WI CYCLE

What is sustainability?

**WHAT DO
WI DO?**

BLUEPRINT
The future in our hands.

WHAT IS SUSTAINABILITY?

*This handout details a **blueprint** that can help map out a company's sustainability.*

Sustainability is about keeping all the resources you use as a company available for future generations. In a fully sustainable world, everything is reusable. Thus, waste does not exist. This principle is also called a **circular economy.**

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WHAT DO WI DO?

At WICREATIONS, we strive for sustainability by focussing on:

> *- Consumption & production*
> *- Decarbonization & energy*
> *- Food biospehere & water*
> *- Smart cities*
> *- Digital revolution*
> *- Human capacity & revolution*

WHAT TO DO?

To become more sustainable, United nations has composed 17 Sustainable Development Goals (SDGs), which can be achieved by taking up action within **6 overarching pillars** that are listed and elaborated in this brochure. The most important two are consumption and energy, which also happen to be the most difficult to achieve within **the event sector**. WICREATIONS tries to contribute to this by taking steps that are listed in the following blueprint.

> *"Keep the earth livable for everyone"*

WI CYCLE

What can we do and what are we doing?
An overview based on the 6 pillars of the SDGs:

01 CONSUMPTION & PRODUCTION

CAN DO	DOING
1 Refuse	2 Flexible format stage elevator
2 Rethink	4 Rent out equipment
3 Reduce	4 Rent out the company location
4 Re-Use	4 Refillable bottles and bags
5 Repair	5 Repair materials
6 Refurbish	7 Use parts of old machines to create new ones
7 Remanufacture	9 Recycle batteries, wood, paper, plastic, aluminium, iron and Nespresso coffee pods
8 Re-purpose	9 Organic t-shirts
9 Recycle	9 Packaging 100% recycled material

02 DECARBONIZATION & ENERGY

CAN DO	DOING
1 Minimize energy consumption	1 Light sensors
2 Use excess energy from elsewhere	1 Led lighting
3 Generate renewable energy	1 Vertical green walls
4 Buy renewable energy	3 Plan for solar panels new building
5 Efficient use of fossil fuels	

03 FOOD BIOSPHERE & WATER

CAN DO	DOING
0 Use less water	0 Collect rainwater for sanitation
0 Reduce food waste	0 Take small leftovers home
0 Increase agricultural productivity	0 Donate large leftovers
0 Reduce meat consumption	

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| 04 **SMART CITIES**

0 Sustainable commuting
0 Sustainable workspace
0 Use local suppliers

0 All company activities on one location
0 Electric bicycles and electric vehicles
0 Use local facilities as much as possible
0 Plan for Co-working space in the new building
0 Local food / catering

| 05 **DIGITAL REVOLUTION**

0 Process optimization
0 Use digital work force

0 Prototyping software "inventor"

| 06 **HUMAN CAPACITY & REVOLUTION**

0 Train staff
0 Equality in the workplace
0 Health Care
0 Employer Branding

0 WI Academy & WI Academy +
0 Donate to 'Talent Foundation PvT'
0 Collaboration with RITSC to improve talent development
0 Internal training
0 Hospitalization insurance for all staff and extra insurances with 'Alan'
0 Desks can be adjusted to standing height
0 Ethically sourced T-shirt suppliers
0 Stronger employer brand

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