

53 EID AL ETIHAD CELEBRATION SUSTAINABILITY AND LEGACY REPORT

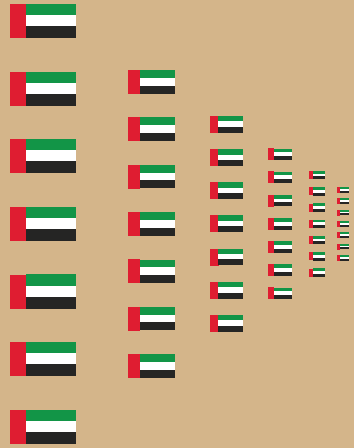


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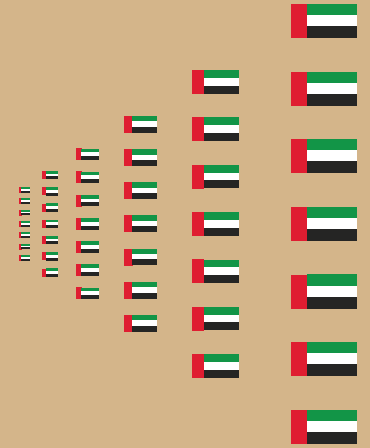


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EID AL ETIHAD



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**THE 53 EID AL ETIHAD
CELEBRATION SHOW OFFERED
A VIBRANT STAGE TO HIGHLIGHT
THE UAE'S RICH TRADITIONS
AND PROGRESSIVE VISION.**



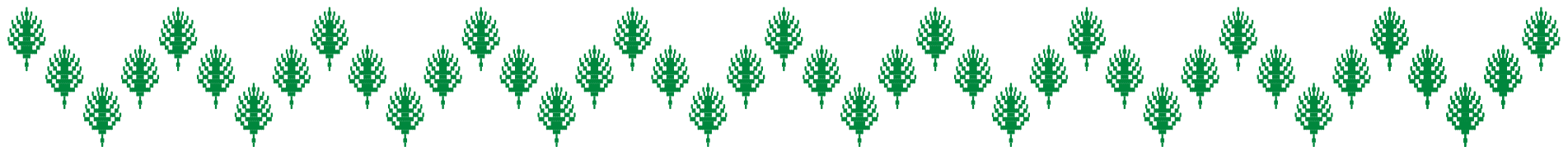
INTRODUCTION

Eid Al Etihad, marked on 2 December, is an annual celebration of the unification of the seven Emirates into the United Arab Emirates. 2024 marked the 53rd anniversary of the unification, taking the Arabic name “53 Eid Al Etihad” (Union Day). For the second year running the event focused on sustainability and alignment with the UAE’s extended ‘Year of Sustainability’ as well as national priorities for environmental protection. This was particularly important due to the location of the event within the UNESCO World Heritage Site of Jebel Hafit National Park.

The 53 Eid Al Etihad Celebration Show offered a vibrant stage to highlight the UAE’s rich traditions and progressive vision. Emphasizing the pride and unity that is embodied by the anniversary, the celebration presented a compelling narrative that highlighted the region’s sustainability initiatives and celebrated its milestones to date.

This year’s show built on the foundation of the Union Day 52 sustainability strategy, striving to achieve continual improvement against previously established long term sustainability goals. The strategy was extended to include seven sustainability objectives, addressing the most significant impacts of this unusual context, applicable from the early stages of planning the event, through to management and finally event delivery, and post event evaluation. In addition a consistent methodology for measurement facilitated analysis and certain comparisons with last year’s achievements, where feasible.

The following report presents a detailed quantitative and qualitative assessment of the sustainability impacts of the 53 Eid Al Etihad Celebration Show. It consolidates key insights and lessons learned, maintaining a standard for future Eid Al Etihad celebrations and the broader events industry to build on and enhance with each passing year.



EXECUTIVE SUMMARY

The location of the 53 Eid Al Etihad Celebration Show within the UNESCO World Heritage Site of Jebel Hafit National Park informed the tone of the event as one of care, responsibility and respect, balanced with ambition and continual improvement on sustainability achievements from 52nd celebration.

Together with sustainability experts, The Bulb, the 53 Eid Al Etihad Celebration Show Production team agreed on seven objectives that could be used to measure the sustainability impacts of the event, and their performance. The goals included efficient energy, smart travel and transport, a circular economy and collaboration with an increasingly responsible supply chain.

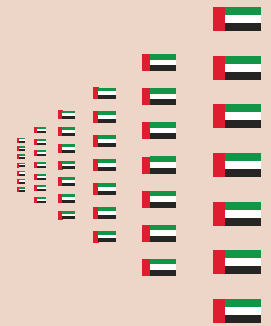
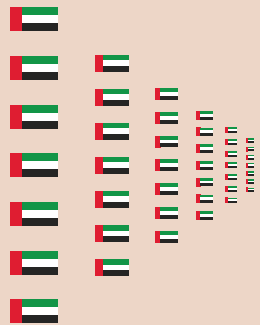
Sustainability thinking was present from day one. From procurement to design, materials, back office procedures, processes and onward life options, all collaborators were encouraged to consider the impact of their work and behaviour throughout the project.

The globally recognised ISO 20121 accreditation was renewed at the 53 Eid Al Etihad Celebration Show, demonstrating that the Sustainable Event Management System still continued to function; addressing significant impacts, providing training and communication, monitoring, measuring and generating conclusions for continual improvement.



HIGHLIGHTS

- Welcomed 950 visitors and was watched by over 903,000 via YouTube and broadcast to millions on all local TV channels.
- UNESCO World Heritage Site of Jebel Hafit National Park provided a unique venue for this extraordinary event.
- Over 220 workforce (including Creative collaborators), 550 cast and 60 hosts as well as numerous suppliers and crew.
- The second Eid Al Etihad Celebration Show to achieve **ISO 20121 certification**
- 53 Eid Al Etihad Celebration Show is one of the first entities in UAE to certify to the revised **ISO20121:2024** criteria.
- The first large-scale event in a dedicated World Heritage Site to utilise TRACE, the event industry's carbon calculator.
- **90%** of assets and materials in the Show were hired or made from reclaimed or recycled materials.
- **47%** of materials were reused, donated and repurposed.
- **53%** of materials were recycled post event
- **77%** of the workforce were recruited from the UAE which reduced the requirement for hotels and flights.
- **100%** of the team received an initial mandatory onboarding sustainability training together with Health and Safety.
- **76%** of the team participated in a further singular sustainability workshop, with more specific guidance regarding goals and targets
- **100%** of technical suppliers contracted were based within the UAE.
- **100%** of significant suppliers signed the Sustainability Supplier Code of Conduct.





CARBON FOOTPRINT ANALYSIS SUMMARY

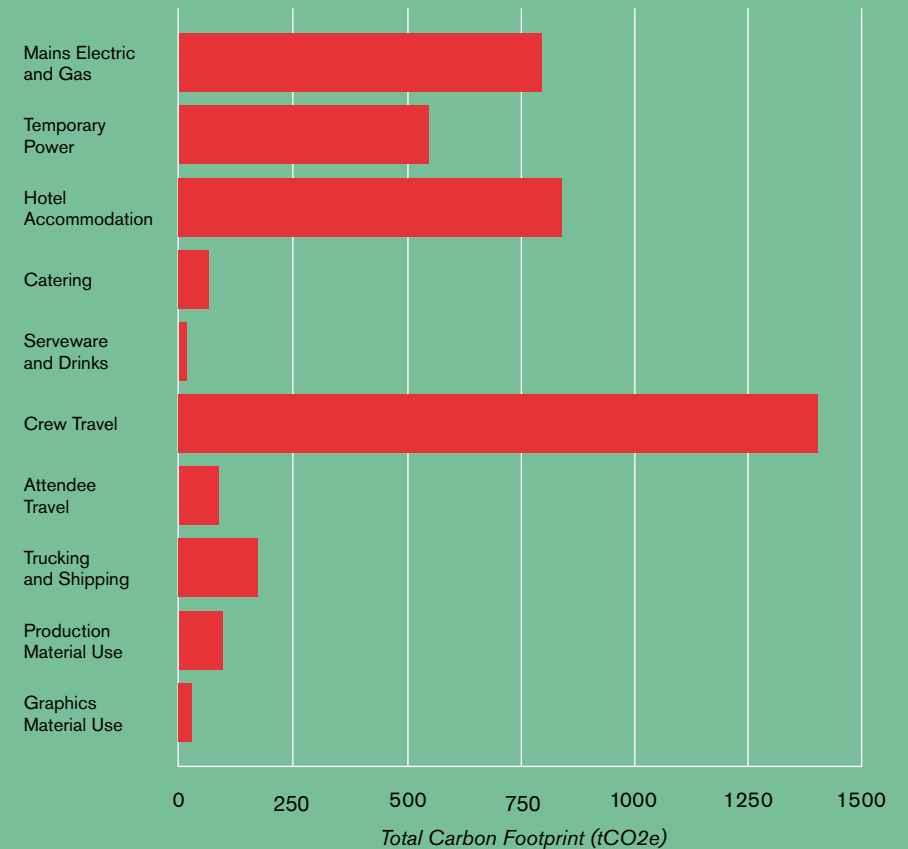
The total carbon footprint was **3311.76tCO₂e** with the largest areas of impact sitting within the energy and travel categories. For an event of this scale, and the international requirements within specialist staff, the results are as expected.

Hotel accommodation was the largest contributor to this footprint, alongside energy and crew travel. Both are unavoidable as certain talent was required to deliver the Show. In the future, alternative approaches could support reductions. These are explained in the Travel section on page 31.

Due to the nature of the event venue where no mains electricity was available, all power at the event came from temporary generators, with Biofuel supplying 30% of the fuel. The overall fuel figure represented 23% of all overall emissions.



EMISSIONS BREAKDOWN BY CATEGORY



Graph 1: Total project emissions broken down by category - generated by TRACE





COMPARISON OF DATA

Each year, the Show is drastically different in scope, creative and venue and is therefore, difficult to compare when it comes to impact across environmental scopes. In 2023, we created a Carbon Measurement Methodology as part of the show's legacy documentation. This has provided a framework and format for consistent implementation and data gathering and has been applied again this year.

We will compare data and showcase progress or learnings throughout this report where appropriate.

SUMMARY OF LEARNINGS

The unique location of the 53 Eid Al Etihad Celebration Show within a UNESCO World Heritage site on the outskirts of Al Ain, presented several challenges for the event, many of which had implications for its sustainability performance. Al Ain is a city of approximately 656,000 inhabitants, situated within the Abu Dhabi emirate of UAE.

As with any event, the significance of time and careful forward planning can never be overstated. This is especially critical when it comes to sustainability, where early decisions — such as initial contracts and agreements, designing with circular principles in mind, and selecting the right suppliers — lay the foundations for creating a truly sustainable event.

Sustainability principles should always comprise a significant weight in planning, procurement and decision making at Eid Al Etihad, to ensure that service delivery truly matches sustainability aspirations. Successes in the proportion of the use of biofuel in temporary generators were achieved at 53 Eid Al Etihad, thanks to sound collaboration among stakeholders and a genuine ambition to do better. Nevertheless other areas such as waste management continue to represent challenges that require close supervision.

