

PRAC SIS

Sustainable Development Policy

PRAC SIS is a Brussels-based communications and public relations agency providing targeted and tailored communications strategies worldwide.

Our mission is to lead the transformation of event management, public relations, and education by integrating sustainability principles into every aspect of our services, fostering knowledge exchange, and raising awareness across the EU and beyond.

PRAC SIS has been ISO 20121 certified since 2021 and plays a leading role in the events sector by actively contributing to the advancement of sustainable development in event-related activities.

The event management system implemented by Pracsis, in accordance with the ISO 20121 standard, covers the full event cycle—from conception and planning to implementation, review, and post-event activities—and integrates the principles of sustainability across all services: integrity, transparency, responsibility, and inclusiveness.

In carrying out its activities, PRAC SIS is committed to complying with the laws and regulations governing sustainable development issues in the jurisdictions in which it operates, protecting the security of personal information and respecting human rights and children's rights. PRAC SIS respects internationally recognized human rights as outlined in the Universal Declaration of Human Rights and supports principles embedded in instruments such as the UN Guiding Principles on Business and Human Rights. These principles inform our approach to inclusion, equity, and ethical engagement across our activities and stakeholder relationships, and complement our sustainability commitments.

As a communications and event agency, PRAC SIS's work has both upsides and downsides when it comes to sustainability. On the positive side, we help share knowledge, promote inclusion, and support fair and green supply chains. At the same time, we know that travel, materials, and event logistics can create waste and emissions. Implementing this standard is about increasing the good we do and reducing the negative impacts through smart planning, careful choices and regular review. The result is a positive social impact in our working environment and services, a reduced environmental footprint in our event-related activities and economic growth for Pracsis, our partners and local suppliers.

PRAC SIS's key sustainability objectives focus specifically on environmental, social, and economic issues, and contribute to the Sustainable Development Goals.

In order to achieve our key objectives, and in accordance with the requirements of ISO 20121, PRAC SIS actively engages in dialogue with all identified internal and external interested parties, taking into account their needs and expectations, while promoting a positive legacy with them.

Main sustainability goals

Environmental goals

- Train, raise, and maintain awareness among all staff members, Euracsis partners, other subcontractors, event suppliers, and interested parties on sustainable development for maximum effectiveness of the event sustainable management systems ([SDG 4](#), [SDG 10](#), [SDG 13](#))
Target: 80% of the event team's members are autonomous in their event sustainability tasks and can effectively plan, organise and implement a sustainable event, with management playing an active role in enabling and upholding this autonomy.
- Calculate the carbon footprint of events we organise or co-organise to assess the sustainable performance of the events ([SDG 13](#))
Target: Calculate the carbon footprint of an average event per contract, as well as flagship events for each contract.
- Reduce CO₂ emissions from travel by encouraging our staff and event speakers to travel by train up to 400km and promote sustainable mobility among our event attendees ([SDG 3](#), [SDG 11](#), [SDG 13](#))
Target: 85% of staff and speakers travel by train for journeys under 400 km, making low-carbon options the standard choice.
- Ensure sustainable consumption and production patterns by incorporating sustainability criteria into the procurement processes of goods and services while ensuring fairness, transparency, and integrity in the implementation of such processes ([SDG 12](#))
Target: 90 % in 2030
- Steady increase of the percentage of local suppliers that have a sustainability certification or a sustainable approach ([SDG 12](#), [SDG 13](#), [SDG 14](#))
Target: more than 60% of local suppliers with a sustainable certification or approach in 2030
- Communication and promotional materials ([SDG 3](#), [SDG 12](#), [SDG 13](#), [SDG 14](#), [SDG 15](#))
Target: more than 80 % of communication or promotional materials to be made from sustainable, renewable and/or recycled materials in 2030

Social goals

- Promote social procurement and ethical trade by working with people with disabilities and with organisations that meet ethical human rights and employment standards (equal opportunity, fair conditions, rights, and wages) ([SDG 5](#), [SDG 10](#))
Target: At least 3 collaborations per year with suppliers that actively promote inclusion by employing people with mental or physical disabilities as part of their core hiring practices.
- Accessibility for all types of audiences at Pracsis-organized events to ensure more inclusive participation ([SDG 5](#), [SDG 10](#))
Targets: All events are accessible to persons with reduced mobility (PRM) and take into account specific dietary needs.

- Provide equal opportunities of employment regardless of race, religion, gender, or sexual orientation ([SDG 5](#), [SDG 10](#))
Target: Aim for balanced gender representation across staff and leadership roles (40–60% gender balance).
- Improve our collaboration with charity organisations and provide in-company internships ([SDG4](#))
Target: more than 2 actions per year.

Economic goals

- Grow business through the enhancement of PRACSIS's sustainability credentials ([SDG 8](#))
Target: 20 % increase by 2030
- Diversify client base ([SDG 8](#))
Target: 35 % of the clients are from the private sector by 2035

Pracsis is committed to evaluating and reporting on achievements, lessons learned, and broader outcomes—such as event impact and legacy—while continuously improving its event sustainability management system.

This **Sustainability Policy** is reviewed on an annual basis in order to ensure that it reflects PRACSIS's ongoing commitment to its sustainability goals.

Date and signature by the Managing Director

16/6/2025

