Exposure

Sustainability Report 2024

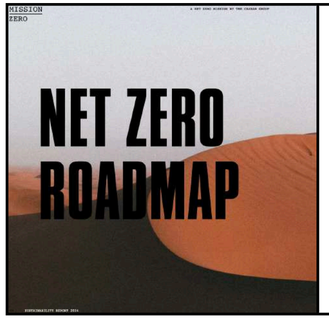


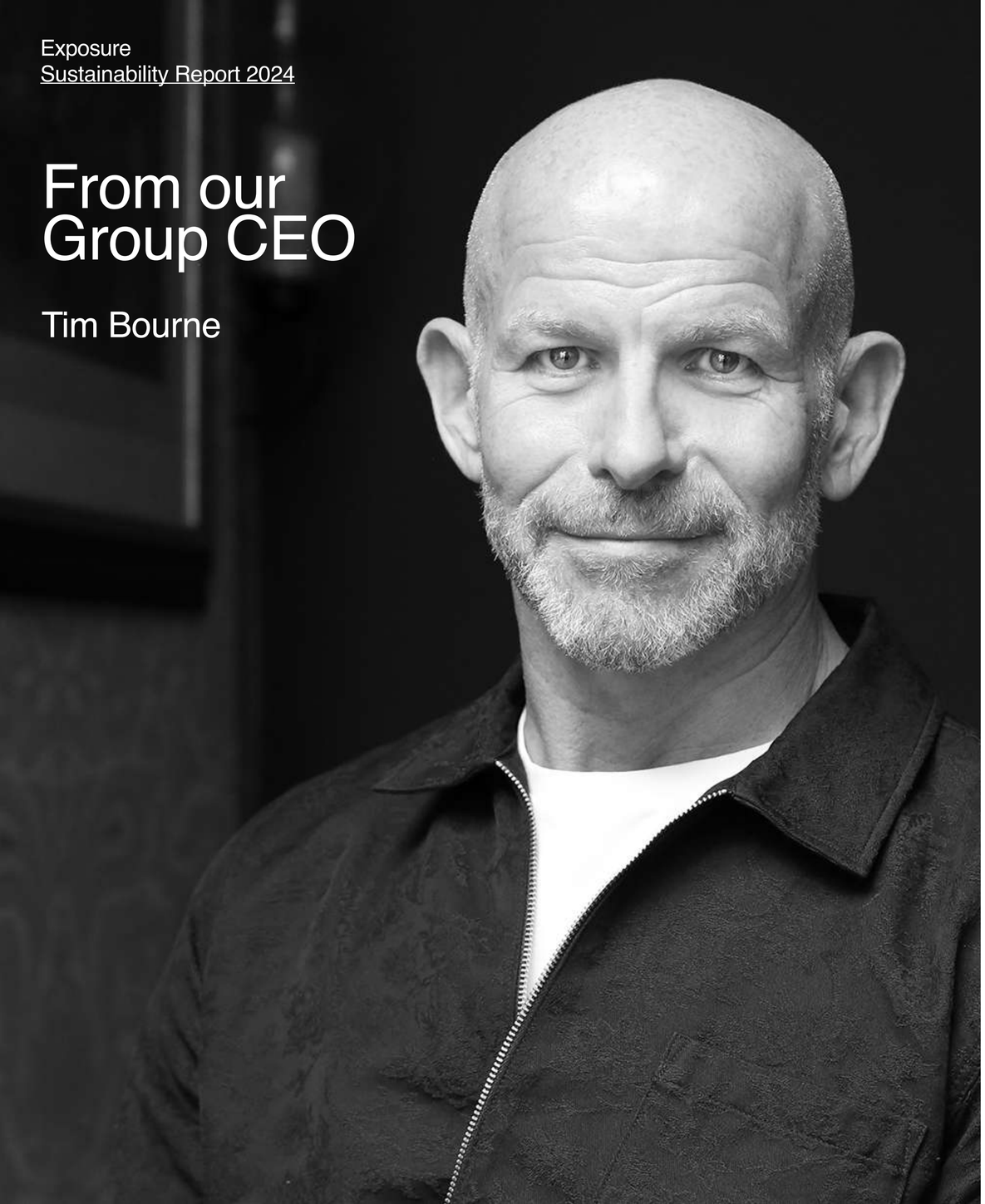
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Summary of 2024

The highlights of the Casbah Group's 2024 sustainability efforts include:

-9%	Achieving a 9% reduction in our emissions intensity.
MISSION ZERO theCASBAH CORPORATE SUSTAINABILITY POLICY	Updating our Corporate Sustainability Policy and setting new targets aligned to our net-zero roadmap.
climeworks	Partnering with Climeworks to support their innovative nature and technology-based solution.
HOPE SOLUTIONS	Undertaking our 4th carbon assessment with Hope Solutions.
	Creating a roadmap to outline our journey to net-zero by 2030.
	Creating and launching our 'Power of Creativity' workshop in collaboration with Morally Made.
	Hosting our second Swap Shop event for our employees to mark Second-hand September.
	Collecting more than 36kg of plastic waste for Plastic Free July which will be repurposed by Are You Mad into office furniture.



From our Group CEO

Tim Bourne

The Casbah Group's success in 2024 has created a dynamic, and at times challenging, context for reducing our carbon emissions. As our business grows, so does the responsibility to ensure that growth aligns with our environmental goals.

Our carbon intensity—emissions per £1m Agency remuneration—continues to decline, with a 9% reduction achieved. However, a 15% increase in revenue in 2024 contributed to a 5% rise in overall carbon emissions. Despite this, we remain firmly on track to achieve our 2030 net-zero target.

Among our key achievements in 2024 was the launch of a robust net-zero roadmap, and the continued success of our staff and client engagement initiatives. These include the popular Swap Shop, Project Plastic and our growing education and training workshops. Each of these play an important role in embedding sustainable thinking across our business and community.

We also made meaningful strides in Scope 3 emissions management, enhancing our supplier engagement, enforcing our Sustainable Procurement Policy and expanding our network of approved sustainability partners—a testament to our commitment to shared progress. Maintaining this momentum and working alongside passionate expert partners is vital to achieving our net-zero goal, and we are grateful for the support we continue to receive.

Looking ahead, the next five years are critical for Mission Zero—and more broadly, for our shared future. The environmental outlook remains stark. We have witnessed a retreat in government action, a decline in client engagement, and the increasingly severe effects of the climate crisis—from unprecedented global temperature rises on land and sea to accelerating, widespread ecological impacts.

Yet, in the face of these challenges, our commitment is unwavering.

On behalf of the Board, I want to thank the Casbah Group's Sustainability Champions, our employees and our valued partners. Your continued support and engagement makes this journey possible.

Together, we remain determined to lead by example and turn ambition into achievement.

theCASBAH

Exposure—
The original cultural marketing company

Our communications expertise is only as important as our network of cultural connections, which we harness to forge enduring bonds between progressive brands and trailblazing people.

Our connections are as diverse as our client list. We love, admire, and respect all the exceptional people we work with in partnership, many of whom have become lifelong friends of the agency; incredible people who are as progressive in their thinking as they are trusted in their beliefs. We are nothing without our people.

We believe equally in all channels of communication from word of mouth to digital media and everything in between. When we started way back in ’93, our purpose was to make brands culturally relevant. Today we believe brands can achieve more by enriching cultural communities.

Exposure is proud to remain an independent group built on the power of network.

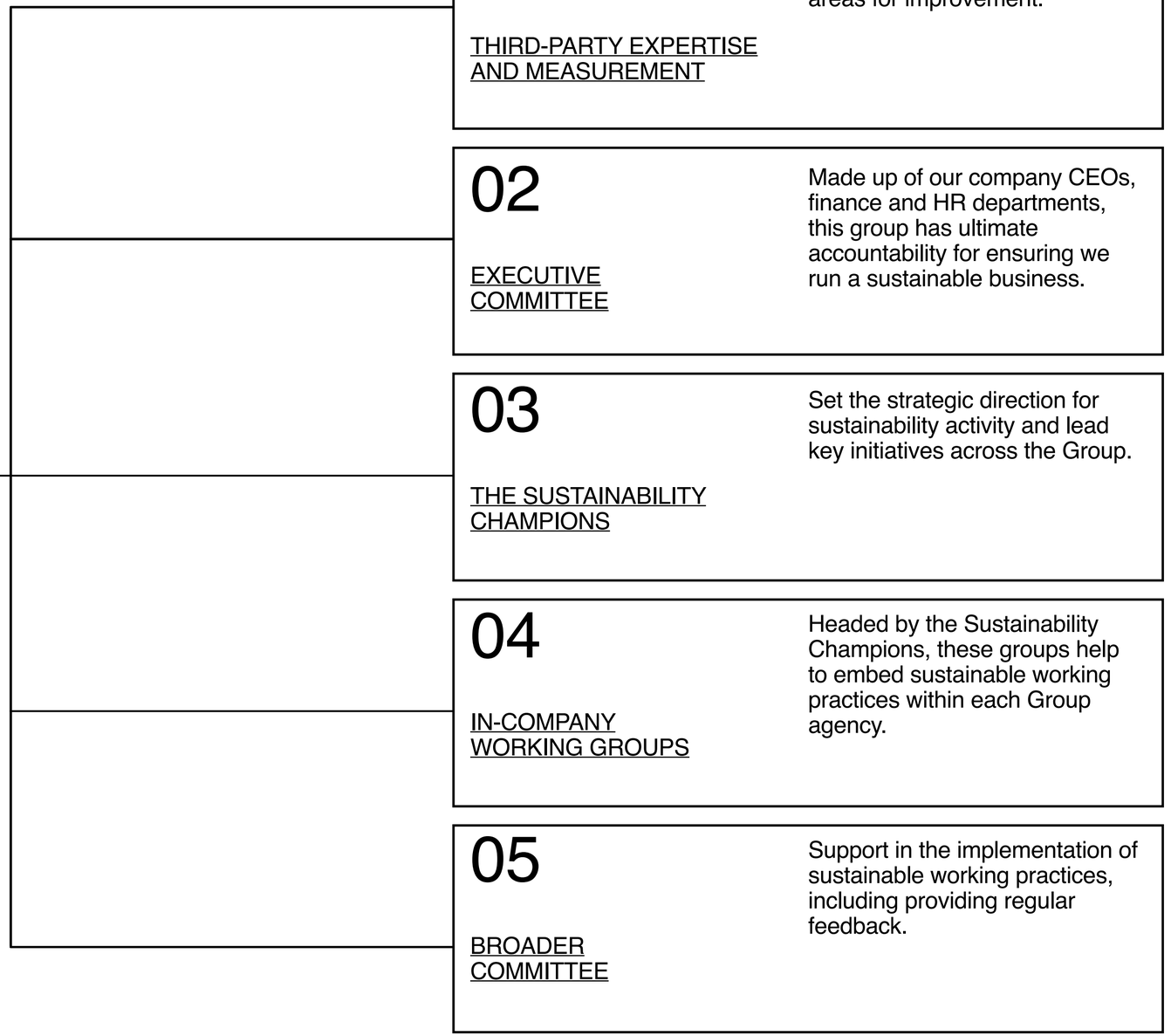


Corporate Governance

Exposure's sustainability strategy is governed and managed by several key groups.

