

Carbon Reduction Plan

Supplier name: Identity Events Management Ltd

Publication date: 12/06/24

Commitment to achieving Net Zero

Identity Events 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.

EMISSIONS (tCO ₂ e)	TOTAL
Scope 1	1243
Scope 2	57
Scope 3 (Included Sources)	417
Upstream Transportation & Distribution:	88
Downstream Transportation & Distribution:	N/A
Waste:	70
Business Travel:	214
Employee Commuting:	45
TOTAL EMISSIONS (tCO₂e)	1717

Current Emissions Reporting

Reporting Year: September 2024 to February 2024	
This emissions period is 6-month to provide interim emissions while the reporting period is updated to a February to March 12-month period. There have been no significant structural changes made to warrant a full retrospective recalculation.	
EMISSIONS (tCO ₂ e)	TOTAL
Scope 1	16.51
Scope 2	29.89
Scope 3 (Included Sources)	4992.65.2
	Upstream Transportation & Distribution: 663.05
	Downstream Transportation & Distribution: 4255.15
	Waste: 0.2
	Business Travel: 64.97
Employee Commuting: 9.28	
TOTAL EMISSIONS (tCO₂e)	5039

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 14%, we will achieve a 99% reduction from our current emissions 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 period – as evidenced by higher emissions over this 6-month period than the previous 12-month period. This is because we have been able to account for a wider range of emissions associated with our events. Identity will be aiming to continue to increase reporting for all events including carbon and waste emissions. 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 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 maintained ISO 14001 certification
- Implemented robust processes to prevent waste from our projects going to landfill
- Signed up to SBTi 1.5°C pathway to reduce our carbon emissions by 50% by 2030
- 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
- Implemented a sustainability and environmental policy to use across the business which references to our Sustainability Management Plan and Objectives
- Reduced company car fleet to a single hybrid vehicle in 2023. In 2024, there will be no fleet cars, retaining only 2 essential company vans with further review on both fleet size and fuel type for business needs in 2025 onwards
- A full time Head of HSSE provides the role of Sustainability Lead whose responsibilities include monitoring and reporting on our carbon footprint, and who is supported by specialist sustainability consultants at both corporate and project level
- Switched to green energy (renewable tariff) within all of the UK offices
- Switched to isla's TRACE carbon tracking tool for our event delivery and office / warehouse support activities
- Participated in event industry sustainability collaboration projects, such as sharing learnings, working groups and workshops

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 must achieve at least the minimum target score to be approved as a supply chain partner. Identity's supply chain engagement programme will categorise suppliers on the basis of a range of criteria, including sustainability, to assist Identity in supplier selection process. 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 end of 2025, all suppliers will have been evaluated through the Supplier Engagement Programme and must meet at least the Bronze standard
- By end of 2030, all suppliers will need to have established science-based targets or achieved Gold standard
- 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:

- Support client and project teams to achieve ISO 20121 certification for specified events in 2024 and beyond
- Continue to implement robust processes to prevent waste from our projects going 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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

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:



Date: 27 June 2024

Paul Fitzpatrick, Chief Operating Officer

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

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