

BETTER BETAK

Offline version of our Manifesto Guidelines and Sustainable Policy

- I. SUSTAINABILITY MANIFESTO
- II. OUR COMMANDMENTS
- III. PARTNERS & RESOURCES

"This is an open call to each of our partners – clients and collaborators alike – as well as industry players big and small who feel compelled to implement structural change, to take part in our motivation, ideas and tools."

– Alexandre de Betak

I. SUSTAINABILITY MANIFESTO

BETTER BETAK is a laboratory and a collaborative space designed and initiated by Bureau Betak as a platform for recording observations, solutions and commitments to sustainable event management within the fashion and luxury industries and beyond.

Re-Shaping the show

Bureau Betak envisions an innovative approach to sustainable production practices. We don't view sustainability as a constraint of creativity, but as an invitation to innovate, educate and evolve as an example for the industry. For the past 30 years, we have pushed the limits of our skill and passion to craft inspiring events as an industry leader. Our experience has led us to an important revelation: **That our planet is the most exciting set of all.** The following Manifesto outlines our ideas, commitments and actions for anyone who wishes to understand our principles and follow our approach to sustainability while creating unique and unforgettable experiences.

We believe that awareness and best practice comes with the responsibility to share it. The fashion and luxury industries, with their immense power of influence, serve as a platform for change within and beyond their field. A revolutionary mindset has always been at the core of our approach.

2020

We published 10 commandments linked to real-world actions executed before, during and after every event we produce. Through this initiative, Bureau Betak was awarded the ISO 2021 certification for sustainable event production.

2023

Today, we are consolidating, expanding and sharing our actions in this Manifesto. This code of conduct is designed as an open-source tool and a guide to illustrate the practices we implement in our various fields of action.

The Fundamentals of Production

Bureau Betak produces more than 100 events a year. The process, from brainstorming to execution begins far before the show itself. In order to fully acknowledge the impact of an event, it is important to understand how it is actually planned, from the initial concept to the post-production stage. Our challenge is to implement sustainable standards throughout, despite this rushed timeline.

1 — CREATIVE VISION

The first factor necessary to shift the production of events lies with the client itself, namely in regards to the elasticity of their vision and direction. We believe that our clients can remain faithful to their creative identity and their image strategy while implementing suitable compromises to reach a more sustainable vision at large.

2 — AWARENESS

Awareness comes with education. Training all the teams involved and making sure everyone understands the stakes involved is crucial. An important prerequisite for a sustainably-minded event is a thorough understanding of the ecological and social impact that its production entails.

3 — TIME & PROCESSES

An adequate allocation of time is crucial in rethinking and shifting current practices. Implementing specific guidelines is necessary to achieve concrete and measurable actions – which are all listed and detailed in our commandments.

4 — MEASURE, OFFSET & IMPROVE

Carbon offsetting is a complementary initiative that consists of compensating for an event's CO² (carbon dioxide) emissions by financing environmental projects that counteract those emissions or sequester carbon*.

Monitoring our activity and compiling feedback is mandatory to improve practices from one event to the next. Responsibility also means proposing solutions of giving back each time – through carbon offsetting or with specific social actions – together with the right partners. And most importantly improve our impact by lowering consistently our footprint from one event to the next.

* The process of capturing and storing carbon from the atmosphere.



II. OUR COMMANDMENTS

The action plan of the BETTER BETAK Manifesto is based on specific commandments and tangible actions. We published the first 10 commandments in 2020 and will continue to add new measures to our initial list over the course of our experiences and the evolution of our industry.

1. Conscious Design

Integrate sustainability into the design and production of all fashion events.

The entire cycle of every event production must be as sustainable as possible while meeting the creative and practical needs of the client. Bureau Betak proposes conscious design solutions, sustainable materials and responsible practices for every show and event.

START TO FINISH TO START

As opposed to traditional human-centric design, conscious design takes into account functionality and creativity while centering ecological ramifications in order to lessen or eliminate their effects. Conscious design means thinking about beginnings and endings. Before any materials arrive in our hands, we investigate its provenance and what sort of impact it had on the way. We prioritise locally sourced, natural and recycled materials. From the start, we must also consider where any materials will go after they leave our hands. Just as important as using recycled materials is using

recyclable materials. We strive to ensure that everything we use can re-enter the world as a usable product, closing the take/make/waste linear process into a loop. These solutions require forethought to find the adequate technical answers to the creative ideas as well as a long-term vision of both the sourcing of resources and their transformation at the end of the event. We constantly test materials and their impact with our partners. Recently, for example, we found that building a fashion show set with 'pierre de Bourgogne' limestone instead of concrete or carpet had 20x less environmental impact.

→ CASE STUDY

For years, bleacher seats would be constructed from scratch for each fashion show staged by a major client. They were built from large amounts of wood that required significant finishing to be presentable, and were dismantled and disposed of after each event. Bureau Betak called upon one of our partners to make high-quality, reusable bleachers to limit construction materials for all future shows of this client.