These groups set the direction of our sustainability work to meet our long-term commitments and targets, implement initiatives across the business, provide access to knowledge and resources and ensure compliance with our policies.

These groups include senior leaders, legal, financial and HR teams and individuals passionate about driving sustainable change.



Sustainability Champions

The Casbah Group’s Sustainability Champions are a dedicated team of individuals serving as advocates for sustainable practices. They are responsible for influencing positive behaviour change across the Group.



JULIA LONG

Sustainability Officer

The Casbah



ALEX ROWE

Communications Director and Sustainability Officer

THREESIXTY



IRIS GARAVITO

Head of Exposure Earth

Exposure



NATASHA HANNAWIN

Senior Account Manager and Sustainability Officer

THREESIXTY



TANZ JEYACHEYA

Account Manager and Sustainability Officer

Exposure



NATACHA BARROSO

Design Director and Sustainability Officer

SEEN Group



ERIN REGAN

Sustainability Intern

Exposure



GEORGE DUGDALE

Junior Designer and Sustainability Officer

Exposure

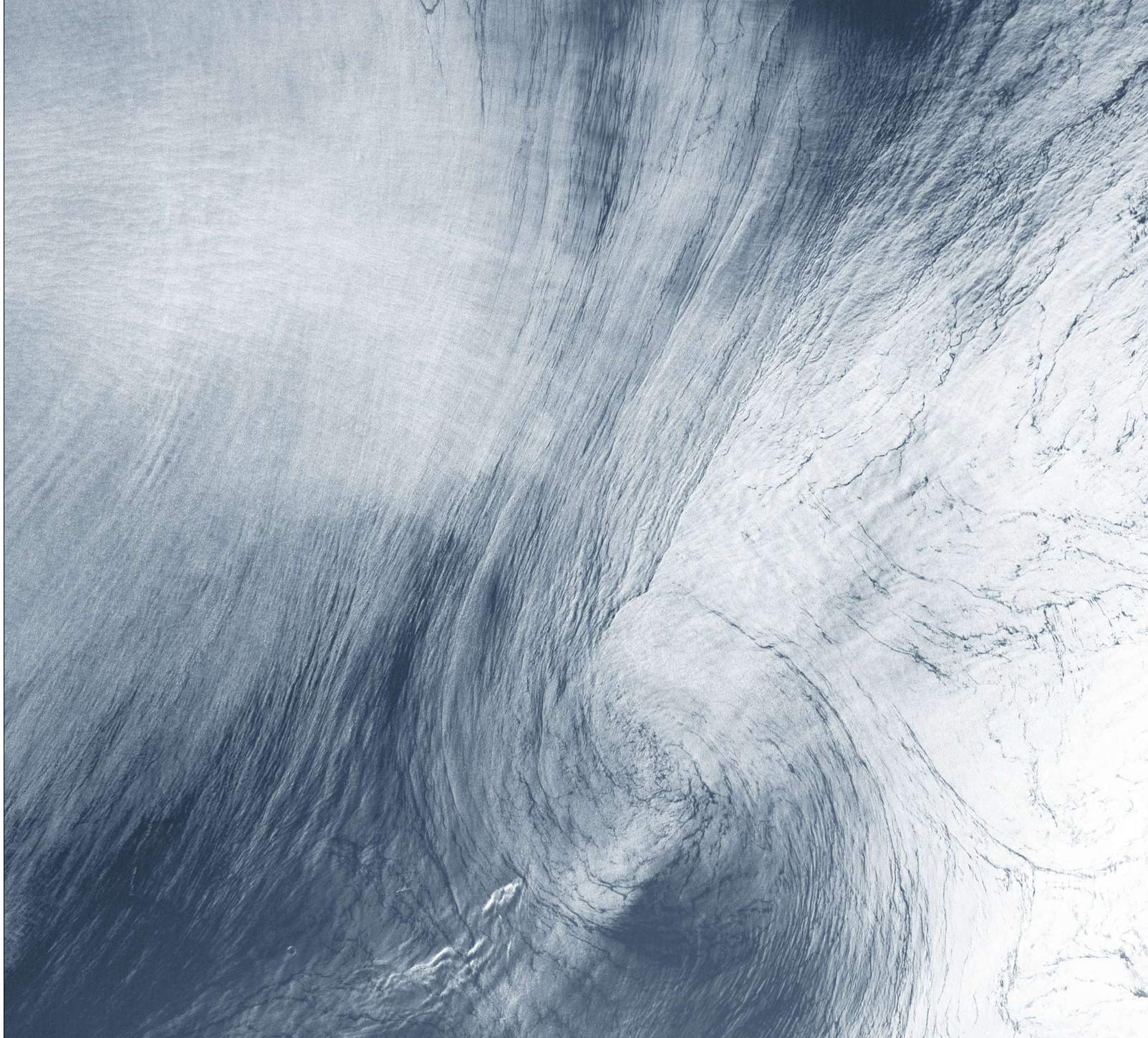
Mission Zero—
Our collective effort to reduce carbon emissions

Our mission is to produce less.

—Less emissions
—Less waste
—Less jargon

And leave more room for action.

—For nature
—For balance
—And for what needs to be done



Our Guiding Principles

We have a set of guiding principles to ensure we concentrate our efforts in the areas where they will have the biggest impact:

Emissions First
We will reduce GHG emissions as our first priority

It's a Journey
We will learn from our successes and failures

Individual Action = Shared Outcomes
We will encourage independent action from each Casbah Group company to achieve shared outcomes

Continuous improvement
We will regularly review and update our practices to adapt to new knowledge, technologies, and expectations



Our Commitments and Targets

We have made the below commitments to help achieve our targets:

— Reduce our direct and indirect greenhouse gas emissions down to zero as soon as possible

— Incorporate circular processes into our operations

— Foster a sustainable work environment and enhance employee education

— Help our clients transition to a more sustainable future

When we started this journey in 2021, our core targets were to achieve:

— Net-zero emissions in scopes 1 and 2 by 2025

— Net-zero emissions in scope 3 by 2030

We achieved net zero emissions in scopes 1 & 2 in 2023, two years ahead of schedule.



2024 Year in Review

01 Emissions

02 Purchased Goods & Services

03 Business Travel

04 Workplace

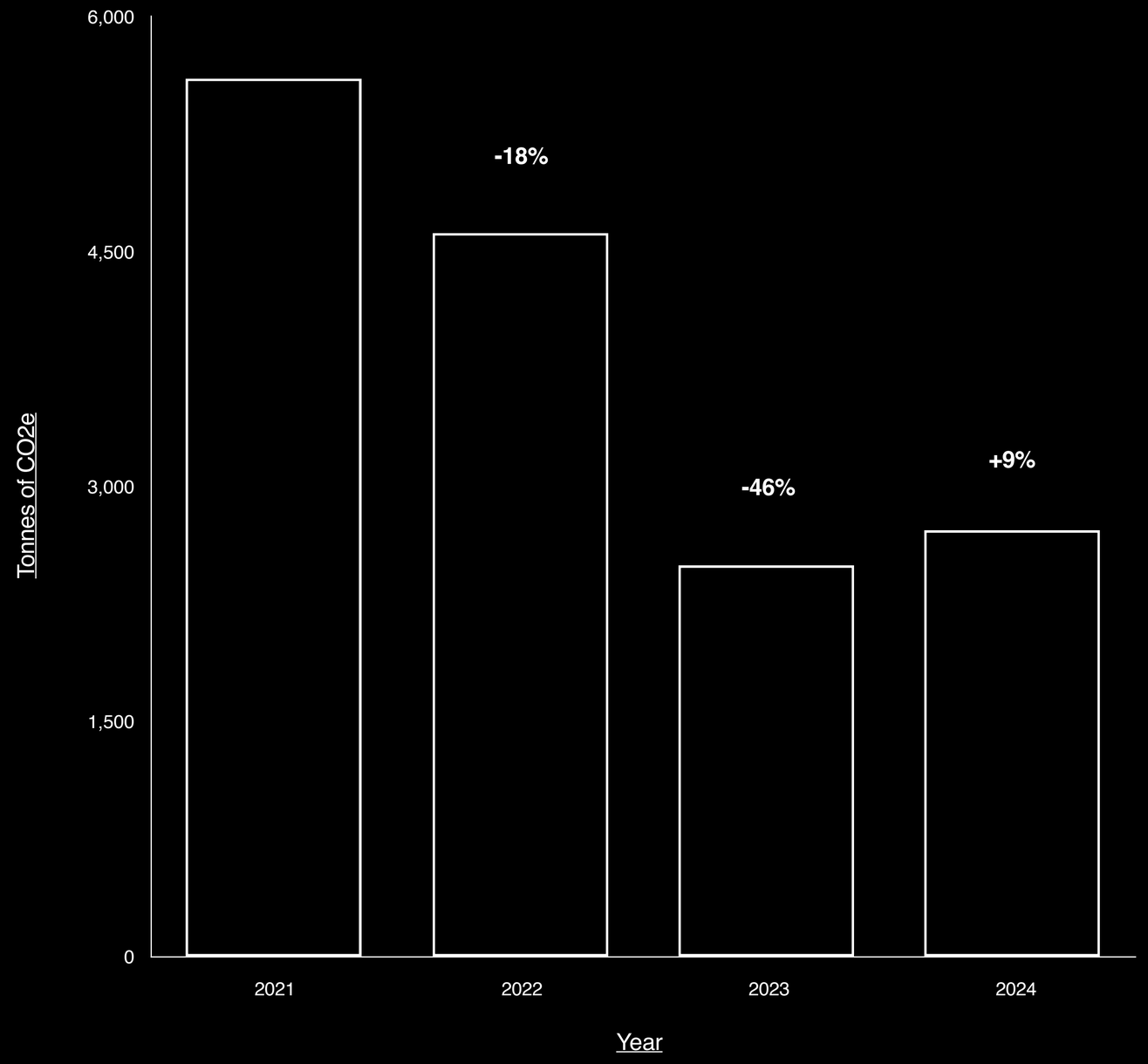
Emissions

Our primary target is to achieve net-zero emissions by 2030. While we saw a slight increase in our carbon footprint in 2024 in-line with business growth, we have made significant progress in reducing emissions since we started our journey. Looking forward, we remain dedicated to driving further reductions.

Exposure Carbon Footprints— 2021-2024

Since 2021, we have reduced our carbon footprint by 52%.

