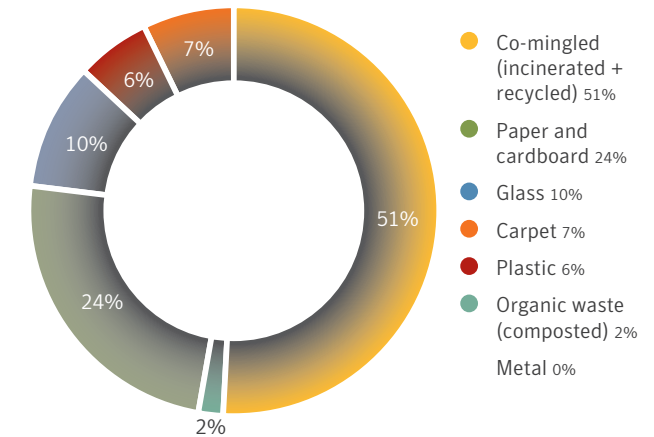e six streams of waste through a series of very clearly marked and prominent waste containers. Working with the CCIB, placement of garbage cans was assessed and improvements made to ensure sufficient cans were provided throughout the event.

Recycling of materials from the exhibition, signage and registration areas could have been improved during the set up and breakdown of the event. This is generally when over 75% of the event waste is created. Breakdown in particular is when all the team are keen to go home, and recycling is not on the top of mind of tired contractors as they race against the clock to dismantle. To improve this situation, the entire exhibition was dismantled and shipped back to Amsterdam where the majority of materials could be recycled, reused and donated without time pressure. This resulted in only two large bins of waste for the expo (150kg).

The Branding Challenge: A key waste challenge for corporate IT conferences such as Vision is the amount of single use carpet, signage and branding materials employed to decorate the plenary room, Expo and general areas. Over 2,200m2 of standard exposition carpeting, 1,317m2 of signage and 408m2 of banners were produced for single use at the conference. The Symantec production team worked proactively with the venue to only use carpet in the walk ways of the plenary room, reducing the amount of carpet used by 2,410m2 (52%). In the Expo, exposition carpet was replaced with reusable modular carpet tiles. This significantly reduced cost and improved the aesthetics of the tradeshow area.

In the future, opportunities will be evaluated to reduce the use of carpeting, use reusable rented carpet tiling, use carpeting made from more sustainable and recyclable materials, and to donate leftover carpet to community social projects.

Event Waste

- Co-mingled (incinerated + recycled) 51%
- Paper and cardboard 24%
- Glass 10%
- Carpet 7%
- Plastic 6%
- Organic waste (composted) 2%
- Metal 0%

A key environmental impact of tradeshows and conference is often the carpeting used to decorate the exhibition and plenary areas. As a single use item, carpeting is commonly a low cost and low quality consumable that is thrown away after each event. For the exhibition at Vision, carpet tiles are now rented as a superior replacement for standard exposition carpeting. With their easy reuse and very low disposal rates, waste is reduced to almost zero; saving money and providing a higher quality and more aesthetically pleasing result for attendees.

Managing E-Waste

A key environment impact at Vision is the electricity consumed by over 200 servers and PCs used in the 200 plus workshops, labs and breakout sessions. For Vision 2012, the Symantec Event IT team replaced the previous eight PC Server racks with four Mini Mac servers. In addition to the energy saving, the reduction in size and weight of equipment to be shipped saved $40,000.

To save on costs and to reduce the amount of e-waste, all computers used in the Internet Café, registration and for session access were redundant obsolete models.

For the labs and training classes, all handout materials were eliminated. In place, participants were provided with Kindles and iPads. Not only did this eliminate the printing and waste of over 22,000 sheets of paper (equivalent to 3 trees), the innovation improved the student experience and simplified the instructor's preparation work.

Merchandising – Procuring responsibly

Over 22,000 items of merchandising in 28 different categories of products were procured for Vision Barcelona. This varied from conference bags, to T-shirts, water bottles, badge holders, ceramic mugs, lanyards and wristbands. While a number of selected products including the notepads and pens were made from more sustainable options, the majority of products were not sourced from sustainable materials or were selected using environmental or social responsibility criteria included in the procurement process. Many products were purchased in bulk and ordered from China with long lead times and shipping costs, making any change of suppliers difficult. Using local manufacturers for merchandising would align with Symantec's corporate sustainability plan, potentially improving the environmental footprint and improving the socioeconomic benefits to local communities. These issues will be further investigated and evaluated in the future, and discussions are already in progress with the EMEA procurement team.

A badge and backpack collection point was established close to the exit of the venue, and participants were invited to recycle these products. More than 50% of all badges issued were collected and will be reused and/ or recycled. This is above the average for this type of initiative. Symantec donated 132 conference backpacks to two charity organizations.

