

Identity's strategy for achieving Net Zero by 2050

Update: November 2021



Introduction

Identity is a full-service creative production agency with over 20 years of proven pedigree in the delivery of major, high-profile events in the UK and globally.

Our demonstrable track record means we understand the reach and impact a major event can have, and our philosophy is to maximise these opportunities, creating truly memorable, dynamic and ground-breaking experiences that deliver tangible, positive outcomes, forming a benchmark for future events.

Whilst we aim to maximise the positive impacts of our events, we're keenly aware that, as an industry that focuses on bringing audiences together for moments in time, our impact on the planet can be a negative one through the generation of carbon emissions. However, this is hard to quantify. The events industry is, by nature, transient and varied. There has not been substantial research undertaken into the carbon emissions generated by events.

The events industry has been on a sustainability journey over the last decade, but we haven't achieved enough. We must fundamentally alter the way in which we approach the design and execution of experiences to radically minimise our carbon footprint.

As an industry, we need to collaborate to develop new methods and technologies, share learnings and implement solutions. Crucially, we need to measure our emissions effectively to ensure that the carbon cost of our designs is as important in our decision-making process as financial cost.

At Identity, we have made strides over the last three years in innovating in this area, and we are now ready to take the next ambitious step of becoming carbon neutral by 2050.

As a leader in the industry, we believe that we have the responsibility to drive positive change through innovating with low-carbon design to create a more sustainable future for ourselves, our clients and our partners. It's time for all of us to start making a difference together.



Michael Gietzen
Managing Director

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“Companies that don't adapt [move towards zero-carbon emissions] will go bankrupt without question.”

Mark Carney - Governor of the Bank of England



What is climate change?

Climate change is the long-term, large-scale shift in temperature patterns across the world and the resulting weather patterns from this change.

Since mass-industrialisation started in the mid-1800s, humankind has contributed to the release of carbon dioxide and other greenhouse gases (GHGs) into the atmosphere, primarily through the burning of fossil fuels. These GHGs in the atmosphere act as a blanket, causing the temperature to rise and resulting in long-term changes to the climate.

In the 20th century, the planet warmed by an average of almost 1°C compared to pre-industrial levels, the fastest rate in history. Whilst this may not sound like a significant rise, average temperatures are increasing more above land regions than ocean regions and 20–40% of the Earth’s human populations live in areas where average temperatures have already increased by more than 1.5°C. Currently, the planet’s temperature is on course to rise by 3–4°C or more by the year 2100.

What is the impact?

At COP21, world leaders agreed that temperature rises need to be kept below 1.5°C to prevent catastrophic risks to natural and human systems, as natural fluctuations in the climate are being overtaken by human-induced warming. With the current rate of warming accelerating, droughts, floods, hurricanes and forest fires are occurring more frequently and the rate at which sea ice and glaciers are melting is increasing.

In addition to the warming effect of GHGs emitted through industrial processes, between 1960 and 2019, the world population more than doubled, growing from 3 billion to 7.7 billion, and the global economy grew from \$11 trillion to an estimated \$87 trillion in 2019 (Worldometer, 2019). In line with this rapid population growth, consumption of natural resources such as timber, fuel, food and water increased, using greater quantities of Earth’s natural resources at a faster rate than ever before.

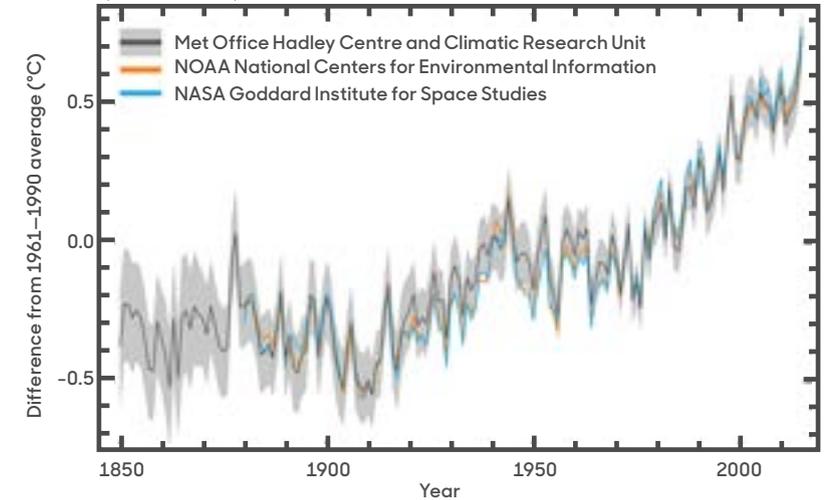
This use of materials has a compounding effect on climate change as it disturbs natural carbon sinks (such as forests and soil which absorb more carbon than they release) meaning that, as well as greater carbon emissions from the use of materials, less carbon is taken out of the atmosphere.