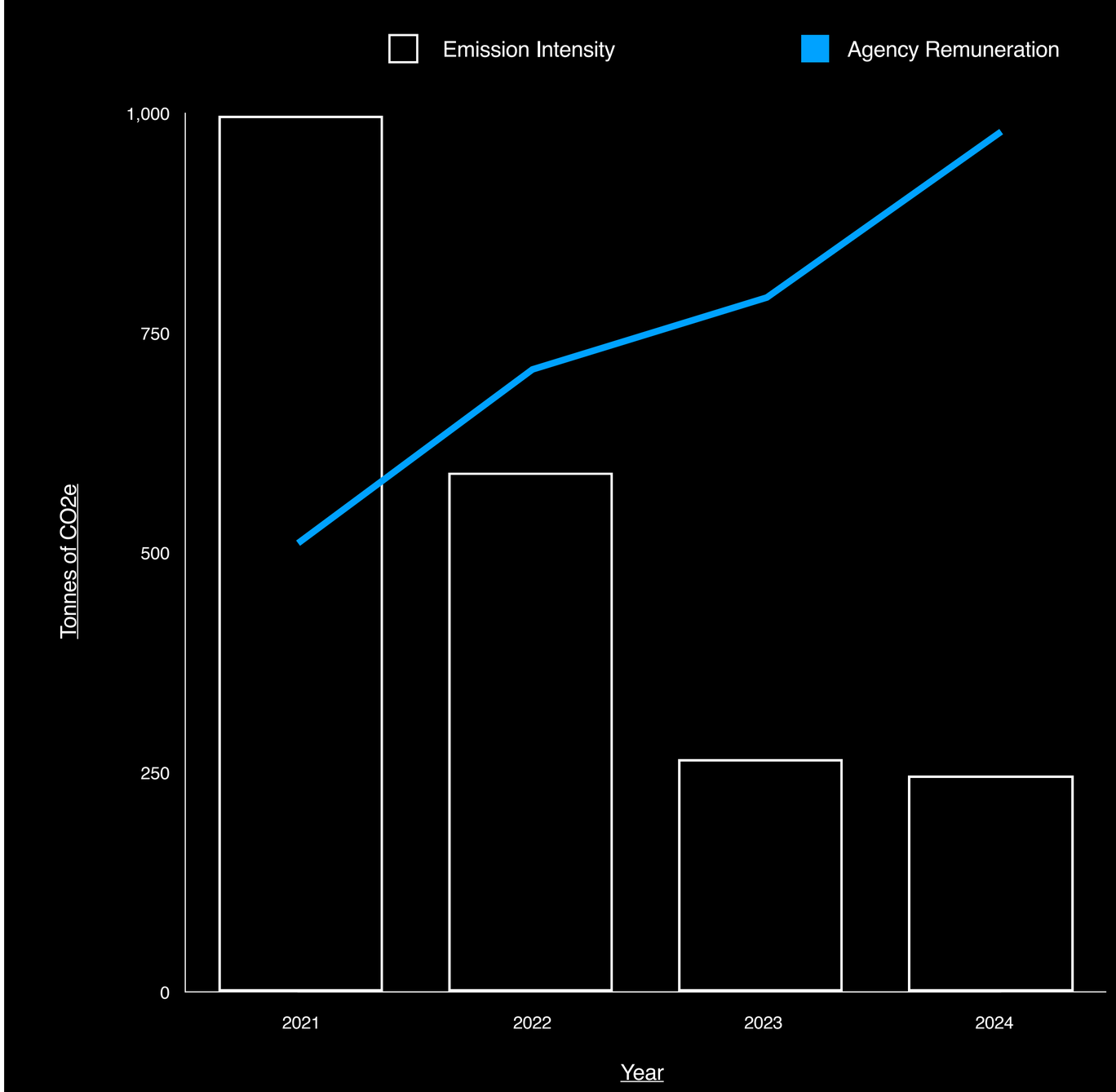
However, in 2024, we experienced a 9% increase in emissions.



Emissions Intensity

In 2024, Exposure's carbon emissions increased by 9%. However in the same period, Agency remuneration grew by 24%. This means that between 2023 and 2024, the Group's carbon emissions intensity decreased by 6.7%.

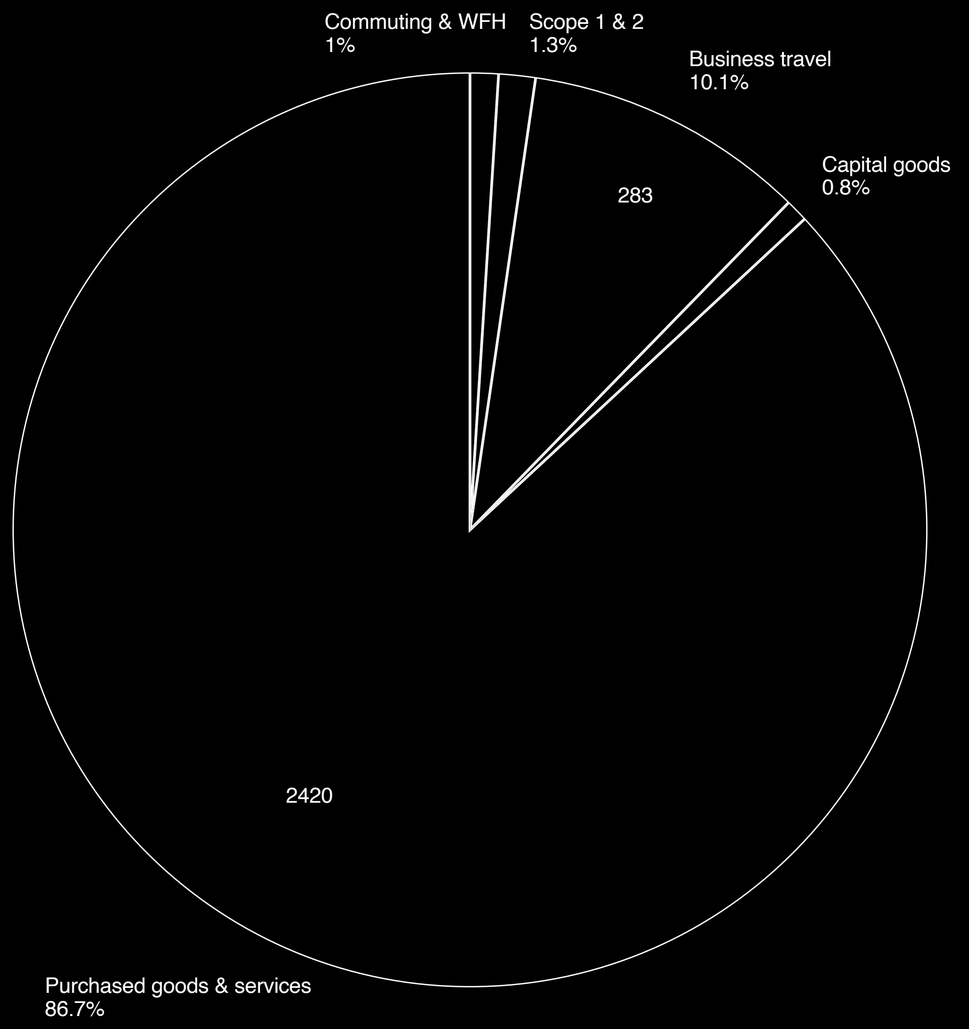
(Carbon emissions intensity relates to the amount of CO2e generated per £1m Agency remuneration).



2024 Carbon Footprint Breakdown

In 2024, we embarked on our fourth third-party assessment by Hope Solutions to measure our environmental impact and identify areas for improvement.

The assessment revealed Exposure's carbon footprint to be: 2,719.4 tCO2e.



Emissions Hotspots — 2023 vs 2024

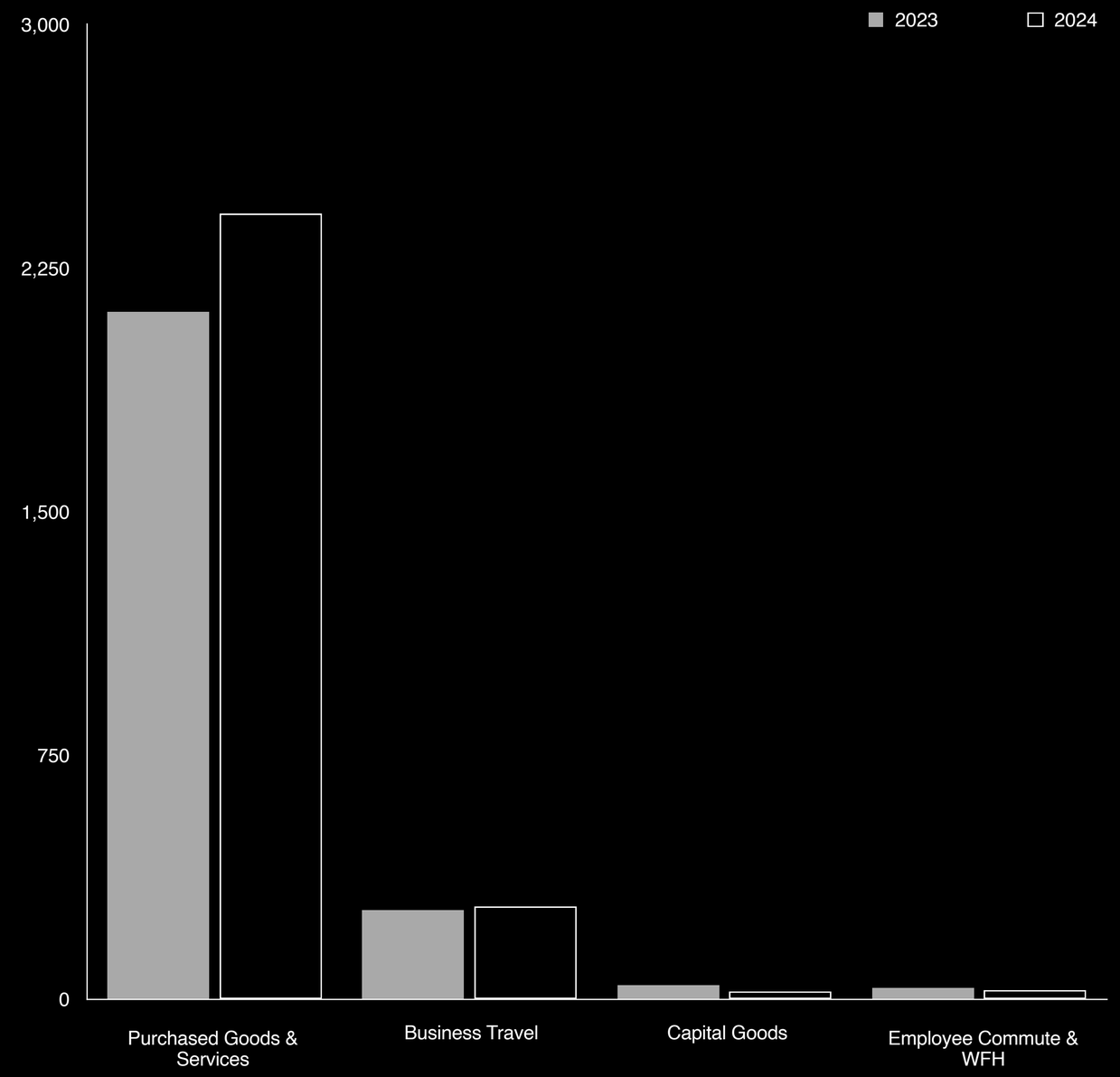
As in previous years, the following four categories are our largest emissions areas:

— Purchased goods & services has increased by 14%

— Business travel has increased by 3%

— Capital goods has decreased by 48%

— Employee commute & WFH decreased by 21%



Our Approach

To support emissions reduction, we are committed to upholding our Corporate Sustainability Policy and net-zero roadmap. Together, these documents serve as our guide to reach net-zero emissions by 2030.



Corporate Sustainability Policy

We have updated our Corporate Sustainability Policy to strengthen our commitment to environmental responsibility. This comprehensive policy outlines our commitments, targets and action areas, ensuring that sustainability is integrated into our day-to-day operations.



