

Carbon Reduction Plan

Identity's Journey to Net Zero

An Introduction from our CEO

It is no secret that now more than ever the events sector needs to pay closer attention to the impact it has on the environment and local communities.

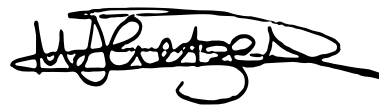
For example, the negative carbon footprint that comes with the travel associated with any event, the materials used that can end up in landfill, and the energy needed to turn a basic venue into a platform for audience engagement.

At Identity, we firmly acknowledge this detrimental impact and remain committed to inspiring positive change. As a global, live events agency with a 20+ year pedigree in the delivery of major, high-profile events, we are on a mission to reduce that impact as much as possible – without compromising those memorable moments inspired by our clients' events.

As with the wider events industry, Identity has made significant progress over the last two decades as we continue on our own sustainability journey. In the past 3 years alone, we have implemented many initiatives to help Identity achieve its goal of being Net Zero by 2050. A carbon reduction plan that helps support our overall ESG strategy to ensure we are doing what we can to leave a positive legacy.

But there is still more that can be done, and it is crucial we continue re-imagining our approach to the design and execution of events in order to reduce their carbon footprint. At Identity, we believe that collaboration is the key to achieving this goal. Climate change is a challenge that impacts all of us, and it is vital we must come together as an industry and share new methods and best practices.

Learning from each other is crucial for reaching this common goal. Identity does not claim to have all the solutions as yet, but we are fully prepared to accept a role as leader with the intention of promoting a more sustainable industry.



Michael Gietzen
Managing Director



“Climate change is a global problem. The planet is warming because of the growing level of greenhouse gas emissions from human activity. If this trend continues, truly catastrophic consequences are likely to ensue from rising sea levels to reduced water availability, to more heat waves and fires”

Malcolm Turnbull.
Politician



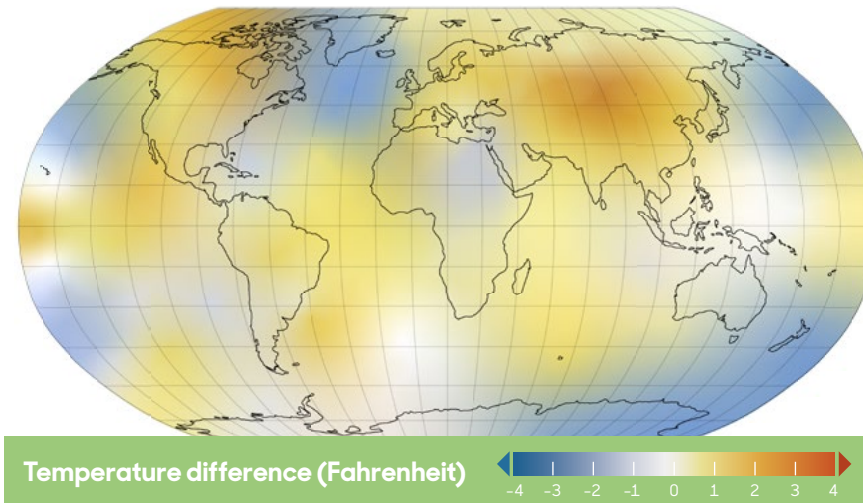
What is climate change?

By way of high-level definition, climate change is a long-term process that contributes to the alteration of global temperatures and weather patterns. Caused predominantly by human activity, climate change results from the release of greenhouse gases into the atmosphere.

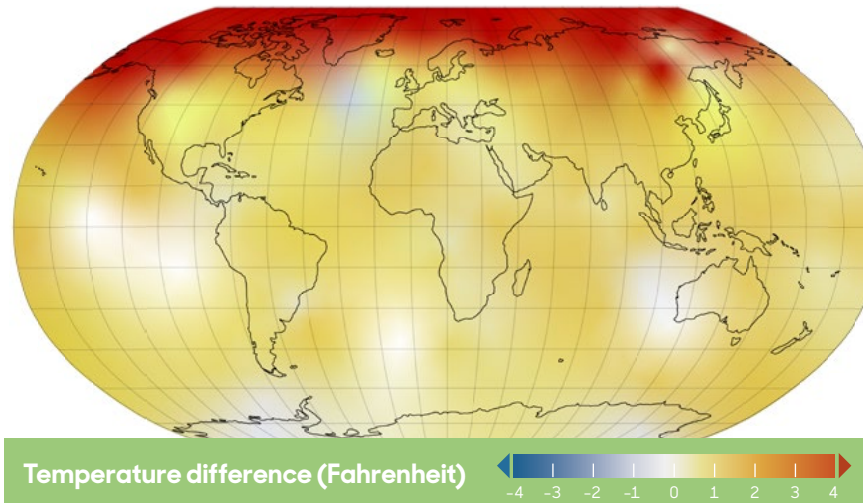
In turn, these gases trap heat from the sun's rays inside the Earth's atmosphere causing the average temperature of the planet to rise. The results can range from less predictable weather patterns to hurricanes, floods, draughts, rising sea levels, and frequent severe storms.

