



The bridge to possible

Sustainability and Social Impact

Cisco Live 2023 Amsterdam

CISCO *Live!*

Cisco Live Sustainability

At Cisco Live EMEA we take pride in running an in-person event and the connections that are made as a result. We also recognize the impact this has on our carbon footprint.

We have made some positive changes to our planning cycle that will allow us as an event to reduce our carbon footprint year on year and raise awareness around Cisco's approach to sustainability.

We have fully immersed sustainability into our planning process by working with our suppliers to ensure our event production is designed and built with sustainability in mind, this is being measured to allow us to set future goals.

In addition, we will be delivering sessions and demos around Cisco's sustainable solutions and showcasing Cisco's approach to Sustainability in the Sustainability Zone.

Sustainability Participant Experience



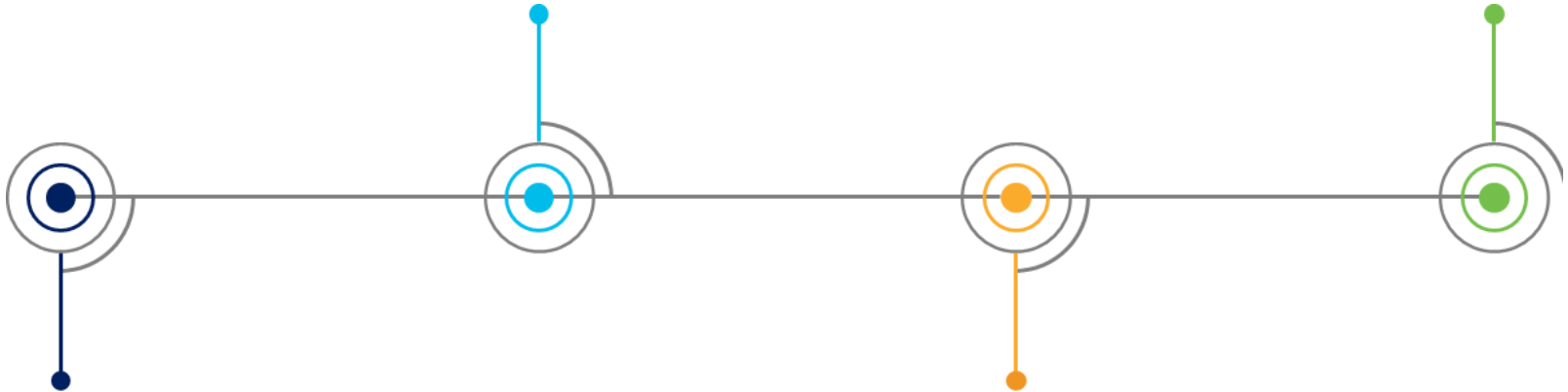
Participant Sustainability Experience

Content Integration

Deepen your understanding on what it takes to be ALL IN on sustainability through talks from Cisco experts and industry leaders across the globe including videos on digital signage

Sustainability Zone

Learn about Cisco's approach to sustainability with talks and demos positioning Cisco as the enabler, helping customers to achieve their future goals and become fully circular



Keynote and Innovation Talk Inclusion

Learn about Cisco's commitment to sustainability during the Cisco Live Keynote and Innovation Talks

Cisco Showcase

Explore the Cisco Showcase and immerse yourself in interactive experiences featuring Webex solutions and our full menu of hybrid work technologies

