

Sustainability Policy

Identity Event Management Ltd (UK)
Identity Event Management LLC (Middle East)

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1. Statement of Intent

Identity is committed to being a leader in the delivery of exemplary, world-class sustainable events, through the management of the environmental, social and economic impact of the work we do. Identity is committed to being a responsible business and recognises that our activities can have both positive and negative impacts. We have developed best practices to the highest of standards with consideration of ESG, environment, social, governance – driving our approach to promote behaviours that contribute to creating positive change.

This policy sets out our commitments to our clients, communities, employees and supply chain to provide a supportive environment with opportunities for all to be a force for good.

By implementing this Sustainability Policy, Identity will maintain our excellent environmental, social and economic performance, deliver continuous improvement, ensure our supply chain support us in our ambitions and add value to our clients, communities and people.

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2. Strategy and Values

Our approach to sustainable delivery is informed by our guiding principles:

- Actively manage the impact of our business on the environment and in communities where Identity-run projects take place
- Encourage more sustainable behaviours
- Drive sustainable progress within our supply chain
- Ensure economic benefit and supply chain resilience through responsible procurement practices
- Ensure a safe and secure atmosphere at our offices, project sites and all other physical and virtual locations where Identity business takes place
- Celebrate diversity and act responsibly, producing inclusive, accessible, sustainable events that deliver social value for local communities and for the betterment of our industry

These guiding principles drive our decision making, actions and behaviours to ensure we function responsibly and sustainably for our clients; for the communities in which we live and work; for our supply chain and the wider events industry and for our people.

Our Strategic Goals:

Continue our journey to be a driving force behind sustainable events and social value inspiring the events industry's leaders

- Firmly establish ourselves as an industry leader, with **ambition**
- Share best practices and learnings with clients, competitors and suppliers through effective **collaboration**
- Give our clients **assurance** by publishing our report, commitments and pledges
- Measure and track our **impact**, striving for continuous improvement
- Communicate our success stories showcasing our **action**

Our Sustainability Promise:

We will meet our stakeholders wherever they are on the sustainability journey, working in step to maximise positive impact: to protect our environment, nurture our people and secure our future.

Our Company Values:

We are CHAMPIONS for Sustainability

- We view our decisions through the lens of environmental sustainability
- We drive legacy to help benefit the local communities in which we operate
- We create opportunities for others to show their amazing potential

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3. Philosophy

Identity's Sustainability Philosophy brings our guiding principles to life, and demonstrates our approach for maintaining and where possible, improving the company's performance in minimising environmental impacts, delivering social value and safeguarding the future of the industry.

AMBITION



We are the go-to agency, whatever the challenge, whatever the ambition

- **Measurement and Monitoring** of both our environmental and social impact ensures continuous improvement and enables us to track, analyse, report, review and share valuable insights.
- **Create opportunities** both at home and where our events take place. We provide mentoring and work experience with educational institutions and project internships to provide a positive influence on the next generation of industry professionals and the local communities.

ASSURANCE



We bring experience, robustness, rigour – our delivery is assured

- **Robust Project Delivery Framework** with sustainability woven in at every step in the process and supporting documentation and workflows. This ensures consistent best practice, quality assurance and agility.
- **Governance & Accreditations** which include ISO 14001 (Environmental Management System) certification, as well as our ongoing compliance with Science Based Targets Initiative. We publish an annual public facing Carbon Reduction Plan aligned to UN Sustainability Development Goals that reports on our performance and progress towards achieving our goals.

ACTION



We lead the way, accelerating innovation and acting responsibly

- **Responsible procurement** via our Responsible Procurement Policy and Supplier Engagement Programme cascading our operating principles to ensure that Identity and its suppliers act responsibly when purchasing goods and services.
- **Supply chain resilience** by continuously reviewing our Preferred Supplier List we ensure we are working with a diverse range of suppliers, allowing us to increase best practice across a wider footprint, whilst prioritising local organisations and SMEs.
- **Promoting ethical sourcing practices** by abiding by the principles of the Ethical Trading Initiative Base Code. We include the prevention of money laundering, conflicts of interest, fraud, bribery, and corruption and unauthorised access to

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personal and business information. We actively promote continuous improvement, and work with suppliers to improve performance.

- **Embedding fair employment practices** with transparent relationships with our employees, based on respect and treating each other fairly. We ensure our working conditions meet the standards of the International Labour Organisation, the Universal Declaration of Human Rights, Ethical Trading and Real Living Wage.
- **Promoting equality, diversity and inclusivity** ensuring our procurement process and recruitment process is transparent, fair, uncomplicated and open to all. We facilitate free-flowing communication via our staff forums and cross-departmental Steering Groups. We are members of schemes such as Disability Confident and Armed Forces Covenant and adhere to Attitude is Everything's Charter of Best Practice.
- **Physical and mental health and wellbeing** in the workplace with a safety-first approach ensuring we provide all employees, temporary workers, suppliers, contractors and partners with a secure working environment and practices with excellent health, wellbeing, and welfare provisions. We are ISO 45001 (Health and Safety) and ISO 9001 (Quality Management) certified and signed up to the Mental Health at Work commitment.

IMPACT



We create sustainable, socially conscious events with legacy

- **Roadmap to Net Zero** – our commitment to reduce our Scope 1, 2 & 3 emissions 50% by 2030 and achieving Net Zero by 2050; for both our business operations and the events we deliver. Our Carbon Reduction Plan details our activities to achieve these ambitions and is reviewed every year, allowing us to align the results of our data with our activities and targets for the year ahead.
- **Waste Management and Circularity** through our activities, outlined in our Carbon Reduction Plan, we have goals to reduce waste to landfill to zero as well as adopting design/material circularity and product life cycle considerations for both our business operations and the events we deliver.
- **Biodiversity Protection** working with all stakeholders to ensure that we identify, risk assess and manage any potential damages to biodiversity and natural ecosystems by the events we deliver and our business operations.
- **Enhancement of social value** through prioritising local suppliers and SMEs and giving back via Identity staff volunteering initiatives and fundraising for a staff nominated Charity of the Year. We track and report on the impact of the initiatives we have implemented on client projects and across our business.
- **Enabling skills, training and employment** opportunities amongst our employees to upskill with relevant knowledge to support our business and event objectives. We operate structured career paths ensuring that promotions are awarded with the necessary support in place.

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- **Collaboration/Innovation/Storytelling** by engaging with the events industry and wider sectors. We are members of isla and Business in the Community and by participating in sustainability events to share, challenge and learn, keeping abreast of research and innovation to find new ways to enhance our effects, staying ahead of industry trends, and communicating success stories, we can apply key learnings to ensure continuous improvement and continue to forge the path to promote a more sustainable industry.

Regular reviews with all stakeholders such as our clients, employees, local communities, industry peers and our suppliers ensure the activities we undertake are evaluated and updated so that we can continuously improve. This includes updating policy, objectives and implementing best practice.

All Identity employees, freelancers, contractors, suppliers, volunteers and other project team members are responsible for being aware of the information and guidance in this policy and for actively championing our approach.