RETURN ON INVESTMENT

The biggest sustainability win at the 53 Eid Al Etihad Celebration Show was the collaboration with repeat suppliers (47%) and repeat employees (62%) from Union Day 52. Renewed partnership with these two major stakeholder groups revealed the tremendous potential for leveraging investment in awareness raising and the deepening of the Culture of Sustainability that was founded at Union Day 52.

Behaviour and decisions taken by the team demonstrated confidence in the sustainability management system and a fundamental understanding of the ways in which they could contribute; researching and experimenting with efficient technologies, continued use of sustainable materials and alternative transportation.



ISO 20121:2024 A GLOBALLY RECOGNISED ACCOLADE

ISO standards are generally reviewed every five to seven years to ensure they remain current, practical, and aligned with the shifting landscape of industry practices, stakeholder expectations, and global trends. For ISO 20121—initially released in 2012 to provide a framework for integrating sustainability into event management—this periodic review process led to the decision to update the standard in 2024.

Since 2012, sustainability has become an even more integral consideration in event planning. Issues such as climate change, carbon emissions, responsible resource use, and social inclusivity have gained greater prominence. The updated ISO 20121 integrates these newer priorities, ensuring that organisations have guidance that resonates with today's environmental and social climate.

The 53 Eid Al Etihad Celebration Show took the ambitious decision to align its Sustainability Event Management System with the newly revised ISO 20121:2024 standard ahead of the deadline for integration in March 2027. An intensive five-day third party audit by the world's leading standards body, British Standards Institute (BSI), was successful. A comprehensive documentation review, interviews with team members and site visits showed that sustainability principles continue to govern all planning, management and delivery activities of the event.

The revised standard inspired multiple new policies and procedures that brought benefits for 53 Eid Al Etihad and its stakeholders.

Additional Policies and Procedures for the 53 Eid Al Etihad Celebration Show that reflect the revision of ISO 20121:2024

- Child Protection
- Worker Welfare
- Digital Responsibility
- Supplier Code of Conduct - addition of clause to promote Human Rights
- Closer attention to Procurement Process - inspiration for selecting “Responsible Supply Chain Management” as one of the seven central pillars for the sustainability strategy

In addition ISO 20121:2024 favours long term objectives that can be monitored and measured over time, generating increasingly more tangible performance data.

Benchmarking against other ISO 20121 Certified “Outdoor” Events

During the planning stage, research into other outdoor events who had successfully achieved ISO 20121 was undertaken, providing insights regarding significant impacts and how challenges had been addressed by the organisers in similar contexts.

Among the case studies reviewed were Glastonbury Festival (UK), Roskilde Festival (Denmark) and Paris 2024 Olympic and Paralympic Games (France).

Other events in the Middle East with ISO 20121 certification were also analysed: Expo 2020 Dubai, and Qatar 2022 FIFA World Cup.

These findings consolidated resolve to treat **efficient energy** and **waste management** as significant issues for 53 Eid Al Etihad Celebration Show.

ALIGNMENT WITH NATIONAL AND GLOBAL CLIMATE MOVEMENTS

2023-2024 YEAR OF SUSTAINABILITY

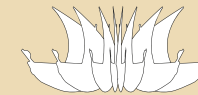
In 2023, the UAE Year of Sustainability used the title “Today for Tomorrow,” fostering collective learning and inspiring change in areas such as responsible consumption, conservation initiatives, and climate action. In 2024, the extended Year of Sustainability shifted to a more proactive focus with “Plan to Action,” implementing lessons learned to support the UAE’s net-zero emissions goal by 2050.

The 2024 UAE Year of Sustainability has emphasized community-driven steps: green transportation, efficient water and energy use, responsible consumption, and informed planting. The 53 Eid Al Etihad Celebration Show mirrored the sentiment of the extended “Year of Sustainability”, consolidating the accredited ISO 20121 Sustainable Event Management System that governs sustainability at the event, with lessons learned from last year. Furthermore the issues of green transportation, efficient water and energy use and responsible consumption were all addressed at 53 Eid Al Etihad.

UAE NATIONAL SUSTAINABILITY PRIORITIES

1. Building the low carbon economy of the future
2. Ensuring our security, resilience and flourishing in an ever-hotter climate
3. Preserving our natural heritage by protecting and expanding critical habitats and ecosystems
4. Reimagining our way of life, guided by our core values and beliefs

Emerging from the UAE’s long-term strategies and visions, these four sustainability priorities have guided national progress since the UAE Green Agenda (2015–2030). In the last decade, the nation has expanded renewable energy, improved environmental protections, and advanced circular economy initiatives. Increasingly, businesses align with these goals, integrating sustainability into their operations and supply chains, reflecting a growing, shared commitment.



UN SUSTAINABLE DEVELOPMENT GOALS

The United Nations Sustainable Development Goals (SDGs) are 17 global targets set in 2015 under the 2030 Agenda for Sustainable Development. They serve as a blueprint to address urgent challenges like poverty, inequality, and climate change, while promoting economic growth, social fairness, and environmental stewardship. These goals encourage global cooperation among governments, businesses, and individuals to create lasting, positive change for both people and the planet.

The following are the four SDGs and their accompanying targets that were identified as having the most potential to inspire action at the 53 Eid Al Etihad Celebration Show:

SDG 7 : AFFORDABLE AND CLEAN ENERGY

- Target 7.2 Increase substantially the share of renewable energy in the global energy mix

SDG 8 : DECENT WORK AND ECONOMIC GROWTH

- Target 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation

SDG 12 : RESPONSIBLE CONSUMPTION AND PRODUCTION

- Target 12.5. By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

SDG 13 : CLIMATE ACTION

- Target 13.3. Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



IUCN MITIGATING BIODIVERSITY IMPACTS OF SPORTS EVENTS

The International Union for Conservation of Nature (IUCN) is a global authority on the status of the natural world and the measures needed to safeguard it. In its guidance document, Mitigating Biodiversity Impacts of Sports Events, the IUCN offers practical strategies to help event organizers understand, manage, and reduce the ecological footprint of sporting activities. **While the 53 Eid Al Etihad Celebration Show is not a sports event, this document provided good guidance on biodiversity impacts due to the shared outdoor context.**

VALUES

The guiding principles for the planning, management and delivery of the 53 Eid Al Etihad Celebration Show are as follows:

INCLUSIVITY

The 53 Eid Al Etihad Celebration Production team will ensure that the workforce is able to contribute their views fairly and at each step of the process. Through internal check-in's we will ensure we are not acting in any way that could be classed as exclusionary.

STEWARDSHIP

The 53 Eid Al Etihad Celebration Production team will consider and protect the local environment and natural resources throughout the phases of creative development, preproduction, production, and closure, ensuring none of our decisions lead to environmental damage. This is demonstrated through training and communication for the People workforce, as well as communication for the supply chain that provides guidance on how to comply with our sustainability objectives.

TRANSPARENCY

Alongside a culture of openness and honesty, the 53 Eid Al Etihad Celebration Production team will have the appropriate policies and processes in place to demonstrate to all stakeholders that we are committed to acting ethically and sustainably. We recognise that demonstrating positive impact is equally as important as striving for it.

Through ongoing measurement of our impact, regular performance disclosure and weekly sustainability reporting to our clients, we will provide robust quantitative and qualitative data to provide transparency, accountability, and evidence of our impact.

INTEGRITY

Integrity is at the core of our governance. The 53 Eid Al Etihad Celebration Show Production team will conduct and operate with integrity by ensuring appropriate policies are in place to deliver our Mission. We are committed to creating an organisational culture that embraces, embeds and highlights ethical conduct.



ACCOUNTABILITY AND GOVERNANCE

A key priority during the planning of the 53 Eid Al Etihad Celebration Show was the establishment of a governance structure that promoted accountability, ensured transparency, and delivered measurable outcomes that were aligned with the event's vision and objectives.

This structure allocated specific roles and responsibilities for key stakeholders and implemented streamlined processes for gathering reliable data, producing regular reports, and generating actionable recommendations to drive continuous improvement.

The governance framework was championed by a dedicated Sustainability Consultant who was embedded within the 53 Eid Al Etihad Celebration Show Production Team. The Consultant created and oversaw the implementation of the sustainability strategy across the organisation, supervised the tracking and evaluation of objectives, provided strategic direction to the production team and suppliers, and successfully led the effort to achieve ISO 20121 certification, reinforcing commitment to exemplary sustainability performance.

The 53 Eid Al Etihad Celebration Show Production Executive Team carried the overall responsibility for the strategy's execution. Their responsibilities included evaluating potential risks that could impact the event, addressing strategic challenges, and providing consistent updates and detailed reports to the Client.

MISSION

53 Eid Al Etihad Celebration Show was celebrated at a unique site at the foot of the Jebel Hafit mountain, located within the Jebel Hafit National Park - a UNESCO World Heritage Cultural Site. This extraordinary setting demanded a deep sense of commitment, care, and responsibility to create a truly memorable celebration that honored and respected its exceptional nature.

The 53 Eid Al Etihad mission statement for the People Production team provided a common goal for workforce, suppliers and cast:

We aim to deliver a responsible Eid Al Etihad Celebration. We are humbled by our unique surroundings and endeavour to pay homage to the traditions, landscape and people through the respectful production and delivery of a show that will “leave nothing behind” but a positive legacy for all involved.

The 53 Eid Al Etihad Celebration Show offered a singular opportunity for raising awareness to all stakeholders regarding the beautiful, yet fragile environment in which we live, and our responsibility to take care of it, always striving to lighten our footprint on the world.

The ultimate ambition for this year's celebration show was to share the story of sustainability from a truly UAE perspective, reminding us of our heritage as well as our responsibility to care for and respect our local surroundings.

KEY STAKEHOLDERS

The key stakeholders involved in developing, delivering and providing accountability for 53 Eid Al Etihad include:

NATIONAL PROJECTS OFFICE

The National Projects Office is the division of the UAE Government responsible for coordinating the implementation and development of projects across the UAE. His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE and Supreme Commander of the UAE Armed Forces announced that 2023 and 2024 will both represent the 'Year of Sustainability' for UAE.

SALAMA BINT HAMDAN AL NAHYAN FOUNDATION

The Salama Bint Hamdan Al Nahyan Foundation's mission is 'to invest in the future of the United Arab Emirates by investing in its people.' It creates opportunities in the UAE for audiences to engage in and enjoy art and heritage-related activities. It also plays a leading role in boosting the UAE's arts profile around the world.

ABU DHABI DEPARTMENT OF CULTURE AND TOURISM (DCT)

Abu Dhabi Department of Culture and Tourism drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress and helps achieve the UAE capital's wider global ambitions. DCT supports the 53 Eid Al Etihad Production team in the coordination of the use of the event site at Jebel Hafit National Park.

KEY CONSIDERATIONS

Due to the special classification of this site, special care was required from the very beginning, alongside close collaboration with Abu Dhabi Department of Culture and Tourism (DCT) to ensure that the Celebration would not damage the area in any way, and that the site would be fully restored to its original condition following the event.