In addition, the warming of the planet has resulted in the rapid melting of the polar ice caps, releasing trapped methane, a GHG that is 30 times more potent than carbon dioxide.

How can we help?

It’s incumbent on all of us to make changes to the way we operate to hit the required reductions in carbon emissions to prevent climate change impacts, including those on agriculture, housing in flood zones, water resources and health which will fall disproportionately on the world’s poor and vulnerable.

Global average temperature anomaly graph (1850–2015)



"We are running the most dangerous experiment in history right now, which is to see how much carbon dioxide the atmosphere can handle before there is an environmental catastrophe."

Elon Musk



Industry requirements

The scale of the challenge

The global events industry was valued at over \$1,135 billion in 2019 and is expected to reach more than \$1,552 billion by 2028 ¹. The UK events industry has already reached c.£40 billion and is continuing to grow.

Events have a broad definition – being any public gatherings of people at a determined time and place – and so the industry encompasses a wide range of experiences including conferences; meetings; exhibition and trade fairs; incentive travel; corporate hospitality and corporate events; outdoor, sporting and music events; and festival and cultural events ².

In addition, the COVID-19 pandemic has driven rapid adoption of virtual and hybrid events.



"The bigger your carbon footprint is, the bigger your moral duty. The bigger your platform, the bigger your responsibility."

Greta Thunberg

There are three primary types of carbon for the events industry to assess and mitigate:



Factor 1: Embodied carbon

The energy and materials used to manufacture, transport and install infrastructure items.



Factor 2: Operational carbon

The energy consumed in the operational delivery of an event.



Factor 3: Business operations carbon

The energy consumed in office building and business travel.

¹ Himanshu Vig, Roshan Deshmukh, 2021. Events Industry by Type (Music Concert, Festivals, Sports, Exhibitions & Conferences, Corporate Events & Seminars, and Others), Revenue Source (Ticket Sale, Sponsorship, and Others), Organizer (Corporate, Sports, Education, Entertainment, and Others), and Age Group (Below 20 years, 21-40 years, and Above 41): Global Opportunity Analysis and Industry Forecast, 2021-2028. Allied Market. <https://www.alliedmarketresearch.com/events-industry-market>

² Business Visits and Events Partnership, 2014. Events are Great Britain Report. <https://www.businessvisitsandeventspartnership.com/component/phocadownload/category/4-bvep-research?download=189:events-are-great-britain-full-report>

Where we are in the journey

Event sustainability has been a hot topic for the last decade, with many initiatives being undertaken to reduce the impact of events. However, these have broadly been at a tactical rather than strategic level.

The majority of emissions in the events industry fall into the Factor 3 category (Business operations carbon). As such a varied industry, the lack of standard supply chains has traditionally created a substantial challenge in minimising these emissions.

In addition, with each event (and type of event) being so different, developing an approach to measuring the impacts of events and, subsequently, a common approach to reducing emissions has been an area of focus for some time.



"There is no going back - no matter what we do now, it's too late to avoid climate change and the poorest, the most vulnerable, those with the least security, are now certain to suffer"

Sir David Attenborough

How will Identity play its part in sustainability?

The UK events industry will achieve more by working together than we will in isolation. Identity will use our position of leadership within the industry to help:

- Develop a system to accurately track carbon emissions from embodied and operational carbon
- Take responsibility for delivering energy-efficient event solutions
- Work with supply chains to develop innovative, low-carbon solutions
- Implement best practices and policies to reduce the amount of emissions caused by business operations
- Share best practice with clients, competitors and supply chain partners to replicate success across the industry

Areas where we will be able to drive the greatest impact:

- **Travel and transport**
 - Managing employee commuting, creating an electric vehicle (EV) company fleet, consolidating equipment transport, mandating the use of EVs or bio-diesel within our supply chain, and educating clients on low-carbon delegate travel
- **Energy use**
 - Introducing a moratorium on diesel power generation and working with venues to drive adoption of green-energy tariffs
- **Circular design and waste management**
 - Adopting design principles on all projects to minimise bespoke construction, using hired equipment and designing to stock sizes
- **Local sourcing**
 - Committing to 30% of equipment and crew being sourced locally to event sites on each project to reduce travel and transport requirements
- **Monitoring and measuring**
 - Using Tracker+ software to understand our emissions footprint, drive change and standardise procedures



IDENTITY

Identity's journey to Net Zero by 2050

These carbon reduction initiatives are expected to play an important part in reducing our Scope 3 emissions. We will continue to expand our efforts to minimise the carbon footprint of our events, and future initiatives will be informed by the comprehensive data collection and analysis offered by Tracker+.