Sustainability Participant Engagement



Participant Sustainability Engagement

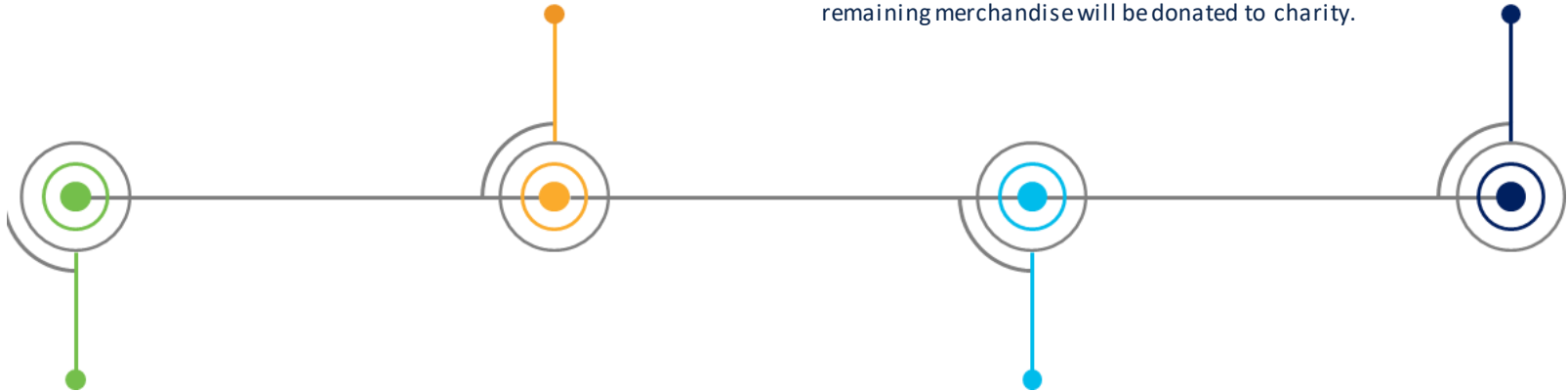
Sustainable Travel

We have introduced travel questions in registration to help capture all participant travel and their carbon footprint. We are encouraging everyone attending the event to travel as sustainably as possible, especially onsite by making use of Dutch public transport services and walking where possible.

Charitable Donations

Visit the Cisco store and you can round up purchases made in the store to support [Voedselbank](#), a Dutch foodbank providing food and provisions to the local Amsterdam Community.

We are also reducing branded merchandise across the whole event and any remaining merchandise will be donated to charity.



Water Refill Stations

We encourage everyone to bring their own re-usable water bottles onsite to help reduce our use of plastic and waste. Bottle washers and water refill stations will be available throughout the venue.

Waste Management

Behind the scenes we will be recycling all waste produce as well as ensuring any left-over event materials are donated to charity. During the Cisco Live party, we have introduced a returnable cup scheme which are fully circular and will be recycled after the event. We also encourage all attendees to donate their badges at the end of the event for recycling.

Sustainability Shields

As you take your journey through the event, please look out for our sustainability shields.

These shields highlight how materials used, to design and build event elements, have been created sustainably and what will happen to them post event.



Sustainability Sessions



Sustainability Sessions

Social, Environmental, Market, and Technological Trends:

Cisco is embedding sustainability into everything we do. Cisco has sustainable technology offers and solutions that are available today. We're on the journey to net zero with you and we have new sustainable technologies on the roadmap.

We also are featuring our Sustainability Solutions, Technologies, Programs and Resources in this eBook—Scan QR Code to access.



START

Feb 6 | 2:00 p.m.

TECGRN-2760

Design Thinking Working Session on Journey to Sustainability

Feb 6 | 3:00 p.m.

Fireside Chat - WoS

Accelerating Today's Sustainability Efforts With An Eye To The Future

Feb. 7 | 11:30 a.m.

CCP-1301

Building The Bridge To A More Sustainable Future

Feb 7 | 3:00 p.m.

PSOGRN-1650

Sustainability As A Business Driver

Feb 7 | 3:00 p.m.

BRKIOT-1203

Connecting And Securing Renewable Energy

Feb 7 | 4:45 p.m.

PSOGRN-1009

The Road to Net Zero Emissions: Advancing Sustainable IT

Feb 8 | 2:20 p.m.

PSODCN-1799

Supporting Your Organization's Sustainability Goals: See How Cisco's Newest Datacenter Technologies Can Help Make it Happen

Feb 8 | 3:00 p.m.

BRKETI-1001

The Road to Net Zero: How Emerging Technologies Accelerate Cracking the Use Case of the Century

Feb 8 | 3:30 p.m.

PSOGRN-2200

Your Kick-Start for the Sustainability Journey

Feb 8 | 4:30 p.m.