Net-Zero Roadmap

We have created a net-zero roadmap to outline the steps we need to take, and the interim targets we need to achieve, to reach net-zero by 2030. We have divided our roadmap into four areas of focus: energy, purchased goods & services, travel and disposal.

The roadmap can be found in the appendix of this report.



Looking Forward

We remain focused on reducing emissions as our top priority.

We will continue to align our business practices with the commitments and targets outlined in our Corporate Sustainability Policy and our roadmap will serve as a guide to reach net-zero emissions by 2030.



Purchased Goods and Services

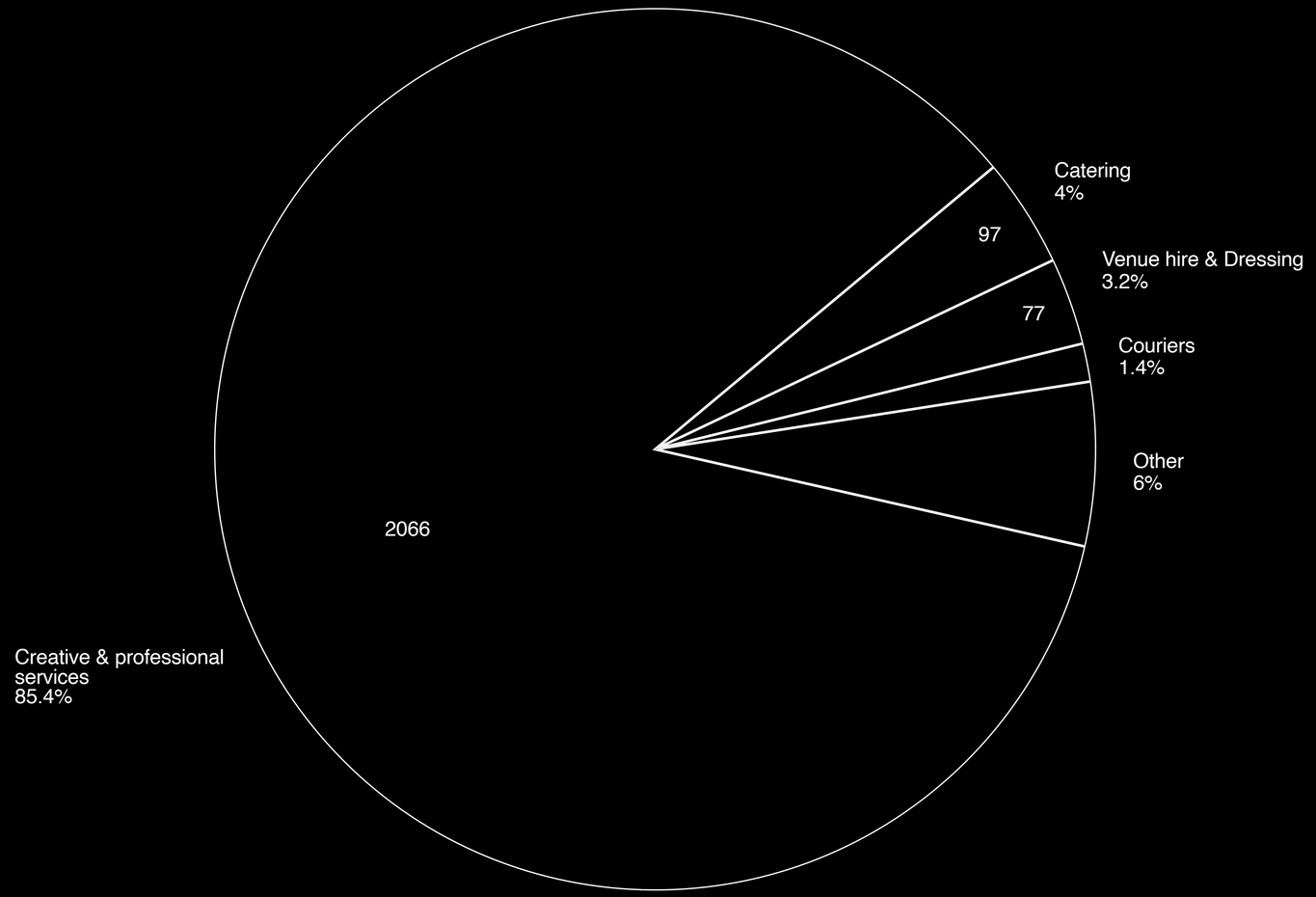
Due to growth in business revenue, we saw an 14% increase in emissions from purchased goods and services, but a continued reduction in our emissions intensity.

We remain dedicated to reducing these emissions by decarbonising our supply chain and changing our approach to events and production.

PG&S — Carbon Footprint

Within purchased goods and services, event services is the largest area of emissions, accounting for more than 90% of the procurement footprint.

This includes creative & professional services (85.4%), catering (4%) and venue hire & dressing (3.2%).



Our Approach

To drive down emissions, we will continue to transform our supply chain and our approach to events and production.

Our Sustainable Procurement Policy serves as a guide to prioritise sustainable purchasing and evaluate our supply chain, while our decarbonisation model is continuing to change the way we run and produce events.



Procurement Policy

Our Sustainable Procurement Policy is central to our strategy. It offers clear guidelines for the responsible sourcing of products and services.

Key takeaways include:

—Re-thinking procurement

—Lifecycle thinking & zero waste hierarchy

—Sourcing strategy & criteria



Suppliers

Engaging with our suppliers remains important as we progress towards net-zero. We are collecting supplier data through our sustainability questionnaire, which provides valuable insights into the sustainability practices of our partners.

Moving forward, we will source new suppliers that align with our net-zero goal and gradually transition away from those who do not share this commitment.



Events and Production

Our ‘Decarbonisation Model’ aims to integrate circular and energy-efficient strategies and practices into our events and production.

This approach ensures that environmental responsibility is maintained throughout any project, driving innovation and long-term success.



Looking Forward

Our supply chain and the events we produce will continue to be focus areas for carbon emissions reduction.

Guided by our Sustainable Procurement Policy and net-zero roadmap, we will continue to improve the way we collect data, choose suppliers, source materials and manage disposal.



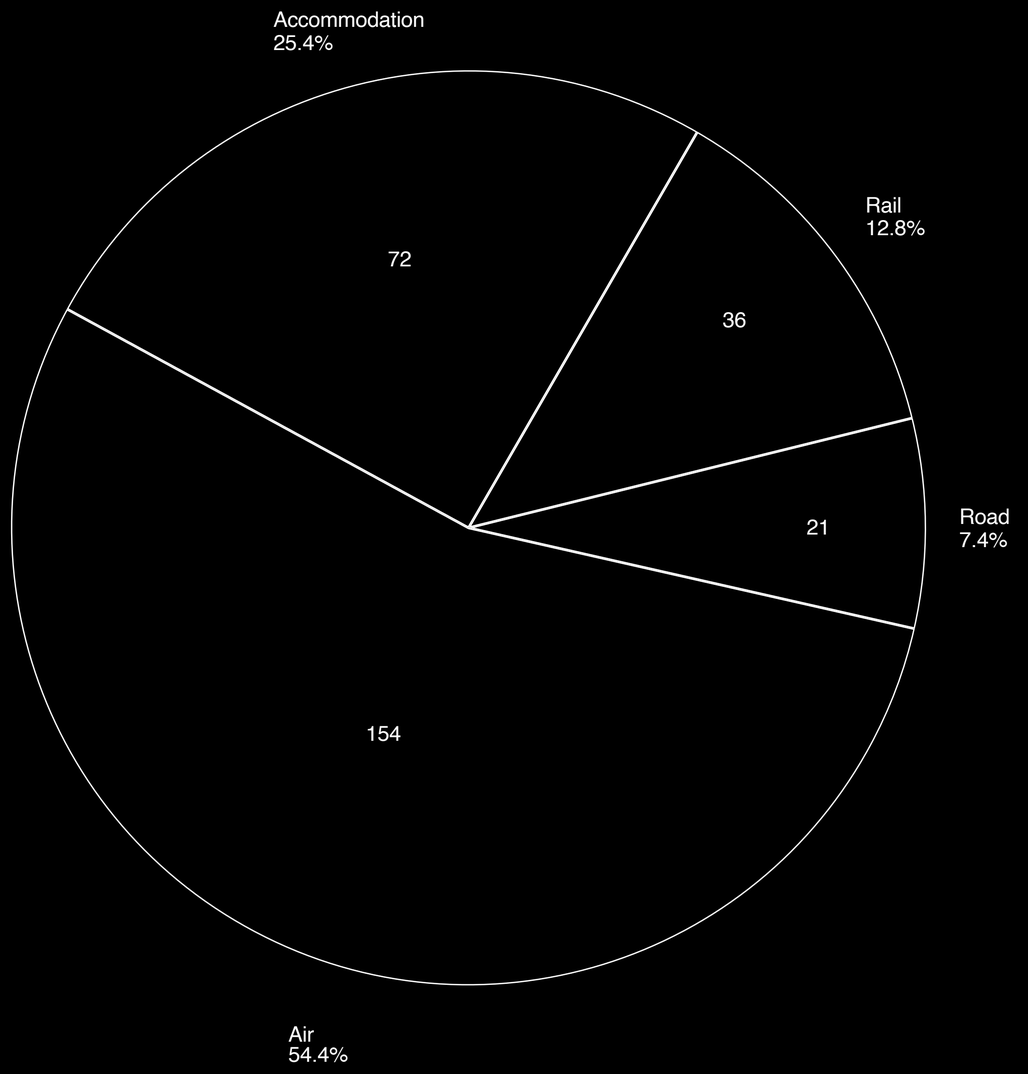
Business Travel

In 2024, we observed a small increase in emissions from travel.

We aim to reduce emissions in this area by exploring more sustainable travel options and continuing to refine our data collection processes.

Business Travel—Carbon Footprint

Within business travel, air travel accounts for the largest percentage of emissions (54.4%), followed by accommodation (25.4%) and rail (12.8%).



Our Approach

We continue to ensure compliance with our Sustainable Travel Policy which is focussed on reducing emissions, including reducing travel where possible, utilising sustainable transport methods and optimising data collection.



Sustainable Travel Policy

Our Sustainable Travel Policy provides guidelines for the most efficient and environmentally friendly travel options for business trips and employee commuting.

Key takeaways include:

—Reduce air travel where possible

—Utilise greener transport

—15% fee applied to business class flights

—Complete employee travel survey

As part of this Policy, we also implemented flight and accommodation trackers to gather activity data for all flights and hotels booked. This improves our data collection and the accuracy of our carbon assessment.



Climeworks

We have partnered with Climeworks, a global leader in carbon dioxide removal, to support their innovative nature and technology-based solution. By combining direct air capture technology with permanent underground storage and natural methods, Climeworks is pioneering a scalable approach to removing CO_2 from the atmosphere.

We have obtained the funds for this investment by applying a 15% fee to business class flights booked on behalf of employees and clients.

climeworks



Looking Forward

Guided by our Sustainable Travel Policy, we will continue to promote and encourage sustainable travel options.

Each year, we will enhance our data collection to ensure we gather high-quality information for our annual carbon assessment and effectively track our progress.



