

## Aviva Stadium: Sustainability Policy

Aviva Stadium understands that its event management activities and operations have the potential to have both a positive and negative environmental, social and economic impact. Aviva Stadium is committed to continual improvement in all three of these spheres and leadership in the sustainable event industry.

### Mission Statement

Aviva Stadium's mission is:

*“to operate a first-class international stadium, on behalf of the IRFU and the FAI, providing an outstanding venue for matches, concerts, conferences and events, offering exceptional customer experience in a sustainable manner.”*

To ensure this mission is achieved, Aviva Stadium has implemented a BS 8901 Sustainability Management System for Events and has now implemented that ISO 20121 Event Sustainability Management System in order to uphold our core values of exceptional customer service, awareness and engagement, sustainability, a partnership approach.

### Vision

The vision of Aviva Stadium is to be an iconic model of excellence in its operation and customer experience. This means an attractive venue which can be a benchmark and point of reference for other international stadia. Being a first class facility with a top quality pitch, remarkable customer satisfaction, increased attendances, whilst achieving commercial success.

### Values

- To host **Safe and Secure Events**.
- **Excellence** - Embedded throughout the business in facilities, service, management and staff.
- **Customer-focused** - All customers to have an exceptional experience.
- **Collaborative** - To work collaboratively with all stakeholders including the Irish Rugby Football Union (IRFU), Football Association of Ireland (FAI), Concert Promoters, Dublin City Council, Statutory Agencies and Local Community.
- **Fairness** - We will ensure that customers, teams, and stakeholders are treated fairly and equally.
- **Sustainable** - We are environmentally conscious and we will ensure high sustainability.

### Scope of Event Sustainability Management System

The scope of Aviva Stadium's Event Sustainability Management System (ESMS) has been defined as encompassing the operation of the stadium by the Stadium Management Company, New Stadium DAC. This includes all major pitch events and the stadium's tours operation. The stadium is defined as the stadium structure and its' adjacent management building - including Elverys shop, Tours Centre and stadium underground car park.

### Commitment

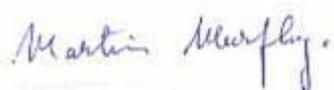
The Aviva Stadium has committed to upholding the following commitments:

- To continuously operate the venue in a sustainable manner.
- To continuously review how it operates in an effort to minimize the negative impacts and maximise the positive impacts its operation and events have on the environment, the economy, its stakeholders and society.
- To encourage event hosts using the stadium to engage in sustainable ventures.
- To comply with all applicable legislation and regulations.

This policy forms part of the company's overall strategy & objectives and is endorsed and upheld by the board of directors. As such it is available to all staff, clients, suppliers and other interested parties and will be reviewed annually.

If you have any feedback on this policy, please email [sustainability@avivastadium.ie](mailto:sustainability@avivastadium.ie).

Signed:



Martin Murphy, Stadium Director