BRKMER-1662

Sustainability by Cisco Meraki IOT: Small Actions, Big Impact

Feb 8 | 5:00 p.m.

PSOGRN-1886

It's Getting Cold, But the heat is On

Feb 9 | 9:00 a.m.

PSOGRN-2137

Lessening the Impact – How Cisco Networking Products Support Sustainability

Feb 9 | 1:00 p.m.

INTGEN-1876

Accelerate your Journey to Net Zero with Cisco Solutions and the Power of Data

Feb 9 | 11:45 a.m.

IBOCOL-1362 Hybrid Work Culture: Positive Impact to Carbon Footprint

Feb 9 | 12:00 p.m.

BRKAPP-1028

Sustainable Digital Transformation Leveraging Full-Stack Observability

Feb 9 | 12:20 p.m.

PSOSPG-1408

Achieving Automation, Sustainability and Performance Yes! You Can Have It All

Feb 9 | 12:30 p.m.

BRKDCN-2625

Considerations on Data Center Sustainability

FINISH

If you are unable to attend a live session, you can watch it On Demand after the event.

[Link to Cisco Live Session Catalog](#)



Sustainability Sessions

Innovation Theater

Feb 9 | 1:00 p.m.

INTGEN-1876

Accelerate your Journey to Net Zero with Cisco Solutions

IT Leadership Program

Feb 8 | 1:30 p.m.

ITLGEN-2207

Transform the Office into a Destination Designed for Agility, Choice and Sustainability

Feb 8 | 3:15 p.m.

ITLGEN-2200

Unmissable Innovations and Tech Trends

Feb 9 | 11:20 a.m.

ITLGEN-2204

Demystifying IT Sustainability: The Why, the What, and the How

Impact Theater

Feb 6 | 1:00 p.m.

IMP-1450

Cisco Smart Workspaces, Bees and Biomimicry

Feb 8 | 1:00 p.m.

IMP-1447

The Ecofriendly Data Center and Beyond – Sustainability is Good for Business and Environment

Feb 8 | 3:30 p.m.

IMP-1770

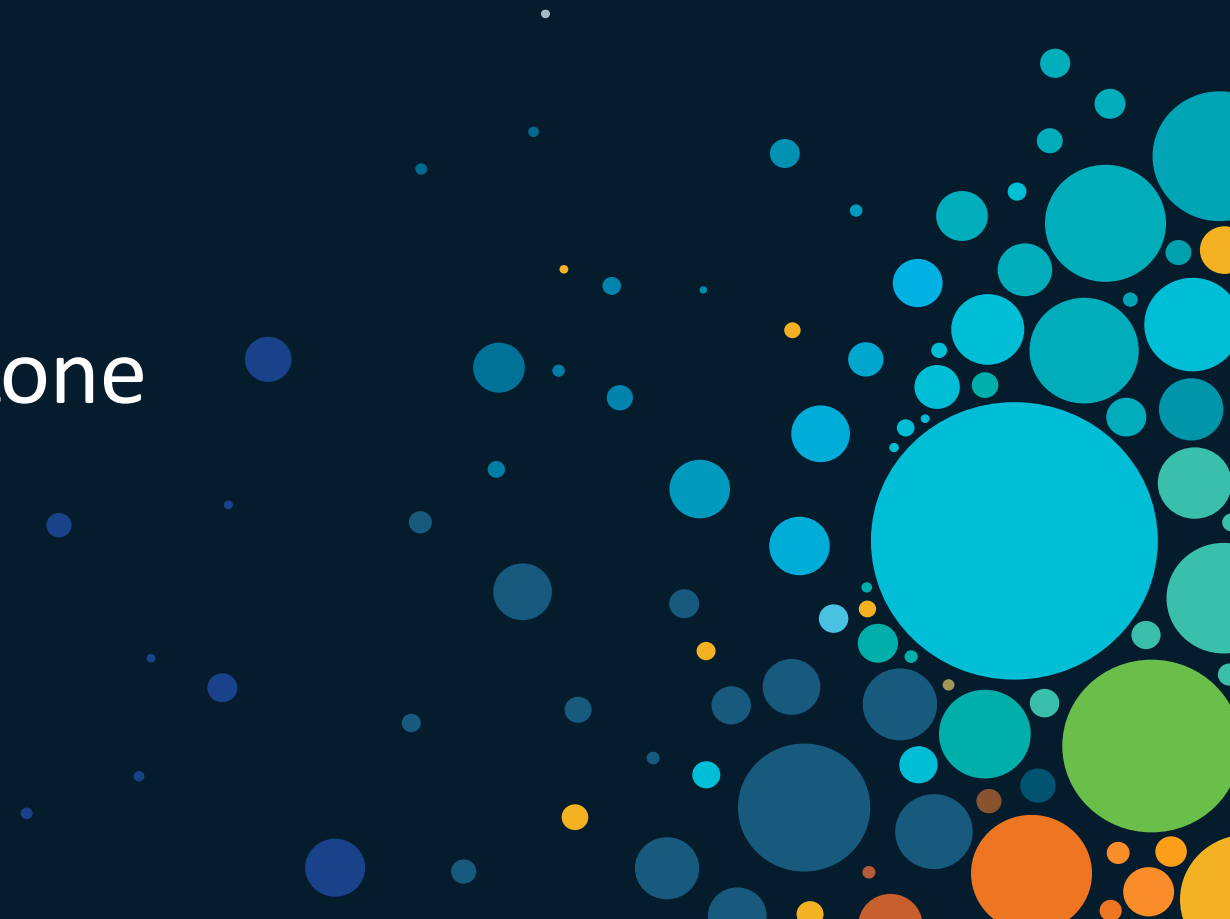
Orange Velodrome Power Saver – Monitoring energy and optimizing Infrastructure