Workplace

In 2024, our goal was to further create a sustainable workplace and inspire employees to engage with our sustainability efforts.

For the second year in a row, we successfully launched a campaign for Plastic Free July and hosted a Swap Shop for Second-hand September. We also organised training and inspiration sessions to encourage employee engagement in our sustainability agenda.

Workshops

To help implement sustainability within events, we ran a ‘Power of Creativity’ workshop for Creative, Event and Production teams, in collaboration with Morally Made.

The aim of this session was to inspire and provide practical steps and resources to integrate sustainable practices into our operations.

morallymade





Swap Shop

We hosted our second Swap Shop event in support of Second-hand September. We had more than 300 items donated by staff, over half of which found new homes among the Group, whilst the rest was donated to our charity partner, Crisis.

At the event, we hosted four small sustainable businesses selling their items, including: Cydsline, Zephyr Jewellery, Scrapping Ell and FOTU. We also ran an up-cycling workshop hosted by Lydia Bolton.



Project Plastic

For Plastic Free July, we launched Project Plastic for the second consecutive year. We encouraged staff to collect plastic waste and fill a large container in our office to raise awareness about the issue of single use plastics and the importance of correct waste disposal.

In total we collected 36kgs of plastic waste which will by up-cycled by Are You Mad to create new tables for our event space.

ARE YOU MAD



Looking Forward

We will continue to host annual workshops to enhance employee education and awareness on key sustainability topics and issues.

We will also maintain our support for external campaigns such as Plastic Free July and Second-hand September, while improving employee engagement and participation through internal initiatives.



Summary of Progress

We consider our commitment to sustainability to be a hallmark of Exposure and we strive to continue integrating sustainable practices into our business operations.

In 2024, we strengthened our commitment by updating key policies and creating our net-zero roadmap.

We continue to adapt our decision-making processes, our approach to business activities, our interactions with clients and our targets to ensure alignment with our sustainability commitments.

Our Achievements In 2024 Include:

—Undertaking our fourth Carbon Assessment with Hope Solutions
—A 6.7% reduction in emissions intensity
—Releasing our new Corporate Sustainability Policy
—Creating a net-zero roadmap
—Partnering with Climeworks
—Creating and implementing our ‘Power of Creativity’ workshop
—Launching Project Plastic for the second consecutive year
—Hosting our second Swap Shop event



We are pleased with the accomplishments of 2024, however, we recognise that our journey is far from over and there is still significant progress to be made.

Our commitment remains strong as we strive to accomplish even more going forward.

Appendix

Net-Zero Roadmap

At Exposure, we aim to achieve net-zero emissions by 2030. We have created this roadmap to outline the steps we need to take and the targets we need to achieve to get there.

We have divided our roadmap into 4 main areas of focus: energy, purchased goods & services, travel, and disposal.



Sources

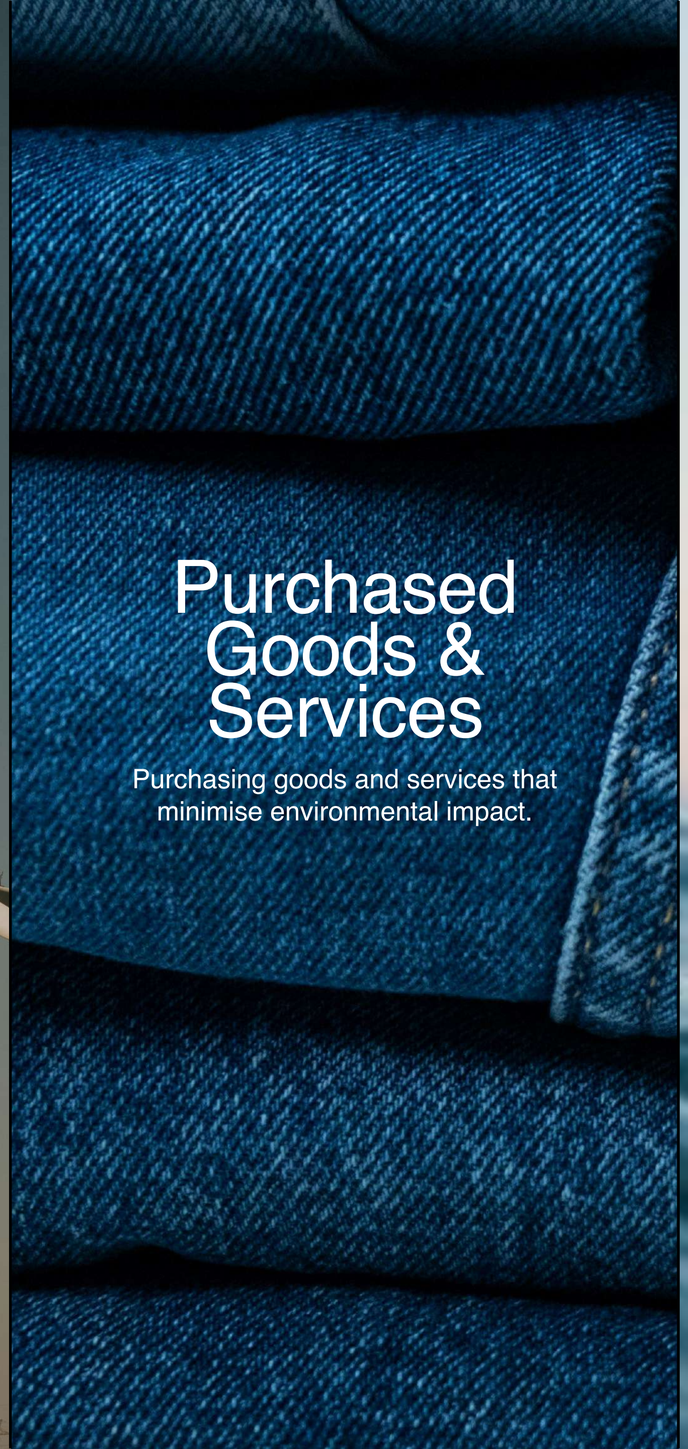
—Casbah Group Sustainability Report
—Casbah Group Sustainability Policy
—Casbah Group Sustainable Procurement Policy
—Casbah Group Sustainable Travel Policy
—Event Sustainability Guidance by Visit Britain
—A Net Zero Roadmap for the Events Industry by Net Zero Carbon Events
—The Sustainable Event Guide 2024 by Event Industry News





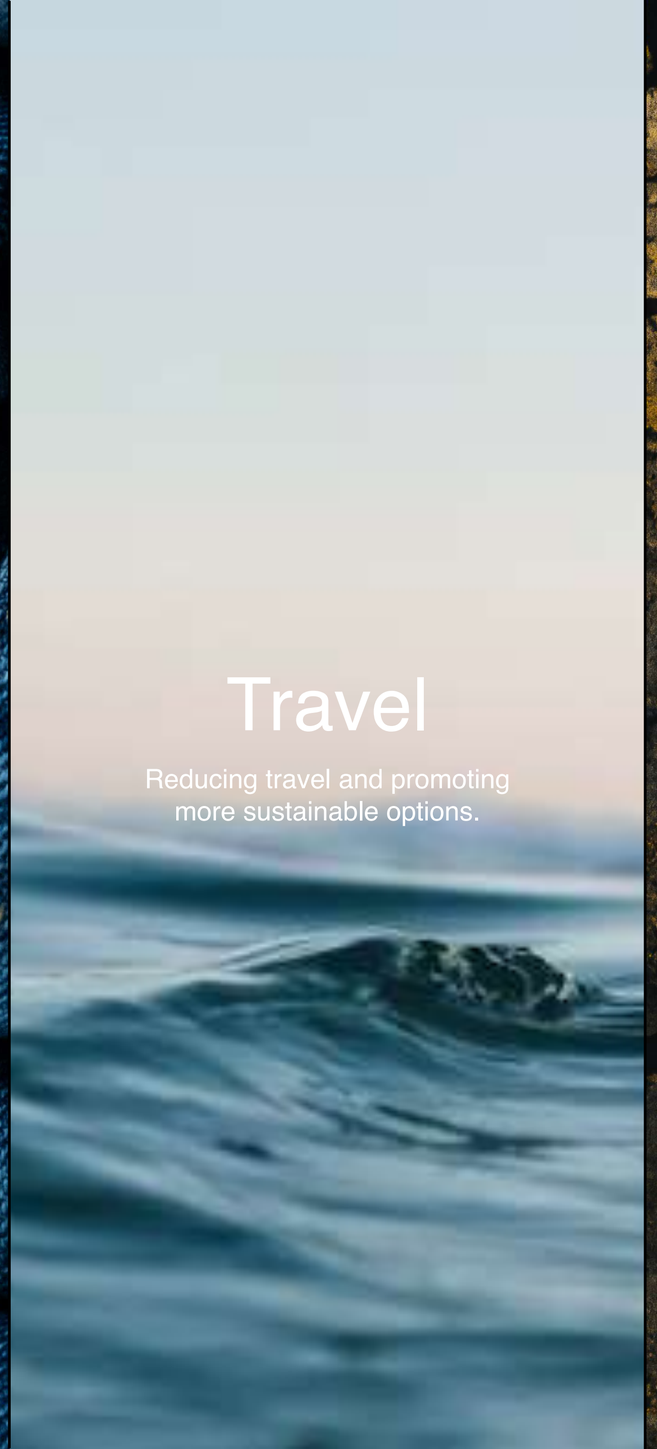
Energy

Utilising renewable energy and improving energy efficiency.



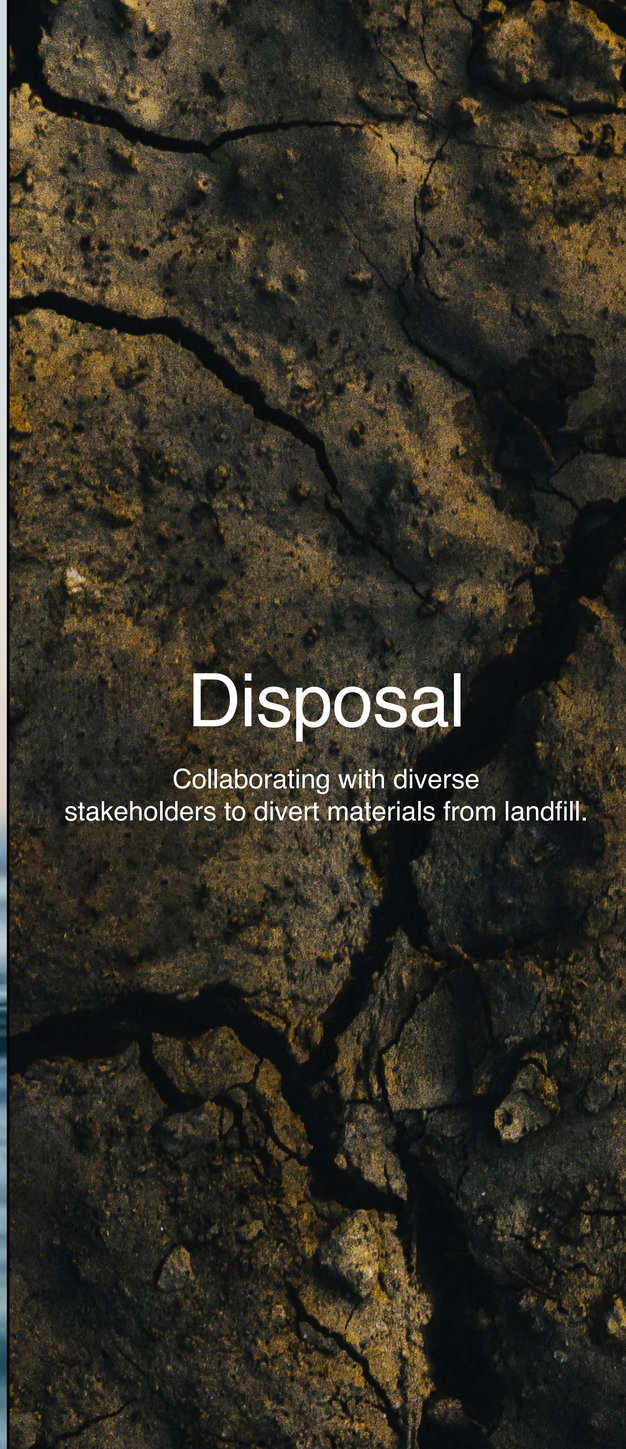
Purchased Goods & Services

Purchasing goods and services that minimise environmental impact.