Together we designed a modular, tiered bleacher system reconfigurable for each custom use. It can easily be detailed with carpet, fabric, or wood-panelling that can be reused in many iterations. These new bleachers can be assembled in half the time of the old bleachers, requiring little volume for storage and transport due to their stackability and greatly reducing the use of consumables.

2. Re-use of Materials

Minimise impact by reusing materials throughout Bureau Betak productions.

Maximum effort is applied to minimising impact by reusing materials to their fullest extent. This includes re-using existing decor (furniture, props, artistic designs), renting stage elements and reducing the necessity to build elements from scratch.

FUTURE-PROOF

Conscious design means projecting into the future by prioritising high-quality materials that are built to last, designed to be repaired, and used over and over again. The reusability of a material can also be affected by how it's used. For example, securing carpets to the floor with petroleum-based glue makes it impossible to recycle, and leaving loose nails in wood panelling similarly decreases its chances of being reused. Bureau Betak spends time and resources with its partners to develop alternative ways to reach the same level of creative and visual results whilst

→ CASE STUDY

For the set of one client's fashion show, we covered the floors and walls with a carpet to create an immersive effect. For this kind of production, we would normally glue the material onto the different surfaces. This meant that it could only be removed by tearing, rendering it impossible for any future use and damaging the applied surfaces. We tested a new system of double-face adhesive tape in order to attach the material while ensuring it could be reused

increasing the reuse of primary materials. Bureau Betak works with evaluators specialised in material processing and sustainability. The way materials are treated during the breakdown of the set is a crucial step to ensuring they are in the proper condition to be used again. Being able to execute all the necessary actions requires a proper allocation of time for a project to be correctly dismantled. This means that some budget must be allocated to rent the venue for a longer period of time and put dedicated teams in charge of properly repacking the materials.

after the production by gently pulling off the tape. This also kept the materials underneath the surfaces clean and in better condition to be used again too. This solution worked very well for the floors yet was less conclusive for the walls, so other tests were made to combine adhesive tape and glue on some parts, still allowing the teams in charge of the dismantling to recover much more material than if it had all been glued.

3. Up-cycling & Redistribution

Up-cycle and redistribute set decor to give a second life to materials.

Whenever and wherever possible, Bureau Betak gives a second life to materials. Following an event, anything in good condition that is no longer needed is packed up and donated to local arts and social associations that specialise in redistribution.

MAXIMISE USE OF RESOURCES

Conscious design is about using every material to its fullest. As we learn to ditch single-use plastic and unnecessary packaging, we also get rid of single-use events. We endeavour to extend the life of our shows and products beyond singular use. For this reason, we have built an extensive network with partners that specialise in material recovery, beginning in Paris and now in every location

→ CASE STUDY

In 2021, digital shows took over to comply with the Covid-19 policies. One of our clients wanted to film its models on a sprawling stage made of rounded wood, where dancers performed a dynamic choreography around the clothes. Once the performance was filmed, the high quality wood was still in excellent condition thanks to an innovative

we operate. Up-cycling and redistribution takes dedication. Educating team members and making sure they feel connected to the mission is central to accomplishing our goal. For this reason, Bureau Betak takes its internal team to be trained regularly by our different partners.

nailing process that avoided damage to the surface when removed. The wood was recuperated by one of our partners and transformed into furniture such as wooden lockers and shelves, which have all been sold to companies for their offices. This is an excellent example of considering a project from start to finish to start again.

4. Waste Recycling

Sort and recycle materials that cannot be used again.

Materials that cannot be used again are sorted on site and sent to adapted recycling facilities. Food and organic waste are composted.

TREAT WITH CARE

All our events are unique and tailor-made for our clients. This means we cannot use the same elements of production from one event to the other, and we must continually innovate ways to give them another life once they leave our hands. Waste management begins with increasing the reuse and upcycling of materials and props instead of disposing after one use. If this is not possible, foresight before the waste is produced is necessary to put in place the appropriate waste management system. Adapted waste sorting ensures materials that can be reused are taken to the appropriate recycling facilities and prepared for their next

→ CASE STUDY

After improving our general methods of conscious design, we had to dedicate time and resources to find ways to optimise our processes for each type of material we may use. At the same time, we also needed to find a better way to manage inevitable sources of waste, such as all the disposed waste created on production sites (paper, small packaging, cigarette buds...). Before the production starts, we ask our partners to list materials involved in the project and specify whether they are recyclable or eliminated. Once this list is established, we determine who will recover the materials after the event between our partners, our client or ourselves. Materials which have not been assigned are carefully stored and given to external facilities to be reconditioned and used again.

life. Materials that cannot be recycled can also be disposed of in a way that reduces their environmental impact. Not all methods of recycling are created equally, so it is important to maximise utility with the least amount of processing. For example, reusing wood for furniture is more optimal than turning it into sawdust. The ultimate goal of waste management is to erase the idea of waste altogether. All resources that move through the system should exit as useful entry points to a new system. Deleting waste from our vocabulary informs what materials we use, how we treat them, and how we sort and prepare them for reuse.