Feb 8 | 3:30 p.m.

IMP-TBD

Data Driven Sustainability

Sustainability Zone



Sustainability Zone

New for 2023!

Visit the Cisco Live Sustainability Zone to learn more about Cisco's approach to Sustainability.

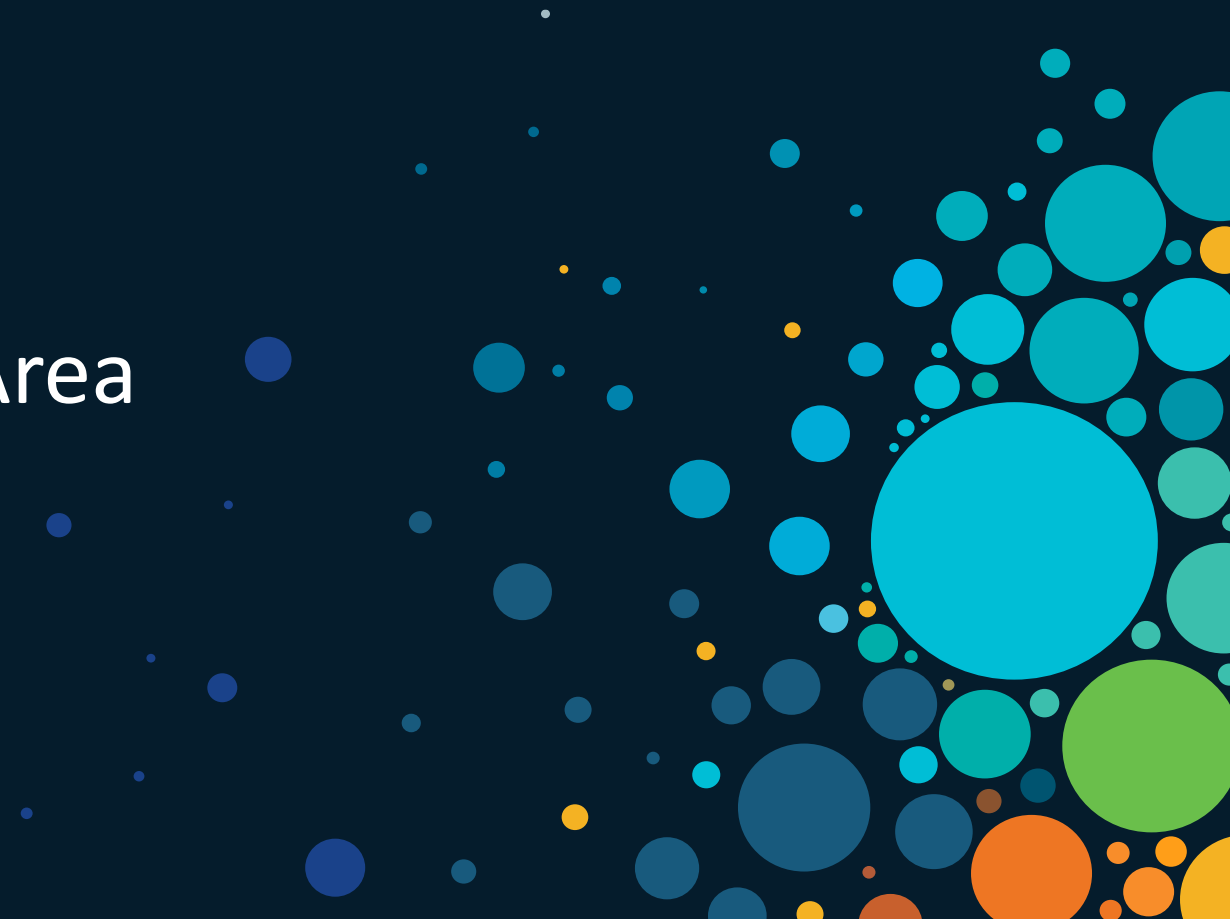
Here you can learn all about Cisco's Takeback and Reuse programs, watch a live receiving and processing demo where you can see first-hand, what happens when you return a product back to us for repurposing or recycling.

