

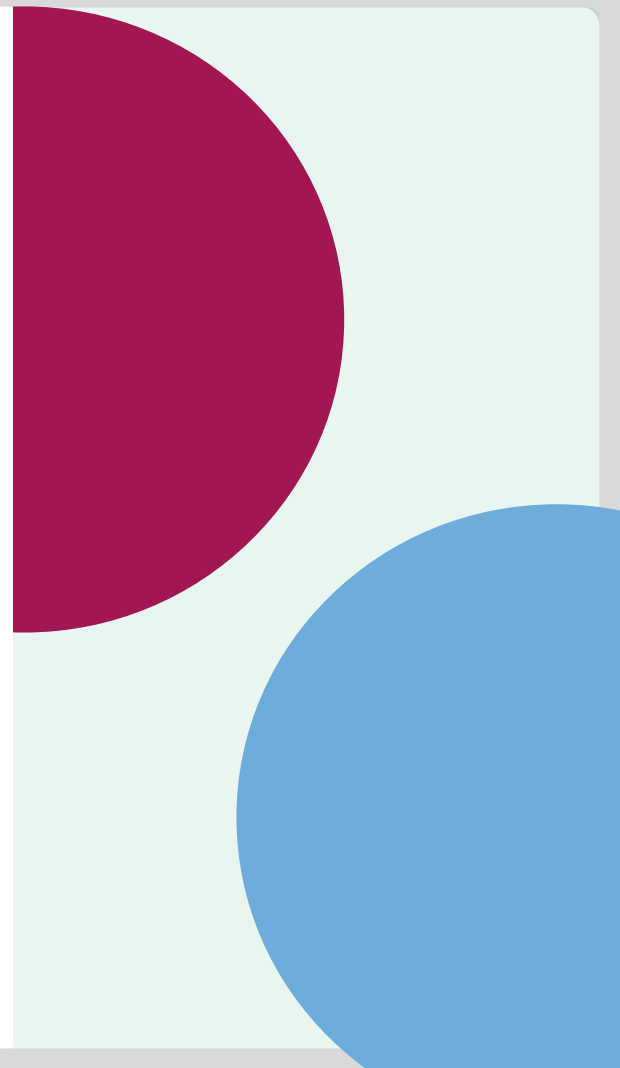
We help event businesses
implement **sustainable solutions**
with a **lasting social legacy.**

The logo for 'event cycle' is a green circle containing the words 'event' and 'cycle' stacked vertically in white lowercase letters.

event
cycle

GAMESCOM 2023

Sustainability and Social Impact Report



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INTRODUCTION



INTRODUCTION

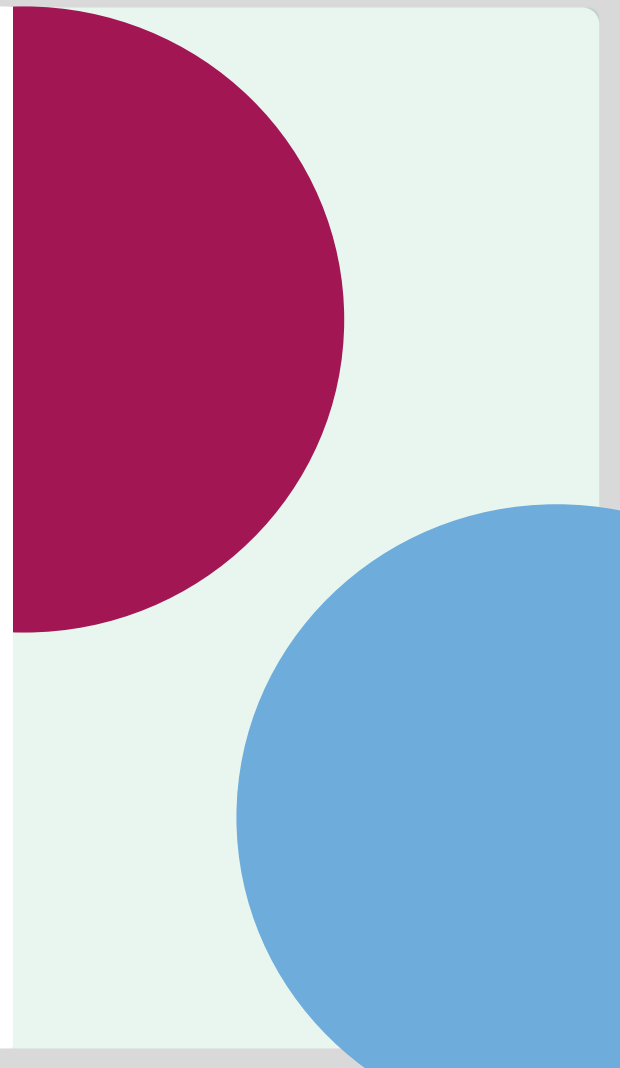
From the 23.08.2023 to the 27.08.2023, the exhibition Gamescom took place in Cologne at the Messe Koeln. The Gamescom is an exhibition where the variety, creativity and passion of the gaming world come together. To demonstrate various new and established games on different mediums, Level Infinite contracted Walbert Schmitz to execute their exhibition stand appearance.