The more care we provide during the breakdown of the set, the less waste we create. Training the technical teams involved so they know what to do onsite is very important. For disposable waste, we work with companies that specialise in selective sorting. After each event, they send us a report which details:

- The quantity of global waste that is collected.
- The quantity per type of waste that is taken for recycling by a specific treatment facility.
- The amount of water, energy, CO² and extraction of new material that is successfully saved through this process.

5. No Single-use Plastic

Eliminate single-use plastic and install water fountains.

Bureau Betak has stopped providing single-use water bottles, cups, cutlery, coverings and more. Those working on set are supplied with refillable water bottles while water fountains are installed on site and backstage for the duration of a project.

ELIMINATE OR REPLACE PACKAGING

Single-use plastic is best avoided when packaging is optimised. This is true for water supplies (water bottles and fountains vs plastic bottles) as well as in food packaging. We work as much as possible with caterers who buy and store their products in bulk, using minimal amounts of individual packaging in their service. From catering trays and dishes to utensils and condiments, all food items are washable and reusable to cut down on single-use

→ CASE STUDY

Dust bags for clothing and plastic water cups are some of the recurrent sources of single-use plastic we have found in our events. Delivering and protecting clothing is a critical element for the events we produce. Team members that are constantly on the move and dressed models waiting for the catwalk are unable to carry water bottles with them. Many of our clients now try to work with reusable dust bags. When impossible, they have found alternatives to plastic, such as maize starch dust bags. Maize starch is

waste. Packaging also comes with props that we buy or rent for our sets. We try to avoid it by finding a solution with our supplier to have them delivered in reusable packaging or secured in bulk packs, ensuring the material is protected but not delivered in unnecessary wrapping. When single-use packaging cannot be avoided, we try to find alternatives to plastic and we ensure all their proper recycling.

a growing alternative to plastic, and we challenge our partners to use this sort of organic-based packaging for all decor elements that require wrapping and protecting. The production is still under development and therefore we sometimes face stock shortages that must be taken into account. When there is a need for a flexible source of water, we work with Tetra Paks who packages water in recycled and recyclable cardboard.

6. Responsible Catering

Offer responsible meals and minimise food waste.

Local and seasonal food in sustainable packaging – either reusable or compostable – is offered to the teams working on set. Untouched meals are redistributed to people in need through local social associations.

PLANT-RICH – LOCALLY SOURCED – NO WASTE

Prioritising delicious, plant-rich meals can greatly reduce the environmental impact of the food we serve. The most impactful food choice we can have is eating less conventionally-farmed meat. Our teams working on set are provided with a healthy vegetarian option. This awareness is increasingly shared by our clients: when catering is offered during an event, vegetarian options are also made available for the guests. In addition, we work with partners that source fair-trade and sustainably grown food that enhances local ecosystems and soil health. Supplying locally sourced food lowers the transport emissions or “food-

→ CASE STUDY

Surprisingly, anticipating the exact food quantities for technical teams involved on set is not as easy as it may seem. The set can take up to a few weeks to build and estimating the number of people working throughout the day can prove difficult. Team catering is usually calculated in bulk quantities. Donating leftovers requires the right partners to ensure the sanitary rules are respected and an efficient distribution is put in place. We have made our food waste reduction commitment clear to our collaborators so they are very specific

miles”, and it can also help support local food systems. An important revelation of recent climate impact studies has been the outsized impact of food waste. Food requires an enormous amount of land, energy, labour and time to create. When we throw away uneaten food, we throw away the painstaking effort that went into making that food. We have worked specifically towards this goal of reducing food waste in two ways: ordering the correct quantities upfront to prevent food waste, and working with partners to distribute leftovers to shelters, food access organisations, or compost facilities.

about the number of meals required each day. This hasn’t usually been the case as the teams require some flexibility, so it means more care in evaluating the exact number of people on set each day. We then make sure we order the most precise quantities as possible. When there are leftovers, we work with efficient partners that distribute the remaining food to shelters in demand. Fortunately, this has become common practice in recent years and we are supported by committed companies in most locations we operate in.

7. Green Energy

Minimise fossil fuel use.

Bureau Betak partners with cities to directly connect to their power grid via green PPA contracts*. When generators are necessary, priority is set on renewable bio-fuel (such as colza oil) instead of traditional fossil fuels.

*Fixed-term power purchase agreements with local suppliers offering access to renewable energy sources.

ANTICIPATE ENERGY NEEDS

As soon as the location is selected, we draft a power balance to anticipate supply and demand. The first step to reducing energy consumption is to calculate a project’s energy needs as accurately as possible. We have two main challenges: firstly, our service providers often overestimate their equipment needs: they are often afraid that there is not enough energy available which could compromise the event so they request supplementary generators. We apply extra efforts to measure energy needs as accurately as possible. Secondly, the existing network of the city is often under-exploited. Connecting to the city’s energy system is the best way to optimise our energy consumption. Once we are connected to a city’s network, we need to make a contract with an energy supplier. The key is to anticipate the energy needs to ensure that green energy suppliers are available in time, otherwise the opportunity to use bio-fuels can be missed. In many places it is possible to opt-in to renewable energy sources

