



Environmental Sustainability Policy

Purpose

The purpose of this Environmental Sustainability Policy is to outline our commitment to reducing GreenHouse Gas emissions (hereafter referred to as GHGs, emissions or CO₂e) and reducing our waste footprint, within our organisation, and in the events we deliver.

This policy focuses on environmental sustainability, rather than attempting to also address financial and social sustainability. These highly important, and interlinked, elements form part of our wider business strategy and shareholder / stakeholder reporting, and are also addressed in our vision and values.

We will communicate this policy to all our clients and staff and any key suppliers we work with regularly. We will do this to enable them to work with us in achieving our ambitions in this important area.

We recognise that the environmental impacts from our operations and events mostly derive from emissions from fuel usage for travel, transport and energy, and material wastage.

We therefore hope to increase environmental awareness across our organisation with this policy, and embed carbon reduction and zero-waste practices in our everyday business.

Statement of Intent

Net-zero Goals

Our aim is to create a future fit for everyone. We therefore publicly support a 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest across our company operations.

We also commit to measuring emissions from event activities we are contracted for, considering energy, travel and transport and production.

We aim to reduce event emissions from activities we deliver and contract, in line with a 1.5°C pathway.

We will mitigate both our operational emissions and event delivery emissions by offsetting these with an accredited carbon offsetting partner that offers Gold Standard.

The Circular Economy

In addition, we are committed to becoming a Circular Economy business. This means we will reduce waste across all company owned operations with a view to diverting 90% from landfill and incineration.

We are also committed to running "Circular Event" deliveries. This means we aim to divert 90% of what we produce from landfill and incineration.

Monitoring and Reporting

We commit to monitor, review and report on our progress and use the ongoing learnings to inform our approach to reducing emissions and waste across our operational and event activities.

What is Net-Zero and the Circular Economy?

Net Zero

The term Net Zero is often interchanged with Carbon Neutrality, but there is a subtle difference.

Carbon Neutrality refers to carbon 'offsetting' or 'balancing' emissions resulting from an activity. This has the effect of, on paper, "neutralising" the emissions created.

Net Zero first **reduces** emissions from an activity as far as possible before carbon balancing. This means that emissions are first reduced and then offset. The ambition is to achieve a 1.5°C future.

In order to claim Net Zero emissions, emissions **must** first be reduced, in line with global targets, before being balanced. If carbon emissions are balanced before being reduced, these cannot be constituted as Net Zero.

It is essential that the entire globe reaches Net Zero carbon emissions as soon as possible to limit the global temperature rises to 1.5°C above pre-industrial levels.

A rise of just 2 degrees has catastrophic impacts for life on this planet, including humans, and may be irreversible. We are currently on trajectory for a 3-4 degree rise so actions must be taken quickly.

The UK has now set in law to cut emissions by 78% by 2035, and to Net Zero by 2050. We wish to accelerate this transition in line with broader global ambitions to reach Net Zero as soon as possible.

The Circular Economy (CE)

In addition, we are committed to becoming a Circular Economy business. This means we will reduce waste across all company owned operations with a view to diverting 90% from landfill and incineration. We are also committed to running "Circular Events" across all event deliveries. This means we will divert 90% from landfill and incineration.

The CE is a system aimed at eliminating waste and ensuring the continual use of resources.

The practice prioritises **redesigning** products and processes to reduce and eliminate waste. This is followed by **reuse** and **repurposing** of existing products or assets, before looking at alternative ways of using or processing products - like **refurbishing**.

This is the same approach as the Zero Waste Hierarchy which supports the Circular Economy. Recycling comes quite low in the Zero Waste Hierarchy due to the energy intensive processes required.

We prefer the term Circular Economy to Zero Waste as "Zero Waste" is often confused with "Zero Waste to Landfill". These are two different concepts. The first is a practice that reduces and eliminates waste and the latter means that waste is diverted from landfill and is incinerated for energy instead. This practice is known as Waste to Energy and emits considerable carbon emissions and threatens the transition to a waste-free society.



Achieving status as a Zero Waste business means that the business will be diverting 90% from landfill and incineration.

Our Commitments

We are committed to responsible environmental operations and event planning and as such commit to reducing greenhouse gas emissions and waste across both our operational activities and our event deliveries. In order to achieve this, we are committed to:

We commit to the following at a company and event level:

- Pledging to the UNFCCC Race to Zero (or equivalent) and halving our greenhouse gas emissions before 2030 across all company owned operations. To do this we will set 2019 as our baseline year and set a year on year reduction target of 10%.
- Achieving Net Zero emissions in our company operations well before 2050 and as soon as possible.
- Disclosing our progress on a yearly basis
- Reducing waste across all company owned operations with a view to operating as a Circular Economy business by 2030.
- Measuring greenhouse gas emissions for all event activities we are contracted for from June 2023 and carbon balancing these emissions.
- Reducing carbon emissions across our event activities as far as possible and by at least 5% year on year, incorporating company growth into adjusted targets.
- Achieving Net Zero events well before 2050 and as soon as possible.
- Reducing waste across all event deliveries with a view to operating Circular Events by 2035.

Achieving our aims

In order to achieve our aims, we will work to deliver our commitments by undertaking the following activities:

At a company level:

- Switching our office and facilities energy tariff to a 100% renewable energy provider by December 2023. We will also explore how we can produce our own renewable energy onsite and will review this alongside our wider financial investments. We will report on the outcomes by May 2024 and further outline our commitments at this stage.
- We will implement a Work From Home (WFH) policy for team members that are able to, in order to reduce electricity and gas consumption in our offices and facilities. We aim to reduce energy usage in our operations by 20% over the next 12 months and will review progress and set new targets in line with our wider commitments.
- We are also supporting our employees to switch to green energy in their homes to accelerate society's renewable transition. By the end of 2023 we aim to have supported at least 25% of staff to switch to renewable energy tariffs via the ISLA discount scheme with The Big Clean Switch.



