



Our Ethos

Moving the dial in catering to ACHIEVE our goal of NET ZERO CARBON EMISSIONS BY 2040 by maintaining memorable food experiences and continuing to offer sustainable and nutritious catering solutions across our entire portfolio.

Promoting

ethical, health conscious and sustainable practices

Prioritising

our people

Telling

the story to our team, our customers, clients, and visitors.

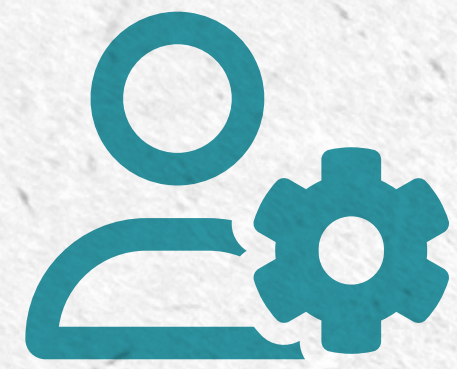
Being

held to account

Contents

	The <i>conscious</i> Caterer	3
	Our <i>beliefs</i>	5
	Our <i>actions</i>	8
	Our <i>evidence</i>	15
	We are <i>accountable</i>	21





The Conscious Caterer

The ICC is part of the UK's leading live events business
– The NEC Group

We share a common goal with our event organisers to provide all visitors with a unique and memorable food experience. We recognise that many of the experiences had at our venue are special, creating memories that last a lifetime. Our Ethos is to ensure that every menu is not only memorable, but has minimal impact on our environment and our collective future. We need to act now!

We're committed to acting in a socially responsible way, carefully assessing the impact of our operations and regulating our practices. **We recognise that how we do business is just as important as what we do.**

This isn't a new way of thinking, deep into our archives we always have sustainable practices at the core of what we do. What is new is that we recognise the importance of sharing this information with our guests and visitors. Whether that's sourcing local produce, scrutinising nutritional values, or adding a little live theatre to table service, consideration and innovation are core to our values.

With kitchens boasting industry awards, we know what's required to deliver daring and sustainable menus for every dietary requirement and budget imaginable.

We serve over 350,000 visitors per year at the ICC. We also operate several franchise outlets (Starbucks and Subway).

The scale of our footprint means we reach so many. We are always conscious of how we can improve our service to ensure we are positively impacting our communities and customers through every interaction, never shying away and being **bold in holding ourselves accountable to our actions.**





Our beliefs

At the heart of every meal we serve lies a story – a story of the land, the growers, the suppliers, the chefs and our shared responsibility to our planet. In an age where instant gratification often overshadows long-term consequences, **we choose to champion a different path. It's important that this story is shared, not only with our clients and event organisers but their customers who sit down and enjoy our food.**

