

Carbon Reduction Plan

Supplier name: Identity Events Management Ltd

Publication date: 18/09/2026

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 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.

EMISSION SOURCE	EMISSIONS (t CO ₂ e)
Scope 1	1,243 tCO ₂ e
Scope 2	57 tCO ₂ e
Scope 3	417 tCO ₂ e Upstream Transportation & Distribution: 88 tCO ₂ e Downstream Transportation & Distribution: n/a Waste: 70 tCO ₂ e Business Travel: 214 tCO ₂ e Employee Commuting: 45 tCO ₂ e
TOTAL BASELINE EMISSIONS	1,717 tCO₂e

Current Emissions Reporting

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

Carbon Footprint – March 2025 to December 2025*	
EMISSION SOURCE	EMISSIONS (tCO ₂ e)
Scope 1	11.8 tCO ₂ e
Scope 2	11.5 tCO ₂ e (location-based) 6.6 tCO ₂ e (market-based)
Scope 3	392.2 tCO ₂ e Purchased Goods and Services: 223.6 tCO ₂ e Capital Goods: 83.6 tCO ₂ e Fuel and Energy Related Activities: 1.2 tCO ₂ e Upstream Transportation & Distribution: 1.1 tCO ₂ e Waste: 2.3 tCO ₂ e Business Travel: 65.7 tCO ₂ e Employee Commuting: 14.7 tCO ₂ e
TOTAL EMISSIONS	415.5 tCO ₂ e (location-based) 410.6 tCO ₂ e (market-based)

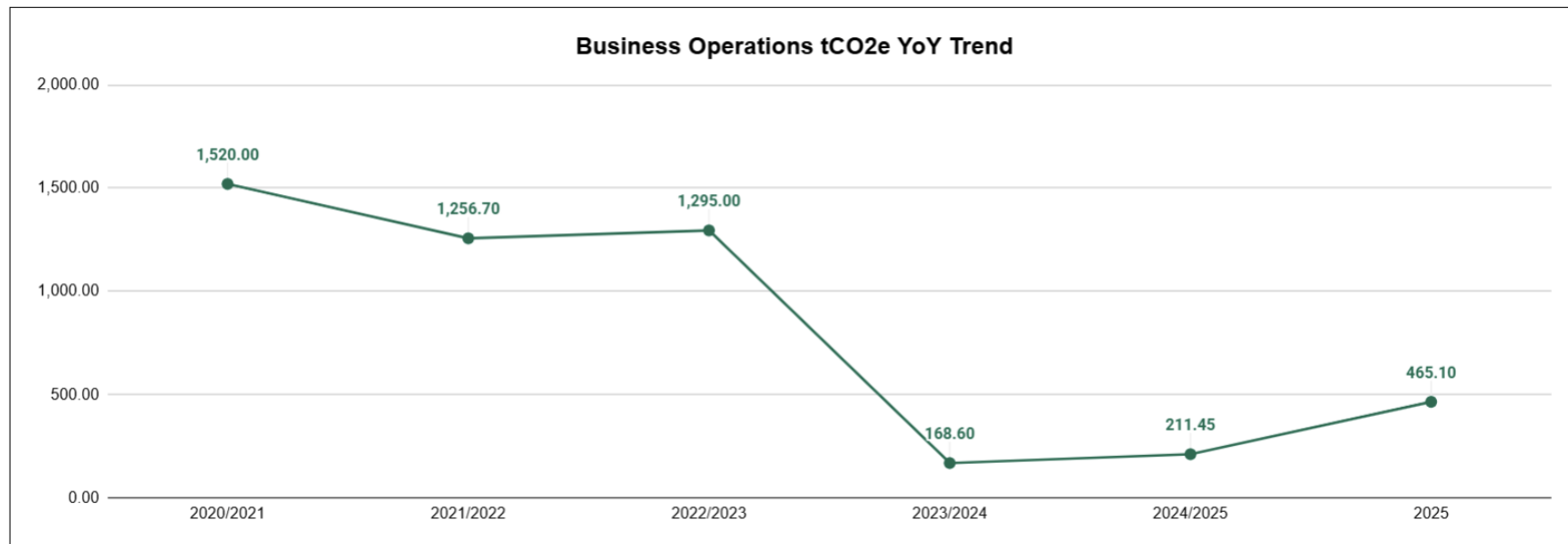
*Current emissions reporting is for the period March 2025 – December 2025. This is due to Identity moving to measuring emissions on a calendar year cycle from 2025. January and February 2025 emissions were included in Identity's FY24/25 PPN. Going forward all emissions reporting will be done on a calendar year cycle.