The Print Smart strategy used during the event planning resulted in less than 4000 pages of A4 being printed. Over 32,000 printed items were provided by sponsors for inclusion in the Conference bag. Consideration will be given to this practice, to see if there are better ways to innovate and give sponsors brand visibility and more return on their investment with less environmental impact.

Food and Beverage

Over 50% of the produce procured by the CCIB for the conference buffets was sourced locally in Catalonia, within a radius of 250km. 15% of food was organically sourced.

Organic menu options were provided by suppliers but were significantly more expensive and therefore avoided. Plastic food service options for the cups, glasses, plates and cutlery were used in place of reusable metal cutlery and ceramic plates due to their cost advantage.

To feed a large amount of guests in a short time, buffets were used as the preferred form of food service. Unfortunately buffets result in significantly more organic waste and the plastic food service waste is normally not well recycled by participants. Unfortunately in Barcelona and much of Europe local legislation and the risk of legal action stops unused safe food from being donated to social causes.

When questioned through the post-event survey, attendees expressed dissatisfaction with the quality and quantity of food and beverage, rating the offering at 2.73 out of 4 (68%). Improving the sustainability of food and beverage service has the potential to act as a catalyst to redefine the eating experience for attendees, and will be closely evaluated for the Vision 2013 conference.

Accommodation

Symantec sourced rooms from 20 hotels for staff and clients. All hotels were sent an in- depth study about their sustainability commitment and performance. 14 replied to the survey Key conclusions identified:

- *Only four hotels (20%) had a third party recognized eco-certification (ISO14001, Biosphere and EMAS)*

- *38% had a policy and a sustainability manager*

- *Seven hotels (35%) could provide carbon emission data*

- *100% of hotels have implemented recycling back of house. However less than 31%, recycle hotel room waste*

- *Less than 15% have a policy of sustainable food and beverage*

- *31% donate used amenities to charity*

Due to other priorities it was decided not to gather exact data of hotel energy consumption and their waste production for this year's event. For the next Vision EMEA event Symantec will engage with hotel partners early on in the planning process and work to influence and improvetheir sustainability procedures.

Attendee Communication

The slogan for communication was developed in line The environmental theme for the conference, "Taking Action", was an outgrowth of the conference theme: Discover the Power of Taking Action.

Internal and external communication with an objective of raising awareness of the sustainability initiative started in September with articles includes in the conference newsletter, and a section dedicated to sustainability on the website. During the event, sustainability was included in event news updates, mobile and applications, keynote sessions and the sustainability wall. The wall was a double sided display positioned near the registration area, designed to raise attendee awareness about the social and environmental actions of Symantec, and to provide recommendations to attendees about how they could reduce their own environmental footprint during their stay in Barcelona.

On social networks, there were 73 Tweets about the sustainability initiative: accompanied by a Symantec press announcement, various blog posts and newsletter articles.

Another important thing that I like and see for the first time at Vision is the Sustainability initiative, especially the environmental and social action.

Javier Serna Royo
– Technical Support Analyst, Symantec

COMMUNITY OUTREACH

Throughout Vision, Symantec supported the global children's initiative Plant-for-the-Planet, which aims to raise awareness of and respond to the issue of climate change. Plant-for-the-Planet held a training session at the conference for 50 children from 3 local schools. The Plant-for-the-Planet Academy is recognized as an official project of the UN-Decade "Education for Sustainable Development", a concept which conveys sustainable thinking and behavior to children and adults.

Felix Finkbeiner, the 15 year old founder of Plant-for-the-Planet was the inspirational speaker during the opening keynote session. His dynamic performance earned a satisfaction rating of 89% from participants. His presentation can be watched by clicking on this link. Afterwards he joined Symantec staff to plant a symbolic tree in the grounds of the city of Barcelona.

In response to his plea, Planet-for-the-Planet received 86 pledges to plant 36,851 trees: 14 of these were made by Symantec employees, including a significant contribution from a Symantec employee who pledged to plant 14,000 trees. Symantec corporation pledged $10,000 to plant 10,000 trees.

As part of the event strategy to support a local community initiative, Symantec donated $5,000 and unused conference materials (bags, pens, water bottles) to the Fundacion Fatima foster home in Barcelona.

"At one of the Academies a young ambassador told us about an interesting science report he had seen. In the report it was explained that if you let a monkey choose between having one banana now, or six bananas later, the monkey will always choose to have one banana straight away.

We children are global citizens. For us children, the future means another 70, 80, or even 90 years. But for many adults the future may stretch only as far as 20 or 30 years. We kids have noticed some striking similarities between the story about the monkeys, and the behaviour of many adults. Basically, if we humans only think and act for the short-term (like the monkeys), then everybody would be making the choice to live more comfortably today, at the expense of future generations. If adults continue to act even a little bit like the monkeys do, then our future will be looking pretty bleak. If we want to have a more positive future ahead of us, we will need to do a lot more."