How do we play our part?

As the data highlights, radical change is needed to reverse centuries of activity that collectively has contributed to the build-up of greenhouse gases in our environment. Action that is demanded of every individual, business, and organisation to reduce this negative impact on the planet. Where the emphasis is placed on cutting the use of fossil fuels, and decreasing our combined carbon footprints to help minimise the amount of harmful greenhouse gas emissions that humanity generates.



The Earth's global temperature 1995



The Earth's global temperature 2021

Data source: NASA/GISS



"Climate change is the environmental challenge of this generation, and it is imperative that we act before it's too late."

John Delaney,
Politician



Sustainability in the events industry

When it comes to climate change, there are three primary types of carbon associated with events that the industry needs to actively mitigate:



1: Embodied carbon

The energy and materials used to manufacture, transport and install event infrastructure



2: Operational carbon

The energy and water consumed in the operational delivery of an event



3: Business operations carbon

The energy consumed in office buildings, business travel and employee commuting

The challenge

The UK events industry is worth over £42.3 billion to the UK economy in terms of direct spend by event delegates, attendees and organisers. A number that is rising consistently each year as the industry continues to grow (Ashwin, 2019).

As for what an event actually is, the broad definition is any public gathering of people at a determined time and place. As a result, the industry encompasses a wide variety of experiences including conferences, meetings, exhibitions, incentive travel, corporate hospitality, corporate events, sporting and music events, festivals and cultural events. In addition, the past few years have also witnessed a growing interest in virtual and hybrid events.

Where we are in the journey

Sustainability has been a hot topic in the events sector for at least the last decade, with many initiatives being undertaken to help inspire greater sustainability – and reduce carbon footprints. Progress continues to gather momentum, with good progress being made to minimise the levels of embodied and operational carbon involved. The bigger challenge comes in the form of business operations carbon, which is where the majority of emissions generated by events actually fall. Here, improvements are taking longer to realise due to the varied nature of the industry, and a lack of supply chain standardisation.

Ashwin, C., 2019. Introduction To The UK Event Industry In Numbers. [online] LinkedIn.com. Available at: <<https://www.linkedin.com/pulse/introduction-uk-event-industry-numbers-cameron-ashwin/>> [Accessed 22 September 2022].

How is Identity playing its part?

Recognising that the UK events industry will achieve more by working in close collaboration with partners, suppliers, clients, and competitors, Identity is utilising our position of leadership in the field of event sustainability in order to:

- Accurately track carbon emissions from embodied and operational carbon using the carbon tracking tool, Tracker +
- 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 emissions generated by business operations
- Share best practice with clients, competitors, and supply chain partners to replicate success across the industry



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"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,
Entrepreneur

Practical areas where we are already delivering a positive long-term impact:

Travel and transport

Need: reduce overall travel commitments

Response:

- Manage the demand for employee commuting
- Create an electric company fleet of vehicles
- Consolidate equipment transport per event
- Mandate the use of electric vehicles or bio-diesel within our supply chain
- Educate clients on low-carbon delegate travel



Energy use

Need: support the use of sustainable, energy-efficient venues

Response:

- Introduce a moratorium on diesel power generation
- Work with venues to drive the adoption of green-energy tariffs
- Switch to renewable energy in our offices



Circular design and waste management

Need: Implement a robust and sustainable waste management plan

Response:

- Adopt design principles on projects to minimise bespoke construction
- Use hired equipment and design to stock sizes, while also redistributing event material and items to local charities and community groups to reduce the amount of landfill waste



Local sourcing

Need: partner with sustainable, waste-free suppliers

Response:

- Locally source equipment and event crews whenever possible to reduce travel and transport requirements
- Work with catering partners to ensure ingredients are seasonal and locally sourced - including a variety of plant-based options



Monitoring and measuring

Need: provide detailed insights into the carbon footprint of every event

Response:

- Use Identity's Tracker + application to understand in detail the carbon footprint of individual activities
- Identify and implement more sustainable options, and standardise procedures
- Continuous improvement



Areas of focus for our events

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/virtual meetings and staff commuting.

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 to **redesign** and **rethink** how we can minimise the quantities of materials utilised and drive change towards a more circular economy.

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 **reused** then **recycled** wherever possible and that no waste goes to landfill from our projects.

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.