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 scope 2 emissions.
- Identity is in the process of modelling possible Scope 3 target options such as:
 - A 2.5% minimum year-on-year reduction target of absolute operational 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:
 - A 7% reduction in economic-intensity of operational emissions each year (near-term), leading to a 97% overall reduction in the long-term. Identity may choose to set this target to account for business growth as a result of the integration with Smyle in 2025.

Progress to Net Zero



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

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

Since 2019, Identity has:

- Committed to carbon accounting methods, in line with the GHG Protocol, and aligned with SBTi target setting.
- Committed to reducing Scope 1 and 2 GHG emissions by 50% in 2030 and achieving Net Zero GHG emissions by 2050. We are now aligning with SBTi ongoing requirements to set Scope 3 emission reductions from 2027.
- Invested in a full-time QSHE and Sustainability Manager whose responsibilities include collecting data to measure our carbon footprint.
- Formed partnerships with expert sustainability consultants and business support organisations.
- Developed a sustainability and environmental policy to use across the business.
- Use of green energy at our Eastbourne, Swallows and London offices.
- Transitioned away from fleet vehicles, retaining only warehouse vans.
- 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 training.
- Consolidated office space through the closure of one London office (Albert House).
- Enhanced H&S and Sustainability committee effectiveness through a Sustainability Initiative Group (IMPACT) who meet regularly with clear agendas and action plans.
- Boosted staff engagement in social value programs and raise the profile of sustainability efforts by promoting opportunities and communicating successes.
- Established clear sustainability operational procedures and elevate its profile through new guidelines, handbooks, marketing, supplier engagement, and refreshed volunteer programs.

Planned Carbon Reduction Initiatives

Scope 3 Baseline & Target Setting

Identity will set quantitative Scope 3 intensity targets (in tCO₂e/£1m) for suppliers once our Scope 3 emissions reductions target is established.

Planned Activities for 2026

As part of the Identity planning and objective setting for 2026, the following initiatives are planned to take place across 2026 to improve emission reduction performance:

- Integrate the legacy Smyle team into event reporting to continue to work towards 100% event measurement.
- Achieve EcoVadis certification.
- Continue to integrate QSHE requirements into the business framework by documenting processes, updating guidance, training personnel, and clarifying project lead responsibilities.
- Boost QSHE Info Access & Understanding: Improve employee access to and understanding of QSHE 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.
- Continue to boost staff engagement in social value programs and raise the profile of sustainability efforts following the merger by promoting opportunities and communicating successes.
- Formalise & Promote Sustainability: Establish clear sustainability operational procedures and elevate its profile through new guidelines, handbooks, marketing, supplier engagement, and refreshed volunteer programs.
- Continue to review gas and electricity contracts at offices, switching to renewable electricity tariffs and away from gas where possible. Where a move from natural gas is not possible, we will commit to purchasing biogas.
- Create and engage both internal teams and suppliers through a sustainability training initiative

Additional Ongoing Initiatives

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

- Reduce emissions from business travel by 50% by 2030 from baseline year
- Reduce Amazon orders by 50% by 2030 from baseline year
- Reduce emissions from energy usage at our offices by 50% by 2030
- Reduce company vehicle diesel usage by 100% by 2030

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 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, 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:

Olivier Vallee



CEO, Identity Events Management

18/09/2026

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>