You can also see demos on a range of energy saving dashboards to show how Cisco products can help save energy and check out our sustainability simulator to help you see the impact of your current hardware.

Our Cisco Refresh and Cisco Green pay teams are here to explain more about Cisco's leasing and sustainable payment plans.



Social Impact Area



Social Impact

The Social Impact area is situated within the Sustainability Zone.

Here you can view some of our latest Social Impact case studies, download our purpose report or immerse yourself in the virtual Cisco Rain Wall to learn more about Cisco and how we and our partners are working towards changing 1 billion lives by 2025.

Visit the SustainaBEElity zone to learn more about biomimicry, bees and Cisco Smart workspaces. You as a participant can also take part in building Bee Hotels which will be donated to local NGO WellBeeing after the event.



Impact Theater



Impact Theater

The Impact Theater is conveniently located in The Hub which is situated next to the World of Solutions.



Join us for inspiring and impactful sessions on Wellbeing, Sustainability and so much more. On Tuesday afternoon we will have the Women of Impact program exploring the power and impact of diverse developers, diversity in cybersecurity and how Cisco uplifts diverse talent.

We will be joined by some fabulous guest speakers including; Team DSM, Olympic Gold Medalist and Cisco BDM, Sophie Bray as well as Jessie Pavelka from Pavelka Wellness and our resident sleep expert Natalie Pennicotte-Collier.

All sessions can be found in the [session catalog](#) and participants do not need to register in advance, they can simply show up on the day or join in as they passing through to other areas.

Cisco Showcase and World of Solutions



Cisco Showcase

Visit the [Cisco showcase](#) where hybrid work takes center stage through more than 100+ demos.

Here you can explore Work from Home, Work from Office, and Work Anywhere, interactive experiences featuring Webex solutions and our full menu of hybrid work technologies.



Sustainability Demos

- Energy Efficient Infrastructure
- Energy Management
- Sustainable Design

IT Ops Area

NETWORKING IT Ops Area

Building Smarter Spaces

Create a workplace that is smarter, safer, and enables seamless experiences with Cisco Spaces. In this demo we'll showcase the entire Cisco Spaces solution, including the dashboard and integrations. We'll also discuss hybrid work and how location analytics, applications, IoT services, and more can enhance your health and safety plan.