→ CASE STUDY

There are many ways in which energy use can be reduced, but the challenge is to understand where and how. We discuss the choice of venue and scenography with our clients to see how we can build the same spectacular effects while reducing the energy needs at the same time. But there are also less obvious factors that can greatly impact energy needs. When taken into account, they can make a real difference. For one of our client’s shows, we were able to reduce emissions by 68% from one season to the next through a combination of solutions. We connected to the city network that runs on a high level of renewable energy. This allowed us to remove one generator entirely, which has a real impact in terms

for an extra fee with a green energy supplier. We also try to select event locations based on built-in availability of renewable energy. Where generators can’t be avoided, we prioritise green suppliers and we opt for biofuels such as HVO (Hydrotreated Vegetable Oil). Colza generated biofuel is 100% renewable, creates 60% less CO² compared to a non biofuel source and liberates up to 80% less fine particles. While we are exploring these less-impactful solutions, we are aware that even though it is one of the most interesting alternatives on the market, the manufacturing and the use of biofuels is not without consequences for the environment and biodiversity (greenhouse gas emissions, monoculture, use of arable land, etc.). We are also aware that these solutions work well in France and England but are still complicated in other countries where we actively produce events. We are committed to participating in the evolution of those practices.

of energy consumption. Finally, the production time was reduced from three weeks to only one, which meant the generators that were still needed ran for a shorter period of time. We also educate the teams working on our sites, teaching energy-saving measures such as limiting the time of use of devices, systematically switching off electrical appliances and lighting after use, and operating generators only when necessary. We avoid excessive use of air conditioning or heating, whilst maintaining ideal temperatures of 19°C in winter and 24°C in summer. We also optimise insulation through the insulating materials we use to build the sets, or through airlock and hot air curtains.

8. Reduce Travel

Travel efficiently and reduce non-essential flying.

Bureau Betak works with its clients to conceive efficient, impactful destination shows that make a strong creative statement while reducing the number of travelling teams and guests. Air travel has been scaled back, especially for pre-production meetings when video conferencing is a viable alternative. With its offices across the globe, Bureau Betak can also work locally rather than require their teams to travel.

LOW-EMISSION LOGISTICS – LOCAL HIRE

Air travel still represents the most significant source of CO² emissions of any production. Demonstrating this fact, one of our biggest clients halved the number of invited guests from pre-pandemic to post-pandemic shows, and the global impact of the show was reduced in the same proportions mostly due to that change. Travelling guests is one thing, but it is also important to take into account the impact of travelling production teams. We avoid air travel when possible and encourage train travel when there are reasonable options available. On production sites, we ask for electric or hybrid vehicles over diesel trucks. We choose hotels for our service providers that are close to venues or easily accessible by public transit or other low-impact means of transport. Whenever possible, we

→ CASE STUDY

When considering why fashion shows and events have grown to such an extent in the last decades, it is important to be reminded that for a fashion house today, a runway show does not only mean parading clothes. Today, it represents a key moment of communication that allows a house to display the full extent of its aesthetic universe while creating a desire to participate in that universe through an exclusive event which is also shared with an unlimited number of people through the press and social media. The whole question now comes down to arbitrating how to reconcile this marketing challenge with those of the environment. Our experience has proved to us that arousing interest comes

will prioritise local production companies, models, musicians, DJs, performers, and any other partners that are locally based to reduce the need for long-distance (often air) travel. At times, many of our team members need to travel for an event because it takes place in a remote location or a location where we don't have a local office. In anticipation of an event, our teams need to scout the venue, draft the set and make tests, see samples, and follow the construction executed by local teams. We have rationalised our scouting methods to reduce the number of trips and also avoid last-minute emergency travel as much as we can. A poorly prepared trip increases the number of visits we need to make. We have also learned to rely more and more on the local teams we employ.

first and foremost by creating an event that is in line with the codes of the brand. A few years ago we produced a wonderful show in the south of France. It was a local production: the goal was to promote the region and as such all the service providers were chosen locally. The only people who had to travel were the models and some guests from France. The destination was accessible by train and the number of guests was limited. The scenography was very simple and required little consumption of resources, therefore limiting the ecological footprint of the project. Thinking about how to produce events that are both spectacular while having a limited impact is the essential challenge of our profession.

9. Footprint Measure & Offset

Implement operational carbon compensation and social redistribution.

Carbon footprint is calculated in order to determine compensation through offsetting. Bureau Betak works with third-party verified offset programs to fund climate beneficial projects like tree planting, renewable energy investments and sustainable transit investments. Supporting social causes is another way of giving back through social redistribution.

MEASURE – OFFSET – IMPROVE

To improve our carbon footprint and to be able to offset the CO² emissions of our events, we must start by measuring each element of the production that impacts the carbon balance sheet as precisely as we can. This requires us to collect precise data from each of our partners. We complete tables and checklists to follow-up directly after every event otherwise the information can get lost and is harder to collect. We then analyse this data with specialised agencies in order to estimate an overall carbon footprint to counteract. Measuring represents a real commitment of time from the teams, for us but also for all our partners. Once the carbon footprint has been carried out, we share our conclusions with our client so we can set up an adequate compensation system to offset greenhouse emissions.