THE RESTRICTIONS TO FOLLOW INCLUDED :

- Respecting distance from the wadis (dry water beds)
- Respecting dig depths
- Creating earth roads with existing materials
- Respecting the biodiversity of the site
- Following strict procedures to avoid contamination of the ground
- Groundwork restoration

BUILDING ON THE CULTURE OF SUSTAINABILITY

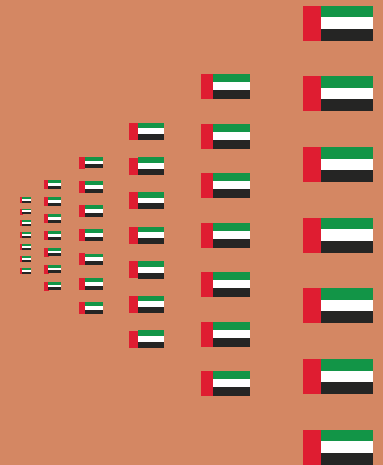
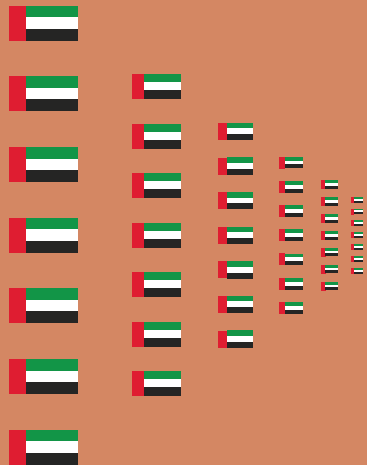
The ISO 20121 Sustainable Event Management System completed its second cycle at the 53 Eid Al Etihad Celebration Show, with a high proportion of repeat employees (62%) from Union Day 52. Integrating a culture of sustainability was no longer about “starting from scratch”, rather employees were educated on sustainability and their duties, and now required “engagement through empowerment” to ensure that they continued to contribute positively to the system.

- The **Sustainability Heroes** Network featured once more in the planning stages, with representatives from Creative Production, Operations, Technical and Front of House departments. In addition to attending weekly meetings to discuss sustainability performance in their respective areas, the Heroes were invited to contribute to the sustainability strategy, voting on the principle environmental, social and economic aspects for inclusion.
- Employees were also provided with the **Sustainable Materials Guidelines**, as part of the Onsite Sustainability Plan, to support decision making and further progress against Circular Economy Goals.
- **Weekly Sustainability Newsletters** underlined the importance of Sustainability Objectives and how to contribute to them. Furthermore, employees were encouraged to feedback ideas, which they did with questions and requests for inclusions in subsequent communications.
- A **Post Event Evaluation Survey** for employees collected results against targets, as well as providing a forum for employees to communicate their ideas for future improvements.



SUSTAINABLE WINS

- **100%** of the team received an initial mandatory onboarding sustainability training together with Health and Safety.
- **76%** of the team participated in a further singular sustainability workshop, with more specific guidance regarding goals and targets.
- **100%** of the team received sustainability newsletters on a weekly basis, providing further guidance on compliance with the sustainability strategy.
- **Weekly onsite sustainability audits** provided an overview of challenges in the build up (waste, hazardous products) encouraging swift resolutions with the support of Heads of Department.
- **Weekly Sustainability Heroes Check in** for open dialogue regarding updates, challenges and knowledge sharing, for an overview of sustainability progress within each work area.
- **Regular meetings** with Heads of Departments and the Executive Team reviewed planning and materials to ensure correct data collection.
- Eid Al Etihad welcomed the participation of children in the show, which was organised in collaboration with Abu Dhabi Department of Education and Knowledge (ADEK) to ensure that Al Ain schools were truly represented. Taking inspiration from the updated ISO 20121:2024, the 53 Eid Al Etihad Production Team published its first **Child Protection Policy**, which sought to formalise the existing procedures in place to protect all children throughout their participation in the show.
- Formalisation of a **Worker Wellbeing Policy**, which was written as a collaboration between Human Resources and Sustainability. Human Resources subsequently took ownership of the policy.
- A **Procedure for Digital Responsibility**, was introduced to communicate the importance of Data Privacy and Security, Digital Inclusion and Accessibility, Energy footprint (of digital consumption) and Digital Health and Wellbeing. The content of this procedure was communicated to the team via the weekly sustainability newsletter.



MEASUREMENT METHODOLOGY

Seven objectives were established for the sustainability strategy, one for each significant impact area, with 22 corresponding measurable targets. Most targets built on the achievements of Union Day 52, and consistent methodology (ISO 20121:2024, TRACE) facilitated data comparison, where it made sense.

Decisions and delivery were guided by an analysis of the carbon and waste footprint. Below, the methodology for measuring these impacts is explained, alongside detailed performance insights and dataset information.

DATA COLLECTION

TRACE

Union Day 52 marked a milestone as the first major event in the UAE to implement TRACE, the event industry's pioneering carbon calculator. To maintain consistency, the same carbon tool was used at the 53 Eid Al Etihad Celebration Show. TRACE enables real-time tracking of environmental impacts during the event's planning, management, and delivery stages. These impacts included areas such as energy use, transportation and travel, build materials, and catering, culminating in an accurate carbon footprint assessment.

Aligned with the **Greenhouse Gas Protocol** and the **Global Reporting Initiative**, TRACE supports organizations aiming to meet 1.5°C pathway commitments and aligns with Science Based Targets initiative (SBTi) and Race to Zero initiatives. With carbon factors sourced from the UK Department for Environment, Food and Rural Affairs (DEFRA) — a trusted reference for greenhouse gas reporting — TRACE has become a reliable tool for measuring and managing event-related emissions, widely recognised across the industry.

METHODOLOGY

At the start of the planning phase, a **Greenhouse Gas Data Collection Methodology** was developed, incorporating lessons learned from Union Day 52. Comparing the impacts of the Eid Al Etihad Celebration Show year-on-year is inherently challenging due to significant variations in scope and creative elements. Therefore, establishing consistency wherever feasible is essential to ensure decisions are informed by reliable data and drive continuous improvements in reducing environmental impacts. This approach allows each Eid Al Etihad Celebration Show to remain distinctive, celebrating its uniqueness while adhering to sustainable practices.

DATA

The following datasets provided insights on the event's carbon footprint:

- Energy
- Transportation of all Goods and Services
- Travel by Team and Suppliers
- Production Materials and Graphics
- Food and Beverage
- Waste

In addition the following were also measured, providing further insights into the sustainability performance of the event:

- Water
- Local Employment
- Employee Training and Communication
- Returning Employees
- Supply Chain Management, including returning suppliers
- Positive Impact for key stakeholders

OUT OF SCOPE

The following areas were considered out of the scope of measurement and were not included within the final carbon footprint analysis:

- Offsite planning period at existing offices in Abu Dhabi until beginning of November
- Ad hoc individual colleague travel to event site from Abu Dhabi
- The impact of client catering (Erth) within the food and beverage measurement
- Local supplier personnel travel to the site. (Only supplier transportation of goods and services was captured)
- Travel of client stakeholders
- Audience travel

Dates of data measurement were 1st November until 9th December 2024.





SETTING MEASURABLE TARGETS

Seven significant impact/focus areas yielded seven corresponding objectives, and 22 measurable targets.

All were inspired by:

- Context at 53 Eid Al Etihad Celebration Show
- Experience at Union Day 52
- Experience at other large scale events
- UN Sustainable Development Goals

THE SEVEN OBJECTIVES WERE CHOSEN DUE TO THEIR:

- Potential to be replicated in future, regardless of the creative scope of subsequent Eid Al Etihad celebrations;
- Ability to frame areas for learnings and data capture; and
- Capacity to support communications and to share best practices that showcase positive impact

The targets steered strategic and operational decisions, and provided visibility on progress. They were supported by specific metrics, datasets, an implementation plan and specific members of the team who managed them.



FOCUS AREA	OBJECTIVE	TARGET	STATUS	RESULTS	RESULTS UD52
EFFICIENT ENERGY CONSUMPTION	The 53EE Production Team will measure the total energy consumption, demonstrate efficiencies, and ensure the use of biofuel at the event where feasible	20% of fuel was biofuel	Exceeded	30%	0.014%
		Implement generator monitoring to reduce energy use during peak demand hours	Achieved		NEW
		Ensure 100% of all computers, monitors, and non-essential equipment (including A/C) are turned off after business hours	Achieved	100%	NEW
SMART TRAVEL AND TRANSPORTATION	The 53EE Production Team will reduce travel and transportation emissions where possible, managing our movements with maximum responsibility and efficiency	100% Economy flights for People production	Achieved	100%	82%
		90% People production team transfers are shared	Achieved	90%	NEW
		70% team members from UAE	Exceeded	77%	75%
		100% Cast Members based in UAE	Achieved	100%	78%
CIRCULAR ECONOMY DESIGN	The 53EE Production Team will source materials and assets from reused and recyclable materials, donating or reusing assets post-Show	85% Assets and Materials hired or made from reclaimed or recycled materials	Exceeded	90%	80%
		95% Materials with onward life (reused, donated, repurposed)	Not achieved	47%	91%
		60% Props made from reused, reclaimed and recyclable materials	Exceeded	79%	56%
		65% Costumes reused from previous shows	Not achieved	30%	NEW
WASTE MANAGEMENT	The 53EE Production Team will aim for optimum waste management practices, reducing the risk of waste from the outset, followed by donation, reuse and recycling, with waste-to-energy as a final resort	65% Waste is recycled, composted or reused	Exceeded	87%	58%
FOOD AND BEVERAGE	The 53EE Production Team will work to reduce the environmental impact of the food and beverage at the event.	Raise awareness to 100% team on the environmental impact of our food choices	Not achieved	91%	NEW
RESPONSIBLE SUPPLY CHAIN MANAGEMENT	The 53EE Production Team will work to better understand and improve the sustainability performance of our supply chain.	100% Suppliers who have signed our Sustainability Supplier Code of Conduct	Achieved	100%	NEW
		20% of suppliers who have medium-high sustainability competence level	Exceeded	94%	NEW
		Number of suppliers who undergo sustainability comparative analysis prior to contracting	Exceeded	4%	NEW
		95% Technical Suppliers coming from UAE	Exceeded	100%	93%
POSITIVE IMPACT FOR KEY STAKEHOLDERS	The 53EE Production Team will strive to ensure that the ceremony leaves a lasting positive impact for key stakeholders.	100% employees have received education on UAE heritage	Not achieved	83%	NEW
		100% employees who have received guidance on responsible behaviour	Exceeded	100%	87%



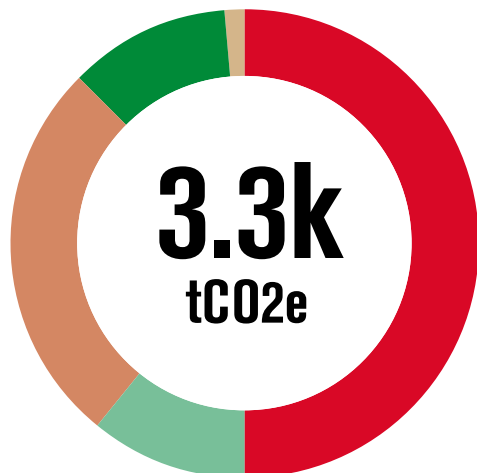
CARBON AND WASTE IMPACT ANALYSIS

Efforts to minimise emissions, reduce waste, and use resources efficiently were prioritised throughout planning, management and delivery, to lower the show's footprint. The following chapters provide a comprehensive breakdown of each dataset, including the total carbon dioxide emissions and waste generated. They also highlight key successes and offer recommendations for improving sustainability at future Eid Al Etihad Celebration events.