Level Infinite is all about innovation. At their core is dedication to supporting their teams and studios to bring unique, exhilarating games to millions of players around the world. They offer studios the freedom to imagine and create new games that expand their potential.

Walbert Schmitz supported Level Infinite in bringing this innovation to the Gamescom 2023. Walbert Schmitz creates values and transform worlds: small or big, visible or tangible, but always meaningful - and ones that stay. They want to move people with stories, push boundaries with ideas and achieve change through experiences.

For this Gamescom, Walbert Schmitz also wanted to achieve change through determining repurposing routes for leftover material post exhibition and to keep sustainability and social impact at the top of everyone's agenda.

THE MISSION



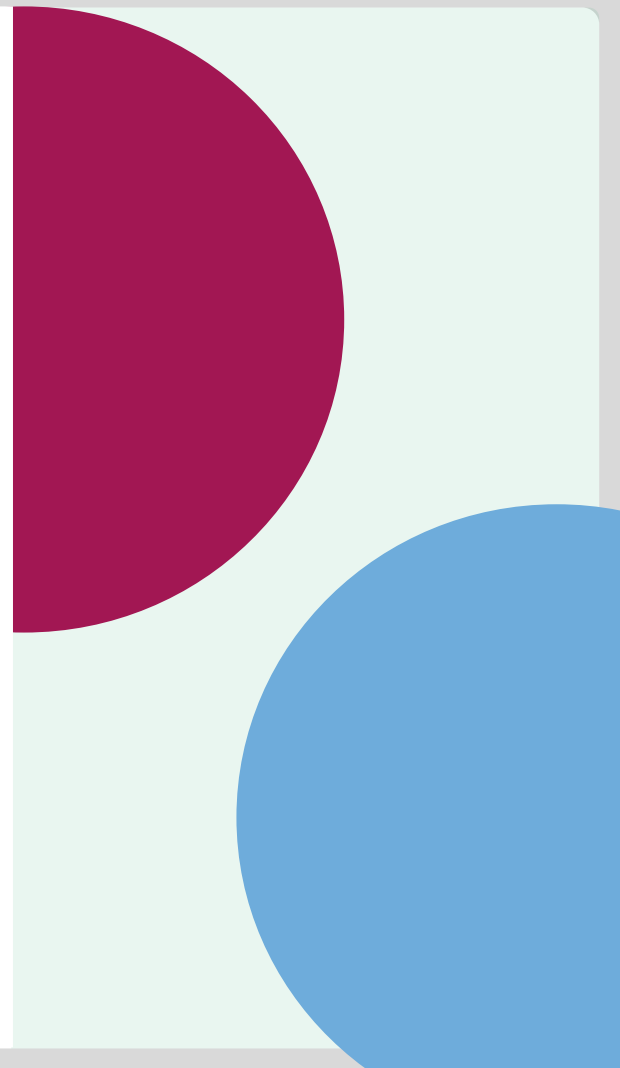
THE MISSION

As "a home for experiences that connect people - sustainable, value-oriented, and progressive," we are committed to sustainability holistically and with complete conviction. In our purpose, we place people and their needs at the center:

Sharing values - Connecting people.