→ CASE STUDY

The actions that have the biggest negative impacts on the environment are not always those you might expect. Some elements of production mobilise large teams and significant resources, such as the construction of sets or the installation of lights. However despite the scale of these projects, our studies have shown that this is not what costs the most in regard to the environment. Carefully measuring the impact of our events allows us to highlight the hidden factors that have the worst impact on our environment and were often dismissed or overlooked in the past. With new measures in place, we are then able to inform our clients so they can decide to counteract these effects. We have come to the realisation that the greatest impact on

There are different ways to do this, they can finance environmental projects that either counteract those emissions or sequester carbon (process of capturing and storing carbon from the atmosphere). We have actions and partners to recommend to our clients but they make the final choice. Our clients usually compensate more than the number we give them. Offsetting greenhouse emissions is as important as collecting feedback to develop better practices from one event to the next. Carbon audits allow us to understand the impact of each specific element of the production so we know where we need to continue to improve our solutions. Increasing awareness amongst our clients and partners is crucial, as to date, most of the solutions we put in place are tests and trials that we build together.

our carbon footprint remains air travel by guests and teams, which represents approximately 70% of the energy costs of an event. For a flight over a distance of 200 km, travel in economy class produces 0.75 tons of CO². This increases to 1.3 tons in business class, 2.1 tons in first class and 3.8 tons when travelling by private jet. By applying accurate carbon assessments, we can help raise awareness amongst our clients and the wider public. In another aspect of fashion show communication and production, we were able to curb the practice of a client who regularly sent their fashion show invitations in individual leather pouches. Recognising the negative impact of this merchandising exercise, the house put an end to this recurring activation.

10. Contribution

Support local economy and employment / Redistribute to NGOs.

With events happening in both major cities and remote destinations, Bureau Betak commits to working with local communities and companies to benefit the local economy by deploying our permanent staff as well as additional temporary teams recruited in situ. Bureau Betak also works with different NGOs in order to give back to the community.

LOCAL GROWTH & REDISTRIBUTION

Fashion is a shifting, global industry, but we must strive to keep operations as local as possible by employing domestic teams and service providers at each event destination. Events that take place in major cities are able to benefit from the existing ecosystems of the fashion and luxury industries. However when we organise an event in a remote location, the event only makes sense if it can contribute to local economic development. Fashion and luxury are global industries, with global competition.

→ CASE STUDY

Shows have become opportunities for clients to share their whole universe in addition to clothing (or other products in the case of non-fashion clients), and many of these clients have expanded into lifestyle and design objects, leading to collaborative exchange with local creators and artisans when events are realised in remote destinations. Sometimes the collaboration is precise and mainly related to the show itself, such as the creation of the set. This

Promoting local savoir-faire and expertise integrates smaller players into the conversation. Redistributing to local economies, through direct action or NGOs, is another way of contributing. Working with local NGOs specialised in their field is efficient as they are more knowledgeable on how to optimise the resources given for social initiatives. We try to stay current about these initiatives and we rely on our network of partners to take benevolent actions.

often leads to medium-term collaboration, with the development of certain pieces or even entire collections dedicated to this local collaboration. Our major clients who hold events abroad seek to contribute in one way or another to the local economy, by employing service providers to local craftsmen and creators. These partnerships are the result of field research and the due diligence of partners that truly contribute to promoting local culture and creation.

11. Digital Awareness

Optimise the use of digital tools while being aware of their impact.

Bureau Betak explores the creative possibilities and outreach afforded by modern technology through Bureau Future, our digital content agency. However, as the digital footprint of servers and related infrastructure increases, we must be mindful of these factors and how they inform the ways in which we create, stream and store.

BE MINDFUL OF DIGITAL IMPACT

While digital tools can replace and reduce the need for physical travel and other carbon-emitting factors, the storage of data and streaming still have real world impacts. Digital tools function across three categories: the devices we use to access content (computers, smartphones, tablets and other IoT connected devices); data centres, composed mainly of servers that store and process data; and networks that transfer data between devices and data centres (DSL/fibre routers, land based and undersea cables, radio transmitters, fibre optics). Digital actions that have environmental impacts range from sending an email to streaming a video or commenting on an Instagram post. The subject of

→ CASE STUDY

The creation of digital assets depends on our clients' needs and choices. However the way we operate to create and deliver those assets is mostly the same. It implies both content creation and the sharing of said assets, including all the back and forth that is required of this process. These stages of development combined with internal and external communication are all energy intensive. We have implemented practices to diminish our impact as much as we can. We do our best to reduce our impact when we send files by utilising Dropbox and WeTransfer instead of energy-intensive servers. Our interactive presentations are systematically converted

video is particularly interesting, considering the majority of digital assets for fashion weeks during the pandemic was video content. The pandemic has impelled fashion houses to accelerate the digitisation of their events. Today, online video alone generates 60% of global data flows (this data is collected from our partner Paris Good Fashion). This is why some clients now measure CO² emissions derived from video streaming in order to offset those emissions. Although our activities revolve around the creation of digital assets, we are committed to regularly informing ourselves of the best ways to mitigate the impact of digital technology on the environment.

into low resolution PDFs when sent through email in order to make the files as compressed as possible. In terms of video, we create quite a large selection of exports for each show: different sizes for the different social networks. Generating these varying assets allows us to provide imagery that is already adapted to different platforms. Therefore we avoid uploading assets that are too high in definition onto platforms where the quality is reduced by default. Ensuring we work this way requires training our team and raising awareness with our clients in order to normalise these practices, even when working under deadlines and pressure.