Felix Finkbeiner,
15 year old founder of Plant-for-the-Planet

INCREASING SUSTAINABILITY PERFORMANCE

At the final stage of the Symantec sustainable event approach, it is critical to review progress and identify areas to elevate performance.

The following key points were identified as actions where the Vision events team could increase sustainability performance. These recommendations will be discussed and used in the creation of the 2013 Vision sustainability strategy.

1. Integrate sustainability into event design and start early

Looking towards Vision 2013, greater results could be achieved if sustainability is considered as one of the core design principles of the event, rather than an "add on". By integrating sustainability into event strategy, team meetings, and site inspections at the initial planning stages it is much easier to engage internal team members and suppliers; which increases the potential to improve performance , cost efficiencies and to spur innovation.

The sustainable event strategy should be documented and shared with all team members and suppliers. The team should be encouraged to share their feedback, ideas and comments.

2. 4Ps: Policy, procurement, performance, partnership

Performance will be increased if a sustainable event policy is developed as a tool to formally communicate sustainability expectations and requirements to suppliers and partners. This policy can be formally integrated into the procurement processes including request for proposals, and the contracting of new and existing suppliers.

Assessing the sustainability performance of the supply chain during the planning and after the event would provide opportunity to address performance issues, implement process efficiencies and identify new ways for partnership around sustainability. This is particularly important as many suppliers have their own CSR initiatives, and collaboration can be a more efficient way for all parties to achieve their goals and make a more significant combined impact.

3. Education

There are varying levels of knowledge and experience of sustainable event management within the internal and external supply chain. Symantec would be advised to develop a simple guidebook with checklists to share best practices and standard operating procedures. Regular communication via internal newsletters, meetings and training classes could also develop knowledge.

Participation in the Green Meeting Industry Council (industry association) would provide a cost- efficient way for the sustainability team to grow, develop and share their experience.

4. Food and beverage

Improving the sustainability of the food and beverage offering is relatively simple and can deliver significant improvement to the participant experience at parity cost. Food inspires powerful emotions and feelings, and menus can be designed to powerfully communicate the local culture and identity of the event.

Rethinking menus provides a perfect opportunity to create more exciting, healthier and diverse options. Messaging boards, story cards and food labels could emphasize "Greener, tastier and healthier" options, and be supported by assurance marks such as Fairtrade, Marine Stewardship Council and SOIL. This labeling can be used to share facts about the producer and to weave a story about commitment of Symantec to better food sourcing.

The "FLOSS" methodology could be used as a guide to assist menu design and procurement: FLOSS stands for "Fresh, Local, Organic, Seasonal and Sustainable".

Symantec event planners can communicate and discuss the FLOSS concept with catering partners (venue, hotel and restaurants), and invite them to propose more balanced, healthier and exciting options. Catering

suppliers are best engaged at an early stage in the event planning process to find local suppliers and sustainable options at reasonable cost.

It is important to state that event menus do not have to be 100% "FLOSS". Switching to 100% organic, for example, would be too expensive in many markets; however an evolving approach to incorporating these principles can be started and incorporated into different areas of the event. Ie An organic coffee break, a fresh fruit juice stand, a buffet of locally produced cheese.

A key challenge for Symantec is the increasing tendency of conference venues to use disposable food service ware. As a minimum, Symantec can challenge venues to provide biodegradable or recyclable service ware at parity costs. However, most centers are unable to properly and efficiently process this waste. A better solution is to use ceramic plates and cups, and metal cutlery (utensils) which have a significantly lower carbon and environmental footprint. In most cultures people prefer ceramic ware as it represents a quality of service, which could increase attendee satisfaction.

5. Onsite event branding

While good results were achieved in Barcelona with the eco-conscious design of the tradeshow, additional benefit could be achieved by rethinking design to reduce carpeting, use modular carpet systems and by employing more sustainable branding materials.

For example panel prints (folios) and signage could be made from recycled materials and designed to be recycled more easily. New modular systems feature panel boards with a thin disposable film that can be removed and recycled allowing the board to be reprinted

and reused. Large signage can also be produced using aluminum frame construction which can reduce waste. Similarly the team can look at replacing the PVC banners used for large signage for a more sustainable material. PVC is generally toxic to produce and to recycle, and should be phased out.

An interesting mid-term opportunity would be to identify certain elements of the event branding that could remain constant and be reused for multiple events. Clearly the yearly branding of the event is important to Symantec, however many other organizers have found ways to neutrally brand and reuse 30% of signage. After considering the cost of storage and transportation, this has proved to help reduce costs and environmental impacts.