GUIDING PRINCIPLES



GUIDING PROJECT VALUES

The guiding principles for the project and Walbert-Schmitz were:

- Collaborative Approach: Work together with the sustainability team of Walbert-Schmitz, set build team Schnaitt and asset dissolution specialist (Event Cycle) to create a plan of action to ensure an efficient and considerate derig alongside a delivery schedule to charities, community groups, social enterprises, schools and suitable recycling routes.
- Responsible use of resources: In the events industry, products inherently have a significantly shorter lifespan than what is technologically possible and common. Therefore, sustainable business practices and conscious handling of materials, resources, energy, and waste are particularly important to every project.
- Increasing social impact: When considering sustainable avenues for materials, repurposing with the community is placed above recycling or incineration routes to make sure the needs of people as well as planet are placed at the core of the project.

EVENT CYCLE

Event Cycle helps events and projects implement sustainable solutions with a lasting social legacy. They do this by providing practical solutions, integrating social strategies and determining repurposing and redistribution routes for event materials right from the start of a project. This reduces waste and carbon emissions by keeping materials in use and out of landfill.

For this project, Event Cycle were appointed to conduct asset dissolution research to identify whether items could be repurposed within the local Cologne area. Post research, we established charities to repurpose graphics, carpet and furniture with social causes to create the biggest impact and legacy.



WASTE HIERARCHY WITH EVENT CYCLE

By being involved from the beginning of the project, Event Cycle is able to advise on rethinking the waste management systems and support in the design for greatest impact.

We encourage the reduction of the amount of items that need to be bought, and instead we promote reuse both for the event itself, and also post event to redistribute to charities, community groups and social enterprises

We will support the preparation of the reuse, by checking and if needs be, repairing certain items to avoid them going to waste

Any items that cannot be reused in their initial form, but their material can be recovered, we will redistribute into separate waste streams.

Reuse / Rethink / Redesign

Reduce and reuse

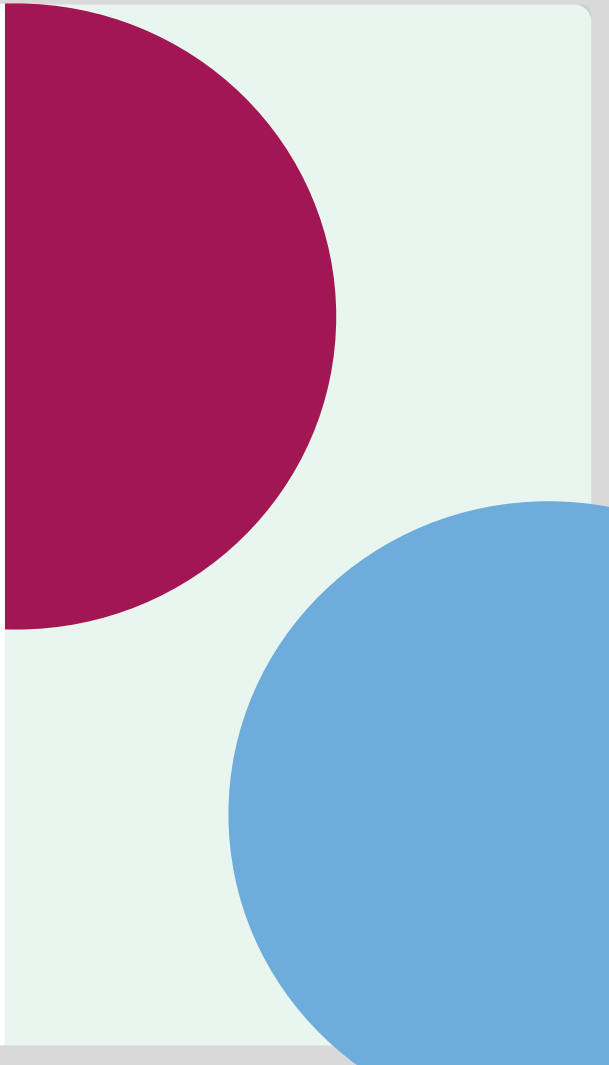
Preparing for reuse

**Recycling & composting
& anaerobic digestion**

**Disposal &
Landfill**

event
cycle

SUSTAINABILITY HIGHLIGHTS



SUSTAINABILITY HIGHLIGHTS



9 pieces of furniture
donated to charities

1.04
tCO2e

Carbon saving due to
a charity not having to
buy items new

£24,116

Total social impact in
GBP



5 x
SDGs impacted



6 charities
received items
from the project



250m2 of carpet
donated to a
homeless project

0.40
tCO2e

CO2e saved from
landfill



400m2 of graphics
donated to disability
workshops

COMMUNITIES SUPPORTED

"A significant, positive change that addresses a pressing social challenge."

