

Carbon Reduction Plan

Supplier name: Identity Event Management Ltd

Publication date: 16/10/2023

Commitment to achieving Net Zero

Identity Event Management Ltd is committed to achieving Net Zero emissions by 2050.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: September 2020 to August 2021	
Additional Details relating to the Baseline Emissions calculations.	
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 dedicated Sustainability Coordinator 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.	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	1243 tCO ₂ e
Scope 2	57 tCO ₂ e
Scope 3 (Included Sources)	417 tCO ₂ e Upstream Transportation & Distribution: 88 tCO ₂ e Downstream Transportation & Distribution: Identity does not have any downstream activity. Waste: 70 tCO ₂ e Business Travel: 214 tCO ₂ e Employee Commuting: 45 tCO ₂ e
Total Emissions	1717 tCO₂e

Current Emissions Reporting

Reporting Year: September 2022 to August 2023	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	14 tCO ₂ e
Scope 2	16 tCO ₂ e (Market-Based)
Scope 3	5151 tCO ₂ e Upstream Transportation & Distribution: 3905 tCO ₂ e Downstream Transportation & Distribution: Identity does not have any downstream activity. Waste: 2 tCO ₂ e Business Travel: 1195 tCO ₂ e Employee Commuting: 49 tCO ₂ e
Total Emissions	5181 tCO₂e Market-Based

Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets:

- We have committed to reduce our Scope 1 and 2 emissions 50% by 2030, which is in line with the 1.5°C climate change scenario. We have already achieved this by eliminating the use of diesel generators and with a further year on year reduction of 15%, we will achieve a 99% reduction on our baseline year by 2030.
- 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:
 - **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.

Our Scope 3 emissions have increased since last year because we have been able to account for a wider range of emissions associated with our events. Guidance for the events sector recommends including the emissions generated by attendees travelling to our events, energy use during the events and, potentially, the emissions associated with waste generation in our Scope 3 reporting.

To this end, we have initiated data collection for these activities. We have also delivered a growing number of large-scale events in the wake of the pandemic, notably the Kings Coronation. We expect our Scope 3 emissions to increase as our data collection capacity builds and our future targets will reflect this.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

Identity has undertaken a range of environmental management measures and projects.

Since 2019, we have:

- achieved and implement ongoing maintenance of ISO 14001 certification
- committed to carbon accounting methods aligned with SBTi
- committed to reducing Scope 1 and 2 GHG emissions by 50% in 2030 and achieving Net Zero GHG emissions by 2050 for our Scope 3 emissions resulting from business operations and event deliveries
- invested in a full-time Sustainability Coordinator whose responsibilities include monitoring and reporting on our carbon footprint
- formed partnerships with expert sustainability consultants
- developed a sustainability and environmental policy to use across the business
- decommissioned many of our petrol/diesel vehicles and switched to electric and hybrid
- use green energy at our new London office
- implemented event industry carbon & waste measurement platform TRACE for all event related data tracking
- participated in event industry sustainability collaboration projects, such as speaking engagements sharing learnings, panel discussions, working groups and workshops
- included sustainability objectives into all staff full time job descriptions

As an industry leader working with an extensive supply chain, Identity is committed to ensuring our suppliers meet high standards for sustainability. We have therefore set the following supplier engagement targets:

- By 2025, all of Identity's current and potential suppliers for our events will be vetted through our supplier engagement programme. They will be required to report on the specific measures they are taking to reduce their environmental impact including in relation to carbon, energy and water. All suppliers will need to achieve at least the minimum target score to be approved as a supply chain partner.
- By 2030, all suppliers for our events will need to have science-based targets or achieve the maximum possible rating of our supplier engagement programme.

Identity will set quantitative Scope 3 intensity targets (in tCO₂e/£100k) for suppliers once our Scope 3 emissions baseline is established.

In addition to the measures outlined above, Identity's targets are that we will:

- have a 100% fully electric fleet of cars by 2030
- implement robust processes to ensure no waste from any of our projects goes to landfill
- reduce emissions from business travel 50% by 2030
- reduce emissions from energy usage from staff working from home 50% by 2030
- reduce Amazon orders 50% by 2030
- reduce emissions from energy usage at our offices 50% by 2030
- reduce company vehicle diesel usage 100% by 2030

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard⁷ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting⁸.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard⁹.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the Supplier:

A handwritten signature in black ink, appearing to be a stylized name, possibly 'R. [unclear]', written over a horizontal line.

Date: 19 October 2023

⁷ <https://ghgprotocol.org/corporate-standard>

⁸ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁹ <https://ghgprotocol.org/standards/scope-3-standard>