

Environmental Policy 2023

OUR COMMITMENT

As Cheerful Twentyfirst, we are aware that our activity, across our brands, involves consumption and waste, creates greenhouse gas and air pollution emissions and therefore creates negative environmental impact. This includes both our core activities and those we deliver on behalf of our clients.

We are a supporter of the Net Zero Carbon Events Pledge the goal of which is to drive the events sector globally towards Net Zero by 2050 and play a part in delivering the goals of the Paris Agreement. We recognise that 2050 is the finish line to have gotten all on the planet to Net Zero; therefore, we know that those of us in a position to do so must hit this target long before this. For this reason, we have committed to being Net Zero by 2030 in line with London, our home city commitment.

We are committed to this being a living policy. Not just a statement, but an action plan to hold us to account over the coming years.

We will continue to invest in, and build upon, our positive impact in both of our operating markets, EMEA and the US. We are committed to achieving environmental accreditation, establishing formal pro-bono partnerships, and making further accountable environmental pledges. We are committed, as an organisation and as individuals, to challenge our existing processes and make defined, visible, and measurable positive changes to the way that we work. We will do so while continuing to lead the market in delivering successful and engaging events for our clients and their audiences.

APPROACH

This policy is, for now, focussed largely on greenhouse gas emission reduction as it is fundamental to environmental action. Our approach is divided into three core areas: *Policy, Measurement & Reduction, and Communication.*

Scope

This policy applies to all staff and activities within the control of Aeorema/Cheerful Twentyfirst/Eventful. The policy includes guidelines and recommendations designed to inform decision-making by staff. By encouraging colleagues to consider the environmental impact of every decision, this Environmental Policy supports an organisational culture that pursues the lowest possible negative environmental impact needed to deliver on any given objective and outcome.

The principles set out in this policy will inform other organisational policies. All Aeorema/Cheerful Twentyfirst/Eventful policies will be revised in light of this Environmental Policy. Any necessary derogations from this Policy must be justified with an explanation of how and why a derogation is needed and why the alternative decision adopted is still the best solution.

We expect all staff to follow these principles as much as practically possible in delivering their work for Aeorema/Cheerful Twentyfirst/Eventful, including when homeworking; and to encourage other organisations such as partners, contractors, and suppliers, to adopt ambitious environmental policies and behaviours where possible.

Definitions

Stakeholder: We define our stakeholders as our employees, freelancers/subcontractors, clients, shareholders, suppliers, the communities our projects take place in, and the planet. We have considered all of them when creating this policy and will continue to understand our stakeholders' sustainability needs further.

Sustainability: For this document and our internal progress, we are currently defining sustainability within our business as "The ability to maintain and develop a prosperous company, without the depletion of natural resources or infringing on human rights."

Production: For this document we are defining production as anything that we create on behalf of our clients. Examples include events, exhibitions and brand experiences, content, and moving image creation. Where our policy differs between these production streams, we will say so.

POLICY

This policy aims to clarify our actions so that they do not exceed planetary boundaries. By the end of 2023, we will have further, more specific, environmental and social impact policies in place (such as sustainable HR policies, procurement policies, and sustainable job lead qualifiers) which will further detail an ethical pathway for the company. All policies will have SMART goals set so that we can hold ourselves accountable. We avoid phrases such as “can”, “wherever possible” and “up to”, preferring definitive statements and quantitative measurement.

The main goals of the current iteration of this policy are to

- Continually improve and monitor environmental performance and impacts.
- Increase stakeholder awareness of the climate crisis and our role in reducing its impacts.
- Ensure compliance with environmental legislation.

Pathway

Core Actions within 2023:

- Publish a draft pathway to achieve Net Zero in Scopes 1 & 2 by 2030
- Measure 100% of our operational Scope 3 emissions including 100% of client-based project emissions by the end of the calendar year.
- Reduction of negative environmental impact within client-based activities.
- Offset all measured operational emissions. Request that our clients offset their projects.
- Responsible Consumption: Develop and activate a sustainable procurement strategy.
- Responsible Waste Policy: Zero operational waste to landfill and reduce waste across all productions.
- Embed sustainable practice into the day-to-day jobs of all staff.