Travel

Reducing travel and promoting more sustainable options.



Disposal

Collaborating with diverse stakeholders to divert materials from landfill.

Net-Zero Roadmap Summary



2025

Changing practices: establishing systems and building foundations.
KPI: 90% compliance with Procurement and Travel Policy.

2026

Improving systems: Optimising data collection.
KPI: Collect data on material recovery, waste and venue energy, as standard.

2027

Staying on track: refining policies and observing progress.
KPI: Ensure at least 25% of venues used operate on renewable tariffs.

2028

Reducing travel emissions: utilising sustainable options.
KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.

2029

Nearing circularity: reducing consumption and waste.
KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse and hiring assets.

2030

Mission Zero.
KPI: Net-zero emissions achieved across all focus areas.

STEPS	2025 **Changing practices: establishing systems and building foundations.** KPI: 90% compliance with Procurement and Travel Policy.	2026 **Improving systems: Optimising data collection.** KPI: Collect data on material recovery, waste and venue energy, as standard.	2027 **Staying on track: refining policies and observing progress.** KPI: Ensure at least 25% of venues used operate on renewable tariffs.	2028 **Reducing travel emissions: utilising sustainable options.** KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	2029 **Nearing circularity: reducing consumption and waste.** KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse, and hiring assets.	2030 **Mission Zero.** KPI: Net-zero emissions achieved across all focus areas.
Energy	•Venues: Implement data collection of energy use in all venues where possible. •Equipment: Prioritise procuring equipment that has energy efficiency certifications (e.g., Energy Star logo or EU Energy Label indicating A/AA+++). •Efficiency: Identify areas to implement energy efficient solutions.	•Venues: (1) Collect data on energy use in venues as standard. (2) Prioritise working with venues (a) on renewable energy tariffs, (b) those that can provide data collection (meter readings), (c) with energy reduction targets in place, and (d) with a certification or accreditation (e.g., BREAM very good, green Tourism or Earthcheck). •Equipment: Procure any new equipment with energy efficiency certifications (e.g., Energy Star logo or EU Energy Label indicating A/AA+++) as standard. •Efficiency: Implement energy efficient solutions (e.g., LEDS, temperature guidelines and high efficiency equipment) where possible.	•Venues: Ensure 25% of venues used operate on renewable energy tariffs. •Equipment: Replace or retrofit old equipment when its continued use causes greater environmental harm (e.g., excessive energy consumption or emissions) compared to the environmental impact of the disposal and manufacturing of a new item. •Efficiency: Implement energy efficient solutions as standard.	•Venues: Ensure 50% of venues used operate on renewable energy tariffs. •Equipment: Standardise procurement of energy efficient equipment and properly maintain it to improve its energy efficiency. •Efficiency: Monitor the use of energy efficient solutions.	•Venues: Ensure 75% of venues used operate on renewable energy tariffs. •Equipment: Monitor procurement of energy efficient equipment and maintenance. •Efficiency: Maintain the use of energy efficient solutions.	•Venues: Ensure 100% of venues used operate on renewable energy tariffs. •Equipment: Maintain procurement of energy efficient equipment and maintenance for continued efficient use. •Efficiency: Continue to maintain the use of energy efficient solutions across all business operations.
Purchased Goods & Services	•Design and Material Use: Implement annual training and inspiration sessions for Creative, Strategy and Production teams to integrate sustainability within projects. Procurement Policy and Standards: (1) Life cycle thinking must be applied to all purchasing decisions through: (a) use of sustainable materials (e.g. compostable, reusable and recyclable) where possible, and (b) digitalisation of signage/promotional/marketing materials where possible (e.g., use of QR codes). (2) Communication of Procurement Policy to stakeholders to introduce clear standards on sustainable production and materials. •Food and Catering: Collaborate with caterers to ensure alignment with Procurement Policy standards. •Couriers: (1) Utilise couriers using green fleets where possible. (2) Collect travel reports where possible.	•Design and Material Use: Continue annual training sessions for Creative, Strategy and Production teams as standard. •Procurement Policy and Standards: Ensure purchased goods and services meet the requirements set out in the Procurement Policy. •Food and Catering: (1) Exclusive use of caterers aligning to Procurement Policy standards. (2) Use of local suppliers where possible. Couriers: (1) Utilise couriers using green fleets as standard. (2) Collect travel reports as standard.	•Design and Material Use: Ensure 25% of new materials sourced are sustainable, repurposed, sourced second-hand or rented. •Procurement Policy and Standards: Refine and update Procurement Policy in line with new regulations and standards. •Food and Catering: Use of local suppliers as standard. •Couriers: Continue using couriers with green fleets and collecting travel reports as standard.	•Design and Material Use: Ensure 50% of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Continue to adhere to the Procurement Policy, tracking areas of compliance and areas for improvement through the annual carbon assessment and material recovery data capture form. •Food and Catering: Reduction in high carbon foods served (e.g., palm oil, beef etc). •Couriers: Transition to net zero emissions from couriers.	•Design and Material Use: Ensure 75% of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Further refine Procurement Policy to enhance sustainable procurement standards in line with up-to-date information. •Food and Catering: Continue reduction of high carbon foods served (e.g., palm oil, beef etc). •Couriers: Achieve net zero emissions from couriers.	•Design and Material Use: Ensure 100% of of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Fully integrate sustainable procurement practices into business operations. •Food and Catering: Ensure 100% of food is sourced locally, seasonally, and sustainably, with zero high-carbon ingredients (e.g., palm oil, beef etc). •Couriers: Maintain net zero emissions from couriers.
Travel	•Work Commuting: Promote public transport, car-pooling and cycling through education and incentives. •Business Travel: (1) Reduce air travel wherever possible. (2) Ensure air travel within the UK receives written approval from a group CEO. (3) Prioritise economy class flights. (4) Ensure business class flights receive written approval from a Group CEO. (5) Ensure business class flights incur an additional fee of 15% of the overall flight price to cover the cost of our carbon offset scheme. (6) Where a taxi is required, the use of suppliers with electric fleets should be utilised (e.g., Uber Green). (7) Travel expenses must be recorded by mode of travel, origin & destination, and distance. (8) Utilise booking platforms such as Travel Counsellors. (9) Book hotels with sustainability certifications in place where possible. •Client and Event Travel: (1) Prioritise not booking flights on behalf of clients. (2) Select venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, where possible. (3) Collect data on attendee travel through a pre-event registration process where possible.	•Work Commuting: Continue to promote public transport, car-pooling and cycling through education and incentives. •Business Travel: (1) Continue to follow guidelines as outlined in the Sustainable Travel Policy. (2) Establish a 10% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: (1) Continue to not book flights on behalf of clients. (2) Select venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, where possible. (3) Collect data on attendee travel through a pre-event registration process as standard. (4) Promote event attendee use of sustainable transport options.	•Work Commuting: Refine incentives and regulations outlined in the Sustainable Travel Policy to reflect insights from the employee travel survey. •Business Travel: (1) Refine guidelines outlined in the Sustainable Travel Policy to reflect insights from the employee travel survey. (2) Establish a 25% reduction in annual travel emissions compared to the 2024 baseline. Client and Event Travel: (1) Ensure we don't book flights on behalf of clients as standard. (2) Select event venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, as standard. (3) Reduce emissions from attendee travel through a pre-event registration process by 25%. (4) Continue to promote event attendee use of sustainable transport options.	•Work Commuting: Monitor personal travel and encourage and incentivise at least 50% of employees to use sustainable commuting options. •Business Travel: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: (1) Reduce emissions from attendee travel through a pre-event registration process by 50%. (2) Promote event attendee use of sustainable transport options as standard.	•Work Commuting: Achieve 75% of employees using sustainable commuting options. •Business Travel: Establish a 75% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: Reduce emissions from attendee travel through a pre-event registration process by 75%.	•Work Commuting: (1) Achieve 90% of employees using sustainable commuting methods. (2) Ensure all remaining emissions are offset through reliable and verified schemes, achieving net-zero emissions for employee travel. •Business Travel: (1) Establish a 90% reduction in annual travel emissions compared to the 2024 baseline. (2) Ensure all remaining emissions are offset through reliable and verified schemes, achieving net-zero emissions for business travel. •Client and Event Travel: Reduce emissions from attendee travel through a pre-event registration process by 90%.
Disposal	•Material Recovery: (1) Divert materials from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use, where possible. (2) Ensure source reduction through adhering to 'material' roadmap section. (3) Implement data collection of material recovery, where possible. •Waste Prevention and Management: (1) Implement waste reduction plans and use clearly labelled separate bins at events (recycling, general waste, food etc). (2) Divert food waste from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. (3) Implement data collection of waste (no. of bin bags). •Waste Management Partnerships: (1) Engage local waste management companies to understand how they implement circular economy principles, if they segregate waste etc. (2) Request waste reports where possible. (3) Collaborate with local charities and organisations for local waste disposal and redistribution where possible.	•Material Recovery: (1) Divert materials from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use, as standard. (2) Implement data collection of material recovery, as standard. •Waste Prevention and Management: (1) Continue to enforce clearly labelled separate bins at events as standard. (2) Divert food waste from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. (3) Collect data on waste as standard. •Waste Management Partnerships: (1) Engage with local waste management companies to ensure they're implementing circular economy principles and are segregating waste. (2) Continue to request waste reports where possible. (3) Continue collaborating locally to ensure all waste materials are processed transparently.	•Material Recovery: (1) Ensure 25% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 50% of food waste is diverted from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. •Waste Management Partnerships: (1) Continue to engage with local waste management companies where possible. (2) Request waste reports as standard.	•Material Recovery: Ensure 50% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 100% of food waste is composted or donated. •Waste Management Partnerships: Audit waste management processes to ensure that all waste is transparently tracked and appropriately disposed of in accordance with zero waste to landfill target.	•Material Recovery: Ensure 75% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 75% of total waste is diverted from landfill. •Waste Management Partnerships: Strengthen partnerships and collaborate to develop innovative recycling solutions for residual waste.	•Material Recovery: Ensure 100% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Achieve zero waste across operations. •Waste Management Partnerships: Continue communication and collaboration to ensure the implementation of zero waste to landfill.

