

ESM Environmental Policy

Purpose

The purpose of this Environmental Sustainability Policy is to outline our commitment to reducing Greenhouse Gas (GHG) emissions and minimising our waste footprint within our organisation and in the events we deliver.

This policy focuses on environmental sustainability, a key pillar of our broader business strategy and stakeholder engagement, alongside financial and social sustainability.

We are committed to communicating this policy to all stakeholders, including clients, suppliers, and staff, to ensure they can collaborate with us in achieving our sustainability goals.

Environmental Impact Awareness

We acknowledge that the primary environmental impacts of our operations stem from fuel usage for travel, transport, energy consumption, and material wastage from single-use items. This policy aims to raise environmental awareness across our organisation and embed practices that prioritise carbon reduction and zero waste in our daily operations.

Statement of Intent

Net-Zero Goals

As a responsible business, our aim is to contribute to a sustainable future. We publicly support the goal of limiting global temperature rise to 1.5°C and are aligning our climate targets to achieve Net Zero emissions across our operations by 2050, at the latest.

We are committed to measuring and reducing emissions associated with our event activities, covering energy, travel, transport, and production. We will mitigate these emissions by partnering with accredited carbon offsetting programs.

Circular Economy Commitment

We are dedicated to becoming a Circular Economy business, reducing waste across all company operations with the aim of diverting 90% of waste from landfill and incineration. Our commitment extends to running “Circular Events,” ensuring that 90% of materials used are similarly diverted.

Monitoring and Reporting

We commit to monitoring, reviewing, and reporting on our environmental performance annually. These insights will inform our strategies for further reducing emissions and waste across both our operational and event activities.

Understanding Net-Zero and the Circular Economy

Net-Zero

Net Zero refers to reducing emissions from an activity as much as possible before balancing the remaining emissions. This approach supports the global target of limiting temperature rise to 1.5°C. Achieving Net Zero requires that emissions are reduced in line with global targets before any balancing measures, such as carbon offsetting, are applied.

The Circular Economy (CE)

The Circular Economy is a system aimed at eliminating waste and ensuring the continuous use of resources. This involves redesigning products and processes to reduce waste, prioritising reuse and repurposing, and considering refurbishing before recycling, which is more energy-intensive. We prefer the term Circular Economy over Zero Waste, as the latter is often misunderstood.

Our Commitments

We are committed to responsible environmental operations and event planning, focusing on reducing greenhouse gas emissions and waste. To achieve this, we pledge to:

- Join the UNFCCC Race to Zero (or equivalent) and halve our greenhouse gas emissions by 2030, using 2022 as our baseline year.
- Achieve Net Zero emissions in our operations well before 2050.
- Disclose our environmental progress annually.
- Operate as a Circular Economy business by 2030.
- Measure and balance greenhouse gas emissions for all event activities from January 2025.
- Reduce carbon emissions across event activities by at least 5% annually, incorporating company growth into our targets.
- Achieve Net Zero events well before 2050.

Achieving Our Aims

To achieve our environmental goals, we will:

- Switch to 100% renewable energy for our offices and facilities by December 2025.
- Implement a Work From Home (WFH) policy to reduce energy consumption in our offices and in travel to and from the office.
- Support our employees in switching to renewable energy in their homes.
- Review our supply chain based on environmental performance, requesting emissions reductions from suppliers.
- Transition to a low-emission vehicle fleet, with at least 60% of our fleet being ultra-low emission vehicles by 2030.
- Monitor and report on emissions from staff travel and company transport.
- Implement waste reduction initiatives, including the use of separate food waste bins.

Event-Specific Commitments

As an events business, our largest impact comes from the events we deliver. We commit to:

- Measuring emissions for all contracted event services from January 2025 and including offsetting in event budgets.
- Reducing emissions associated with event services, starting from project inception.
- Prioritising suppliers that demonstrate strong environmental performance.
- Promoting low-emission travel options and group travel solutions for event staff.
- Hiring assets like furniture and decor whenever possible and designing materials with the Circular Economy in mind.

Monitoring and Improvement


We will track our performance against key performance indicators (KPIs) annually and adjust our targets and objectives as needed. Where we meet or exceed targets, we will set higher goals for the following year to drive continuous improvement towards Net Zero.

Accountability Culture

Achieving our sustainability objectives requires the engagement of every team member. We will foster a culture of shared accountability, ensuring that all employees integrate these goals into their daily work. This will be supported by ongoing training, embedding sustainability into our operational processes, and involving staff in the development of future KPIs.

Signed off

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

Signed by: 
Names: Robert Brackstone
Position: Director
Date: 29th August 2024
Review Date: August 2025