MEASUREMENT AND REDUCTION

We are currently focussing on greenhouse gas emission measurement and reduction strategies. However, in the near future, we will be looking at other metrics to help understand our environmental impacts and reduce those that are negative.

Operations

We are using 2019 as our benchmark year for Greenhouse Gas Emission Measurement. We will be analysing previous years' emissions in 2023 and will begin to set targets for a Net Zero 2030 pathway.

Methodology & Measurement

We are using a third party to measure our operational emissions. They will verify our reported emissions annually. We will measure our Scope 1 and 2 emissions annually and go deeper into our Scope 3 year on year until we have a complete picture of our total Carbon Footprint. It is our current goal to have this full measurement (incl client-based emissions) in our financial year-end 2024 audit.

Client-based Activities

In 2022 we began the measurement of our live, hybrid, and virtual events and moving image production. In 2023 we are proposing to all clients that we measure 100% of their event and moving image production on their behalf.

We have developed a Sustainable Event Management System (SEMS) for our live and hybrid events that includes stakeholder recognition & engagement, zero waste decision-making process, GHG measurement, and continual development. We have created a SEMS for moving image production as well and this will be rolled out in Q1 of calendar year 2023.

Methodology & Measurement

We are using a third party to oversee the measurement of our live event emissions within defined boundaries. The process follows the Intergovernmental Panel on Climate Change (IPCC) 2013 guidelines^[1]. For moving image production we are using AdGreen internally to measure our projects. We ensure those staff members doing the measurement have gone through all available AdGreen training. Our content creation is measured within our operational emissions or within AdGreen, as appropriate. We recognise measurement is a tool to use for reduction action and will adapt our methodology to maximise emission reduction.

[1] The dataset used to calculate CO₂e emissions comes from the ecoinvent 3.6 database and follows the IPCC 2013 (Intergovernmental Panel on Climate Change) evaluation method. This method uses greenhouse gas potential over a 100-year time horizon (GWP 100a).

COMMUNICATION

Reporting

As our policy evolves, so will our reporting mechanisms.

Operations

We will report publically both 2019 and 2022's measured GHG Emissions in 2023 along with our targets moving forward. We will be clear on the boundaries of each report. We want to be transparent in our environmental actions and will report our environmental aims and actions publicly.

Client-based Activities

Emission reduction strategy has become a huge part of all our production work. We're including a measurement phase in every budget, asking our clients to opt out rather than opt in, and turning these into emissions reports. These reports state what we were able to do to lower emissions and also covers what can be done on future events and moving image projects to reduce further. We will report total annual measured emissions in an anonymous and collated way. It will take time to gather enough data but it is our goal to be able to demonstrate our mitigation effectiveness annually and to be transparent with our learnings to effect change industry-wide.

Supplier Activities

All current suppliers for live and hybrid events have been initially informed about our measurement intentions and what is needed from them.

All future suppliers will be notified at the start of measured productions of our intentions and requirements.

We will be developing our procurement policy further in 2023. This will involve further supplier communication.

Internal Programme & Training

By the end of January, 2023, all live, virtual, hybrid event production staff, were trained to use our Sustainable Event Management System (SEMS). Production staff will embed the SEMS into their day-to-day production practices. It is the nature of our industry that teams flex in terms of size and

skill set, however, we will ensure the majority of our production team on any given job will have this training.

All production staff have access to support on sustainable production from a contracted sustainability professional whenever they need it.

We will be rolling out further training shortly relating to sustainable filming and content creation.

We will continue to roll out training that covers our environmental and social impact.

INDUSTRY CHANGE

We are determined to play a central role in reducing the negative environmental impacts this industry has and increasing the positive. We will look beyond traditional competitive boundaries to find, create and implement collaborative positive action. We will share our findings and successes with the industry to develop our collective learnings. We will not use our approach to environmental sustainability as a unique selling point but rather as a channel for thought leadership and sharing.

This policy will be updated at least once annually.

It is endorsed by all staff including all management and investors and is available to all interested parties via our website.



Steve Quah
CEO, Aeorema Communications
www.aeorema.com