Energy

The energy sector is central to achieving a net zero future, as it is one of the largest sources of greenhouse gas emissions. Our energy related emissions come from our office operations and the venues we utilise for events. This section outlines how we aim to transition to clean, renewable energy, improve efficiency, and adopt innovative technologies across all operations.



Energy Roadmap

2025

Implement data collection of energy use in all venues where possible.

2026

Prioritise working with venues on renewable energy tariffs, and collect data on energy use in venues as standard.

2027

Ensure 25% of venues used operate on renewable energy tariffs and implement energy efficient solutions as standard.

2028

Ensure 50% of venues used operate on renewable energy tariffs.

2029

Ensure 75% of venues used operate on renewable energy tariffs.

2030

Ensure 100% of venues used operate on renewable energy tariffs.

	2025	2026	2027	2028	2029	2030
STEPS	**Changing practices: establishing systems and building foundations.** KPI: 90% compliance with Procurement and Travel Policy.	**Improving systems: Optimising data collection.** KPI: Collect data on material recovery, waste and venue energy, as standard.	**Staying on track: refining policies and observing progress.** KPI: Ensure at least 25% of venues used operate on renewable tariffs.	**Reducing travel emissions: utilising sustainable options.** KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	**Nearing circularity: reducing consumption and waste.** KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse, and hiring assets.	**Mission Zero.** KPI: Net-zero emissions achieved across all focus areas.
Energy	•Venues: Implement data collection of energy use in all venues where possible. •Equipment: Prioritise procuring equipment that has energy efficiency certifications (e.g., Energy Star logo or EU Energy Label indicating A/AA+++). •Efficiency: Identify areas to implement energy efficient solutions.	•Venues: (1) Collect data on energy use in venues as standard. (2) Prioritise working with venues (a) on renewable energy tariffs, (b) those that can provide data collection (meter readings), (c) with energy reduction targets in place, and (d) with a certification or accreditation (e.g., BREAM very good, green Tourism or Earthcheck). •Equipment: Procure any new equipment with energy efficiency certifications (e.g., Energy Star logo or EU Energy Label indicating A/AA+++) as standard. •Efficiency: Implement energy efficient solutions (e.g., LEDS, temperature guidelines and high efficiency equipment) where possible.	•Venues: Ensure 25% of venues used operate on renewable energy tariffs. •Equipment: Replace or retrofit old equipment when its continued use causes greater environmental harm (e.g., excessive energy consumption or emissions) compared to the environmental impact of the disposal and manufacturing of a new item. •Efficiency: Implement energy efficient solutions as standard.	•Venues: Ensure 50% of venues used operate on renewable energy tariffs. •Equipment: Standardise procurement of energy efficient equipment and properly maintain it to improve its energy efficiency. •Efficiency: Monitor the use of energy efficient solutions.	•Venues: Ensure 75% of venues used operate on renewable energy tariffs. •Equipment: Monitor procurement of energy efficient equipment and maintenance. •Efficiency: Maintain the use of energy efficient solutions.	•Venues: Ensure 100% of venues used operate on renewable energy tariffs. •Equipment: Maintain procurement of energy efficient equipment and maintenance for continued efficient use. •Efficiency: Continue to maintain the use of energy efficient solutions across all business operations.

Purchased Goods & Services

Purchased goods and services represent a significant share of our emissions and are essential to address in our journey to net zero. These emissions stem from the production and delivery of the materials and services we procure, making supplier engagement and low-carbon sourcing key levers for change. This section outlines how we aim to prioritise sustainable materials, adhere to our Sustainable Procurement Policy and encourage a circular economy.



Purchased Goods & Services Roadmap

2025

Apply lifecycle thinking to all purchasing decisions and achieve 90% compliance with the Procurement Policy.

2026

Ensure all purchased goods and services meet the requirements set out in the Procurement Policy.

2027

Ensure 25% of new materials sourced are sustainable, repurposed, sourced second-hand or rented.

2028

Ensure 50% of new materials sourced are sustainable, repurposed, sourced second-hand or rented.

2029

Ensure 75% of new materials sourced are sustainable, repurposed, sourced second-hand or rented.

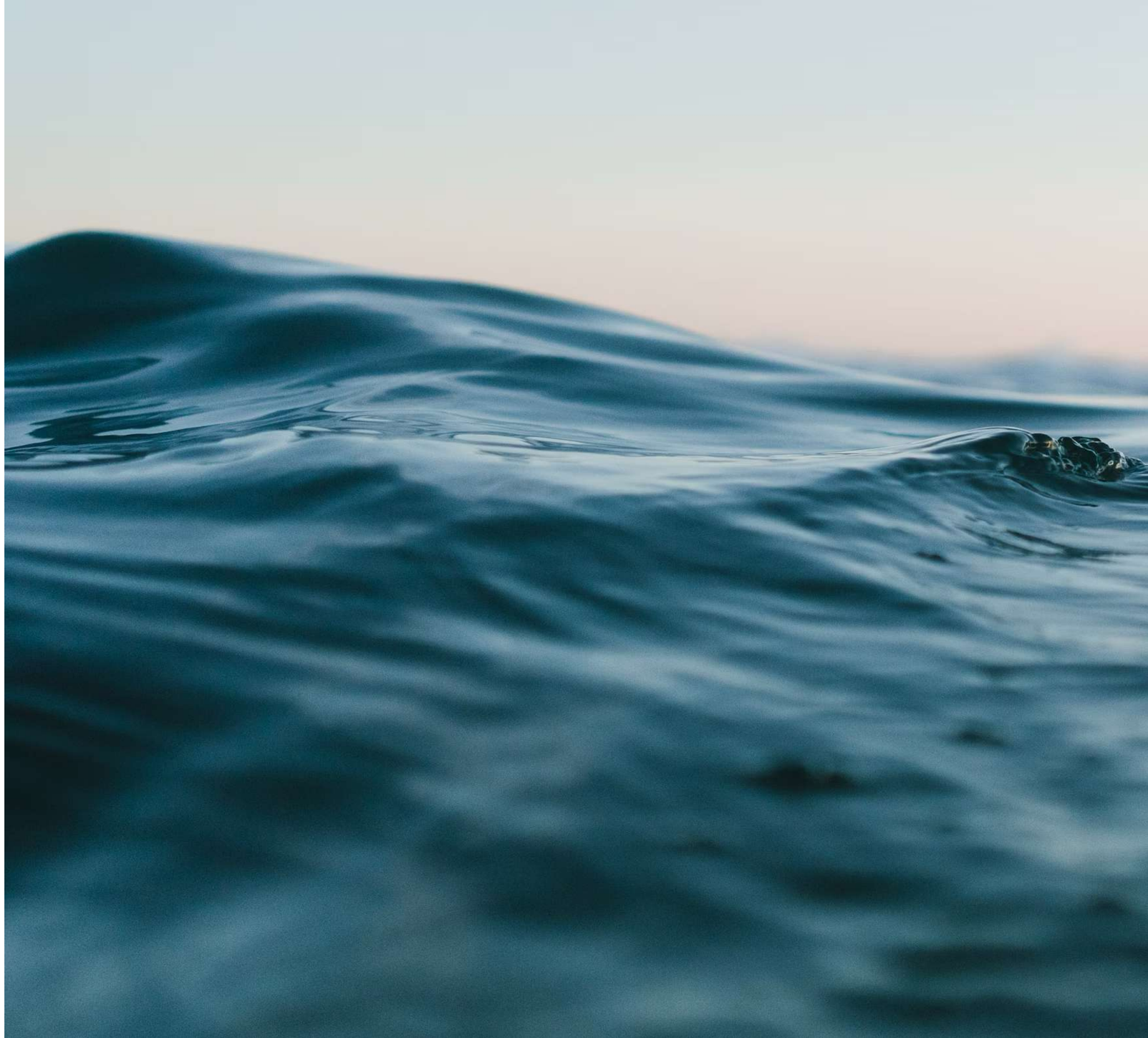
2030

Ensure 100% of new materials sourced are sustainable, repurposed, sourced second-hand or rented.