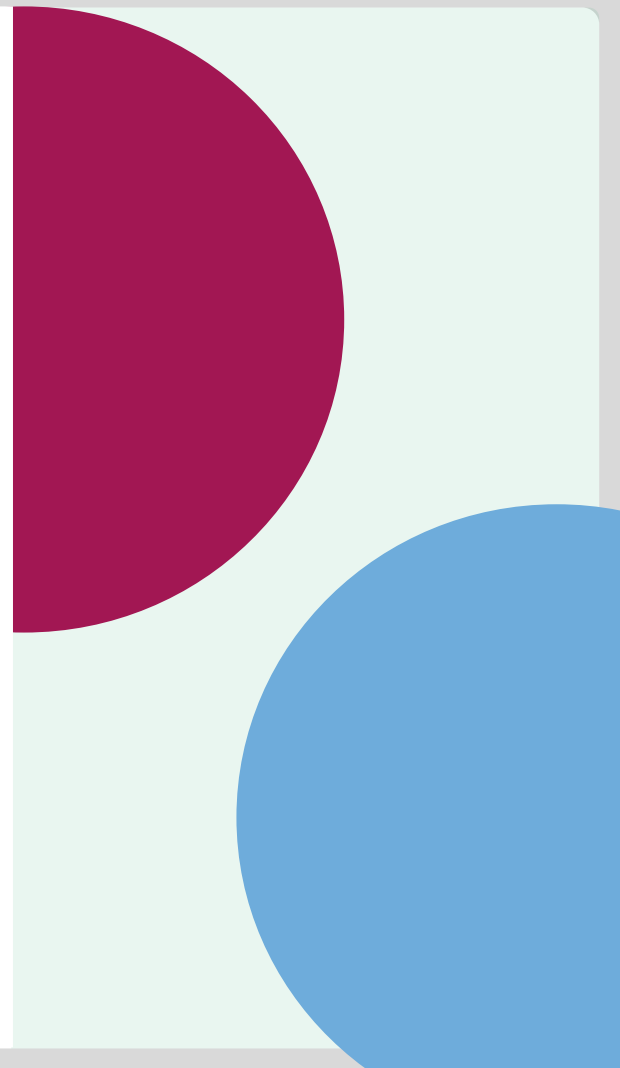
- **100%** of the donations were placed within North Rhine-Westphalia
- **83%** of the donations were placed within approx. an hours drive from the Messe Koeln
- Social Impact of **£24,116.00** - donated to charities as part of material donations. This is the equivalent of the approximate cost of a charity purchasing these items new and how that money can now be spent on further projects.



SUSTAINABLE DEVELOPMENT GOALS SUPPORTED



MATERIAL DONATIONS



AREAS OF IMPACT

For the purpose of efficient and effective distribution the exhibition has been categorised into the following three categories:

- **Graphics:** This includes graphics from the B2C part of the exhibition.
- **Carpet:** This includes 250m² of carpet from the B2C part of the exhibition.
- **Furniture:** Includes wall plinth used for demonstrations, as well as gamer tables.

GRAPHICS

Environmental Impacts

- **400m2 of graphics** saved from landfill
- Carbon Saving due to a charity not having to buy an item new - **401.85 kgCO₂e**
- Carbon Saving due to waste diversion from landfill - **0.89 kgCO₂e**

Social Impacts

- Donation of approx. **£15,116.00** in item value to charity. This is also the equivalent of the approximate cost of a charity purchasing these items new and how that money can now be spent on further projects.