- Reviewing our supply chain based on their cost and environmental performance. We aim to work with suppliers that are committed to Net Zero and the CE.
- Implementing a low emission target for owned and leased company vehicles and ensuring that before 2025 at least 60% of our vehicle fleet will be ultra low emission vehicles. All future vehicle purchases or leases will be reviewed and approval will be granted only if it aligns with our commitments.
- We are actively promoting lower impact travel options for staff travel .
- We are in the process of setting limits and / or restrictions on flights for business travel to ensure reductions are in line with our 1.5°C commitment. We will be implementing a pre-travel assessment for all flights to review necessity before approving travel spend. We will report on our progress over the next 12 months regarding how we have managed this process and the outcomes.
- We are offsetting all of our company emissions with Carbon Footprint Standard.
- Ensuring staff have access to electric vehicle charging point at the offices.
- Offering plant based options in our internal and external staff and parties.

We also recognise that as an events business, our biggest area of impact is in the events we deliver. We therefore commit to the following to support our commitments to a 1.5°C future:

- From June 2023 we will aim to measure the emissions associated with client events from all services we are contracted to deliver in order to report post-event, to improve our own company performance and to support our clients in making emission reductions for future events. To aid with this we will implement TRACE, a platform tool for emission measurement. Clients may opt-out.
- From June 2022 We will aim to include offsetting in every event budget we produce. Clients may opt-out.
- Reducing emissions associated with services we are contracted to deliver as far as possible, starting from the beginning of the project.
- Where we are involved with contracting third parties procurement we will request evidence of energy reductions and / or efficiencies as well as evidence of commitments to reducing emissions:
 - Suppliers will be reviewed on both cost and environmental performance when making appointments.
- Where we are also lead organiser for an event, we will write a Sustainable Energy Event Plan to detail our mitigation methods across energy.
- We commit to reducing and measuring (wherever possible) electricity, gas and other fuel usage:
 - across every event where we are the main organiser and will offer our client the option to offset this for every event.
- Ensuring all event associated Travel and Transport emissions resulting from staff travel and from services we have contracted are reduced as far as possible. This process will start from the beginning of each project.
- Where we are also the lead organiser for an event, we will write a Sustainable Travel and Transport Event Plan to detail our mitigation methods across this remit.
- We will aim to procure suppliers that can evidence ultra low emissions vehicle fleets or can evidence commitment to moving towards an ultra low emissions vehicle fleet. We recognise that for HGVs this may be challenging and so we will seek ways to reduce the quantity of trucks through smart design (i.e. flat packing) localised contractor selection and consolidated loads.



- Communicating to staff our ambitions to reduce emissions from travel and providing information on low-emitting modes of transport or organising group travel solutions wherever possible.
- We will write a Sustainable Production Event plan for every event where we are delivering Graphics, Signage or Built Elements to detail our mitigation methods across this remit.
- We commit to hiring as many assets as possible, such as furniture and decor, even when purchase may be cheaper, unless these items have a designated post-event life.
- Where hiring is not feasible, we will:
 - Design assets with the Circular Economy in mind to reduce potential waste generation.
 - Design items to be easily disassembled and separated for component recovery.
 - Design items with the objectives of reducing the volume of waste created in the production stage.
 - Reduce the quantity of raw materials used.
 - Limit the number of different materials that we use to make recycling easier and prioritise the use of materials confirmed as easily recycled with our waste contractor or venue.
 - 100% of materials we use will be sustainably sourced materials e.g. renewable or recycled sources.
 - Prioritise the use of materials which are widely accepted for recycling where assets will not have a life post-event.
 - Increase our roster of suppliers who offer a take-back recycling scheme.
 - Donating assets after the event to charities or community groups in the local area for reuse, ensuring it is of good quality and is of use to these groups.
- We will only use biodegradable or compostable materials when it has been confirmed there is a waste collection stream available for them and that they are being correctly managed. Where we cannot confirm this management we will opt for traditional materials that we know are being recycled.
- Where we are responsible for managing waste on site, we will ensure a segregated waste stream. As a production company, we are not responsible for catering, however we will work with the caterers collaboratively to ensure efficient and effective waste management across the whole events, including bins for coffee cups and food waste.

Monitoring and Improvement

We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach to reducing emissions and waste across our operational and event activities.

Progress and Improvements

We are committed to analysing where targets have not been met to enable us to overcome these barriers more effectively in the future.



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Where targets have been met or exceeded, we will celebrate this success and set higher targets for the following year, stretching our ambitions to deliver overall Net Zero.

Accountability Culture

We recognise that adhering to this Policy requires every member of our team to play their part.

As achieving our KPIs involves engaging our teams to support our organisational ambitions, and planning from the start of projects is required for all event deliveries, the delivery of this policy falls into the remit of all employees.

We will therefore promote a shared accountability culture within our organisation, ensuring all team members work together to incorporate these sustainability goals into their day to day work routines and planning.

This will be achieved through training for staff, embedding these KPIs into our internal operational processes and engaging staff in the development of future KPIs.

The below named team takes responsibility for coordinating the review of this policy, engaging all stakeholders in the process:

Sustainability Team

Senior Management

With full support of:

Robin Purslow, Company Director