Travel and transport

- Consolidate equipment transport to maximise loads and minimise journeys
- **Refuse** the use of diesel and use HVO (Hydrotreated Vegetable Oil) biodiesel to **reduce** emissions until EV transport is readily available
- Use of EV on event sites where possible
- Mandate use of public transport for event crew
- Choosing a venue which has optimum public transport links



Embodied carbon

- Track embodied carbon used throughout supply chain and account for it in our reduction plan
- Use this data to inform continuous improvement for future events



Waste management

- 100% diversion from landfill for all events
- Measure waste produced and work with supply chain on this to improve waste management processes
- **Repurpose** items and materials where possible



Energy use

- **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

Identity's journey to Net Zero by 2050

Our carbon reduction initiatives are in place to help significantly reduce Scope 3 emissions. As a result, Identity is in a position to continually expand our efforts aimed at minimising the carbon footprint of every event – a journey we started in 2012:

<p>2017 Installation of Masternaut in the company's fleet, with staff receiving eco-friendly driving classes</p> 	<p>2020 Collaborated with Plastic Free Eastbourne and adopted a beach, to help ensure our local environment is clean and to reduce the waste ending up in the sea</p> 	<p>2021 Signed up to SBTi with a commitment to achieve Net Zero by 2050</p> 	<p>2021 Development of the Tracker + application for carbon tracking</p> 	<p>2021 Became members of isla and elected to have a voice on the Advisory Board</p> 	<p>2022 Upskilling of designated Sustainability Subject Matter Experts within the business</p> <p>2022 Achieved 100% diverted waste to landfill at our offices and warehouses</p>	<p>2030 Implemented a policy where all suppliers now need to be signed up to SBTi or achieve the maximum possible rating of our supplier engagement programme</p> 
 <p>2012 Mandated the use of sustainable materials in delivery of print projects, including wood, paper, ink and plastic</p>	<p>2020 Identity switched to green energy in our main office</p>   <p>2020 ISO14001 certification achieved</p>	 <p>2021 Replaced diesel fleet with electric and hybrid vehicles</p>	 <p>2021 Delivery of COP26 – a new approach to the design and delivery of a major international event</p>	 <p>2022 Awarded Sustainability Pioneer of the Year by Conference News Agency Awards</p>	 <p>2025 Developed a supplier engagement programme to use with current and future suppliers</p>	<p>2030 50% reduction in Scope 1 and 2 emissions</p> <p>2050 Net Zero achieved</p>

Scope 1, 2 & 3 emissions

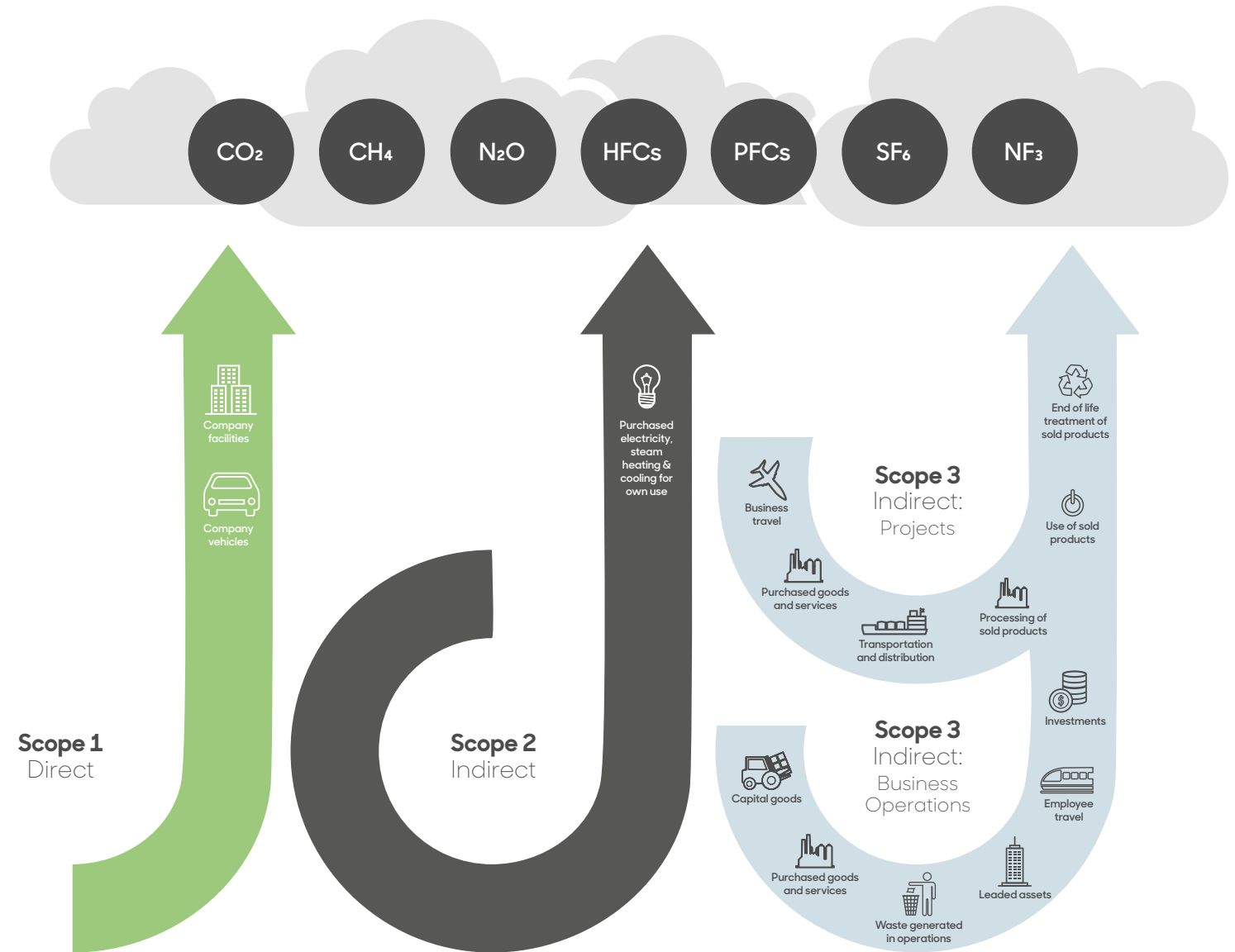
Greenhouse gas emissions are categorised into three groups or 'Scopes' by the most widely used international accounting standard, the Greenhouse gas (GHG) Protocol.