GRAPHICS

Community Impacts: Where your donations went

- **Caritasverband für die Stadt Köln e.V.:** The organisation is committed to helping elderly and ill individuals, people with disabilities, immigrants, refugees and many others facing challenging situations by providing inpatient facilities such as nursing homes, outpatient care services, daycare centers, residential buildings and workshops for people with disabilities, child and youth welfare facilities as well as various advice centers and projects.
- **PRODIA Kolping WfbM gGmbH:** A workshop for individuals with psychological disabilities promoting their social inclusion. Central elements include participation in the working life, fostering personal development and providing opportunities for transitioning to the general job market. For those that enjoy fine motor skilled work and have a passion for sewing machines, their sewing department offers a creative production of products and teaches repair techniques.
- **Sozialwerk St. Georg Werkstätten gGmbH:** They are a decentralised social service organisation headquartered in Gelsenkirchen. They operate around 150 locations in North Rhine-Westphalia. They have about 4700 individuals in their care. Their collective goal is to enable people with assistance needs to lead self determined lives according to their wishes and needs. Their clients include individuals with mental illnesses and disabilities, addiction issues, autism and/or social difficulties. The Emsher Workshop is a sheltered workshop for individuals with disabilities for more than 600 people.

GRAPHICS

Community Impacts: Where your donations went

- **WIR GmbH - Werkstatt für Integration und Rehabilitation:** A sheltered workshop with employees with psychological disabilities. Under the guidance of qualified professionals, they are employed in various work areas across their workshops in Bergheim and Hürth, receiving vocational and general education training and further education. Handmade tote bags, pouches, pillows and fabric animals are produced in their textile workshop "Pusteblume".

GRAPHICS

Organisation Spotlight

Caritasverband für die Stadt Köln e.V. supports individuals with intellectual and psychological disabilities, as well as those with hearing impairments, to receive counseling, companionship, and support to shape their life and integrate into the workforce. Their goal is an inclusive society, a natural coexistence of people with and without disabilities.

One way they achieve this is through "Caritas Wertarbeit" - "Caritas Craftsmanship". This provides job opportunities for people with disabilities and integrates them into society. In particular their sewing department provides high quality craftsmanship and highly sustainable products. Their speciality lies in fabric tote bags regardless of size, industrial production for commercial customers including lab coats and aprons, and providing carnival costumes and home accessories for individual customers and clubs.

Equipped with modern facilities and a strong expertise, they will be taking the exhibition graphics and will be converting them into amazing products, that will be sold as part of their cause in their shop "CariLädchen".



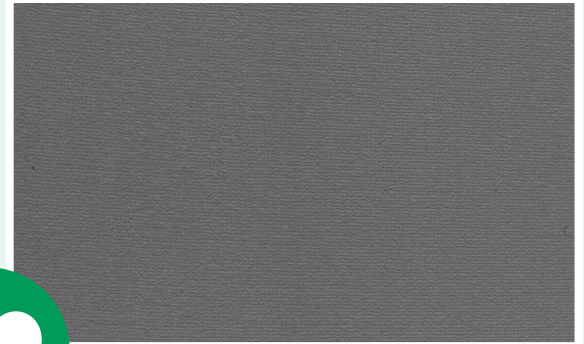
CARPET

Environmental Impacts

- **250m2 of exhibition carpet** saved from landfill
- Carbon Saving due to a charity not having to buy an item new - **502.31 kgCO2e**
- Carbon Saving due to waste diversion from landfill - **1.11 kgCO2e**

Social Impacts

- Donation of approx. **£2,500.00** in item value to charity. This is also the equivalent of the approximate cost of a charity purchasing these items new and how that money can now be spent on further projects.



CARPET

Community Impacts: Where your donations went

- **Festausschuss Euskirchener Karneval e. V.:** The voluntary club upholds the traditions of the Euskirchen Carnival, aligning the interest of all local carnival societies towards this goal and ensuring the annual execution of the Rose Monday parade, operating since 1957. The Euskirchener Karneval eV festival committee is confident that its work will be continued in the spirit of its founders, to the joy of those who are enthusiastic, to promote homeland awareness and civic spirit and thus, above all, for the benefit of their hometown and their youth.