MIG IT Ops Area

Green Routed Optical Networks

Learn how to build and operate a cost effective and sustainable converged IP and Optical network that can be managed through a single pane of glass with Crosswork Automation. This provides a consolidated platform to monitor and manage all transport services reducing OPEX and reducing environmental impacts.

CLOUD IT Ops Area

Nexus Cloud-Simple Managed Networks Nexus

Cloud gives customers a new way of deploying, managing, and operating Nexus networks from the cloud, providing an option to run network operations with simplicity, visibility, and sustainability. Nexus Cloud supports both our flagship Cisco Application Centric Infrastructure (ACI) architecture as well as NX-OS based Nexus deployments.

UCS X-Series Powers any App

Modernize compute infrastructure with the UCS X-Series Modular System by combining density servers and efficiency of blade servers with the expandability of rack servers. With 100G unified fabric and UCS X-Fabric Technology for GPU acceleration, X-Series is a future-ready platform for any application.

Showcase

NETWORKING Networking Area

Cloud Managed Networking

Start your journey to cloud management and see how you can simplify, scale, and extend your network operations. Learn about the new cloud monitoring and cloud management capabilities connecting Catalyst access technology and the Meraki cloud networking platform.

Smart Sustainable Buildings

Concerned about energy cost and your employee wellness? Learn how Cisco smart building solutions can help you take control of your building to create a healthy and sustainable workplace that provides employee safety, well-being, collaboration, and productivity.

API Powered Assurance

See how Cisco DNA Center and Meraki dashboard can help you automate operations and gain network visibility, observability and insights using AI and Machine Learning. Discover innovations such as like AI-Enhanced RRM and AP Performance Advisories that improve wireless performance, all resulting in a better IT and user experience.

NETWORKING SD-WAN / SASE Area

Provider Managed SD-WAN

Learn how Cisco SD-WAN Multitenancy enables management of multiple customers with a single vManage, vBond, and vSmart set. Experience the workflows of tenant creation, onboarding devices, and monitoring. Learn capabilities of co-management, SDCI, Multi-Region Fabric and Lawful Intercept

CX Sustainability

Our portfolio of services is designed to help you leverage technology to achieve your sustainability goals

Sessions



16 total session
6 Sessions by CX Speakers

CX Booth



CX Sustainability solutions
presented at the CX area in
the Showcase

Sustainability Zone



Circular economy and
lifecycle

Lightening Talks



7 Lightening Talks @ the
CX Booth in World of
Solutions

- Power Consumption and Energy Efficiency (x2)
- Energy Transition enabled by Industry Digitisation (x3)
- Kick start your Sustainability Journey with CX (x2)

Sustainability Tour: Accelerate your transition to a sustainable future

Tour Description:

The combination of the global energy crisis and climate change require organizations to reduce energy consumption today while solving for tomorrow's environmental impacts. Learn how Cisco solutions enable you to:

- improve energy and resource efficiency
- optimize energy consumption using data
- deliver sustainable lifecycle management

Tours take place daily at 11:00 and 14:00. Tours can be booked at the welcome desk of the Simplify IT Lounge (lounge 1) in the World of Solutions, just next to the Innovation Theater.

Cisco Live 2023 Amsterdam

Sustainability Actions, Measurement and Delivery

Areas of Focus

At Cisco Live EMEA we are committed to demonstrating sustainable event delivery as related to environmental, social and economic performance across the lifecycle of the event.

We began our journey by creating a sustainable development policy with governing principles, set out to guide and drive sustainability through the supply chain.

Circular economy

Using reused or hired items, reclaimed or recycled materials. Ensuring items have an onward life with reuse or recycling.

Responsible sourcing

Using natural materials where we know the supply chain delivers against best practice e.g. wood from FSC sources and materials with eco-labels or EPDs (Environmental Product Declarations).

Inclusivity

Ensuring that the event is fully accessible. Donating surplus and reusable goods to local charities rather than waste. Working with the RAI to benefit local communities.

Carbon footprint

Assessing energy usage, water and waste with a view to avoiding and reducing these emissions as much as possible, and tracking those that can't be reduced to allow offsetting.