12. Cultural Impact

Delivering our cultural message with care and responsibility.

Operating from a place of influence within the fashion and luxury industries, Bureau Betak strives to self-educate to maintain and promote cultural relevance in all projects in order to foster inclusion, tolerance and awareness wherever we go.

CULTURAL INTEGRATION

It is our responsibility to monitor the social impact of our events. We always strive to learn about the local cultures of the places where we create events, to empower these communities and to integrate their rich customs, practices, materials and talents to enrich the cultural capital of these events. Our goal is to use our influence to help develop forward-thinking and innovative experiences for travelling guests and those watching at home. Our events also help to promote the diversity we encounter and to improve inclusion and tolerance towards all the different social trends that exist today. We do everything in our power to help promote the end of preju-

→ CASE STUDY

Fashion plays a major role in the cultural landscape of cities where fashion weeks are held. In France, the fashion and luxury industries generate nearly 1 million jobs. In a city like Paris, if we place all the fashion weeks that take place every year back to back, this represents more than a month of consecutive events which inevitably have an impact on the cultural landscape of the city. Not to mention all the trade fairs, exhibitions in museums and other events also related to these industries. At Bureau Betak, we must take into account the importance of the events we organise and the effect they have on the wider community. In collaboration with some fashion houses, we have successfully transformed exclusive fashion events into public happenings accessible to Parisians and tourists alike. One must

only take a glance at the crowds that gather at the entrance to fashion shows, and at the age of the audience, to understand the cultural importance of these events for young people. Over the past several years, the profile of guests invited to fashion shows has widened to include ambassadors from different major cultural spheres outside of fashion, from actors and sportspeople to TikTok stars, artists, and even activists. Even if these events remain predominantly private, the spectacular sets built for the occasion are sometimes opened to the public in the days or weeks that follow. And finally, we have also carried out major events in places that are visible to the public during the show. The gathered crowd can therefore see the show as it happens and be integrated into this exceptional cultural showcase in real time.

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III. PARTNERS & RESOURCES

Bureau Betak collaborates on all its events with committed partners and subcontractors. Together, we work on developing solutions and implement best practices at each stage of our productions. Our partners play a key role in improving our environmental impact and our development goes hand in hand with them.

WE ARE ACCOMPANIED BY INCREDIBLE PARTNERS ALONG THIS JOURNEY:

Our clients, who support our approach and work internally to do better themselves at each opportunity. Our suppliers, who challenge themselves to do things differently and come up with solutions to make it happen. Our collaborators, who are fully committed to producing the best events that we can whilst putting together new and good practices along the way.

We work alongside two special partners listed below who also support our initiatives and actions:

Fédération de la Haute Couture et de la Mode
and **Paris Good Fashion.**

A ABAC | PARIS

Green Energy

Abac is one of the world's leading suppliers of air and heating solutions with an advanced approach in providing biofuel to power their equipment.

abaclocation.com

AGGREKO | PARIS & MILAN

Green Energy

Aggreko is a rental service of power generators that provides biofuel (HVO and B100) solutions.

aggreko.com

ARTSTOCK | PARIS & BLAJAN

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

The association's mission is to raise awareness on the ecological and cultural importance of reusing materials among the cultural and artistic sectors to reduce artistic waste. Artstock collects elements of scenery and scenography to reintegrate them into the cultural circuit and make them available to individuals and professionals.

artstockasso.fr

ATELIER MAXIMUM | PARIS

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

Atelier Maximum is a manufacturer of recycled furniture which draws all its raw material from the production losses of the French industry. Each product they design aims to recover a waste that derives from the activity of an industrial partner.

maximum.paris

ATELIER REMAKE | PARIS

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

Based on the observation and on the conviction that circular economy is the solution, Atelier Remake recover construction site offcuts and all types of materials intended for the landfills to integrate them in new designs or for other uses.

B BLEUE NUIT | PARIS

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

Bleue Nuit is a creative agency that helps brands, institutions, show producers or communication agencies to produces cultural experiences which place human and environmental aspects at the centre of their events, without resorting to digital technology.

