

# GREEN & GROWING

## The Freeman AV Sustainability Commitment

Freeman engages its employees, clients, suppliers and communities to develop environmentally sound preferred practices regarding purchasing decisions, local resources, energy use, travel, and waste management.

Below is just a sampling of how innovative thinking applies to conservation with Freeman AV.

### Industry Leadership

Freeman has a reputation for introducing the most forward-thinking presentation solutions. It should come as no surprise that we were also influential in implementing sustainable event initiatives before “going green” entered the business lexicon. Since 2005, Freeman divisions have been actively seeking practical and effective methods to reduce our impact on the environment and affect change. In recognition of the importance of this endeavor, Freeman established its corporate sustainability department in 2011.

For several years, Freeman has been a dedicated and proud platinum partner of the Green Meeting Industry Council (GMIC), an organization that establishes and shares sustainability best practices for our industry. Currently, Jeff Chase, our vice president of sustainability, serves on its board of directors as president-elect for 2016–2017.

Freeman is also an active member of the Convention Industry Council (CIC). This forum exchanges knowledge on global trends, spreads excellence in best practices and guidelines, and collaborates on various industry issues. Since 2008, Freeman staff has assisted in reviewing and editing the Accepted Practices EXchange (APEX)/American Society for Testing and Materials (ASTM) event industry standards for environmentally sustainable meetings.

Having been published in a 2012 Wiley Event Management Series textbook, Freeman AV's sustainable event technology best practices are a learning resource for students across North America. We were also involved in the creation of the Sustainable Technology Environments Program (STEP), a standardized sustainable rating system founded by InfoComm International®, CompTIA and the Telecommunications Industry Association.

### Eco-Friendly Products and Services

By utilizing equipment from environmentally conscientious suppliers and evaluating new products in light of how they will impact the environment, we are pleased to offer our clients greener technology, materials, and process alternatives to meet their presentation needs.

### Audio Visual Technology

Lighting is generally the largest consumer of power at live events. Over the past decade, Freeman has been steadily shifting towards the primary use of LED lighting wherever possible. LED lighting draws much less power than traditional lighting and is up to 80% more efficient than traditional lighting. Moreover, 95% of the energy in LEDs is converted into light, while only 5% is wasted as heat.

The vast majority of Freeman AV's stage wash and treatment lights are LEDs, and we have switched to LED bulbs in our simultaneous interpretation booths.

In addition, we provide our customers with a wide variety of digital services, which support sustainable communication methods. For example, webcasting, live video streaming, and video conferencing considerably reduce ground and air travel emissions, while event mobile apps, digital signage, and audience response systems substantially reduce paper usage—and therefore paper waste—throughout the span of an event.

### Stage Rigging and Set Solutions

Freeman AV's staging solutions are virtually 100% reusable and recyclable. Mainly woods, fabrics, and metals, these materials are repurposed repeatedly to construct custom solutions for several other customers. If not dated, graphics built for podiums are stored in our facilities so they can be reused by customers for years to come.

### Waste Management

Throughout the Freeman enterprise, each division has established a full life-cycle program for all equipment and materials to be recycled responsibly through certified waste handlers. Programs for the reuse, repurpose, and donation of older equipment have also been developed to support local community charities.

### Transportation & Delivery

Supporting events with local—and, in many cases, on-site—staff and inventory, Freeman AV reduces the use of trucks, transport, and greenhouse gas emissions. Our standardized shipping-and-storage container program allows equipment to easily be stacked in trucks, which cuts down on lost space during equipment deliveries.

### Paperless Order Entry

Freeman has significantly reduced paper consumption by implementing a digital entry system for client orders and invoicing. We also provide all communications, like quotations and floor plans, in electronic format, unless otherwise requested. We estimate a savings of more than a million sheets of paper each year.

### Environmental Performance Plan & Report

Freeman will collaborate on a customized green event plan for any client who is focused on tracking and measuring the environmental impact of an event. We can also provide a post-event report that assesses the environmental footprint of Freeman services provided. The report targets freight trucks and fuel usage, recycling methods, and one-time use of expendable materials.

### Environmental Leadership Awards

**Waste Diversion Champions** – REfficient's Waste Diversion Champions program recognizes companies that divert at least 1000 pounds from landfills annually by reusing, reselling, or recycling their surplus assets. Freeman AV achieved the Master Level for diverting between 10,000 and 99,999 pounds from landfills. (2014 & 2015)

**Sustainable AV Award** – Freeman AV was awarded the InfoComm International® Sustainable AV Technology Award for its contributions to sustainability efforts and for making an extraordinary contribution to the AV industry with these pursuits. (2010 & 2014)

**Sustainability Efforts, Best Overall Staging Category** – At InfoComm/LSA Staged Event Awards, Freeman AV received an honorable mention for its creative and technical support of Gala Reconnaissance 2011, which earned its Level 1 Eco-Responsible certification. (2012)

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## Freeman: The Nature of a Successful Show

For more information about Freeman's Sustainability Commitment:

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