Procurement and supply chain management

Driving change throughout our supply chain.
Tying accountability to financial flows.

Partnerships

Working with experts throughout the project to ensure our processes are robust and fit for purpose.

Measurement and Reporting

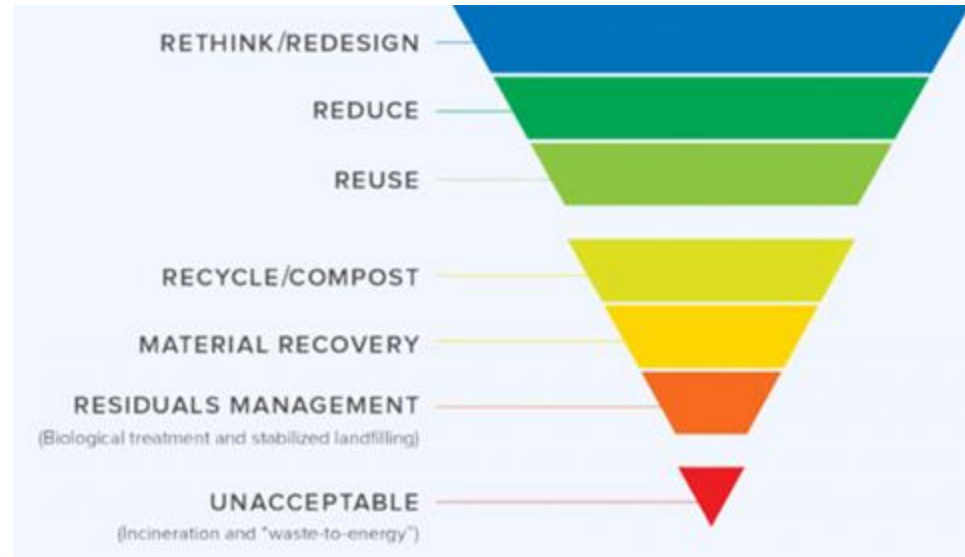
Waste Management

The Cisco Live EMEA team made the decision to bring in our own waste management company to compliment what the venue already has in existence. Waste is managed across the whole event, focusing on

- Identifying waste streams & processes across the supply chain to maximize recovery
- Working with suppliers to implement a robust waste management process
- Identify routes for recovery, repurposing & materials/goods donations
- Overseeing waste management onsite, having a point of contact for all suppliers
- Waste reporting

The venue already have a good network of local recipients for recovered materials and donations in Amsterdam.

Waste hierarchy, the proactive reduction and management of waste



Food Waste Management Streams

All our leftover food does not go to waste;

- Cooked or uncooked food is donated to the Salvation Army, the Dutch food bank or used for staff catering (subject to meeting NVWA/HACCP regulations).
- For items that cannot be reused these will be donated to the swill system and used as pig feed.

Our Legacy

At Cisco Live EMEA our aim during our tenancy in Amsterdam is make a lasting difference to the community.



Cisco Live Legacy – HackShield



Cybersecurity is essential to all businesses and individuals to ensure all data, networks and private information is safe from malicious attacks and malware.

HackShield have created an educational program across the Netherlands that helps educate children aged between 8-12 years to become Cyber Agents. Through the education program, children can then educate their siblings, parents and grandparents to help them protect their own data.

Cisco Live is committed to help raise awareness of HackShield, to encourage our customers and partners to help grow the partnership and volunteer their time to help train future generations of Cyber Agents.

You can learn more about HackShield onsite at Cisco Live by attending their talks as part of the CyberSecurity Partner Day on Monday, February 6th or at the Impact Theater on Tuesday, February 7th

Cisco Live Charity Donations

Rainbow Group and Sina Group

Full Conference and IT Leadership participants can donate their Cisco Live backpacks and water bottles to the Rainbow Group and the Sina Group, who provide help and support for the homeless and families living below the poverty line in Amsterdam. Any uncollected backpacks or water bottles will automatically be donated.