- **Scope 1** covers direct emissions from owned or controlled sources (fuel combustion, company vehicles etc.)
- **Scope 2** covers indirect emissions from the generation of purchased electricity, steam, heating and cooling consumed by the reporting company
- **Scope 3** includes all other indirect emissions that occur in a company's value chain

Under the SBTi (Science-Based Targets initiative), Identity has committed to reducing our Scope 1 and Scope 2 greenhouse gas (GHG) emissions by 50% by 2030 from a 2018 baseline year - and to be Net Zero by 2050.

Tracking Scope 3 emissions

As part of our commitment to achieving Net Zero by 2050, we have partnered with Southfacing to develop their carbon tracking tool, Tracker+. This tool has been used for many years in the construction industry. This innovation has provided us with a single reporting tool for all our events and our offices to help us accurately track our Scope 1, 2 and 3 emissions.



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 Scope 3 emissions. Since 2021 however, Identity has invested in a full time Sustainability Manager to ensure our sustainability commitment is driven forward through a coordinated approach across all our business activities. We have also formed relationships with expert environmental consultants to help with our annual carbon reporting. Our baseline year is September 2020 to August 2021, as this is the period in which we have the most accurate data for 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>	<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>

September 2021 to August 2022

Reporting year

<p>Scope 1</p>	<p>Vehicle and fuel consumption emissions</p> <p>504.52 tCO2e</p>	<p>The events industry took a big hit due to the COVID-19 pandemic, but things seem to be picking up again as live events are now making a comeback. We have included our Scope 1, 2 and 3 emissions for business operations and the events which used the Tracker + tool, however many of our other events did not have their emissions monitored. To account for these, our environmental consultants have estimated their emissions using a carbon factor they developed based on spend and the emissions data we have for our recent events, including COP26.</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 2021. 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>21.55 tCO2e</p>					
<p>Scope 3</p>	<p>Upstream transportation and distribution</p> <p>860.69 tCO2e</p>	<p>Downstream transportation and distribution*</p> <p><small>*Identity does not have any downstream transport activity.</small></p>	<p>Waste</p> <p>25.64 tCO2e</p>	<p>Business travel</p> <p>13.79 tCO2e</p>	<p>Employee commuting</p> <p>817.79 tCO2e</p>	<p>Carbon footprint for reporting period</p> <p>2275.51 tCO2e</p>

5 year targets

Continuing our progress to achieving Net Zero

<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>Scope 2</p>	<p>Electricity use emissions</p> <p>21% reduction</p>	<p>We have committed to reduce our Scope 1 and 2 emissions by 50% by 2030, which is in line with the 1.5°C climate change scenario. 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.</p> <p>For Scope 3 emissions, our target is yet to be formulated but will be consistent with the SBTi's latest guidance. 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 in the near-term and 90% in the long-term) and/or:</p> <p>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 12.5% for the relevant categories included in the target. If we set economic intensity targets for near-term targets, they will comprise a minimum 7% year-on-year reduction; for long-term targets, the minimum reduction will be an overall 97% reduction.</p> <p>We project that Identity's total carbon emissions will decrease over the next five years to 1460 tCO₂e (scope 1+2+3) by 2026 – a reduction of 15%. 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 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>12.5% reduction</p>

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



Michael Gietzen



Janet Dodd



Paul Fitzpatrick



Simon Dunnell

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"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,
Environmental Activist