



IDENTITY

The human experience agency

# Environmental Policy

**Identity Holdings Limited**

**Revision 003**

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IDENTITY

# 1. Policy overview and scope

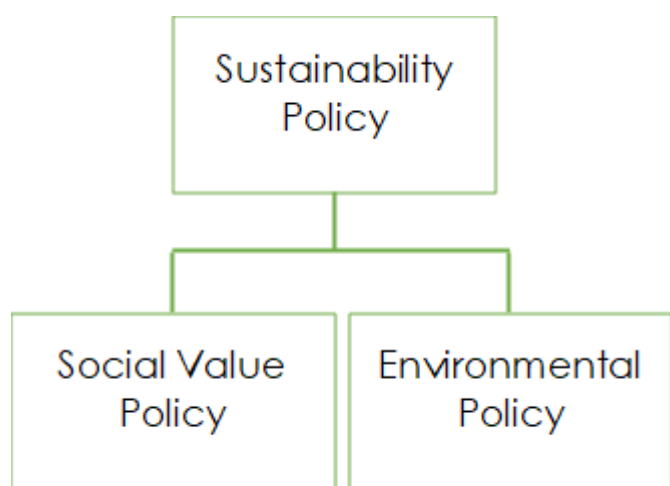
This Environmental Policy forms part of Identity's commitment to leading the way in delivering exemplary, world-class, sustainable events.

We recognise that our business activities have an environmental impact and that minimising any negative aspects of that impact can help to protect and improve the environment. Therefore, maintaining and constantly working to improve Identity's environmental performance is an integral part of our overall business objectives and encompasses the following specific objectives:

1. Protect the environment through more effective waste management and reduce the impact of waste.
2. Improve air quality by minimising releases (by Identity) of CO2 emissions to the environment.

To achieve these aims, we will work consultatively and in partnership with our suppliers and clients to promote awareness of environmental lifecycle considerations and participation in environmental improvement activities.

This policy is related to the following policies outlined below:

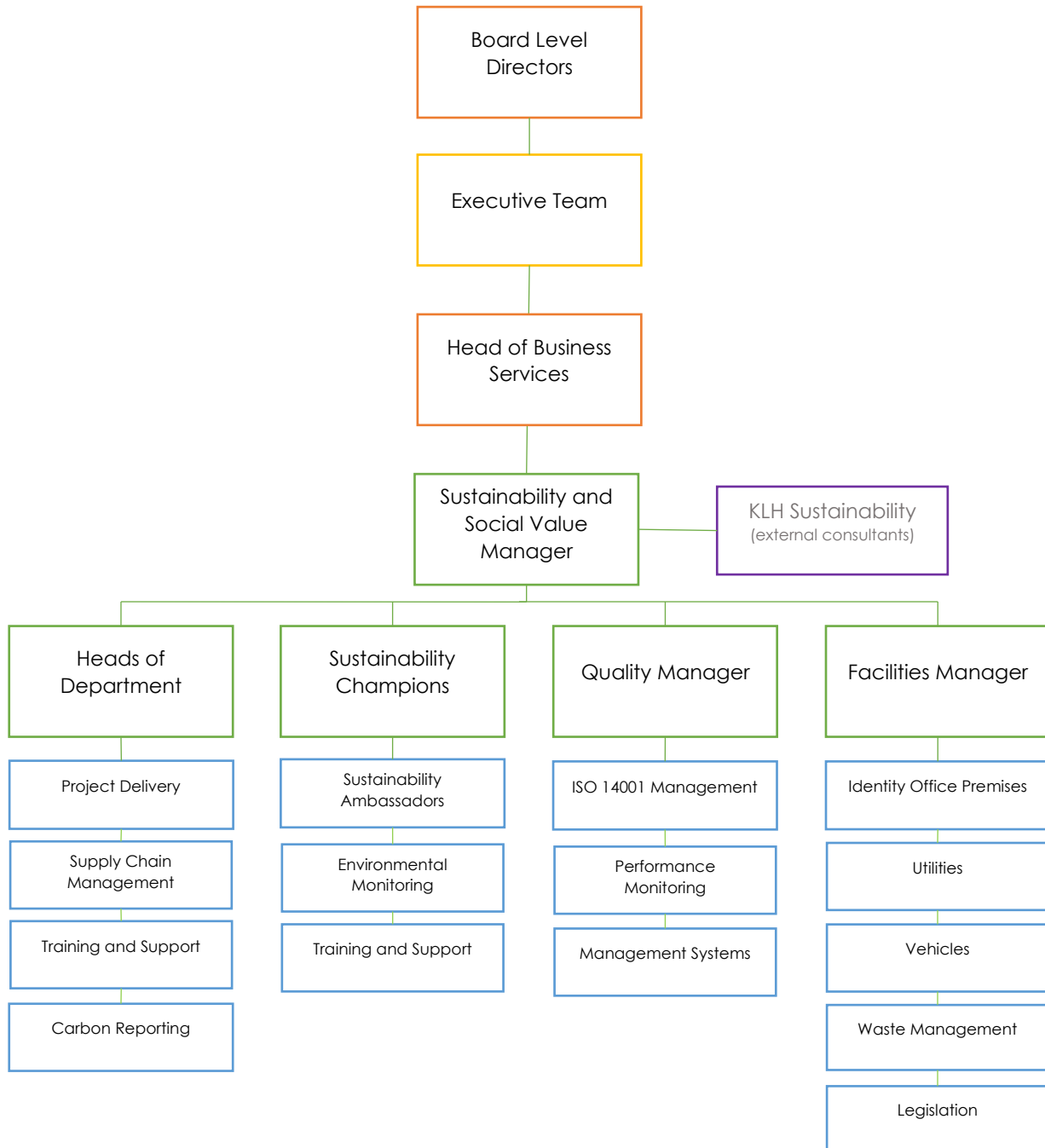


*All Identity employees, freelancers, contractors, suppliers, volunteers, and other project team members are responsible for being cognisant of the information and guidance in this policy, and for actively championing and implementing our approach, which is detailed below.*



## 1.1 Responsibilities

### Organisational Chart



**Identity's Board of Directors** is formed of Managing Director Michael Gietzen, Operations Director Paul Fitzpatrick, and Director of Live Events, Janet Dodd. Collectively they are responsible for:

- ensuring that adequate financial provisions are made available for the implementation, training and maintenance of sustainability within the workplace
- setting a personal example of commitment to our environmental initiatives required by all employees

- ensuring that best practice is used throughout Identity's business activities
- reviewing Identity's performance against the stated aims outlined in this policy as a standing agenda point on board level meetings
- ensuring government environmental reporting requirements are met

The **Executive Team** are responsible for:

- the implementation, maintenance and review of Identity's Sustainability, Environmental and Social Value policy
- appointing competent assistance to Identity in matters of sustainability
- ensuring that adequate financial provision is made to maintain environmental commitments
- promoting environmental best practices around the offices
- ensuring Identity's Carbon Reduction Plan is monitored and measured
- ensuring government environmental reporting requirements are met

The **Head of Business Services** is responsible for:

- maintaining and monitoring Identity's commitments
- promoting environmental best practices around the offices
- ensuring government environmental reporting requirements are met
- supply chain management
- supporting the Sustainability and Social Value Manager, Quality Manager and Facilities Manager ensuring environmental requirements are met
- liaising with external sustainability consultants

The **Sustainability and Social Value Manager** is responsible for:

- maintaining and monitoring Identity's commitments
- carbon footprinting of Identity's Scope 1, 2 and 3 emissions
- maintaining Identity's Carbon Reduction Plan
- maintaining the sustainability reporting tool (Tracker Plus)
- annual reporting for Science Based Targets
- ensuring all staff involved in the planning and delivery of client projects are adequately implementing sustainability best practices
- promoting environmental best practices around the offices
- supporting client and project facing departments when approaching sustainability
- chairing and managing the monthly meeting with the Sustainability Champions
- knowledge sharing and upskilling the Sustainability Champions
- support with government environmental reporting requirements
- liaising with external sustainability consultants

The **Heads of Department** are responsible for:

- ensuring employees are aware of their environmental responsibilities around the offices
- ensuring all client project delivery is managed in line with our Sustainability, Environmental and Social Value policies and any applicable environmental policies from the client
- ensuring all staff involved in the planning and delivery of client projects are adequately trained
- supporting client and project facing departments when approaching sustainability
- promoting environmental best practices around the offices
- ensuring project leads are accurately recording project related emissions
- ensuring we are engaging with suppliers who have sustainable best practices in place



The **Sustainability Champions** are responsible for:

- ensuring employees are aware of their environmental responsibilities around the offices and within projects
- ensuring eco-friendly measures are implemented within their designated departments
- influencing positive change throughout the business
- being a point of contact in their department for any sustainability queries
- working with the Sustainability and Social Value Manager to overcome any conflicts
- working with the Sustainability and Social Value Manager to explore potential initiatives for Identity to get involved in
- liaising with the Sustainability and Social Value Manager