CARPET

Organisation Spotlight

Festausschuss Euskirchener Karneval e. V. is a club run by volunteers that in close collaboration with the City Council and municipal administrations. It represents the interests of Euskirchen Carnival and strives to coordinate all local carnival societies as well as execute the annual Rose Monday parade. The committee is responsible for the annual publication of the Rose Monday newspaper and maintains a remarkable archive. This archive documents the carnival in Euskirchen, including images, medals and further material from the yearly carnival royalty since the founding in 1957. The diversity of exhibits, including historical costumes, pictures and documents is carefully preserved by archivist Ulrich Stolz.

This year, the archive will be moving to its new premises, and the carpet from the Gamescom 2023, will be used to create a clean, organised and inviting space for any visitors of the new archive,



FURNITURE

Environmental Impacts

- **3 tables and 6 plinths were** saved from landfill
- Carbon Saving due to a charity not having to buy an item new - **134.42 kgCO₂e**
- Carbon Saving due to waste diversion from landfill - **397.85 kgCO₂e**

Social Impacts

- Donation of approx. **£6,500.00** in item value to charity. This is also the equivalent of the approximate cost of a charity purchasing these items new and how that money can now be spent on further projects.



FURNITURE

Community Impacts: Where your donations went

- **Das Bergische gGmbH:** A non-profit company project promoting awareness of the local heritage, protection and expansion of the natural, landscape and cultural historical features as part of the Bergisches Land nature park. They ensure that the nature park Bergisches Land can be accessed by all, executing funded projects for accessible, senior-citizen appropriate tourist infrastructure for anyone wishing to hike through the Bergisches Land.
- **Festausschuss Euskirchener Karneval e. V.:** The voluntary club upholds the traditions of the Euskirchen Carnival, aligning the interest of all local carnival societies towards this goal and ensuring the annual execution of the Rose Monday parade, operating since 1957. The Euskirchener Karneval eV festival committee is confident that its work will be continued in the spirit of its founders, to the joy of those who are enthusiastic, to promote homeland awareness and civic spirit and thus, above all, for the benefit of their hometown and their youth.

