



## **Pure Communications Group** **Environmental Sustainability Policy**

### **1. Policy Definitions**

#### **1.1 Net Zero**

The UK has now set in law to cut emissions by 78% by 2035, and to Net Zero by 2050.

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 1.5C 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 1.5C above pre-industrial levels. A rise of just 2 degrees has catastrophic impacts for life on this planet, including humans, and may be irreversible. Globally, we are on trajectory for a 3-4 degree rise across the world so actions must be taken quickly.

#### **1.2 The Circular Economy (CE)**

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 a business is diverting 90% from landfill and incineration.

### **2. Policy Overview**

This policy forms part of Pure's commitment to leading the way in delivering first class sustainable projects. We recognise that our business activities have an environmental impact and that minimising any negative aspects of that impact can help to protect and improve the environment.

The purpose of this Environmental Sustainability Policy is to outline our commitment to reducing Greenhouse Gas emissions (hereafter referred to as GHGs,



emissions or CO<sub>2</sub>e) and reducing our waste footprint, within our organisation, and in the projects we deliver.

This policy applies to all Pure employees who are guided through this in training days and given opportunities at regular meetings to give input into improving the policy. We will communicate this policy to all our stakeholders, including clients, suppliers, freelancers and employees. We will do this to enable them to work with us in achieving our ambitions in this important area.

This policy focuses on environmental sustainability, rather than attempting to also address financial and social sustainability. We recognise that the environmental impacts from our operations mostly derive from emissions from fuel usage and waste from single-use items. 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.

### **3. Statement of Intent**

3.1 We are aligning our commitments with the United Nations Sustainable Development Goals, specifically Goal 13 "Climate Action" for this policy. Goal 13's focus is to limit climate change and mitigate carbon emissions and the effect this is having on our global temperature. We have aimed to align all commitments within this policy to Goal 13 actions and recommendations.

### **4. Our Commitments and goals**

We are committed to responsible environmental operations and event planning and as such commit to reducing GHG's and waste across both our operational activities and our event deliveries. In order to achieve this, we have made the below goals and commitments at both a company and event delivery level.

#### **4.1 Company Level:**

- We have become and Isla member (a non-profit organisation founded by industry leaders focusing on a sustainable future for events) and will be enrolling our team on the Isla training modules across Summer 2024.
- We have recruited an in-house Sustainability Lead who will be responsible for overseeing our sustainability policy, roadmap to Net Zero and our Sustainability Committee. The Committee will meet regularly to review our plans and progress. The policy will be reviewed every 12 months.
- We have signed the Net Zero Carbon Events Pledge in 2024 (<https://www.netzerocarbonevents.org/>).
- We publicly support a global 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest (and sooner if possible) across our company operations.
- We are working towards becoming a Circular Economy business by 2050. This means we will reduce waste across all company owned operations and event deliveries with a goal to diverting 90% from landfill and incineration, ensuring items are re-used/recycled or have an onward life. This has started with aligning our segregated waste and recycling streams with the Westminster Council waste and recycling collection policy.
- Achieve ISO 20121 (Sustainable Events) by the end of 2030.



- Continue with our current pension provider (Nest) who are committed to Net Zero by 2050 and are moving shares into climate aware strategies, divesting from companies involved in thermal coal, oil sands and arctic drilling by 2025.
- Undertake a company audit in 2024, via sponsorship from Westminster Council, using a carbon management system (Carbon Essentials) to calculate CO2e's, set our 2023 baseline year and reduction targets. This will be published in a report and shared on our website.
- Continue a hybrid working model with majority of time spent working from the office, in order to reduce electricity and gas consumption in individual homes. Employees also have access to green energy deals for their homes via our Isla membership and are encouraged to take advantage of this benefit.
- Our office is located in Central London (Westminster) with excellent public transport links. We promote lower impact travel options for staff travel by encouraging employees to travel by train and public transport for work. All employees travel to the office via public transport or bike.
- We offer a cycle to work scheme for employees, allowing them to purchase a bike in a tax-efficient manner across a 12-month period.
- Staff Training and on-boarding into Sustainability will form part of our everyday training and development programme.
- Reduce our GHGs across all company owned operations by 2035, setting our 2023 baseline year and creating a reduction target with support from Climate Essentials.
- We will continue to use segregated waste and recycling streams in our office as per Westminster Council requirements, and on-site at our events.
- Switch our electricity tariff to a 100% renewable energy provider and requesting our landlord to switch our gas tariff to a 100% renewable energy provider, in 2024. All staff are requested to turn off all equipment, such as desktop screens, before leaving the office each day.
- Suppliers will be reviewed on both cost and environmental performance when making appointments, and all suppliers must complete our comprehensive 'new-supplier form' which requests that.

#### **4.2 Event Level:**

- We recognise that most of our event activities are Scope 3 (contracted services). Therefore, we commit to measuring CO2e's from event activities starting in May 2024, providing a comprehensive report to our clients.
- Trace will be used throughout the event delivery lifecycle to make conscious decisions and encourage our clients to consider more sustainable options on their events. Trace will make recommendations on areas that emissions and impact can be reduced.
- We will offer clients the opportunity to mitigate event delivery CO2e's by offsetting with an accredited partner. For this we have chosen "Earthly", as recommended by Isla.
- We will complete a pre-travel assessment for all flights to ensure there isn't an alternative with a lower impact (e.g. Eurostar).
- Ensure food is locally produced and that menus do not feature out of season produce. Proposing 50% plant-based menus as standard. Where clients request meat or dairy in menus, we will propose red-meat free menus and try to ensure



the produce is locally and ethically reared, free range/grass fed. Where red meat free is not possible we will aim for produce to be sourced from within 100 miles.

- We commit to hiring as many assets as possible, even if purchase may be cheaper, unless items have a designated post-event life. Where hiring is not feasible, we will design assets with the objective of reducing waste and use materials that are widely accepted for recycling, keeping the Circular Economy in mind. Also utilising relationships with suppliers like "Event Cycle" who can donate items from events to charities or community groups in the local area.

## **5. Monitoring, Reporting 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.

We will also review our sustainability policy on an annual basis to ensure we keep on top of our commitments, achievements and any changes in legislation. We are committed to analysing where targets have not been met to enable us to overcome these barriers more effectively in the future. Where targets have been met or exceeded we will celebrate this success and set new targets for the following year, stretching our ambitions to deliver overall Net Zero.

### **Accountability Culture**

Achieving our objectives involves engaging our teams to support our organisational ambitions, and planning from the start of projects is required for all event deliveries. We recognise that adhering to this Policy requires every member of our team to play their part and that 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 work routines. This will be pushed forward by our in-house team. We have developed an accountability flow chart and R&R's for our in-house teams which can be viewed on our website at:  
<https://www.purecommsgroup.com/sustainability/>.

## **6. Signed off**

This policy was reviewed and signed off by the below responsible person(s):

**Name:** Jade Woodal, Account Director and Sustainability Lead

**Date:** April 2024

**Name:** Senior Leadership Team

**Date:** April 2024