ACS takes Corporate Social Responsibility (CSR) seriously

ACS audiovisual solutions assumes its responsibilities towards the planet and society as an active participant of the Sustainable Developments Goals of the UN Global Compact. Corporate sustainability starts with a company’s value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption.

ACS believes that quality cannot be achieved without sustainability, and we have increased our sustainability efforts. This is reflected in our current strategy - focussing on the following pillars:

Measuring and Reducing CO₂

In 2022, ACS audiovisual solutions began measuring its CO₂ emissions on an annual basis. These measurements have been conducted with the help of the Climate Neutral Group, and have been made in accordance with the Greenhouse Gas Protocol*, which is the official standard set by the Paris agreement.

For our analysis we have looked at Scope 1, 2 and 3 emissions. This allowed us to obtain a proper grasp of where the most impact can be made, in terms of reduction. Please let us know if you want to know exactly which emissions we included in our analysis. This research provided us with invaluable insights in terms of the biggest sources of organisational emissions, and resulted in the following policy changes:

- ACS is transitioning its vehicle fleet to becoming fully electric.
- ACS personnel travel by train to events that are less than 600 kms away.
- ACS looks for local materials and suppliers (where possible) to minimise transportation.
- ACS only uses LED lighting for our conference events.
- ACS uses recycled and re-usable carpet tiles (between 20-50 times) for event flooring.
- ACS uses re-usable ‘Dopper’ drinking bottles to reduce single-use plastic waste.

Becoming Carbon Neutral Certified

It is ACS’s goal to become CO₂ Neutral Certified as soon as possible. We have signed the Net Zero Carbon Events pledge, which guides stakeholders in the event industry to achieve this ambition.

According to the current standards, offsetting emissions are not allowed to be a part of this strategy. Since a large part of our emissions fall under Scope 3 (which are indirect emissions from our partners in transport and flights, etc.). So, we are relying on factors outside our scope of control - however, we expect their services to also evolve. The parts that are within our control receive our highest attention, and we are doing our utmost to achieve these goals as soon as possible. So, each year we measure and assess how we can fine tune our operations.

Operating on a Carbon Compensated Basis is not the same as being Carbon Neutral, though these two terms are often confused. While we have stated that Carbon Offsetting is not going to be part of our long-term Carbon Neutral strategy, ACS will operate on a Carbon Compensated Basis until we don’t have to rely on offsetting anymore. Our focus will always be on reduction first. Only the emissions that cannot be reduced in the short-term will then be compensated. We believe that the right offsetting schemes allow us to have a positive impact now - until this is no longer necessary.

ACS’s sustainability strategy focusses on the reduction of greenhouse gasses above anything else.
Regreening the planet with Justdiggit

In 2022, ACS began its commitment to regreen the planet through its partnership with Justdiggit. Since that time we have regreened up to 460,000 m². Clients who work with ACS help support this important cause, and in turn, ACS shares these m² pledges to regreen the planet with its congress clients.

Justdiggit is an organisation that uses regenerative agricultural practices to reverse desertification on the African continent. They work with local farmers and communities to transform degraded, dried-out areas of land into the thriving ecosystems they once were. These are areas that are so dry that any rainwater cannot reach the underlying seeds and root systems, so everything remains dormant. By digging half-moon shaped holes – Justdiggit likes to call ‘EARTH SMILES’ – right before the rainy season starts, collects rainwater that slowly seeps into the soil. Then, the underlying seeds sprout and the regeneration process begins. This sets off a chain reaction that recovers the domestic ecosystems through a basic human intervention.

Not only is this great for the biodiversity, and the farmers who can let their livestock graze between the vegetation, but this is also a great tool for cooling down the planet!

ACS is committed to regreen the planet with Justdiggit - one square meter at a time!
United Nations Global Compact

ACS is an active participant of the United Nations Global Compact, underwriting the 17 Sustainable Development Goals (SDG’s).

As a responsible business, ACS’s value system and principles-based approach to doing business means that we meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption - wherever we have a presence. We also know that good practices in one area do not offset harm in another. By incorporating the principles of the UN Global Compact into our strategies, policies and procedures, and establishing a culture of integrity, ACS is not only upholding their basic responsibilities to people and the planet, but also setting the stage for long-term success.

While ACS is already making great impact in supporting the United Nations Sustainable Development Goals, we always encourage our clients to do the same and co-create with us.

- TOGETHER we can make a BIGGER impact -

For more information about all of these initiatives please contact Jarno de Boer at: j.deboer@acsaudiovisual.com.