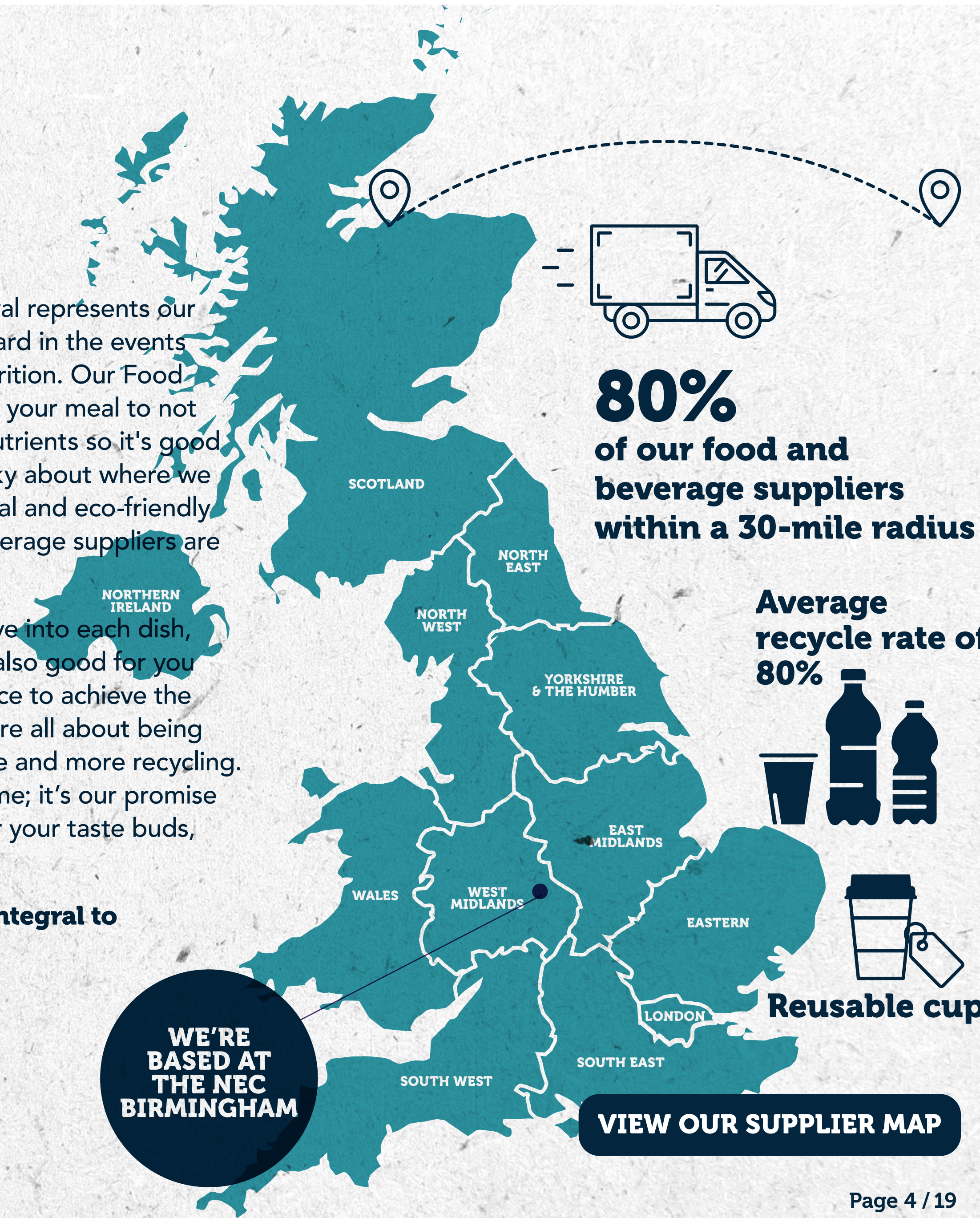
As part of the UK's leading live events business that serves over 10 million customers every year, we believe we have a responsibility to change perceptions and push the boundaries of how the event catering world can, and should, be a beacon for sustainability.

Sustainable catering solutions are not a trend or marketing strategy, it's a heartfelt response to the world we live in. We envision a catering environment where every meal nurtures and nourishes the body and the planet. Because we believe that when we eat and operate responsibly, we build a foundation for a brighter, sustainable future. We have a strong belief in providing food that not only delights the palate but is good for both diners and the environment.

Our 'Made Well' stamp of approval represents our commitment to setting the standard in the events industry for sustainability and nutrition. Our Food Ethos boils down to this: we want your meal to not just be tasty, but packed full of nutrients so it's good for you and the planet. We're picky about where we get our ingredients, favouring local and eco-friendly choices (80% of our food and beverage suppliers are within 30 miles of us).

Our talented chefs put a lot of love into each dish, so it not only tastes great but is also good for you with a focus on using fresh produce to achieve the highest nutritional standards. We're all about being eco-friendly too – less food waste and more recycling. 'Made Well' isn't just a catchy name; it's our promise to give you a meal that's good for your taste buds, your health, and the planet.

And it's these beliefs that are integral to our commitments...



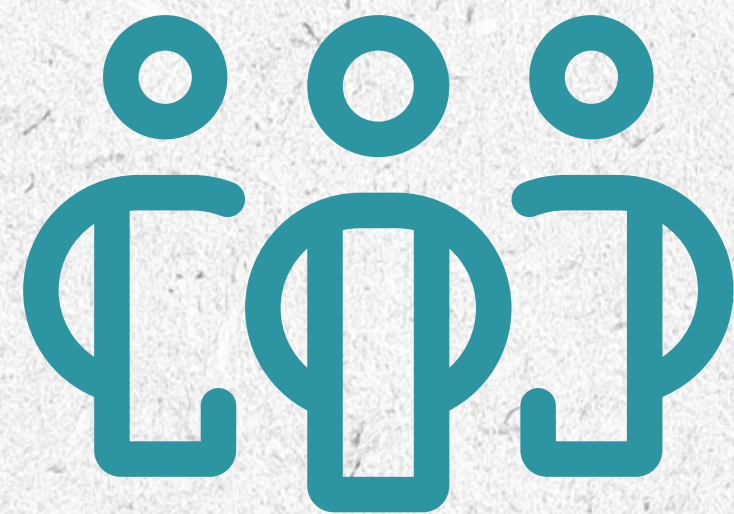


Our *beliefs*

ACHIEVE NET ZERO CARBON EMISSIONS BY 2040



**Promoting Ethical,
health conscious &
sustainable practices**



**Prioritising our
people**



**Telling the story to
our staff, our clients
and the end users**



**Being held
to account**



Our *actions*

Commitments are only as such without action.