2012
Use of first sustainable materials in delivery of print projects, including woods, paper, inks and plastics.



2019
Environmental committee formed.



2020
First virtual events delivered – massive reduction in emissions.



2021
Signed up to SBTi with a bold commitment to 1.5c.



2021
Development of Tracker+ and use on COP26.



2021
COP26 – a radical new approach to design and delivery of a major international summit.



2030
Implement a policy where all suppliers for our events will need to have SBTi or achieve the maximum possible rating of our supplier engagement programme.




2017
Installation of Masternaut in company vehicles. Staff received Eco-Friendly driving classes.

SSE | Business Energy

2020
Switched to Green energy in the office.



2020
ISO 14001 certification achieved.



2020
Collaboration with Plastic Free Eastbourne and adopted a beach.



2021
Decommissioning of diesel fleet and investment in electric and hybrid vehicles.



2021
Detailed measurement of G7 Leaders' Summit to understand the carbon footprint of our operations.



2022
Achieve ISO 20121 certification.



2022
Implement Tracker+ on all projects



2025
Develop a supplier engagement programme to use on current and potential suppliers.

How is Identity reducing carbon emissions?

We've identified four key areas of focus across our business to drive innovation and more sustainable practices:

Travel and transport

As an industry that focuses on bringing audiences together physically, the first key sustainability challenge is how to minimise requirements for transport in the production and delivery of projects in order to reduce reliance on fossil fuels. We will look specifically at equipment transport, crew and delegate travel, meetings travel and staff commuting.

Waste management

As we deliver temporary installations with complex supply chains, waste management practices often sit within the scope of the venue where an event is taking place. Identity will work with venues and suppliers to stream waste effectively, ensuring that materials are recycled wherever possible and that no waste goes to landfill from our projects.

Embodied carbon

At most events, temporary environments are created to enhance the experience, whether through the construction of venues (temporary structures) or to enhance the environment within an existing venue (set and staging, lighting, audio-visual equipment). As such, our second area of focus is how to minimise the quantities of materials utilised and drive change towards a more circular economy.

Energy use

In addition to energy use within our offices, the delivery of temporary power and power distribution for equipment is a requirement on almost every project Identity delivers. Therefore, we will work with our supply chain to develop innovative solutions to reduce power requirements and increase the use of renewables. We will also work with venues to influence a move to green energy tariffs.

Focus Area	Commitment
Travel and transport	<ul style="list-style-type: none"> ● Consolidate equipment transport to maximise loads and minimise journeys ● Use HVO (Hydrotreated Vegetable Oil) biodiesel to reduce emissions until EV transport is readily available ● Use electric vehicles on all event sites ● Mandate use of public transport for event crew
Embodied carbon	<ul style="list-style-type: none"> ● Track embodied carbon used throughout supply chain and account for it in our reduction plan
Waste management	<ul style="list-style-type: none"> ● 100% diversion from landfill for all events ● Measure waste produced and work with supply chain on this
Energy use	<ul style="list-style-type: none"> ● Reduce the use of diesel generators on event sites ● Influence the adoption of green energy tariffs within venues ● Work with supply chain to reduce energy requirements on site