TOTAL CARBON FOOTPRINT: 3312 tCO₂e
TOTAL WASTE FOOTPRINT: 252 TONNES

Energy	55.5%
Catering	1.5%
Travel	40.8%
Production	2.1%
Waste	0.1%

Carbon Footprint
by Category



THE FINAL FOOTPRINT IS THE EQUIVALENT TO:



1,655

CARS DRIVEN ON THE ROAD FOR ONE YEAR



144

UAE RESIDENTS ANNUAL CARBON FOOTPRINT



441

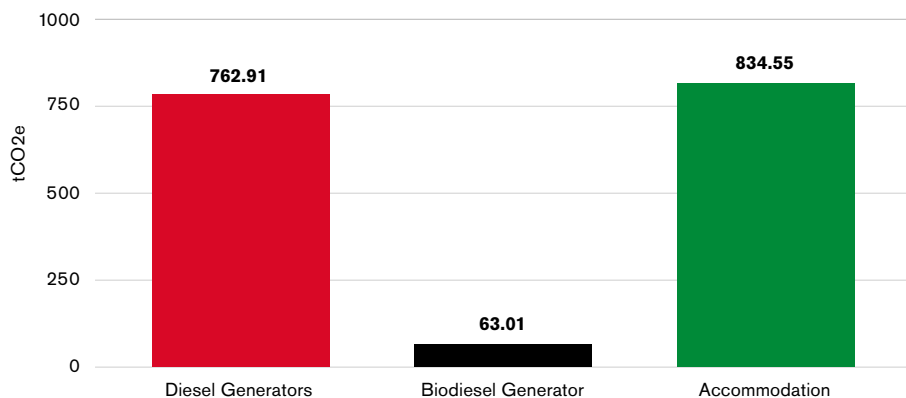
UAE HOMES' ENERGY USE FOR ONE YEAR

ENERGY

The nature of the site at Jebel Hafit National Park meant that 100% facilities needed to be installed onsite, including temporary power sources. The Eid Al Etihad Celebration Show is an annual spectacle that requires significant energy for lighting, sound, projection and other technologies. In addition the whole workforce (including suppliers) required a full back of house infrastructure during the month before the event.

Accommodation was also the highest contributor to the energy requirements of the show, providing 12,148 room nights.

BREAKDOWN OF ENERGY CATEGORIES



Graph 3: Breakdown of Energy Category - data generated by TRACE

SUSTAINABLE WINS

TOTAL ENERGY IMPACT: 1660 tCO2e
PERCENTAGE OF TOTAL FOOTPRINT: 50%

- The initial biofuel target of 20% was exceeded by 10%, taking the total to 30% of fuel used at the event.
- The onsite team were encouraged to “Power Down” on all possible equipment at the end of each working day, to facilitate efficient energy consumption.
- Renewable solutions were used for wayfinding devices and the security office.



INSIGHTS

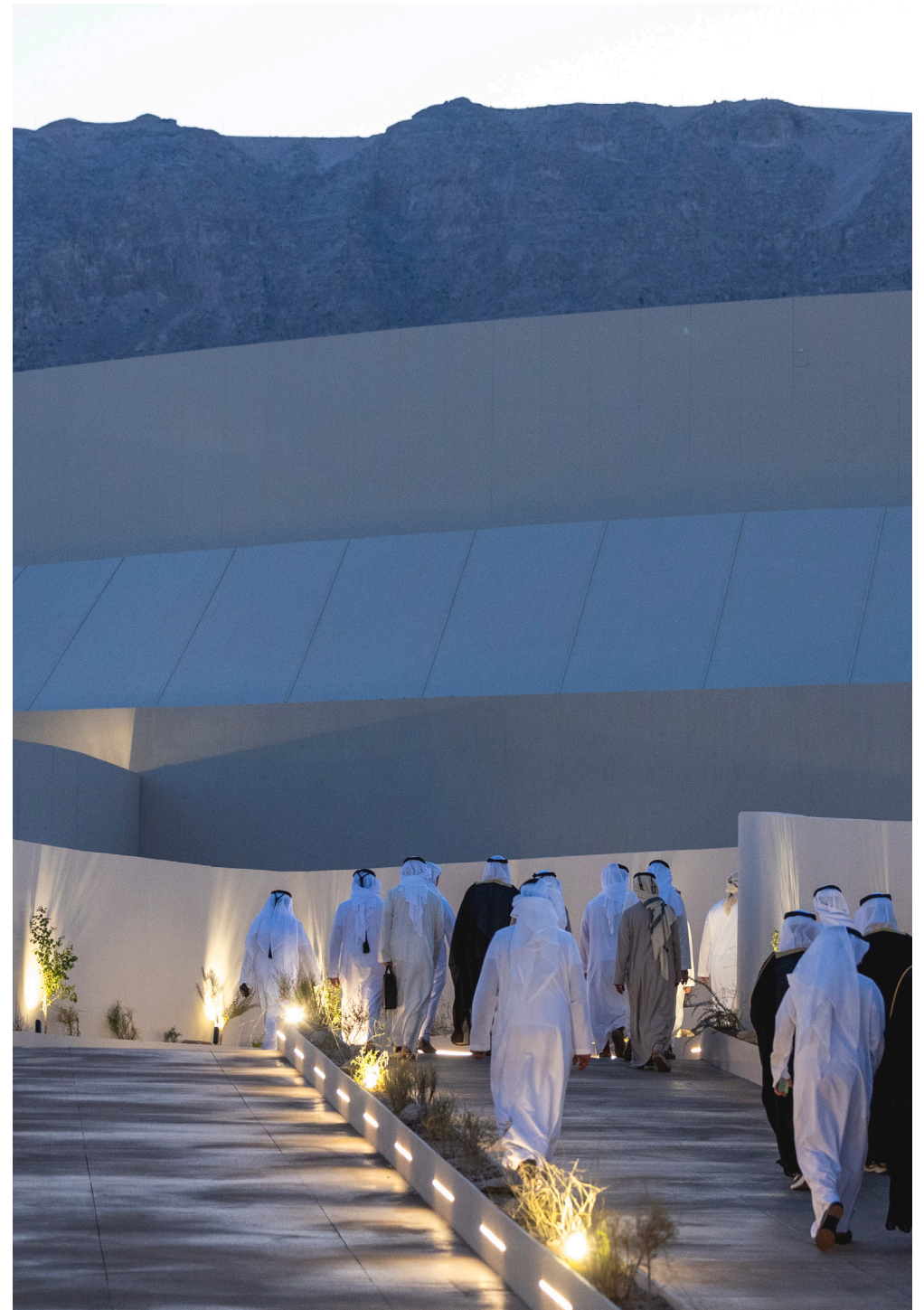
POWER

Lessons learned at Union Day 52 meant that Biofuel was an immediate consideration for the temporary fuel generators at 53 Eid Al Etihad.

HOTEL ACCOMMODATION

Due to the location of the event within the National Park, it was necessary for the whole workforce to stay in hotel accommodation, all of which were located within a 30 minute drive of the event site.

Hotel emissions are predominantly produced by lighting, heating and laundry, and in the case of 53 Eid Al Etihad, they generated almost half of all energy emissions during the event planning and delivery.





BEST PRACTICE CONSIDERATIONS

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AREA	CONSIDERATIONS
EVENT VENUE - BUILT INFRASTRUCTURE	Choosing an event venue with an existing infrastructure will ensure mains energy, without having to seek so much temporary energy supply.
TEMPORARY POWER GENERATORS	Recommend using only biodiesel fuel as standard practice moving forward.
HOTELS	<p>Select accommodation that is as close to the event site as possible, saving time and emissions.</p> <p>Give preference to hotels that have sustainability certification.</p>
SOLAR POWERED LIGHTING	Explore more options for renewable energies in future projects.



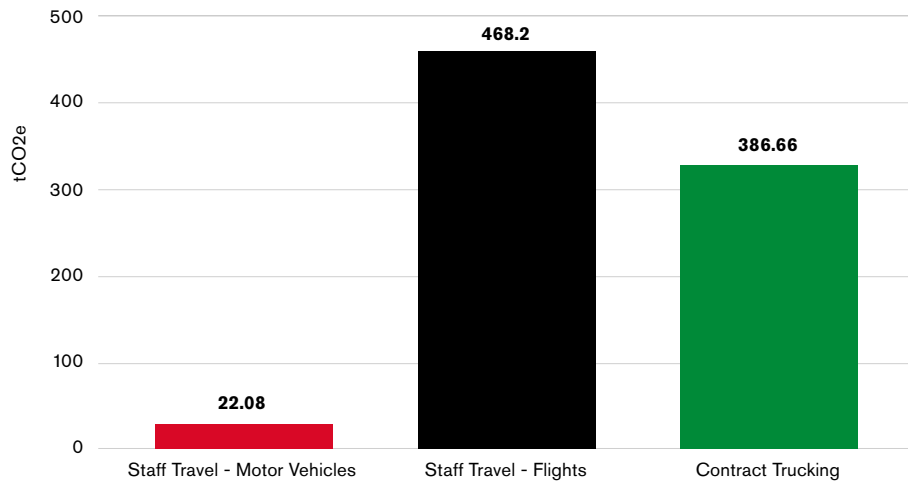
BEST PRACTICE CONSIDERATIONS



TRANSPORTATION OF GOODS AND SERVICES

The context of the event meant that many goods and services needed to be transported to the event site, sometimes on a daily basis.