We are immensely proud of our existing actions as a conscious and courageous caterer.

In doing so, we acknowledge there is so much more to be done. Our Ethos sets out how we're going to get there.





Our actions

PRACTICES

PRODUCTS

PURPOSE – INNOVATION, COMMUNITY

TODAY, WE:

- Source produce locally – 80% of our food and beverage suppliers are found within a 30-mile radius of our venue and event locations.
- Procure 50% from local small and mid-size enterprises (SMEs).
- Are a zero to landfill business.
- Have an average recycle rate of 80%.
- Have no single-use plastic on our premises.
- Spend 100% of our disposal packaging spend on sustainable products - either recyclable, biodegradable or compostable.

TOMORROW, WE:

- Encourage the use of reusable cups at venues, giving discounts to customers that present their own.
- Operate under enhanced health and safety measures for more effective waste management, greater service aesthetics and increased chef interaction.
- Conduct annual compliance training for employees, ensuring they have a full understanding on their responsibilities.
- Work closely with data and insight teams to understand the needs and desires of customers.



Our actions

PRACTICES

PRODUCTS

PURPOSE – INNOVATION, COMMUNITY

TODAY, WE:

- Source meat from Grade A British Retail Consortium approved suppliers in our commitment to British produce.
- Hold a close relationship with the Marine Conservation Society to guarantee that only sustainably caught fish and seafood is served.
- Signed the European Chicken Commitment – ensuring our supply chain meets an improved set of welfare standards.
- Only serve free range, whole eggs at all venues and are working with suppliers to ensure this is replicated in all products containing egg.
- Increase plant-based milk options in venues.

TOMORROW, WE:

- Home make every single one of our cakes, sandwiches, and deli sandwiches - providing a consistent and quality product to our customers.
- Doubled our vegan offering since 2020.
- Had over 100 of our vegan dishes accredited by the Vegetarian Society.
- Halved the amount of sugar at the venues by selecting alternatives to the traditional fizzy drinks.
- Reduced salt consumption and volumes by 25%.
- Retained our Food for the Brain accreditation for three consecutive years.
- Reduced use of sugar by 50% - the equivalent of seven tonnes or 30m calories.



our actions

PRACTICES

PRODUCTS

PURPOSE – INNOVATION, COMMUNITY

TODAY, WE:

- Created 'The HUB – The Innovation Team' to contemplate the catering marketplace, industry, and trends – headed up by the business' Food and Beverage Director.
- Partnered with charitable scheme OLIO, who connect volunteer 'Food Waste Heroes' with our business to share unused food with those in the community.
- Became the first catering company in the events sector to partner with food waste pioneers Winnow, using AI technology to monitor our food waste.
- Volunteer and donate 50+ meals each week to 'Lets Feed Brum,' a local charity supporting homelessness in the city.

TOMORROW, WE:

- Developed Carbon Labelling trial and signed contract for permanent venue rollout.
- Commit to the next generation of talent with our apprenticeships programme .
- Champion diversity and inclusion with internal initiatives.
- Stay ahead of The National Living Wage for every employee.
- Encourage open feedback where staff can rate shifts.
- A proud to be a member of the Sustainable Restaurant Association (SRA).



Our actions

PRACTICES

PRODUCTS

PURPOSE – INNOVATION, COMMUNITY

TODAY, WE:

- Use central distribution model.
- Emphasise our chilled chain as well as operating our internal refrigeration lower than industry standard to keep food in cooling as long as possible to maximise food life and minimise waste.
- Reduce printing of collateral by 50%
- For all items printed on paper, ensured all paper is FSC labelled.
- Reduce the need for glass across our bars service by using post mix.
- Will work closer with more suppliers with greater sustainability credentials who show gains in biodiversity.

TOMORROW, WE:

- Increase average recycle waste by 90%.
- Change how food and drink choices are displayed, communicated, and promoted to make healthier choices more accessible and appealing.
- Ensure our staff have access to nutritious, healthy food choices whilst at work.



Our actions

PRACTICES

PRODUCTS

PURPOSE – INNOVATION, COMMUNITY

TODAY, WE:

- Achieve 'RaisingNutrition' accreditation highlighting our commitment to high nutritional standards across our menus, supporting health and wellbeing.
- Develop 100% net zero menus by 2025.
- Develop our first 100% 'Made Well' menu, containing all food waste products by the end of 2024.
- Double our existing vegan offering by 2030.
- Deliver 100% plant-based chillers at our home venues by 2030
- Increase the use of whole, seasonal, minimally processed food on our menus by 2030.

