

Integrated Quality and Sustainability Policy (ISO 9001 - ISO 20121)

LINK S.r.l.



Link S.r.l. is a team of people who think from the heart who, with Brand **21 Make It Count**, design and realise your moments that count to make them memorable experiences.

Link S.r.l. offers clients services for sustainable event management that are differentiated by the quality, innovation and creativity of the proposed solutions and is committed to understanding and anticipating the expectations and implicit needs of clients and stakeholders involved in the organisation and management of events. This is why the Link S.r.l. team decided to implement an Integrated Quality Management System (ISO 9001:2015) and Sustainable Event Management System (ISO 20121: 2013) with the following scope: 'Designing and implementing sustainable events'. This leads Link S.r.l. to work towards the implementation of the values promoted by ISO 20121 and this integrated Quality and Sustainability Policy.

These values are:

- **transparency**
- **integrity**
- **inclusivity**
- **accessibility**
- **involvement, awareness and participation**
- **continuous improvement**

Link S.r.l. is committed to carrying out an assessment of the possible economic, social and environmental impacts of its activities and to conducting a careful audit, according to the following principles:

- › **ECONOMIC** | Create value for customers and stakeholders involved, promoting sustainable development of the local area and local entities;
- › **SOCIAL** | Raise awareness of sustainable development values, promoting ethical behaviour and offering inclusive opportunities;
- › **ENVIRONMENTAL** | Monitor the environmental impacts of events, in order to reduce the negative ones and optimise the positive ones, in cooperation with local authorities and organisations.i.

With the correct implementation of the above-mentioned values and principles, LINK S.r.l. intends to achieve the following Quality and Sustainability objectives:

- › Increase customer satisfaction;
- › Improve image and market position by increasing the number of customers, turnover and sustainable events;
- › Improve the effectiveness and efficiency of processes, including by reducing waste through debriefings (analysis of events, redefinition of policies and

actions with regard to reuse of materials, containment of energy consumption, reduction of waste, use of more sustainable mobility solutions, etc.);

- › Promote organisational skills among all staff dedicated to the planning and realisation of sustainable events;
- › Reduce the environmental impact of the event project with particular reference to: organisation, location, food & beverage, mobility, communication, hospitality;
- › Reduce all disposable items at events by replacing them with reusable materials (ceramics, glass, etc.) or recyclable materials. In terms of Legacy, reduce food waste by involving catering or food suppliers so that leftover packaged products are not thrown away but offered to charitable organisations;
- › Reduce energy and water consumption by raising staff awareness and preferring locations equipped with energy and water saving systems;
- › Give preference to ecologically produced and sustainably distributed products and services and urge suppliers to work towards the implementation of this integrated Quality and Sustainability Policy;
- › Respect contractual commitments, explicit and implicit, and mandatory requirements;
- › Pay particular attention to the local community of the location, through, when possible, the redevelopment of unused or little-known public spaces, enhancing the economic-social spin-off's by consolidating relations with local suppliers and reducing the negative impacts of the event;
- › Ensure the well-being and safety of staff, contractors, participants, exhibitors, etc.;
- › Take care of communication and customer relations and the information and promotion of ISO 20121 to the public;
- › Ensure the smooth running of events by meeting the expectations of participants, suppliers, exhibitors etc.;
- › Promote sustainable travel by organising events in easily accessible locations through the use of public transport and raising awareness of car sharing services;
- › Assist and support the customer at different stages of the project;
- › Uphold compliance with the applicable national and international rules and standards and to respect the commitments entered into with the parties concerned, the entities involved and to act in full compliance with the code of ethics and by combating all forms of discrimination, whether age, gender, social or ethnic;
- › Ensure compliance with the GDPR Privacy Directive;
- › Ensure proper waste management through the use of recyclable materials, the use of reusable containers, the elimination of the use of plastic and separate waste collection in the event spaces;

- › Ensure the use of sustainable installations and media through the reduction of paper material, the reuse of installations and media and the selection of sustainable suppliers;
- › Provide proper resource management, fostering a culture of respect, while encouraging innovation and creativity;
- › Involve suppliers at all stages of the event by signing up to sustainability principles;
- › Comply with the requirements of the ISO 20121 standard, through the definition of specific objectives aimed at sustainable event management from the conception, design, implementation, monitoring, review and reporting stages, in order to pursue the continuous improvement approach;
- › Ensure that this Policy is understood, implemented and disseminated among all Interested Parties.

The Link S.r.l. team shares this philosophy in a profound, comprehensive and participative way, in the full conviction that only by adhering to these principles is it possible to guarantee a service that is truly sustainable from the very beginning of its design.

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