BREAKDOWN OF TRANSPORTATION AND TRAVEL



Graph 4: Breakdown of Transportation and Travel Category - data generated by TRACE



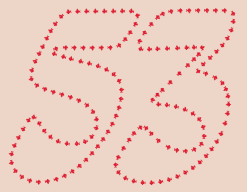
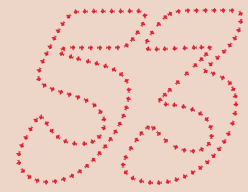
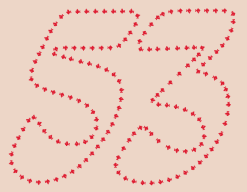
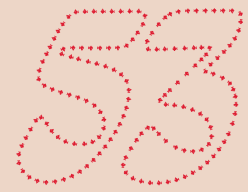
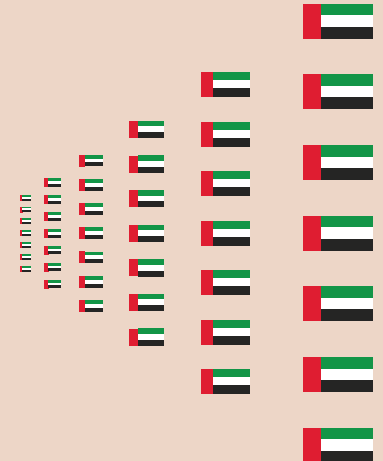
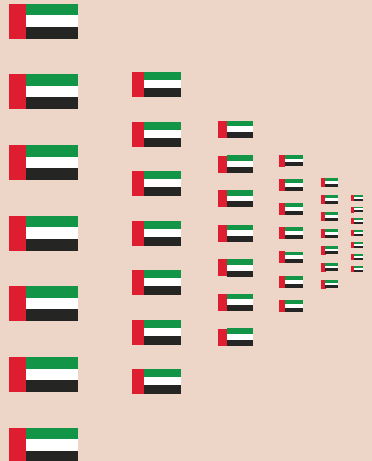
SUSTAINABLE WINS

TRANSPORTATION IMPACT: 387 tCO2e PERCENTAGE OF TOTAL FOOTPRINT: 12%

- 100% of suppliers contracted were based within the UAE (93% at Union Day 52).
- The onsite catering service was prepared nearby in Al Ain, vastly reducing potential additional transportation emissions..



The size of the event site meant that transportation around the site would be necessary. Empowered with their sustainability ambition and learnings, the Operations team were determined to make a difference, researching electric buggies for transportation. Unfortunately the electric vehicles were deemed inviable for the desert terrain and diesel buggies were used instead. The Transport and Freight Manager – a Sustainability Hero – was undeterred, requesting a bicycle to get around the site, and racking up 59 miles (a saving of 25kg of CO2 emissions) in the process.





INSIGHTS

LOCATION

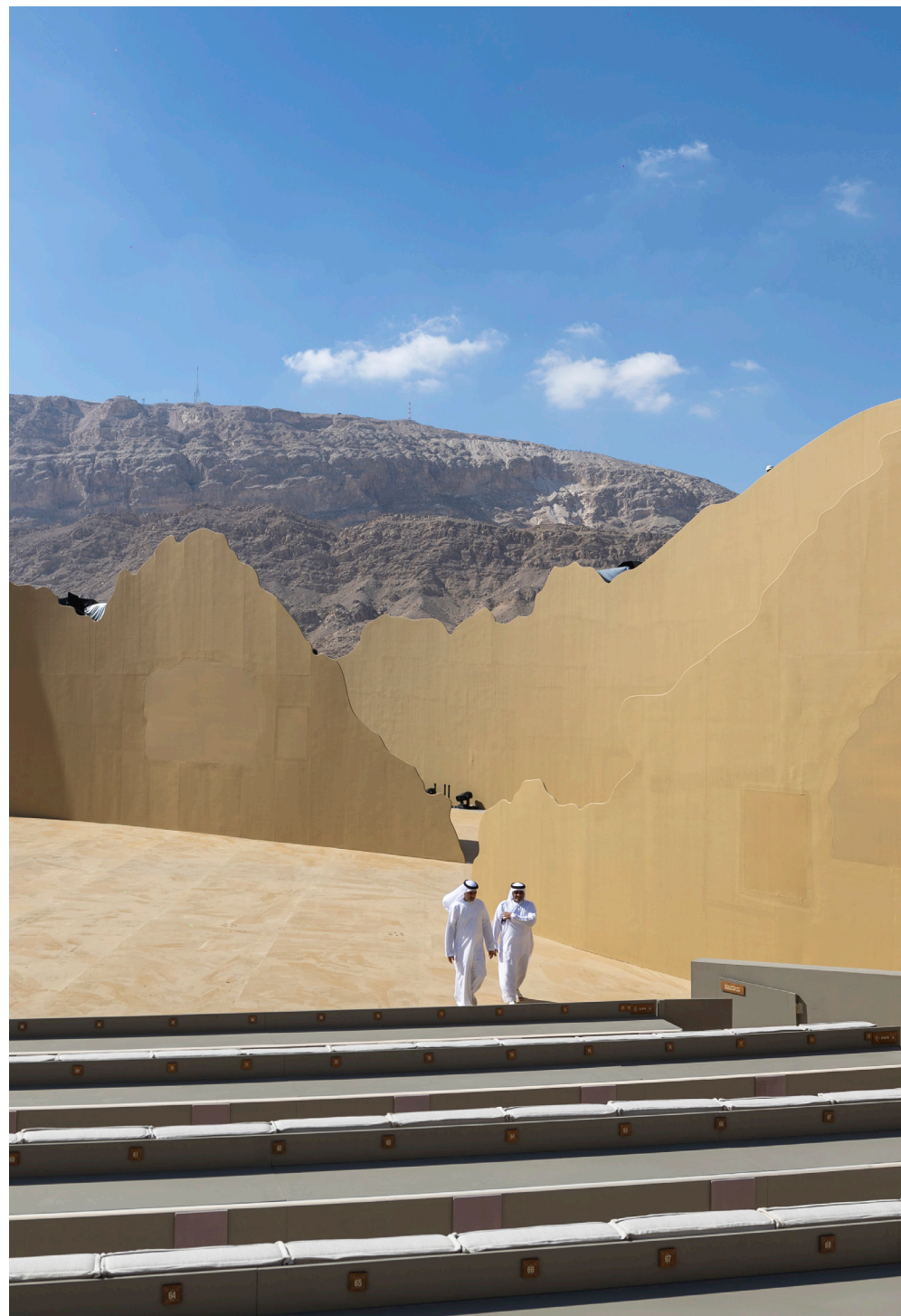
5,392 supplier journeys were made to and from the event site at the Jebel Hafit National Park, and only 490 (9%) of these came from nearby Al Ain. While it is important to note that 100% of suppliers at the 53 Eid Al Etihad Celebration Show came from UAE, it would also have been significant to select a venue that could rely on a local network of suppliers, without having to choose services in Abu Dhabi or Dubai who were located 96 miles and 81 miles away respectively.

MASTER DELIVERY SCHEDULE

At the beginning of the project, TRACE data requirements were incorporated into the Master Delivery Schedule, specifying details including vehicle type, engine specifications, and starting points. Embedding sustainability metrics into pre-existing document templates eliminates the need for reinventing the wheel with additional administrative tasks. This approach made it simple to monitor the total mileage and the frequency of trips between supplier locations and the event site.

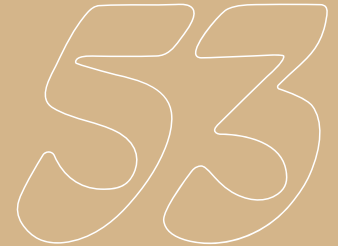
HELICOPTER

Done + Dusted, the broadcast team, used a helicopter to record aerial shots for the television and online broadcast of the event. The fuel for the helicopter has been counted within the transport footprint and is based on an approximate number of miles covered within the two-hour filming period.





BEST PRACTICE CONSIDERATIONS



AREA	CONSIDERATIONS
<p>LOCAL SUPPLY CHAIN</p>	<p>Continuing to work with the same suppliers year on year enables the production team to carry over sustainability learnings and best practice.</p> <p>Coordinate load sharings where possible to reduce vehicle movements to site.</p> <p>Seek suppliers who are located close to the event site.</p>
<p>EVENT VENUE</p>	<p>Seek an event venue that not only has a built infrastructure, but is also close to local facilities, reducing the need for shuttle buses.</p> <p>An Event venue within a city will likely have a supplier network close by.</p>
<p>PACKAGING MATERIALS</p>	<p>Plastic shrink wrap and packaging was frequently used. Continue to request that goods arrive without plastic packaging and reusable or cardboard packaging is used instead.</p>

BEST PRACTICE CONSIDERATIONS



TRAVEL

Travel by road and air, in particular, contributes significantly to increasing greenhouse gas emissions and air pollution. The transportation associated with moving people to and from an event can greatly influence its overall environmental footprint, especially when the workforce, cast, and crew must travel long distances to reach the venue. To assess the environmental impact of workforce travel, the team gathered data on flights, transportation to and from Jebel Hafit National Park, as well as estimated staff car usage.



SUSTAINABLE WINS

TOTAL TRAVEL IMPACT: 495tCO₂e
PERCENTAGE OF TOTAL FOOTPRINT: 12%

- **77%** of the workforce were recruited from the UAE which reduced the requirement for flights in comparison to previous Eid Al Etihad events (75% at Union day 52).
- Sourcing cast, front of house team and suppliers from the local area also contributed to reducing the impact of air travel. (Union Day 52 travel impact was 1,457 tCO₂e and % of total footprint was 37%).
- Worker Welfare was prioritised during the planning stage, offering a choice of shuttle timetables so that employees could arrange their day according to their working needs.

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INSIGHTS

TECHNICAL EXPERTISE

Hosting an event in a delicate environment such as a UNESCO World Heritage Site demands exceptional care and specialised expertise. Although the percentage of local suppliers increased, so too did the requirement for international team members who had the specific technical expertise for the project. Fortunately a high proportion of local Operations staff had already been recruited, meaning that the target of 70% UAE staff was still achievable.

PERSONAL CAR TRAVEL

It is estimated that 10% of the team travelled to the site, daily in cars. If we assume that 20 private cars were used 6 days a week for 5 weeks, with 2 daily trips of 12 miles to the events site (and back), then we know that an extra 14,400 miles were travelled, generating an additional 2.53 tCo2e. This number has been included in the emissions calculations.

FLIGHTS

Flights made up 14% of the total carbon footprint. 362 flights were taken by the production team in total, of which 100% were economy class.

AUDIENCE TRAVEL

Due to the audience profile, travel to the site is strictly confidential, making it impossible for us to calculate the impact. Audience travel is therefore removed from our scope.

SHUTTLE BUSES TO SITE, AND HOTEL LOCATIONS

Shuttle buses transported the team from hotels to site every day. The shuttle buses carried out 2,296 journeys over 5 weeks. The location of the event within the Jebel Hafit National Park meant that shuttle or private transfer was the only option for transport.





BEST PRACTICE CONSIDERATIONS

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AREA	CONSIDERATIONS
VENUE LOCATION	Select venue locations close to public transport hubs which can be used by staff and suppliers, reducing impacts from driving.
PERSONAL CARS	Find a more accurate means of tracking the impact of personal cars (and motivating reduction).
HOTEL LOCATIONS	<p>Prioritise booking hotels that are within five mile radius of site and/or on a public transport link to reduce travel time and emissions travelling to and from site.</p> <p>Plan routes that can incorporate shuttle stops at various hotels, reducing the need for unnecessary vehicles.</p>



BEST PRACTICE CONSIDERATIONS

PRODUCTION MATERIALS AND GRAPHICS

The annual Eid Al Etihad Celebration Show is renowned for its breathtaking creativity and spectacular displays. Organizing an event of such magnitude demands extensive resources and production efforts, often leaving a substantial environmental footprint.