TOMORROW, WE:

- Increase the amount and diversity of whole plant foods (vegetables, pulses, beans, and wholegrains) and use of healthier fats by 2030.
- Increase the number of plant-forward dishes with greater proportion of whole plant foods per dish.
- Increase all nutritional labelling of food products by 2025, ahead of legal requirements.
- Increase collaboration with plant-based supplier partners by 2025.
- Reduce coffee capsule use by 25% by 2025.



our actions

PRACTICES

PRODUCTS

PURPOSE –
INNOVATION,
COMMUNITY

TODAY, WE:

TOMORROW, WE:

- Maintain our maximum apprenticeship programme uptake each consecutive year until 2030.
- Increase dehydrating food and veg peelings by 20% by 2025.
- Educate our staff, clients and guests on our healthier options and the story of our food.

**TOGETHER, LET'S EAT RESPONSIBLY,
SUSTAINABLY, AND DELICIOUSLY.**



Our evidence

To ensure our actions are having the most impact, we regularly monitor our processes through data and insight analysis.



Q *Our Evidence*

PACKAGING

FOOD

WASTE

COMMUNITY

TO DATE, WE:

- Recycle 80% of our packaging.
- Don't have any single use plastic on our premises.
- Spend 100% of disposable packaging spend on sustainable products.

Q *Our Evidence*

PACKAGING

FOOD

WASTE

COMMUNITY

TO DATE, WE:

- Give our chefs the tools to innovate in the vegetarian and vegan arenas.
- Design 'Focus Food' menu packs to provide a natural, slow release energy throughout the day for delegates.
- Launch new menus with a focus on local food sourcing, the theatre of food and delegate education (MADE Collective).
- Halved the amount of sugar at venues.
- Reduced salt consumption by 25% by not providing it 'as standard' in dishes.
- Launched Crunch - a 100+ recipe, plant-based menu with free-from vegan accreditation and the latest step in our sustainability strategy.
- Signed a new contract to roll out Carbon Labelling across our venue menus.
- Foster partnerships between local restaurants, institutions and farmers to promote the use of locally sourced products.
- Create and communicate clear waste management practices and recycling streams.
- Provide plant-based milk options.
- Ask attendees to register meal requirements and provide information on dietary needs pre event.
- Work closely with our suppliers to amplify their sustainable initiatives. For example, Simply Lunch have partnered with Quorn and Meals & More for their Christmas Campaign to raise awareness of child poverty and social isolation.

Q Our Evidence

PACKAGING

FOOD

WASTE

COMMUNITY

TO DATE, WE:

- Strategically portion control to reduce waste.
- Became the first catering company in the events sector to partner with Winnow, an AI technology which tracks food waste. Since its introduction, food waste across our venues has been reduced by a third (20+ tonnes, the equivalent of 51,000 meals).
- Continued partnership with food-sharing app OLIO, with 4,100 unused food pickups made to date, saving over 13,200 portions of food waste.
- Donate 50+ meals a week to Let's Feed Brum, a community charity supporting the homeless in Birmingham.
- Have waste managers on site to ensure correct disposal.
- Partner with waste management company Biffa and have shared carbon reduction goals.
- Review leftovers on an event-by-event basis to make menu changes in real time.

Q *Our Evidence*

PACKAGING

FOOD

WASTE

COMMUNITY

TO DATE, WE:

- Volunteer for Lets' Feed Brum, with the team providing time and resource on donation days.
- Active members of the NEC Group ESG working groups.
- Promote multicultural food education to celebrate and respect culinary traditions and dietary preferences.



We are *accountable*

Our choices and actions directly impact the environment, communities we serve and the ethical standards we uphold in our industry.

It's crucial we are held to account in our goals. This is why we worked with several independent bodies to ensure we continue to be a conscious, courageous caterer.

WE ARE:

- A proud to be a member of the Sustainable Restaurant Association (SRA), which aids food service businesses to work towards sustainability in their sector and guides customers towards more sustainable choices.
- Audited by Food Safety.
- Over 100 of our plant-based dishes and menus have been accredited by The Vegetarian Society. The accreditation provides full traceability of ingredients with the additional use of the Vegetarian Society Approved vegan trademark, giving visitors full confidence that the dishes are suitable for vegan diets.
- A member of the UK Hospitality Nutrition Group, discussing actions and learning in the sector with other food service businesses.



ICC

Birmingham

For more information please contact
Catering Account Manager, Lisa Thompson:
lisa.thompson@necgroup.co.uk or visit theicc.co.uk