C CASTALIE | PARIS

No Single-Use Plastic

Castalie is a rental service for water fountains connected to the water supply which offers micro filtered water.

castalie.com

COMPOS-TABLE | PARIS

No Single-Use Plastic

Compos-Table offers plant-based tableware for catering services. Their containers are made from plant matter and biodegradable in 12 weeks in an industrial composter.

compos-table.fr

CO-RECYCLAGE | PARIS

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

A leader in the French market in the reuse of professional equipment, Co-Recyclage helps companies and organisations to effectively reduce their waste production and improve their environmental impact by redistributing equipment, materials and furniture to associations, social and public services. They save more than 2,000 tons of materials each year.

co-recyclage.com

CULLIGAN | PARIS

No Single-Use Plastic

Culligan is a rental service for water fountains connected to the water supply.

culligan.fr

CYCLE TERRE | PARIS

Conscious Design

Large-scale works are confronted with the problem of excavated soil: it represents about 90% of urban waste. Cycle Terre proposes to reuse the unpolluted excavated earth to create building materials for the construction of new districts in the Greater Paris area.

cycle-terre.eu

E ECO ACT | LONDON / LOS ANGELES / MADRID / MILAN / PARIS

Footprint Measure & Offset

Eco Act is an international climate consultancy and project developer which assist companies and territories in reducing their environmental impact and achieving the goal of zero net emissions.

eco-act.com

ECO SET | LOS ANGELES

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

Based in Los Angeles, Ecoset is our local partner for the collection, recovery and recirculation of all types of set design and decor elements.

ecoset.la

ENERCOOP | PARIS

Green Energy

Enercoop is a french supplier of electricity from renewable sources, a network of 11 cooperatives, 100% renewable electricity through direct contracts with sustainable energy providers in France. They also develop their own local production of renewable energy and have chosen the status of a cooperative to value collective interest instead of profit and speculation.

enercoop.fr

F FAB.BRICK | PARIS

Conscious Design

FabBrick acts against textile waste by reusing discarded clothing and textiles to create an innovative building material, a type of brick used on construction sites. Once assembled, those bricks have a high performance in acoustic and thermal insulation, and also have an aesthetic quality.

fab-brick.com

FEDERATION DE LA HAUTE COUTURE ET DE LA MODE | PARIS

Partner

The FHCM promotes French fashion culture and works to consolidate Paris in its role as a world capital of fashion. It brings together around a hundred fashion brands and is in charge of the Paris Fashion Week. Bureau Betak is their technical and production referent for the development of their impact measuring tool which enables companies to measure their environmental, social and economic impact of their events during Paris Fashion Week.

fhcm.paris

FIL & FAB | PARIS

Conscious Design

Fil & Fab specialise in the creation of a brand new material called Nylo. This material is 100% made out of recycled plastic from fishing nets collected on the French coasts which is recycled in their workshop to create this new 100% polyamide raw material.

fil-et-fab.fr

G GOBILAB | PARIS

No Single-Use Plastic

Gobilab creates environmentally friendly water bottles and cutlery. 100% made in France, these bottles can be customised for their clients.

gobilab.com

GREEN MINDED | CHALARD

Sorting and Recycling of Waste

Green Minded is a non-profit association geared towards implementing zero waste solutions within companies, municipalities and schools across France. Bureau Betak works with them for the recycling of cigarette butts.

greenminded.fr

GREEN SHELTERS | PARIS

Responsible Catering

Green Shelters offers healthy catering by using local, fresh, seasonal and mostly organic products with vegan and gluten-free options.

thegreenshelters.com

H HAATCH | PARIS

Footprint Measure & Offset

Haatch provides CSR strategy consulting and impact measurement to help companies improve their practices to reach a better environmental rating. Bureau Betak worked closely with Haatch to develop a carbon footprint measuring tool used for our events.

haatch.fr

HAPPEE SERVICES | PARIS

No Single Use Plastic

Happee Services provides the hire, installation and maintenance of mobile toilets. They provide solutions to connect to water distribution service of city and to the waster water disposal system in order to avoid chemical toilets.

happee-services.com

Initially an association, Le Recho has been operating as a committed caterer since 2016. The company pairs industry professionals with refugees who work together to provide local, seasonal and organic catering services.

lerecho.org

LA RÉSERVE DES ARTS | PARIS & MARSEILLE

*Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution*

A non-profit organisation that operates in favour of greater circularity of materials through services of collection, recovery and recirculation of all types of decor. Expert in recovery for reuse, La Réserve des Arts helps its partners in the operational management of materials' end of life and in the measurement of the impact of the activities. La Reserve Des Arts also supports its partners with their transition through training to raise awareness amongst teams.

lareservedesarts.org

LES ALCHIMISTES | PARIS

Sorting and Recycling of Waste

Les Alchimistes is a French composting collective who collect food waste from companies and households to create rich, biodiverse compost materials for professional and private use.

alchimistes.co

LEMON TRI | PARIS

Sorting and Recycling of Waste

Lemon Tri helps companies to sort waste and reuse it at the end of each event. They have developed innovative sorting and recycling solutions to fight against the landfilling and incineration of waste, while ensuring the professional integration of people who have lost employment.

lemontri.fr

LES ÉVEILLÉS | PARIS

*Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution*

Les Eveillés is a collective that organises parties and concerts in Paris with the help of volunteer and committed artists in favour of refugees fleeing the dangers of their countries. They create their set with donations from companies.

leseveilles.fr

LES JOYEUX RECYCLEURS | PARIS

Sorting and Recycling of Waste

Les Joyeux Recycleurs - literally, 'the joyful recyclers' - are leaders in the recycling and reuse of corporate waste in Paris. They also have a strong social commitment in professional integration (political refugees, people who have dropped out of school or are socially excluded, etc.).