This year, however, the show embraced a bold and innovative vision while prioritizing sustainability. Thoughtfully considered design choices minimized the event's environmental impact. For instance, the team opted for LED screens and projections in place of constructing multiple backdrops. Traditional elements like fireworks were also replaced with cutting-edge drone displays, seamlessly blending artistic excellence with environmental responsibility.

By adopting this approach, the team reduced the overall footprint of production elements and incorporated recyclable and reusable materials, which were either donated or repurposed following the event.



SUSTAINABLE WINS

TOTAL PRODUCTION BUILD AND GRAPHICS IMPACT: 372.589tCO₂e
PERCENTAGE OF TOTAL FOOTPRINT: 11%

90% of assets and materials in the Show were hired or made from reclaimed or recycled materials.

This included 100% of the steel and timber required for the revolving stage, grandstand and majlis areas.

- **47% of materials were reused, donated and repurposed.**
- **79% of props were made from recycled or recyclable materials.**



REUSE OF MATERIALS

Collaboration with the client, maximised the use of assets - especially costumes and props - available from their own storage facility.

The Production team ensured all materials met the minimum sustainability standards while maintaining cultural authenticity. Data collection was continually planned and tracked to showcase efforts.

The 3D-printed Reef Tiles by Archireef were donated for use in the show. Made from nature-based terracotta clay, they represent a pioneering UAE-based innovation aimed at restoring degraded marine ecosystems. With an exceptional coral survivorship rate of 95%, the tiles significantly outperform traditional restoration methods by at least four times.

This groundbreaking solution has garnered Archireef global recognition from prestigious organisations such as the World Economic Forum, IUCN, The Geneva Inventions, and COP28. Following the event, the Reef Tiles were donated to the Environment Agency - Abu Dhabi.

TYVEK FOR PALM LEAVES

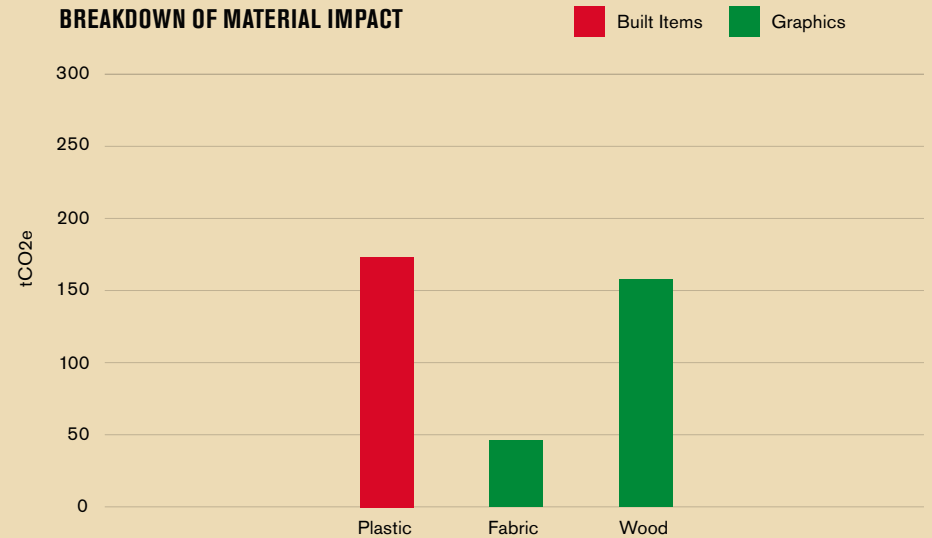
The Props team sourced Tyvek for the Palms during the event. This durable, non toxic material is lightweight and weather resistant, making it an ideal choice for these props that needed to be stored outside. Tyvek is made from high-density polyethylene (HDPE), a type of plastic that is recyclable where proper facilities exist.



PLASTIC

Plastic based materials accounted for 13% of the total material use, generating nearly half (46%) of the carbon emissions of the materials footprint. The plastics included vinyl and PVC based products both of which are fossil fuel derivatives and non-recyclable. Despite the team's proactive efforts to minimize plastic usage, constraints such as short turnaround times and limited market availability necessitated the use of some plastic for graphics, signage, and props.

BREAKDOWN OF MATERIAL IMPACT



Graph 6: Breakdown of Material Impact - data generated by TRACE



PROPS

The Props ensured Circular Economy and zero-waste principles remained at the heart of their workshop, achieving impressive results.

- **79% of props were made from recycled or recyclable materials.** (56% at Union Day 52)
- Following the Show, **100% of props had a responsible onward life**, either donated to local community groups or schools, or stored for legacy projects and/or future reuse.

The Sustainability Hero Props team were able to repurpose a stack of plywood that was destined for the bin when they moved into their temporary workshop. The builders took the pile of scraps and built sturdy work tables, a work bench, shelving, and storage crates to be used for the duration of this project (and hopefully years to come)!

BEFORE



AFTER



COSTUMES



The Costumes team prepared approximately **900 costumes**, the majority of which came from materials from other events.

60% of the costumes were donated to the children who performed in the show or were set aside to be reused for new costumes.



BEST PRACTICE CONSIDERATIONS



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AREA	CONSIDERATIONS
<p>MATERIALS</p>	<p>Building on the successes and awareness raising last year, due diligence was carried out to source maximum potential sustainable materials within the UAE.</p> <p>However locating low-impact materials with the size and quantities required within a short lead time was very challenging.</p> <p>Once more the recommendation is to start conversations on materials as early as possible, and to try and consolidate a database of suppliers throughout the year.</p>
<p>VINYL AND PVC</p>	<p>Avoid vinyl and PVC as much as possible to reduce plastic use and impact. Explore alternatives fabric canvas and/or challenge if signage is required in the first instance.</p>

BEST PRACTICE CONSIDERATIONS



WASTE MANAGEMENT

The Waste Management focus at 53 Eid Al Etihad was centred on prevention, with secondary efforts directed at recovering resources through recycling and donations. This required not only planning for the extended use of all assets but also the establishment of a comprehensive waste management system to handle installation, live events, and breakdown processes, aiming to significantly reduce residual waste.

The waste infrastructure in the UAE remains challenging, despite concerted efforts from Tadweer (Abu Dhabi waste regulator) to raise awareness and deliver ambitious facilities and targets in recycling.

A waste infrastructure was established at the event with grouping of mixed recycling and general waste bins and signage. Users were alerted through project wide communication that "general waste goes directly to landfill with no further segregation available".

Waste disposal messaging was further reinforced via in the sustainability newsletter, and through photographs in the catering tent.

In addition coloured bin liners enabled the cleaning team to identify waste types for disposal in skips and containers.



Waste Management Training with the Cleaning Team

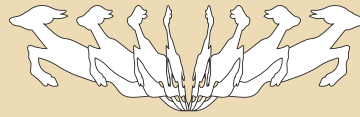
SUSTAINABLE WINS

**TOTAL WASTE IMPACT:
252 TONNES OF WASTE**
PERCENTAGE OF TOTAL FOOTPRINT: 1%

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- **A high proportion of waste (87%) was recycled, composted or reused.**
- Taking the time to train staff, cleaners and contractors to segregate waste and use the right bins and skips makes a difference.
- Waste management training was part of everyone's induction onsite and this supported a culture of sustainability.
- A **Waste Countdown** document was produced as a result of lessons learned, to support improved waste planning at future events.



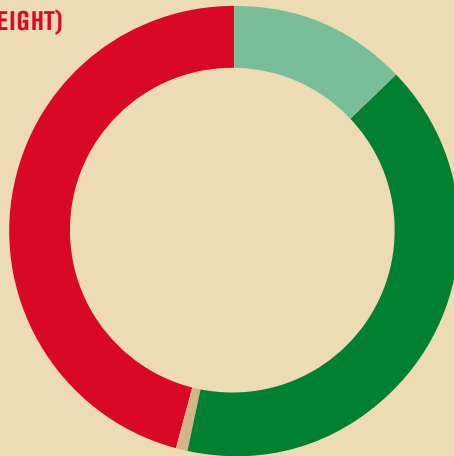
INSIGHTS

The biofuel energy target was exceeded by 10% - corresponding to a saving in emissions of **98 tCO₂e**. This figure offsets the **19 tCO₂e** that was caused by the waste that went to landfill.

The estimated footprint illustrates that **over half of waste (87%) at 53 Eid Al Etihad Celebration Show went on to be reused or responsibly disposed of** whilst 13% ended up in landfill.

WHERE DID THE WASTE GO? (BY WEIGHT)

Landfill	2.5%
Recycled	47.6%
AD/Compost	3.1%
Re-used	7.2%



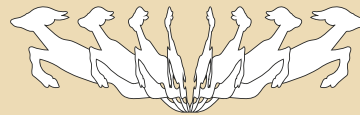
Graph 7: **Waste Disposal by Category** - data generated by TRACE

WASTE SEGREGATION

Although the use of color-coded bins and liners helped guide the workforce and crew to dispose of waste correctly, contamination within waste streams remained a challenge. The fast-paced nature of installations made consistent waste segregation difficult, leading to a larger waste footprint than expected. Employing a dedicated team to oversee skips and large bins during setup and breakdown phases could greatly enhance recycling efforts and reduce overall waste.

WASTE MANAGEMENT PLANNING

At the beginning of the project, the Catering, Cleaning, and Waste (CCW) team worked closely with the Sustainability Consultant to assess the build and dismantling phases, identifying likely waste streams. This analysis enabled the development of a tailored waste management strategy with the necessary infrastructure.





BEST PRACTICE CONSIDERATIONS

ENTITY	-2 MONTHS TO ONSITE	-1 WEEK TO ONSITE	ONSITE
LOCAL EMIRATE	<p>Understand waste infrastructure options within the local Emirate:</p> <ul style="list-style-type: none"> ▪ Composting facility (for compostable serveware) ▪ Waste to energy ▪ Recycling ▪ Organic (for compost) 		Local waste facility supports with reports of onward life of waste
WASTE CONTRACTOR	<p>Understand capacities of waste contractor for composting</p> <p>Understand possibilities for frequency of waste collection</p> <p>Check contract wording to be sure who is responsible for segregation of plastics, paper, cardboard, aluminium – client or contractor</p> <p>Ensure colour coded bags are included in the contract for all sized bins</p> <p>Request covers for skips so that waste does not blow away</p> <p>Waste Contractor agrees to provide weekly data reports as part of contractual agreement</p>		<p>Contractor removes waste on a regular, pre arranged basis</p> <p>Waste containers are closed or covered, where possible</p> <p>Contractor provides weekly waste reports</p>
OTHER SUPPLIERS	<p>Choose catering serveware and other materials based on the capabilities of the local waste infrastructure</p> <p>All relevant contractors agree to provide weekly data reports as part of contractual agreement</p>		Contractor provides weekly data reports

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BEST PRACTICE CONSIDERATIONS