Scope 1, 2 and 3 emissions

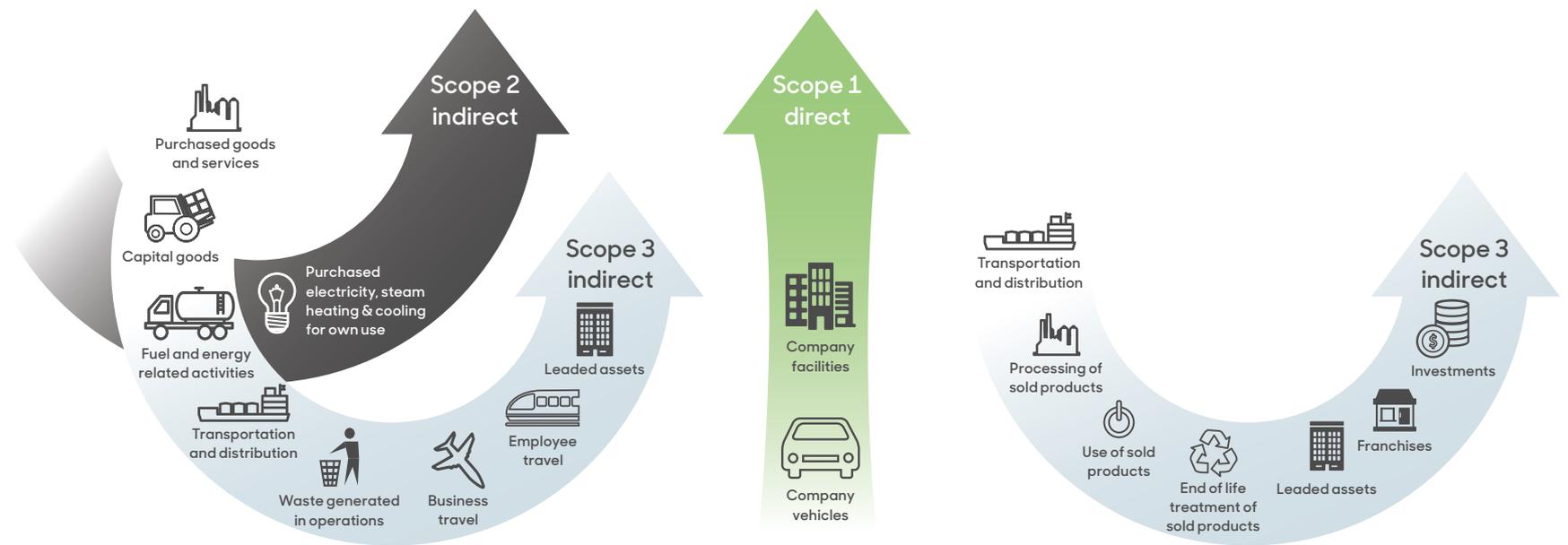
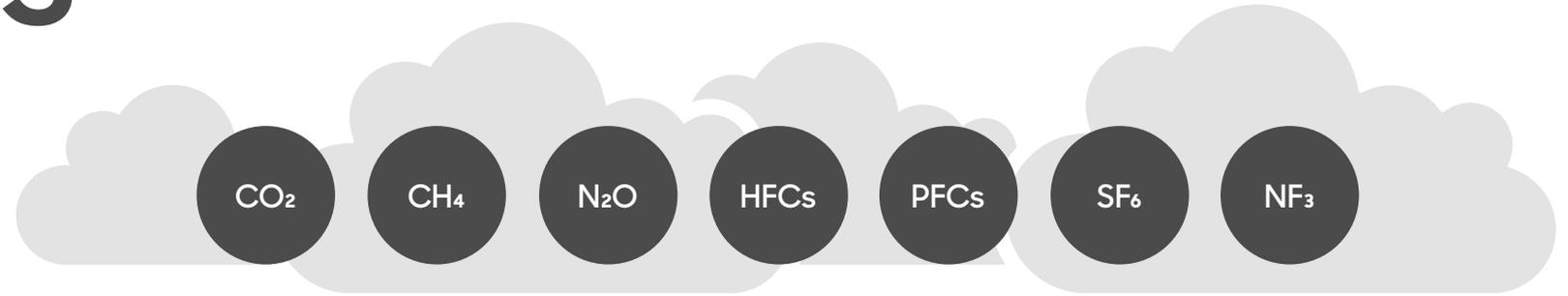
SBTi (Science-Based Targets initiative) commitments

Under the SBTi, Identity has committed to reducing our absolute Scope 1 and Scope 2 GHG emissions by 50% by 2030 from a 2018 base-year and to measure and reduce our Scope 3 emissions.

Scope 1, 2 and 3

As part of our commitment to achieving Net Zero by 2050, we have partnered with Southfacing to develop their sustainability software Tracker+, used for many years in the construction industry. This innovation will create a single reporting tool for all of the events we produce to help us accurately identify our Scope 3 emissions.

As part of our delivery of COP26, we are now tracking upstream transportation and distribution, waste generated in operations, business travel or downstream transportation and distribution. In addition, we have started collecting data on employee commuting, based on the number of employees, average office occupancy and where people live in relation to their place of work. 2022 will be the first full year of these new data sets, providing us with a baseline for future years.