FURNITURE

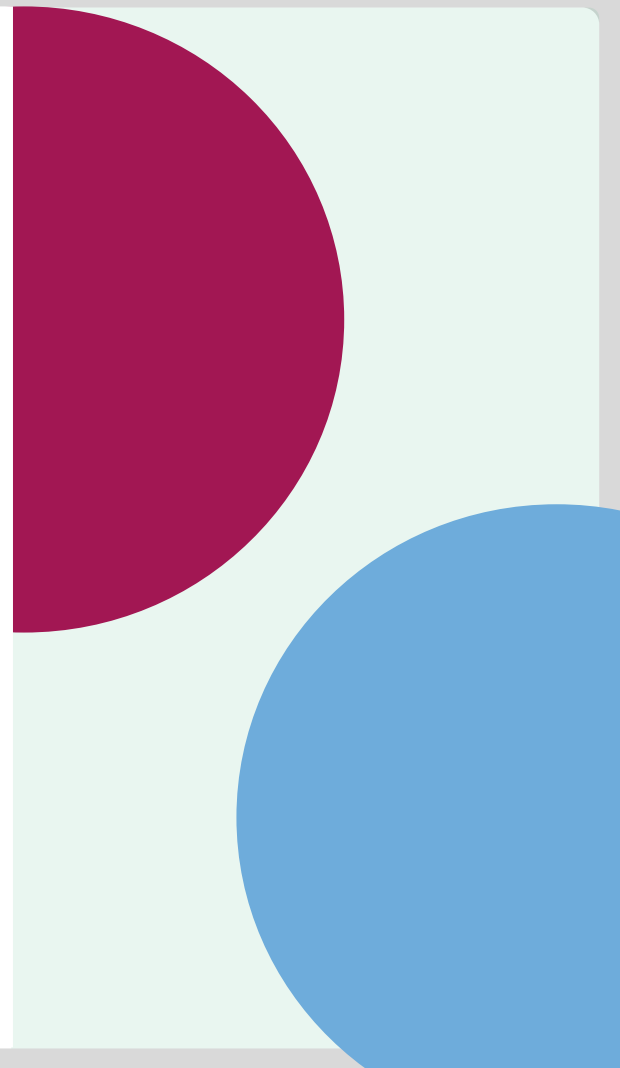
Organisation Spotlight

Das Bergische gGmbH is a non-profit company project promoting awareness of the local heritage, protection and expansion of the natural, landscape and cultural historical features as part of the Bergisches Land nature park. The project company achieves this through infrastructural improvements, especially by enhancing and expanding the existing recreational and local leisure offerings in the Bergisches Land cultural landscape. In doing so, a careful and education oriented development of the tourist offering structure and its promotion serves both the population's sense of identity and strengthens the function of the nature park as a recreational area on a regional level.

In order to further promote their cause and provide informational services to visitors to the area, they will be using the wooden plinths used for gaming demonstrations to showcase what the Bergisches Land has to offer.



RECOMMENDATIONS FOR FUTURE EVENTS



FUTURE RECOMMENDATIONS

Exhibition Key Learnings

- Engage with repurposing partner earlier in the process to allow adequate time to place further items with organisations. Alongside this, it could mean items are placed before the exhibition takes place allowing a story to be told onsite as part of the event and PR around it.
- Engage in long term storage contracts for pieces that will be used again the next year.
- Design with repurposing in mind - Consider how items are built and taken apart to allow for repurposing
- Evaluate all materials used onsite to ensure they are the most sustainable options available and they are recyclable in the case that they cannot be repurposed
- When purchasing items is necessary, in the first instance, ask if the supplier is willing to take the items back afterwards, perhaps with a discount on the purchase amount if they do.



ADDITIONAL COMMENTS

Social Impact

- For this project, some of the values given are assumptions. Some elements might even generate additional social impact. For this project, it is possible to say, that the social impact made with the graphics going to the disability workshops and being sold via their online shops and retail stores, further increases by the value that the bags equate to. So if we were to look at the UK prices, this would add another 7440 GBP in social impact to the final amount. At Event Cycle we calculate the social impact based on the assumed value of the items donated, and so what the charities would have had to pay to obtain those items themselves.

Donation Receipts

- The option of receiving donation receipts from the charities was investigated, however it seems that there are barriers in relation to ownership of items, what the charities do with the materials post donation and the ability for charities to complete such receipts. In particular the element of post donation process is important - the items cannot be sold on post being declared a donation in kind, it is a grey area, and charities would rather refrain from receiving the items than to go through the administrative process.

DISABILITY WORKSHOPS

Compensatory Levy and Disability Quota

- In Germany, 5% of all jobs need to be taken on by people with severe disabilities. If an employer doesn't employ the legally required quantity of people with severe disabilities, then for each unfilled position, they need to pay a compensatory levy (§ 160 Absatz 1 Satz 1 SGB IX). For smaller business, support is provided. See the image below.
- The compensatory levy can be in parts covered via contract made with workshops that already employ people with disabilities. So for example, if in future event banner material needs to be repurposed, and the client or Walbert Schmitz wish to make tote bags out of them, then they could place their order with a disability workshop. 50% of the order can then be applied to the compensatory fee, resulting in an according reduction (§ 223 SGB IX). For example, for a business with less than 40 job positions, you would pay 140 EUR per month if the mandatory job position wasn't filled with a severely disabled person.

No Compensatory Levy required

Businesses with less than 20 job positions.



1 Mandatory Job Position for people with severe disabilities required

Businesses with 20 to 39 job positions



2 Mandatory Job Position for people with severe disabilities required

Businesses with 40 to 59 job positions



DISABILITY WORKSHOPS

Example for Gamescom 2023

- If the 400m² that were distributed out to the workshops had been contracted to be made into simple tote bags, then based on UK costs, this would have meant that 480 tote bags could have been produced, at approx. 15.50 GBP per bag, this would have amounted to 7440 GBP, which would have covered the compensatory levy of 3720 GBP.
- If the company needs to pay for 2 mandatory job positions, at 245 EUR per month, then that order would have easily covered those compensatory levy's AND the tote bags could have been sold on by the client, or used as additional marketing tools by Walbert Schmitz or Level Infinite.



Thank you.

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