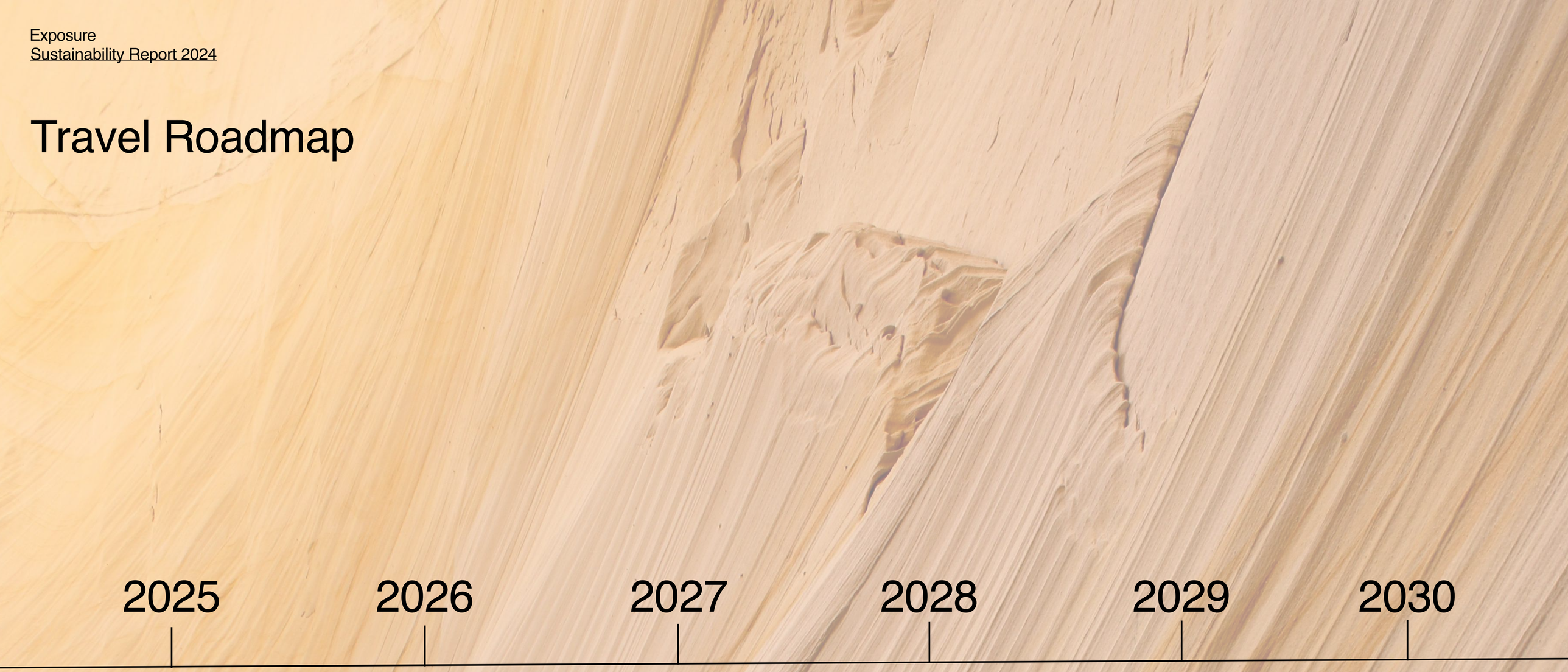
	2025	2026	2027	2028	2029	2030
STEPS	**Changing practices: establishing systems and building foundations.** KPI: 90% compliance with Procurement and Travel Policy.	**Improving systems: Optimising data collection.** KPI: Collect data on material recovery, waste and venue energy, as standard.	**Staying on track: refining policies and observing progress.** KPI: Ensure at least 25% of venues used operate on renewable tariffs.	**Reducing travel emissions: utilising sustainable options.** KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	**Nearing circularity: reducing consumption and waste.** KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse, and hiring assets.	**Mission Zero.** KPI: Net-zero emissions achieved across all focus areas.
Purchased Goods & Services	•Design and Material Use: Implement annual training and inspiration sessions for Creative, Strategy and Production teams to integrate sustainability within projects. Procurement Policy and Standards: (1) Life cycle thinking must be applied to all purchasing decisions through: (a) use of sustainable materials (e.g. compostable, reusable and recyclable) where possible, and (b) digitalisation of signage/promotional/marketing materials where possible (e.g., use of QR codes). (2) Communication of Procurement Policy to stakeholders to introduce clear standards on sustainable production and materials. •Food and Catering: Collaborate with caterers to ensure alignment with Procurement Policy standards. •Couriers: (1) Utilise couriers using green fleets where possible. (2) Collect travel reports where possible.	•Design and Material Use: Continue annual training sessions for Creative, Strategy and Production teams as standard. •Procurement Policy and Standards: Ensure purchased goods and services meet the requirements set out in the Procurement Policy. •Food and Catering: (1) Exclusive use of caterers aligning to Procurement Policy standards. (2) Use of local suppliers where possible. Couriers: (1) Utilise couriers using green fleets as standard. (2) Collect travel reports as standard.	•Design and Material Use: Ensure 25% of new materials sourced are sustainable, repurposed, sourced second-hand or rented. •Procurement Policy and Standards: Refine and update Procurement Policy in line with new regulations and standards. •Food and Catering: Use of local suppliers as standard. •Couriers: Continue using couriers with green fleets and collecting travel reports as standard.	•Design and Material Use: Ensure 50% of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Continue to adhere to the Procurement Policy, tracking areas of compliance and areas for improvement through the annual carbon assessment and material recovery data capture form. •Food and Catering: Reduction in high carbon foods served (e.g., palm oil, beef etc). •Couriers: Transition to net zero emissions from couriers.	•Design and Material Use: Ensure 75% of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Further refine Procurement Policy to enhance sustainable procurement standards in line with up-to-date information. •Food and Catering: Continue reduction of high carbon foods served (e.g., palm oil, beef etc). •Couriers: Achieve net zero emissions from couriers.	•Design and Material Use: Ensure 100% of of new materials sourced are sustainable, repurposed, second-hand or rented. •Procurement Policy and Standards: Fully integrate sustainable procurement practices into business operations. •Food and Catering: Ensure 100% of food is sourced locally, seasonally, and sustainably, with zero high-carbon ingredients (e.g., palm oil, beef etc). •Couriers: Maintain net zero emissions from couriers.

Travel

Travel is a significant contributor to global carbon emissions and is the second largest area of emissions for our organisation. This section outlines how we aim to reduce travel where possible, improve efficiency, and utilise sustainable practices to achieve a net-zero future.



Travel Roadmap



2025	2026	2027	2028	2029	2030
Reduce travel where possible, utilise sustainable couriers and comply with the Travel Policy.	Establish a 10% reduction in annual travel emissions compared to the 2024 baseline.	Establish a 25% reduction in annual travel emissions compared to the 2024 baseline.	Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	Establish a 75% reduction in annual travel emissions compared to the 2024 baseline.	Establish a 90% reduction in annual travel emissions compared to the 2024 baseline.

	2025	2026	2027	2028	2029	2030
STEPS	**Changing practices: establishing systems and building foundations.** KPI: 90% compliance with Procurement and Travel Policy.	**Improving systems: Optimising data collection.** KPI: Collect data on material recovery, waste and venue energy, as standard.	**Staying on track: refining policies and observing progress.** KPI: Ensure at least 25% of venues used operate on renewable tariffs.	**Reducing travel emissions: utilising sustainable options.** KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	**Nearing circularity: reducing consumption and waste.** KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse, and hiring assets.	**Mission Zero.** KPI: Net-zero emissions achieved across all focus areas.
Travel	•Work Commuting: Promote public transport, car-pooling and cycling through education and incentives. •Business Travel: (1) Reduce air travel wherever possible. (2) Ensure air travel within the UK receives written approval from a group CEO. (3) Prioritise economy class flights. (4) Ensure business class flights receive written approval from a Group CEO. (5) Ensure business class flights incur an additional fee of 15% of the overall flight price to cover the cost of our carbon offset scheme. (6) Where a taxi is required, the use of suppliers with electric fleets should be utilised (e.g., Uber Green). (7) Travel expenses must be recorded by mode of travel, origin & destination, and distance. (8) Utilise booking platforms such as Travel Counsellors. (9) Book hotels with sustainability certifications in place where possible. •Client and Event Travel: (1) Prioritise not booking flights on behalf of clients. (2) Select venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, where possible. (3) Collect data on attendee travel through a pre-event registration process where possible.	•Work Commuting: Continue to promote public transport, car-pooling and cycling through education and incentives. •Business Travel: (1) Continue to follow guidelines as outlined in the Sustainable Travel Policy. (2) Establish a 10% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: (1) Continue to not book flights on behalf of clients. (2) Select venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, where possible. (3) Collect data on attendee travel through a pre-event registration process as standard. (4) Promote event attendee use of sustainable transport options.	•Work Commuting: Refine incentives and regulations outlined in the Sustainable Travel Policy to reflect insights from the employee travel survey. •Business Travel: (1) Refine guidelines outlined in the Sustainable Travel Policy to reflect insights from the employee travel survey. (2) Establish a 25% reduction in annual travel emissions compared to the 2024 baseline. Client and Event Travel: (1) Ensure we don't book flights on behalf of clients as standard. (2) Select event venues with the aim of reducing travel and transport requirements through location and proximity to public transport, and that have EV charging stations and secure bike racks, as standard. (3) Reduce emissions from attendee travel through a pre-event registration process by 25%. (4) Continue to promote event attendee use of sustainable transport options.	•Work Commuting: Monitor personal travel and encourage and incentivise at least 50% of employees to use sustainable commuting options. •Business Travel: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: (1) Reduce emissions from attendee travel through a pre-event registration process by 50%. (2) Promote event attendee use of sustainable transport options as standard.	•Work Commuting: Achieve 75% of employees using sustainable commuting options. •Business Travel: Establish a 75% reduction in annual travel emissions compared to the 2024 baseline. •Client and Event Travel: Reduce emissions from attendee travel through a pre-event registration process by 75%.	•Work Commuting: (1) Achieve 90% of employees using sustainable commuting methods. (2) Ensure all remaining emissions are offset through reliable and verified schemes, achieving net-zero emissions for employee travel. •Business Travel: (1) Establish a 90% reduction in annual travel emissions compared to the 2024 baseline. (2) Ensure all remaining emissions are offset through reliable and verified schemes, achieving net-zero emissions for business travel. •Client and Event Travel: Reduce emissions from attendee travel through a pre-event registration process by 90%.

Disposal

The disposal of waste is a significant source of carbon emissions, especially when materials are not properly managed or recycled. Achieving net-zero emissions requires rethinking how we handle waste throughout its lifecycle, from production and consumption to disposal. This section outlines how we aim to minimise waste through proper waste management, promote reuse, repurposing and hiring assets, and achieve zero waste to landfill.



Disposal Roadmap

2025

Implement data collection of waste and divert materials from landfill where possible.

2026

Implement data collection of waste and divert materials from landfill as standard.

2027

Ensure 50% food waste is composted or donated and 25% of materials are diverted from landfill.

2028

Ensure 100% food waste is composted or donated and 50% of materials are diverted from landfill.

2029

Ensure 75% of materials are diverted from landfill.

2030

Achieve zero waste across operations and ensure 100% of materials are diverted from landfill.

	2025	2026	2027	2028	2029	2030
STEPS	**Changing practices: establishing systems and building foundations.** KPI: 90% compliance with Procurement and Travel Policy.	**Improving systems: Optimising data collection.** KPI: Collect data on material recovery, waste and venue energy, as standard.	**Staying on track: refining policies and observing progress.** KPI: Ensure at least 25% of venues used operate on renewable tariffs.	**Reducing travel emissions: utilising sustainable options.** KPI: Establish a 50% reduction in annual travel emissions compared to the 2024 baseline.	**Nearing circularity: reducing consumption and waste.** KPI: Ensure 75% of materials are diverted from landfill through repurposing, reuse, and hiring assets.	**Mission Zero.** KPI: Net-zero emissions achieved across all focus areas.
Disposal	•Material Recovery: (1) Divert materials from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use, where possible. (2) Ensure source reduction through adhering to 'material' roadmap section. (3) Implement data collection of material recovery, where possible. •Waste Prevention and Management: (1) Implement waste reduction plans and use clearly labelled separate bins at events (recycling, general waste, food etc). (2) Divert food waste from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. (3) Implement data collection of waste (no. of bin bags). •Waste Management Partnerships: (1) Engage local waste management companies to understand how they implement circular economy principles, if they segregate waste etc. (2) Request waste reports where possible. (3) Collaborate with local charities and organisations for local waste disposal and redistribution where possible.	•Material Recovery: (1) Divert materials from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use, as standard. (2) Implement data collection of material recovery, as standard. •Waste Prevention and Management: (1) Continue to enforce clearly labelled separate bins at events as standard. (2) Divert food waste from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. (3) Collect data on waste as standard. •Waste Management Partnerships: (1) Engage with local waste management companies to ensure they're implementing circular economy principles and are segregating waste. (2) Continue to request waste reports where possible. (3) Continue collaborating locally to ensure all waste materials are processed transparently.	•Material Recovery: (1) Ensure 25% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 50% of food waste is diverted from landfill through donation, composting, and source reduction through adhering to 'material' roadmap section, as standard. •Waste Management Partnerships: (1) Continue to engage with local waste management companies where possible. (2) Request waste reports as standard.	•Material Recovery: Ensure 50% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 100% of food waste is composted or donated. •Waste Management Partnerships: Audit waste management processes to ensure that all waste is transparently tracked and appropriately disposed of in accordance with zero waste to landfill target.	•Material Recovery: Ensure 75% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Ensure 75% of total waste is diverted from landfill. •Waste Management Partnerships: Strengthen partnerships and collaborate to develop innovative recycling solutions for residual waste.	•Material Recovery: Ensure 100% of materials are diverted from landfill through recycling, repurposing, reuse and/or passing on materials to clients for future use. •Waste Prevention and Management: Achieve zero waste across operations. •Waste Management Partnerships: Continue communication and collaboration to ensure the implementation of zero waste to landfill.

Exposure

For any comments or questions,
please contact the Sustainability Champions
at: Sustainabilitychampions@thecasbah.net

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