BEST PRACTICE CONSIDERATIONS



ENTITY	-2 MONTHS TO ONSITE	-1 WEEK TO ONSITE	ONSITE
OPERATIONS	Create a dot plan for bin infrastructure	Cleaning staff: educate on coloured bags, bins and skip locations and all waste procedures Group bins together – provide choices for waste disposal	Offices: keep recycling and general waste bins together, providing a choice for disposal
COMMUNICATION		Create signage that is accessible for all languages – photos and/or specific wording “Mixed Recyclables” has different meanings across the world Communicate (newsletters/email) on the importance of segregation	Consider user waste behaviour: Add signage to bin lids where they are visible Consider images, symbols to explain what is acceptable for Mixed Recycling Catering: use images/photos to identify waste channels
SUSTAINABILITY	Check waste contract to ensure segregation responsibilities are clear	Collaborate/Lead on : Trainings (waste - all stakeholders) Communication Location of bins	Perform waste audits to understand where segregation is successful, or not Trial modifications to integrate lessons learned

BEST PRACTICE CONSIDERATIONS

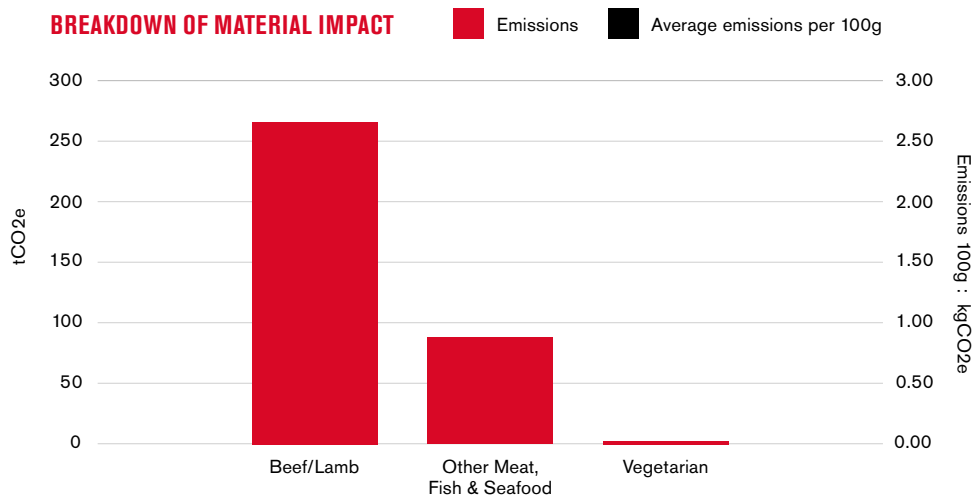


FOOD AND BEVERAGE

Food choices have a significant environmental impact, influencing greenhouse gas emissions, water usage, and land degradation. Diets high in animal products, particularly beef and dairy, are linked to greater emissions and resource demands compared to plant-based options. By making mindful food choices, individuals can help conserve resources, protect ecosystems, and contribute to a more sustainable future.

INSIGHTS

Despite best efforts, it was challenging to obtain accurate data for so many different meal formats, and for an onsite team of up to 5000 people at peak time. The figures we have collated should be assumed to be approximate.



Graph 6: Breakdown of Material Impact - data generated by TRACE

SUSTAINABLE WINS

TOTAL FOOD AND BEVERAGE IMPACT: 357 tCO₂e
PERCENTAGE OF TOTAL FOOTPRINT: 11%

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- Sustainability Newsletters and trainings featured information regarding the environmental impact of food choices.
- **100%** of leftover food was sent to the caterer's composting facility.



BEST PRACTICE CONSIDERATIONS



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AREA	RECOMMENDATION
<p>REUSABLE SERVEWARE FOR CREW CATERING</p>	<p>Where the local region has the infrastructure, make active efforts to use reusable serveware, avoiding single-use and plastic materials.</p>
<p>REDUCE RED MEAT</p>	<p>Reduce or remove red meat from menus entirely to decrease footprint and promote wellbeing.</p> <p>If we took all beef meals and opted in for vegetarian instead (keeping in chicken and fish, and vegan) - catering emissions would have been reduced to 128.973 tCO2e</p>

BEST PRACTICE CONSIDERATIONS



BIODIVERSITY

Due to the location of the event in a National Park, we knew we had a duty to protect the local biodiversity.

We consulted the *IUCN Guidelines : Mitigating Biodiversity Impacts at Sports Events*, aligning with international best practice and working with the assumption that Sports Events are largely also outdoor events. These guidelines helped us to understand which issues to address at the event.

NOISE POLLUTION

We undertook ambient/control and event noise readings to ensure that the event was not disturbing the biodiversity. The loudest sound from this event was the orchestra, and the sound levels were not deemed as dangerous to local life.

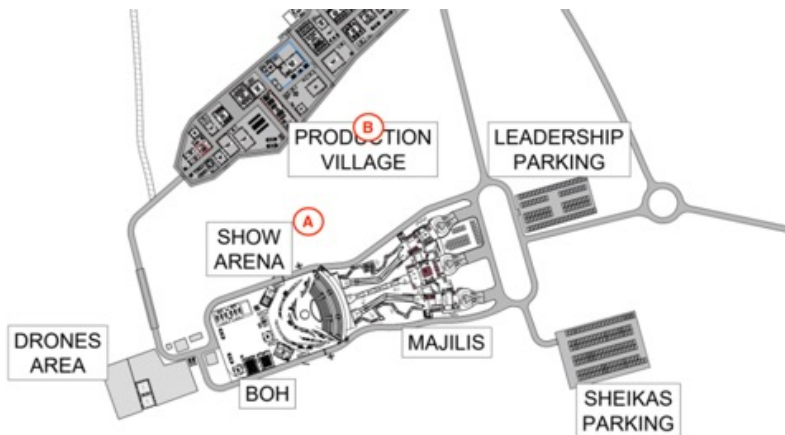


Image shows positioning (A,B) of noise monitoring sites

WATER

Water scarcity is a pressing issue for the UAE, a country with one of the lowest levels of freshwater resources globally. The arid climate and a growing population is placing immense pressure on already limited water supplies. To meet demand, the UAE relies heavily on energy-intensive desalination, which has environmental and economic implications. Recognizing the need for sustainable solutions, the UAE is investing in water conservation initiatives, innovative technologies like wastewater recycling, and public awareness campaigns to address this critical challenge and ensure long-term water security.

Note to reader: TRACE does not currency measure water and therefore is not included in our final environmental footprint analysis.

1,020,000 gallons of fresh water was delivered to site for the washrooms during the course of the event planning and delivery. The same amount was extracted to be treated and used as grey water.

BACK OF HOUSE

The back of house operations team worked hard to ensure that the site was as sustainable as possible, giving preference to hired items and local suppliers as well as putting in the right facilities to ensure appropriate waste management and catering.



SUSTAINABLE WINS

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- All furniture used across office spaces was reused from previous events and has been stored for future events.
- **100%** of temporary infrastructure was hired and returned to the supplier for reuse.
- Smaller items such as rehearsal bibs were once more reused from previous years.

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RESPONSIBLE SUPPLY CHAIN MANAGEMENT

A responsible supply chain is imperative to the sustainability performance of any event. Revisions to the ISO 20121:2024 call for a closer analysis of Supply Chain Management, especially with regard to understanding the extent that suppliers support sustainability objectives and performance.



SUSTAINABLE WINS

- **100% of technical suppliers contracted were based within the UAE** (93% at Union Day 52).
- **100% of contracted suppliers confirmed compliance** with the Sustainability Supplier Code of Conduct (100% at Union Day 52).
- Sustainability Supplier Code of Conduct was updated to include a clause on **Human Rights**, reflecting revisions to ISO 20121:2024.
- **47% of suppliers** had participated in Union Day 52, enabling Return on Investment in previous Education and Awareness Raising activities, which supported the 53 Eid Al Etihad sustainability strategy.
- **15%** of the contract award decision was dedicated to sustainability (10% at Union Day 52).
- Detailed sustainability comparative analyses of preferred suppliers were provided on request to different departments.
- Sustainability was integrated into Contractor Guidelines and Trainings alongside Health and Safety, ensuring that it represented a **minimum standard for suppliers**.
- Suppliers also collaborated in the provision of data to support monitoring and measurement, especially with regard to production materials, catering, energy, water, waste (and sustainability performance).

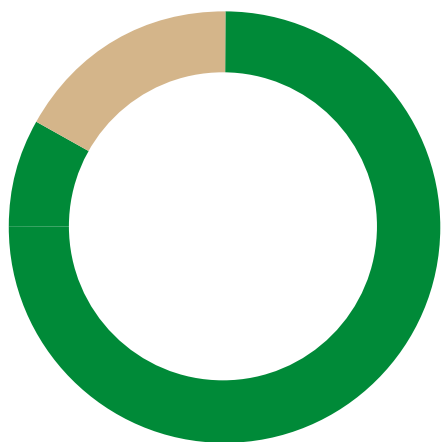


UNDERSTANDING RISK IN THE 53 EID AL ETIHAD SUPPLY CHAIN

A closer analysis of suppliers enabled more visibility on their potential to support or pose a risk to the sustainability strategy. This was done through an update of the supplier questionnaire content and a request for the provision of supporting documentation.

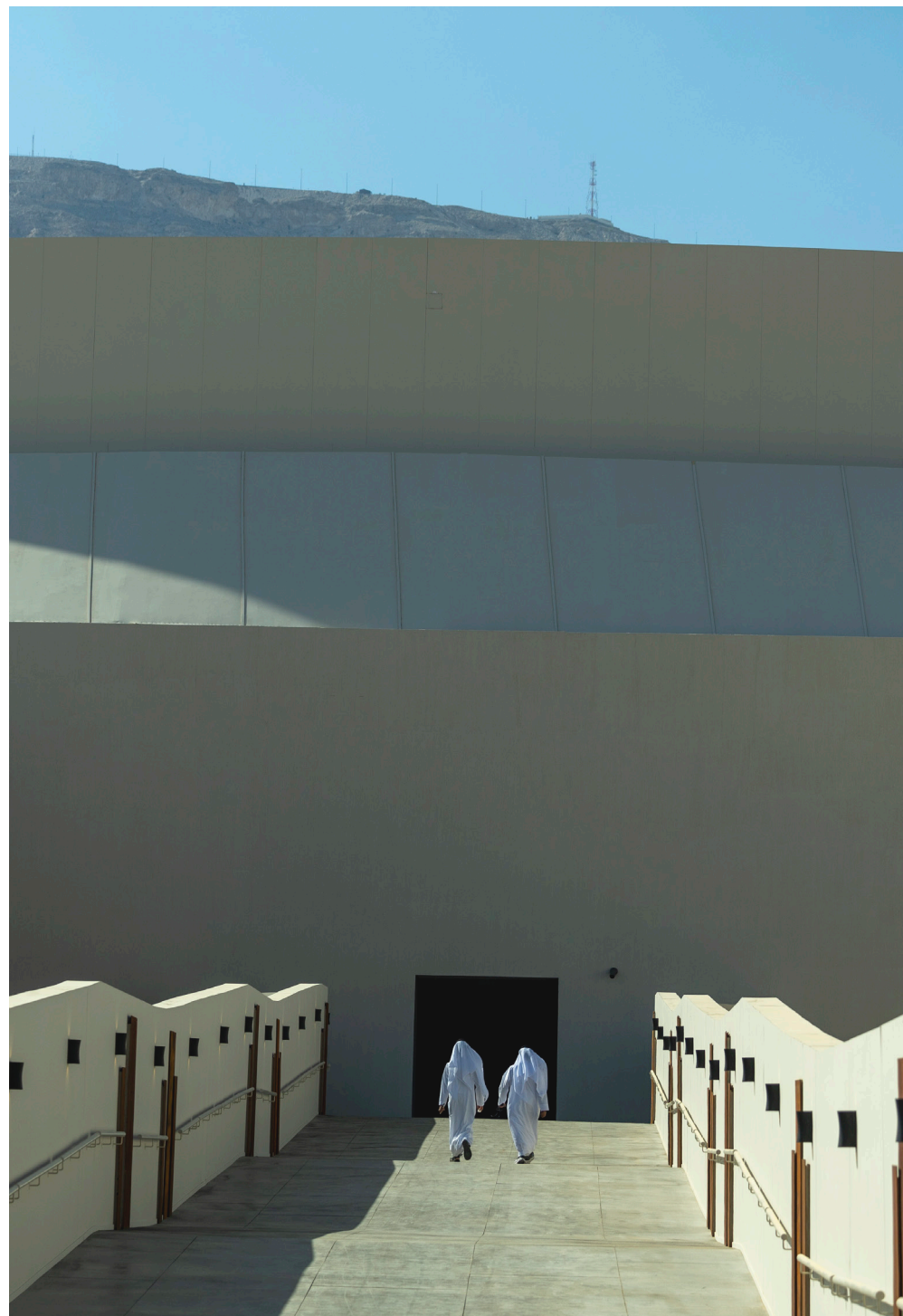
Results of the survey demonstrated:

- 83% of suppliers claimed to have a high-medium level of sustainability competence (Red-Green).
- 17% of suppliers claimed to have a low level of sustainability competence (orange).



Although not all suppliers were able to demonstrate evidence of sustainability accreditation, **38%** were able to provide evidence of sustainability policies, statements and accreditation, demonstrating an increasing commitment to sustainability from businesses in the UAE.

High-Medium Level	83%
Low Level	17%





BEST PRACTICE CONSIDERATIONS

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AREA	CONSIDERATIONS
COLLABORATION	There is a continued need for close collaboration between sustainability and procurement, as decisions regarding suppliers and contracts have a significant impact on the sustainability results of the event.
SUSTAINABILITY SUPPLIER CODE OF CONDUCT	The SSCoC should be sent together with all documentation in the initial stages of negotiation. It is a contractual document and suppliers need to understand its requirements before embarking on any relationship.
COMMUNICATION	Communication with suppliers on their sustainability journey should be encouraged at all times. The questionnaire is a guide, but must be supplemented with supporting documentation and conversations regarding processes.

BEST PRACTICE CONSIDERATIONS



LEGACY: POSITIVE IMPACT FOR KEY STAKEHOLDERS

Further additions to the Sustainable Event Management System at 53 Eid Al Etihad, as a result of the ISO 20121:2024 revision, include an additional focus on the subject of Legacy.

Legacy at events underlines the opportunity not only to consider mitigating or positive actions during event delivery, but rather the long term impact of the whole activity.

At 53 Eid Al Etihad, legacy is represented by the focus area “Positive Impact for key Stakeholders”, and is split into two parts:

- 1. Education/Raising Awareness:** Recognising the power of events to educate stakeholders, be they the target audience, or the workforce who absorb much knowledge during the preparation of the event.
- 2. Onward Life:** Considering the assets from the show and working to ensure a second positive life all of them, be that through, donations to schools, social enterprises and/or recycling where required.

EDUCATION/RAISING AWARENESS

100% of the Production team undertook sustainability training at 53 Eid Al Etihad, and a post event evaluation survey was used to gain an understanding of the effectiveness of the education:

- Endorsed a circular economy (all of the time 68%, some of the time 32%)
- Recycled all waste correctly (all of the time 88%, some of the time 12%)
- Used energy efficiently (all of the time 56%, some of the time 44%)
- Used travel and transport efficiently (all of the time 56%, some of the time 16%)
- Exercised responsibility in food choices and portion control (all of the time 68%, some of the time 8%)

In addition team members confirmed awareness had been raised in areas such as:

- Environmental impact of food choices (greatly 32%, somewhat 60%)
- Digital Responsibility (greatly 64%, somewhat 36%)
- Digital Accessibility (greatly 64%, somewhat 36%)

The 53 Eid Al Etihad Celebration Show had a strong focus on sustainability, as well as the history of the UAE. According to the survey 84% of the team attended the dress rehearsals, exposing them to further education regarding the history of the country.

ONWARD LIFE

Circular Design mandates that all assets should contribute to a purposeful future — be they first aid kits, scenic props, or costumes, each item holds the potential to be reused and valued one more. To support this extended lifecycle, comprehensive research was undertaken across the UAE to identify suitable beneficiaries, such as community organisations, charities, and local schools that had participated in the event.

Following evaluation of the needs of these groups, a thoughtfully curated list of beneficiaries received final approval from Leadership. The team then established partnerships with the selected organisations, overseeing distribution and logistics to ensure the donated items would support initiatives that promote positive social impact within local communities.

CONCLUSION

Much like its predecessors, the 53 Eid Al Etihad Celebration Show inspired its audience with the impactful story of its nation; from sustainable living to leading ambitious modern innovation, the UAE itself embodies lessons learnt, continuous improvement and an ambition to lead.

The Celebration Show's renewed commitment to the ISO 20121 Sustainable Event Management System and the integration of the 2024 revision demonstrates the will to keep abreast of change and to align with global standards that bring value for all stakeholders.

A solid foundation and an empowered team embedded confidence and competence in the sustainability management of the 53 Eid Al Etihad Celebration Show, which addresses contemporary issues of concern while remaining an inspiration for the events sector, both at home and abroad.

It is intended that the final outcome of this report lives on as a benchmark for future events to learn from, and improve upon, driving sustainable progress across the UAE event sector.

APPENDIX ONE: TERMINOLOGY

SUSTAINABILITY

Sustainability is concerned with the balance between fulfilling the needs of today while preserving our planet for future generations.

We will apply this definition to the design, management and delivery of 53 Eid Al Etihad. We will be influenced by the intersectionality of social (people, wellbeing, diversity, accessibility) environmental (carbon and waste impacts, resource management, biodiversity) and economic (financial management, ethical governance).

NET ZERO

A target of negating at least 90% of greenhouse gases produced by the event, to be achieved by reducing emissions and implementing methods of absorbing carbon dioxide from the atmosphere. This is a long-term goal.

CIRCULAR ECONOMY

A circular economy is a model of production and consumption focused on sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. This keeps them in a 'circular loop' rather than a linear production / use / waste that contributes to climate change, biodiversity loss and pollution.

APPENDIX TWO: SUMMARY OF BEST PRACTICE CONSIDERATIONS FOR FUTURE EVENTS

We've taken the time to review TRACE and the data collected and speak to each of the key members of the team to gain qualitative feedback. We've reviewed our impacts and successes and highlighted the areas for improvement for 2025 below.

AREA	RECOMMENDATION
EVENT VENUE - BUILT INFRASTRUCTURE	Choosing an event venue with an existing infrastructure will ensure mains energy, without having to seek so much temporary energy supply.
TEMPORARY POWER GENERATORS	Use only biodiesel fuel as standard practice moving forward.
HOTELS	Select accommodation that is as close to the event site as possible, saving time and emissions. Give preference to hotels that have sustainability certification.
SOLAR POWERED LIGHTING	Explore more options for renewable energies in future projects.
LOCAL SUPPLY CHAIN	Continuing to work with the same suppliers year on year enables the production team to carry over sustainability learnings and best practice. Coordinate load sharings where possible to reduce vehicle movements to site. Seek suppliers who are located close to the event site.
EVENT VENUE	Seek an event venue that not only has a built infrastructure, but is also close to local facilities, reducing the need for shuttle buses. An Event venue within a city will likely have a supplier network close by.
PACKAGING MATERIALS	Plastic shrink wrap and packaging was frequently used. Continue to request that goods arrive without plastic packaging and reusable or cardboard packaging is used instead.
VENUE LOCATION	Select venue locations close to public transport hubs which can be used by staff and suppliers, reducing impacts from driving.
PERSONAL CARS	Find a more accurate means of tracking the impact of personal cars (and motivating reduction).
HOTEL LOCATIONS	Prioritise booking hotels that are within five mile radius of site and/or on a public transport link to reduce travel time and emissions travelling to and from site. Plan routes that can incorporate shuttle stops at various hotels, reducing the need for unnecessary vehicles.



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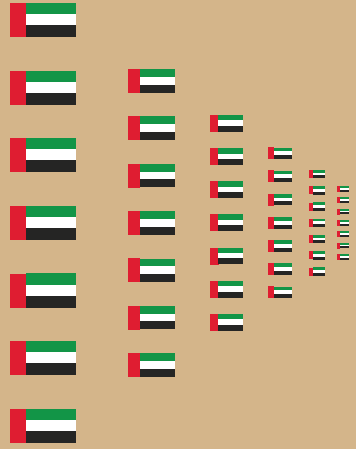
AREA	RECOMMENDATION
MATERIALS	<p>Building on the successes and awareness raising last year, due diligence was carried out to source maximum potential sustainable materials within the UAE.</p> <p>However locating low-impact materials with the size and quantities required within a short lead time was very challenging.</p> <p>Once more the recommendation is to start conversations on materials as early as possible, and to try and consolidate a database of suppliers throughout the year.</p>
VINYL AND PVC	<p>Avoid vinyl and PVC as much as possible to reduce plastic use and impact. Explore alternatives fabric canvas and/or challenge if signage is required in the first instance.</p>
REUSABLE SERVEWARE FOR CREW CATERING	<p>Where the local region has the infrastructure, make active efforts to use reusable serveware, avoiding single-use and plastic materials.</p> <p>Reduce or remove red meat from menus entirely to decrease footprint and promote wellbeing.</p>
COLLABORATION	<p>There is a continued need for close collaboration between sustainability and procurement, as decisions regarding suppliers and contracts have a significant impact on the sustainability results of the event.</p>
REDUCE RED MEAT	<p>The SSCoC should be sent together with all documentation in the initial stages of negotiation. It is a contractual document and suppliers need to understand its requirements before embarking on any relationship.</p>
COMMUNICATION	<p>Communication with suppliers on their sustainability journey should be encouraged at all times. The questionnaire is a guide, but must be supplemented with supporting documentation and conversations regarding processes.</p>



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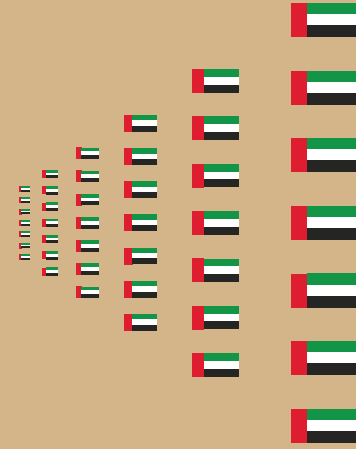


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