

Carbon Reduction Plan

Supplier name: Identity Events Management Ltd

Publication date: 15/05/2025, revised 17/09/2025

Commitment to Achieving 'Net Zero'

Identity Events Management Ltd is committed to achieving Net Zero emissions by 2050, with an interim 2030 target of 50% emissions reduction for Scope 1 and 2 emissions.

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.

Identity has set their baseline year for their 'Net Zero' target to the 12-month period from September 2020 to August 2021.

Baseline Carbon Footprint – 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 had not previously had the specific in-house knowledge or dedicated resources to track Scope 3 emissions. Since 2021 however, Identity has invested in dedicated resources to ensure our sustainability commitment is driven forward through a coordinated approach across all our business activities and aligned with other business governance activities including Quality and Health & Safety. 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.

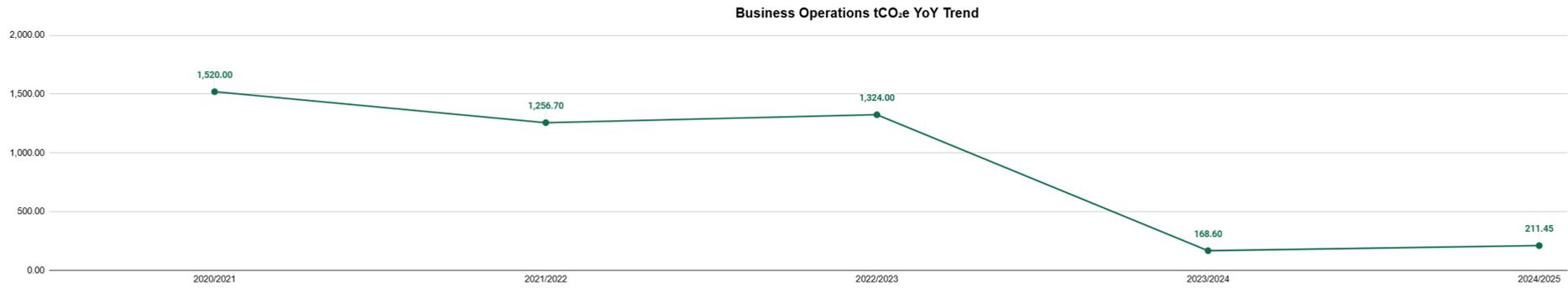
EMISSION SOURCE	EMISSIONS (t CO ₂ e)
Scope 1	1,243 t CO ₂ e
Scope 2	57 t CO ₂ e
Scope 3	417 t CO ₂ e Upstream Transportation & Distribution: 88 t CO ₂ e Downstream Transportation & Distribution: n/a Waste: 70 t CO ₂ e Business Travel: 214 t CO ₂ e Employee Commuting: 45 t CO ₂ e
TOTAL BASELINE EMISSIONS	1,717 t CO₂e

Current Emissions Reporting

For the period March 2024 to February 2025, the emissions associated with Identity and its business operations are as follows:

Carbon Footprint – March 2024 to February 2025	
EMISSION SOURCE	EMISSIONS (t CO ₂ e)
Scope 1	7.2 t CO ₂ e
Scope 2	14.9 t CO ₂ e
Scope 3	189.3 t CO ₂ e Upstream Transportation & Distribution: 77.2 t CO ₂ e Downstream Transportation & Distribution: n/a Waste: 2.2 t CO ₂ e Business Travel: 90.9 t CO ₂ e Employee Commuting: 17.7 t CO ₂ e
TOTAL EMISSIONS	211.5 t CO ₂ e (location-based) 196.6 t CO ₂ e (market-based)
Event Delivery Emissions	7,207.1 t CO ₂ e

Progress to Net Zero



Change to Baseline
-86.1%

Reductions from baseline
1308.6

To 2030 Target
-259.4%

To 2030 Target (tCO₂e)
-548.6

Emissions Reduction Targets

To continue our progress in achieving Net Zero, Identity has adopted the following carbon reduction targets:

- Identity has committed to reduce our Scope 1 and 2 emissions 50% by 2030, in line with the 1.5°C climate change scenario. We have currently achieved this target through eliminating the use of diesel generators, and with an additional 15% YoY reduction, Identity is on track to achieve a 99% reduction on our baseline year by 2030 for market-based emissions.
- Identity has yet to set a Scope 3 emissions target. Guidance for the events sector recommends including within our reporting the following:
 - 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 of 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 the baseline year as Identity has 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 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. Across 2025, we deployed a strategy to collect as much event data as possible, reducing our reliance on emission intensity measurement to estimate their impact. We achieved 100% for event carbon measurements, which now provides us with a complete and detailed view of our Scope 3 impact.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

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

Since 2019, Identity has:

- Achieved and implement ongoing maintenance of ISO 14001 certification.
- Committed to carbon accounting methods, in line with the GHG Protocol, and aligned with SBTi target setting.

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- 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 delivery.
- Invested in a part-time QHSE & Sustainability Coordinator whose responsibilities include collecting data to measure our carbon footprint.
- Formed partnerships with expert sustainability consultants.
- Developed Sustainability and Environmental policies for the business.
- Reduced the number of company-owned vehicles.
- Use of green energy at all premises.
- Implemented event industry carbon and 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.
- Been named as one of the 'Power 30 Most Sustainable Agencies'; an initiative run by event:decision and micebook

Planned Carbon Reduction Initiatives

Scope 3 Baseline & Target Setting

Identity will set quantitative Scope 3 intensity targets (in tCO₂e/£100k) for suppliers once our Scope 3 emissions baseline is established during the financial year covering 2025/2026.

Planned Activities for 2025

As part of the Identity planning and objective setting for 2025, the following initiatives are planned to take place across 2025 to improve emission reduction performance:

- Improve Committee Meetings: Enhance H&S and Sustainability committee effectiveness through regular mandatory meetings with clear agendas and timely minutes.
- Further Embed H&S and Sustainability: Integrate H&S and sustainability requirements into the business framework by documenting processes, updating guidance, training personnel, and clarifying project lead responsibilities.
- Boost H&S and Sustainability information access: Improve employee access to and understanding H&S and Sustainability information and their project-specific responsibilities through standardised communications, accessible online resources, and regular briefings.
- Enhance Internal Communications: Improve internal awareness of Identity's current and planned activities through consistent updates via internal channels.
- Increase Social Value and Sustainability Engagement: Boost staff engagement in social value programs and raise the profile of sustainability efforts by promoting opportunities and communicating successes.

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- Formalise and Promote Sustainability: Establish clear sustainability operational procedures and elevate its profile through new guidelines, handbooks, marketing, supplier engagement, and refreshed volunteer programs.

Additional Ongoing Initiatives

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

- Transition away from fleet vehicles, retaining only warehouse vans.
- 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 006 and associated guidance with reporting standards 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 (where required), 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 Managing Director.

Name: Olivier Vallee

Signed:



Role: Managing Director

Date: September 2025

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>