Events Industry Council Recognizes Workday Rising with Sustainability Events Standard Certification

Workday's Annual Customer Conference Receives Gold-Level Certification for Environmental and Social Responsibility

WASHINGTON, D.C. and PLEASANTON, Calif., (March 12, 2024) – The Events Industry Council (EIC) announced today that Workday Rising, Workday's (NASDAQ:WDAY) annual customer conference, in partnership with George P. Johnson (GPJ), Freeman, and Moscone Center, has achieved gold-level certification to EIC's Sustainable Event Standards for its 2023 event.

The EIC Sustainable Event Standards are specific standards for environmental and social responsibility within the events industry. Created by the EIC Sustainability and Social Impact Committee in partnership with industry professionals and leading sustainability practitioners, the requirements provide event planners and suppliers with prescriptive actions for producing and delivering sustainable events.

"Workday Rising is a special moment for our brand – it's a celebration of our customers and partners, and an opportunity to see our core values in action," said Emma Chalwin, Chief Marketing Officer, Workday. "Receiving this EIC certification is a true honor, as it supports our efforts to create engaging experiences that are good for people and the planet – and it's a testament to our partnerships with GPJ, Freeman, and Moscone Center."

"We value our partnership with Workday, and its efforts to embrace sustainability as part of Workday Rising" said Leonie Patrick, General Manager, Moscone Center. "This certification is a first for us, and we're proud to receive it with Workday, as it complements our LEED Platinum O+M certification and our continued focus on supporting the community, the city of San Francisco, and the environment."

EIC Chief Executive Officer Amy Calvert congratulated Workday Rising on its gold-level certification. "Workday and its partners have demonstrated an exceptional commitment to the environmentally and socially responsible practices that are needed to support long-term sustainability in our industry," Calvert said. "This is a direct reflection of Workday's culture and values. It's especially exciting to see the certification for such a well-known event that touches so many leaders in the finance and HR space. We congratulate them on the accomplishment and hope to see many more events following their lead."

The standard specifies performance criteria in the areas of organizational management, marketing, communications and engagement, climate action, water management, materials and circularity, supply chain management, diversity, equity and inclusion, accessibility and social impact. Workday Rising met these criteria and received exemplary credit for exceeding criteria relating to energy consumption by using reports from carbon measurement platform TRACE to provide energy consumptions for digital attendees.

"GPJ's long-standing partnership with Workday has been instrumental in advancing our shared commitment to sustainable event production. Together, we've made quantifiable impacts on carbon reduction and created foundational policies that are driving meaningful change in the experiential industry." said, Sarah Jackson, GPJ Executive Event Producer.

The Alliance for Audited Media, a not-for-profit auditing organization, performed the independent third-party certification of compliance for Workday Rising with the Event Organiser standard.

"The independent certification process is a rigorous review of the company's compliance to the EIC standards. We applaud Workday on this achievement," said Alliance for Audited Media President Richard Murphy.

Contact:
For all EIC media enquiries, additional comment and request for interviews, please contact Steve Dobbins, Events Industry Council

Tel: +1 323 578 2671 / Email: media@eventscouncil.org

ABOUT EVENTS INDUSTRY COUNCIL
The Events Industry Council's global federation includes 33 Association Members representing 103,500 individuals and 19,500 entities, and 22 Corporate Members with global operations and event teams in countries around the world.

EIC is the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. Learn more at www.eventscouncil.org.

ABOUT WORKDAY
Workday is a leading enterprise platform that helps organizations manage their most important assets – theirpeople and money. The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their

business forever forward. Workday is used by more than 10,000 organizations around the world and across industries – from medium-sized businesses to more than 50% of the Fortune 500. For more information about Workday, visit workday.com.

ABOUT GEORGE P. JOHNSON EXPERIENCE MARKETING
George P. Johnson (GPJ) is the world's leading experiential marketing agency. We unleash the power of creativity to deliver experiences that elevate brands and drive tangible results. We're part of Project, an independent network in service of creativity.

ABOUT FREEMAN
Freeman is a global leader in events, on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, Freeman's insights shape exhibitions, exhibits, and events that drive audiences to action. The integrated full-service solutions leverage a 97-year legacy in event management as well as new technologies to deliver moments that matter. For more information, please visit https://www.freeman.com/.

ABOUT MOSCONE CENTER
San Francisco's premier meetings and exhibition facility, Moscone Center, is centrally located in Yerba Buena Gardens within walking distance of hotels, restaurants, museums, attractions and public transit. Owned by the City and County of San Francisco and managed by ASM Global, Moscone Center has long been a leader in sustainable practices and was recently awarded LEED O+M Platinum certification for existing buildings, the highest level of Leadership in Energy and Environmental Design. In 2019, Moscone Center completed a $551 million expansion program increasing usable space in Moscone South, North, and West to over one million square feet, including 502,440 sq. ft. of contiguous exhibition space, lobbies, outdoor terraces, and meeting space. Moscone Center is accredited by the Global Biorisk Advisory Council's 20 GBAC STAR program. It has implemented protocols from ASM Global's VenueShield to continue offering the highest levels of safety, security, and consumer confidence.

ABOUT THE ALLIANCE FOR AUDITED MEDIA
The Alliance for Audited Media delivers impartial, credible media data to help media buyers buy and sellers sell. In 2023 AAM merged with BPA Worldwide to become the largest not-for-profit media auditing organization dedicated to increasing trust and assurance across media channels. AAM provides third-party event audits to verify registration, attendance and demographic data, and is an official certifier to the Events Industry Council's (EIC) Sustainable Events Standards (SES) and ISO Management Systems standards. To learn how AAM brings trust and transparency to today's media ecosystem, visit auditedmedia.com.

---

https://newsroom.workday.com/2024-03-12-Events-Industry-Council-Recognizes-Workday-Rising-with-Sustainability-Events-Standard-Certification