



Mission Statement

Our mission is to create unforgettable events that bring people together while keeping the needs of our clients, employees, suppliers, and local communities at the heart of what we do.

We are committed to delivering events in the most sustainable way possible through ongoing research into best practices, raising awareness of clients and suppliers, and enabling them to enhance their own sustainability performance. We aim to lead by example and help drive positive change across the events industry.

We actively work to minimise the environmental impact of our operations, particularly travel-related emissions, and we hold ourselves and our supply chain to high standards when it comes to sustainability, safety, and ethical working conditions.

Sustainable Development Policy

We firmly believe that by embedding sustainability into our operations, we can make a meaningful and positive contribution to the world. To this end, we embrace the sustainable development principles of integrity, inclusivity, stewardship, and transparency.

To support us in this journey, we have also implemented a sustainability in events management system aligned with ISO 20121:2024, covering every aspect of an event, from the definition of the strategy to the sourcing the venue, the managing the logistics, the creation of content, the building of immersive digital experiences and the handling of all AV production, in the United Kingdom and internationally.

Our goal is to deliver events where sustainability is a central consideration in every decision, specifically aiming at achieving the following objectives:

Environment:

- Reduce the consumption of resources in our office activities (10% of electricity and 30% of paper by until the end of 2026).
- Reduce the greenhouse gas emissions by 15% in our office by the end of 2026 and achieve overall carbon neutrality by 2030.
- Encourage clients to seek the best location for events that will have the lowest impact in terms of carbon emissions related to travel.



- Work with vendors who offer eco-friendly products and services and encourage clients and participants to opt for sustainable alternatives.
- Work with venues to provide locally sourced food and offer plant-based menus to clients.
- Prioritise the use of reusable items such as furniture, equipment, lanyards, display materials, cutlery, plates and cups.

People:

- Foster the health and wellbeing of our people and subcontractors, with the aim of keeping our track record of zero serious accidents and have a happy and healthy workforce.
- Train and communicate with our team and freelancers to ensure they continually act with sustainability at the core of their event planning, integrating at least one sustainable solution in all events organised.
- Ensure our whole agency is aware of the work we are doing and extend this to our clients and other industry stakeholders, to drive positive and lasting change across the sector.
- Be a positive force for the local community, giving back to society through regular donations, encouraging our employees to do volunteer work and offering quality CSR engagement for guests at events.
- Support our clients to offer inclusive events, catering for those with physical and sensory disabilities, who are neurodiverse and who live with long-term health conditions.

Governance:

- Procure responsibly at least 50% of goods and services (office, and items for events), respecting recognised environmental, social and ethical requirements, and always behaving with integrity and fairness.
- Work with suppliers and project partners to influence wider supply chain uptake of sustainability practices.
- Listen to the needs and expectations of stakeholders and take them into consideration in our management system.
- Share all good practices with our clients and other stakeholders to catalyse change in the events sector.
- Regularly revise these objectives to attain the continual improvement of our sustainability performance.

We commit to comply with all applicable legal and other requirements and to maintain a process of reviewing our performance annually to identify successes and improvements and informing changes to the strategy.

This Policy is reviewed annually, as part of the wider management system review, to ensure its still appropriate and relevant to our context. It is



communicated to all staff and freelancers and made available to the public, through our website.

Authorised by: *Sandra Hennessy*

Approved by: *[Signature]*

Date: 1 July 2025