lesjoyeuxrecycleurs.com

LE PAVÉ | PARIS

Conscious Design

Le Pavé produces a material manufactured from recovered plastic waste which is transformed locally. This recycled and recyclable material is a new tool for Conscious-Design and is intended for interior design projects of various scales.

sasminimum.com

LINKEE | PARIS

Responsible Catering

Linkee recovers unsold and surplus food from supermarkets, catering companies, events or festivals and gives them to associations which then distribute meals, food and hot drinks to people in need.

linkee.co

LOXAM | PARIS

Green Energy

Loxam is a rental services for technical equipments, lifting devices, containers, lighting poles... They are one of the first companies to use biofuel to power their equipments.

loxam.fr

M MATERIALS FOR THE ARTS | NEW YORK

*Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution*

Based in New York City, Materials For The Arts is a non-profit organisation that operates in favour of a greater circularity of materials through services of collection, recovery and recirculation of all types of decor.

nyc.gov

META | MILAN

*Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution*

A company dedicated to the recovery and reuse of materials and scenographies from ephemeral installations, Meta also organises training and workshops dedicated to reuse practices which are carried out in collaboration with artists and designers.

spaziometa.it

MTD PURE WATER | PARIS

No Single Use Plastic

MTD Pure Water instals temporary water solutions for events while offering analysis to optimise the water supply and avoid wasting this resource.

mtd.net

N NEVE | PARIS

Sorting and Recycling of Waste

Neve offer eco-responsible cleaning services for event or audio and video production companies. Their services meet the requirements of the ISO 20121 standard in terms of "Responsible management system applied to the event industry" on cleanliness and waste management.

neve.paris

O OSTREA | RENNES

Conscious Design

Each year, 250,000 tons of shellfish waste are sent to technical landfill areas. Ostrea gives a second life to this renewable natural resource. After two years of R&D, they have developed the first material made of shell flakes without petroleum-based binders. Its technical and aesthetic characteristics make it fit for both interior and exterior use.

ostreadesign.com

P PARIS GOOD FASHION | PARIS

Partner

Paris Good Fashion brings together French fashion professionals: brands, designers, experts, citizens... committed to implement concrete actions towards a more responsible fashion industry. Bureau Betak is an active member of the association and we have worked hand in hand for the creation of a responsible production guide and a technical directory to promote the responsible organisation of fashion shows in Paris.

parisgoodfashion.fr

Download our collaborative *Guide to Sustainable Event Planning*

PUR PROJET | PARIS

Footprint Measure & Offset

Pur Projet helps companies to integrate climate issues into the heart of their value chain through the implementation of projects which regenerate, energise and preserve the ecosystems on which they depend. Their goal is to promote agroforestry, land conservation and the adoption of more sustainable agricultural practices.

purproject.com

R REUZ | PARIS

No Single Use Plastic

Reuz offers reusable and customisable 'Ecocup' to event producers to reduce waste created by single-use plastic cups.

ecocup.com

ROBINETTO | PARIS

No Single Use Plastic

Robinetto connects drinking fountains to tap water supply for sustainable access to potable water without plastic packaging.

robinetto.be

S SCALE | HASPAREN

Conscious Design

Scalite is a biomaterial 100% exclusively made from fish scales. A co-product of fishing and aquaculture, the look of its marble and its many intrinsic qualities make it unique and environmentally friendly.

scale.vision

SECOYA | PARIS

Footprint Measure & Offset

Secoya assists audiovisual companies by providing innovative and scalable solutions and tools for an environmental and social management of filming productions.

secoya-ecotournage.com

V VISU | PARIS

Green Energy

VISU has developed a connected and itinerant telemetry solution dedicated to technical dimensioning and energy savings. Event and filming activities require the precise implementation of numerous energy resources – such as lighting, sound, video, catering, logistics, heating or air conditioning – all of which require reliable and well sized electricity production.

W WE LOVE GREEN | PARIS

Conscious Design
Re-Use of Materials
Up-Cycling & Redistribution

A committed music and art festival and a laboratory for experimentation. We Love Green executes all their productions in an eco-responsible manner: energy, food, water, mobility, accessibility. Reducing waste is one of their major commitments. The scenography of the festival is conceived through circularity, upstream and downstream: the sets are made of recycled materials, collected from a network of partners (agencies, museums, recycling facilities) and each element is designed to be reused in the next edition.

welovegreen.fr



BETTER BETAK

BUREAU **BETAK**

PARIS / NEW YORK / LOS ANGELES / SHANGHAI

Founded in 1990 by Alexandre de Betak, Bureau Betak produces over 100 fashion shows, exhibitions and events around the world each year, combining creativity, avant-garde, innovation and memorable experiences. Bureau Betak has long affirmed its ethical, environmental and social commitment through its international productions designed in its Paris, New York, Los Angeles and Shanghai offices. Today, Bureau Betak is positioned as a committed player in changing the standards of the fashion shows and event industry.

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contact@bureaubetak.com
bureaubetak.com

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