On a social note, it could be possible to donate materials to local community groups. For example vinyl banners could be repurposed as event bags or iPad cases.

6. Measurement and reporting

The effort to collect data for a sustainability report as most partners and vendors are still unfamiliar and unaccustomed to providing sustainability data. With practice and focus, these measurement processes can become the "new normal" and a culture of sustainability reporting is created. Symantec's measurement needs are best explained to suppliers at project initiation and requirements included into procurement contracts.

For the future, it could be advantageous to develop two types of approach: a more in-depth measurement strategy for large conferences such as Vision and a simpler approach for smaller events.

7. Reducing carbon emissions

Symantec took an important step this year by measuring and evaluating carbon emissions. As a next step and in line with corporate commitments, Symantec can start to develop an emissions reduction strategy. By organizing regional Vision conferences instead of a single global conference, Symantec already have significantly reduced carbon emissions. However looking to future events, destination selection is key to an emissions reduction strategy:

- *Over 80% of the CO2 footprint is created by air travel. Emissions can be reduced by choosing a destination which is located closest to the majority of event participants, and that has good direct flights and train connections,*
- *Reductions will be achieved by choosing a city with a high percentage of renewable energy, efficient waste management and with good availability of eco-certified venues and hotels.*

While corporate strategy does not endorse carbon offsetting, Symantec could continue to support climate protection initiatives such as the Plant-for-the-Planet program used in Barcelona. By engaging in a longer term partnership, Symantec can make a more significant contribution to the cause, better engage event participants and leave a longer lasting legacy. For example, a fixed donation for example could be made per participant of a Vision event and included into event budgets.

8. Communication

As a next phase, Vision planners and the Symantec Corporate Responsibility team could consider how to use Vision to invigorate selected core messages and elements of the Symantec corporate sustainability strategy. For example Vision can be used to not only raise awareness about global sustainability issues, but to promote more sustainable and healthy living.

To improve communication and engagement, sustainability messaging is best integrated within the mainstream communication channels and key touch points relevant to attendees. The following suggestions pull together many of the recommendations made in this section and actions already incorporated into Vision Barcelona:

- *Travel: Encourage attendees to walk, exercise and use public transport. Ensure and improve accessibility at venues*
- *Food: Promote quality, choice, greener and healthier options*
- *Waste: Implement strikingly visible and prominent signage for recycling. Use positive reinforcement to recognize sustainable behavior*
- *Merchandising: Ensure merchandise and gifts are made from ethical and sustainable sources. Indicate this clearly on labeling*
- *Inspirational keynote: A non-core business speaker such as Felix Finkbeiner adds variety, relevance and entertainment to the conference program*

- *Community projects: Developing social responsibility projects with the local community is an excellent vehicle to not only communicate the commitment of Symantec to Corporate Responsibility, but also to leave a social legacy. Consideration should be given to a longer term corporate partnership with an NGO, as the time involvement to find and develop a good relationship is considerable.*

Continual focus on communication can help to make the sustainability initiative easier to understand, simpler to implement and relevant to stakeholders.

9. Build a Sustainable Event Team

The results from Barcelona prove what can be achieved through a strategic approach to event sustainability. An excellent first step would be the creation of an event sustainability team composed of members of Symantec's event planning team and key suppliers from the US and Europe. This network could help to create sustainability ambassadors who can engage colleagues, facilitate education and share knowledge, impart standardized processes and accelerate global implementation. From here it would be easier for Symantec to expand the sustainable event initiative to include other events.

For Barcelona it was important to set a baseline, measure and learn. With these insights, we are now establishing systematic processes for implementing and verifying sustainable event practices that coupled with consistent operational rigor will help us to innovate, improve results and enhance our customers' experience at Vision.

Claudia van' t Hullenaar – Principal Marketing Specialist, Global Events, EMEA

ABOUT THIS REPORT

Report Scope

Data in this report relates to the Symantec Vision Barcelona Conference, which took place from November 13th through to November 15th, 2012. It covers all areas of event logistics and production that are managed by Symantec

The information in this report is intended to address the primary concerns of Symantec's employees, customers, investors, and NGOs whose missions relate to Symantec's business and areas of operation.

This report has been developed with direction from the Global Reporting Initiative (GRI) G3 Sustainability Reporting Guidelines and the Event Organizers Sector Supplement.

Symantec's latest Corporate Responsibility Report can be found on the Corporate Responsibility website www.symantec.com/corporate_responsibility/

Contact Us

We welcome your comments, questions and ideas. These can be submitted by email to Claudia_Hullenaar@symantec.com

This report was written by Guy Bigwood, Sustainability Director, MCI.

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