Voedselbanken Nederland

Cisco store purchases can be rounded up or gift vouchers donated to support Voedselbanken Nederland, the food bank helps 120,000 people every week with food aid and thus prevents food waste.

Salvation Army

We are supporting the Salvation Army in Amsterdam to divert as much food waste as possible from Cisco Live 2023 Amsterdam into the local community to those in food poverty.

Donation Station

We have partnered with the RAI on a 'Good Cause Donation Program' that allows us to connect social needs in the region to items from Cisco Live 2023 that can be reused such as furniture, materials and décor.

Reduce, Reuse,
Recycle, Repurpose



Branded Merchandise Materials

- In 2023, as part of the Cisco Full Conference and IT Leadership participant pack, we will issue a water bottle and a Cisco Live branded backpack made from recycled plastic bottle
- Evaluation t-shirts have been sourced locally, they are made from natural materials and delivered in plastic-free packaging
- A merchandise policy has been introduced for Sponsors and Cisco Business units and branded merchandise is prohibited from the show floor. Prize draws will be limited per day. We have also encouraged the teams to use digital gifts or to purchase Cisco store vouchers.
- Our crew uniforms are designed without dates to minimize our environmental impact. They are then washed, stored and reused year on year.
- **The Cisco Store** is committed to having 75% of their product, power an inclusive future by the end of FY2023. Their products, powers an inclusive future by being produced with recycled materials, using brands with sustainable business practices and giving back to communities through donation and employment.
- All clothing in the Cisco Store is packaged in corn starch bags and recycled.

Sustainability Initiatives

Food and Beverage

- Water refill stations are available across the event, encouraging all participants to use a refillable water bottle supported by bottle wash stations
- Focus on increase in plant-based options on the menu, in addition to locally sourced seasonal ingredients
- No single use plastic water bottles will be used at Cisco Live 2023, and all participants are discouraged from bringing plastic bottles onsite.
- Food donations to Salvation Army and Dutch Food bank
- Biodegradable disposable hot beverage cups and service wear in use across all catering services
- Trial returnable cup scheme for Cisco Celebration with a view to rolling this out in future

Recycling

- All participant and crew badges, dedicated recycling bins provided
- During the event planning and onsite, we have developed an integrated approach to waste management. We are proactively working with a Waste Management team, the venue and its contactors to reduce waste, maximise recovery rates and identify materials that can be recycled reused and donated.

Sustainability Initiatives

Print and Production

- 90% of all furniture is hired
- As much Graphics waste as possible will be recycled or donated
- Reduction in signage production
- Reduction in carpet use across the event & the product used is recyclable
- Increase in hired structures as opposed to built
- Power off policy – all non-essential power is turned off after show hours
- Event designed with re-use in mind, there is extensive storage of built items across the event to ensure these assets are built once and used multiple times
- We have introduced a digital version of our ABC Guide and no printed copies will be made available to any staff at any point
- No printing onsite to minimise paper use

Transport and Shipping

- Registration tool is capturing travel data which will be counted in our carbon calculation reporting
- Participants are encouraged to use public transport to use active travel such as walking or cycling when it is safe to do so
- Centralised management of freight and trucking, consolidating loads to minimise environmental impacts

Event Venue – The RAI



The RAI are playing their part in keeping Cisco Live as sustainable as possible. They are working on creating an exhibition and conference center that has a positive impact on the environment. This means that they continuously strive to prevent or reduce the negative impact of their venue (e.g. reducing their CO2 footprint) and at the same time actively look at how their venue can contribute to the environment.

A few key points of the RAI's sustainability progress include:

- Investments have been made in energy-efficient lighting and the use of smart meters and presence sensors. The roofs are fitted with 3,970 solar panels, of which 1,806 are for their own use and 2,164 on the Holland complex are used by the Nhow Hotel which is next to the venue.
- The central cooling of the RAI runs via electricity instead of gas, which means a considerable reduction in energy and CO2 emissions.
- Further details of the RAI's Sustainability Policy and Procedures can be found [here](#)



The bridge to possible

Thank you

CISCO *Live!*

CISCO *Live!*

ALL IN