Upstream activities ➤ Reporting company ➤ Downstream activities

September 2020 to August 2021 - baseline year

<p>Scope 1</p>	<p>Vehicle and fuel consumption emissions</p> <p>1243 tCO2e</p>	<p>Identity has been collecting data on our Scope 1 and 2 emissions since 2017. We have not previously had the specific in-house knowledge or dedicated resources to track our Scope 3 emissions. However, since 2021, Identity has invested in a full-time Sustainability and Social Value Manager to ensure our sustainability commitments are driven forward through a coordinated approach across our business activities. We have also formed relationships with expert environmental consultants to help us on our sustainability journey. This new approach will enable us to track Scope 3 emissions every year from now on. Our baseline year is September 2020 to August 2021, as this is the period in which we have the most accurate data for Identity's Scope 1, 2 and 3 emissions.</p>				
<p>Scope 2</p>	<p>Electricity use emissions</p> <p>57 tCO2e</p>					
<p>Scope 3</p>	<p>Upstream transportation and distribution</p> <p>88 tCO2e</p>					

September 2020 to August 2021 - reporting year

<p>Scope 1</p>	<p>Vehicle and fuel consumption emissions</p> <p>1243 tCO2e</p>	<p>The events industry has taken a big hit over the last year due to the COVID-19 pandemic. Although we have included our Scope 1, 2 and 3 emissions, this does not represent a normal year for our company in the events industry as many live events were either cancelled or postponed.</p> <p>Our targets for Scopes 1 and 2 are a 4.2% annual reduction compared to the baseline year of 2018. This baseline was set for the purpose of our SBTs and approved by the SBTi in 2018. We do not yet have a target for Scope 3 emissions as the baseline year inventory is still to be completed; however we will be in a position to set a Scope 3 target, in line with SBTi's criteria, within the next two to three years.</p>				
<p>Scope 2</p>	<p>Electricity use emissions</p> <p>57 tCO2e</p>					
<p>Scope 3</p>	<p>Upstream transportation and distribution</p> <p>88 tCO2e</p>	<p>Downstream transportation and distribution*</p> <p><small>*Identity does not have any downstream activity.</small></p>	<p>Waste</p> <p>70 tCO2e</p>	<p>Business travel</p> <p>214 tCO2e</p>	<p>Employee commuting</p> <p>45 tCO2e</p>	<p>Carbon footprint for reporting period</p> <p>1717 tCO2e</p>

5 year targets

<p>Scope 1</p>	<p>Vehicle and fuel consumption emissions</p> <p>21% reduction</p>	<p>In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets:</p> <p>We have approved science-based targets for our Scope 1 and 2 emissions, having signed up to reduce these by 50% by 2030. To achieve this, our target will be a 4.2% minimum year-on-year reduction of absolute emissions compared to the base year emissions. By the year 2026, Scope 1 and 2 emissions would therefore need to be 21% lower than base year emissions and interim years leading up to 2026 will also need to meet the required reductions so as not to exceed the five-year carbon budget. This approach is consistent with the SBTi targets for 1.5°C climate change scenario.</p> <p>For Scope 3 emissions, our target is yet to be formulated but will be consistent with the SBTi criteria. We will aim to set either: a 2.5% minimum year-on-year reduction target of absolute emissions compared to the base year emissions (covering at least two thirds of Scope 3 emissions) <i>and/or</i>: Economic intensity targets, considering the growth we are anticipating for the business in the coming years. If we can target absolute reductions, then by 2026, Scope 3 will be lower than the equivalent base year emissions by at least 15% (1717 to 1462) for the relevant categories included in the target. If we set economic intensity targets, they will comprise a minimum 7% year-on-year reduction of emissions, expressed in intensity terms (kgCO₂e/GEVA). We project that Identity's total carbon emissions will decrease over the next five years to 1462 tCO₂e (scope 1+2+3) by 2026 – a reduction of 6.6%. This estimate is based on Scope 1 and 2 reductions only as no estimates have been made for Scope 3 due to the level of uncertainty around these carbon emissions and the reduction caused by potential initiatives being implemented.</p>				
<p>Scope 2</p>	<p>Electricity use emissions</p> <p>21% reduction</p>					
<p>Scope 3</p>	<p>Upstream Transportation and Distribution</p>	<p>Downstream Transportation and Distribution</p>	<p>Waste</p>	<p>Business travel</p>	<p>Employee commuting</p>	<p>Carbon footprint</p> <p>1462 tCO₂e</p>

This commitment has been approved and signed off by the board of directors



A white handwritten signature of Michael Gietzen on a green background.

Michael Gietzen
Managing Director



A white handwritten signature of Janet Dodd on a green background.

Janet Dodd
Director of Live Events



A white handwritten signature of Paul Fitzpatrick on a green background.

Paul Fitzpatrick
Operations Director

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"By polluting the oceans, not mitigating CO2 emissions and destroying our biodiversity, we are killing our planet. Let us face it, there is no planet B."

Emmanuel Macron