The **Quality Manager** is responsible for:

- ensuring Identity's internal management system meets all of the requirements of ISO 14001
- monitoring the performance of the ISO 14001 and reporting to the Heads of Department on change of scope and improvements required
- overall responsibility for the implementation of ISO 14001 within the internal management system
- liaising with Interested Parties and performance monitoring
- promoting environmental best practices around the offices

The **Facilities Manager** is responsible for:

- ensuring employees are aware of their environmental responsibilities
- ensuring eco-friendly measures are implemented around the offices
- managing proper waste management
- promoting environmental best practices around the offices
- ensuring that all staff members are aware of the various waste management points around the offices
- management of company cars
- management of utility usage
- ensuring that adequate precautions are taken when dealing with any hazardous waste
- ensuring office practices adhere to ISO 14001 requirements
- liaising with the Sustainability and Social Value Manager

## 2. Strategy

Identity's approach to environmental management is driven by our overall commitment to the social and ethical principles. These principles are listed below and are detailed in our Sustainability Policy.

1. Actively manage the impact of our business on the environment and on communities where Identity-run projects take place.
2. Encourage more sustainable behaviour.
3. Drive sustainable progress within our supply chain.
4. Ensure economic benefit and supply chain resilience through responsible procurement practices.
5. Ensure a safe and secure atmosphere at our offices, project sites and all other physical and virtual locations where Identity business takes place.
6. Encourage an inclusive events industry that is accessible to all.

We ensure that our own strategic approach to environmental issues is aligned with global and national initiatives to tackle climate change.

Our strategy is reflected in our commitment to the principles of the [UN Global Compact](#).

We are a signatory for the UN Climate Neutral Now declaration and have embedded the UN Sustainable Development Goals into our operations and delivery of services.

In addition, Identity is a member of both the Sustainable Event Alliance and Isla: a non-profit, cross-sector event industry initiative with the core aim of accelerating transition to a sustainable, climate-neutral future.

Our practices are aligned with the UK's Greening Government Commitments, and we actively support the Government's 25-Year Environmental Plan.

We apply our robust ISO 14001 environmental management system to all events we deliver.

We are signed up to Science Based Targets and we are committed to reducing our Scope 1 and 2 emissions by 50% by 2030 and achieving Net Zero by 2050.

Our strategy is to review our services and collaborate with our suppliers and clients to ensure that adverse impacts are managed, minimised or eliminated and that our activities continue to comply with environmental legislation and regulations.



### 3. Process

We deliver our strategy and objectives through the following set of commitments:

1. Establish standards and management procedures to ensure that all the requirements of relevant environmental legislation and regulations are met and that, where practically possible, the environmental requirements of our clients are met.
2. Set regular objectives and targets to minimise our negative environmental impacts, measure performance against the objectives, and review objectives and targets to ensure continuous improvement in our performance.
3. Raise environmental lifecycle awareness by seeking to reduce consumption of materials in all our operations, reuse rather than dispose wherever possible, and promote recycling and the use of recycled materials.
4. Aim to achieve energy efficiency in offices and our use of vehicles.
5. If applicable to Identity's activities at any time, establish procedures for minimising the occurrence of, and mitigating the impacts of, environmental incidents to prevent pollution and nuisance.
6. Reduce, wherever practicable, the level of harmful emissions from any Identity and supply chain activity.
7. Ensure awareness of environmental issues within the company through ongoing training.
8. Ensure that any waste materials are dealt with appropriately.
9. Engage employees, suppliers, clients, stakeholders, consultants and, where relevant, local residents and public authorities in conversation about the environment, through a spirit of open dialogue and proactive involvement.
10. Publish and share this Environmental Policy in appropriate ways, including making it available to the general public, to confirm commitment to the activities included in it and to invite dialogue.
11. Commit to identifying and allocating the resources necessary to implement this policy and our environmental management system fully and successfully.
12. Review the policy, at least every twelve months, as part of the annual management review.
13. Review the policy on an ad-hoc basis in response to any circumstances, such as an environmental incident, significant change in Company activities, response to client requirements etc, which would necessitate its review.



## 4. Summary

Through the implementation of this Environmental Policy, Identity will be an industry-leader in protecting and improving the environment by minimising the negative environmental impacts of our business activities and engaging in wider policy and conversations connected to the fight against climate change.

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