

# Sustainability Policy & Route to Net Zero

At Primary, we understand and recognise the impact our events and activities can have on the environment.

As a team, we are all committed to making necessary changes throughout our day-to-day operations and onsite deliveries.

## Summary

We can't save the planet on our own, but we will do everything we can to reduce and minimise the impact of our events through making the best possible choices in the planning process.

We demand the best from our suppliers, who share both our ethics and vision in reducing environmental impact. We find the most sustainable solutions that deliver the best for your brand and help you to experience more.

The purpose of this Sustainability Policy is to document our commitment and approach to reducing our greenhouse gas emissions (hereafter referred to as GHGs or emissions), reducing our waste footprint and minimising the impact of our business on the environment.

Alongside our outlined planned targets, we will regularly review and update this document to ensure we are in line with government legislation and industry best practices.

As a signatory of the Net Zero Carbon Events (NZCE) pledge, we are committed to achieving carbon net zero by 2050, with the interim target of reducing our carbon emissions by 50% before 2030, in line with the Paris Agreement. We aim to reduce our emissions in line with the UK's most recent Nationally Determined Contributions towards the Paris Agreement of a 68% reduction in carbon emissions by 2030 (up to date as of 22nd November 2024).

We have created an initial set of targets in four of the key target areas identified by NZCE; energy (TA1), production and associated waste (TA2), food and food waste (TA3), travel and accommodation (TA4).

These commitments will take us to 2030, at which point we will introduce further targets to continue our journey to carbon net zero emissions by 2050 or earlier. The targets are primarily focused on scope 3 emissions, as these make up most of Primary's emissions.

## Our Route to Net Zero mapped out until 2030

### TA1 Energy

- Existing Measures**
- Motion sensor lights in 60% office bathrooms
  - Heating controlled by thermostat
  - Ensure all devices are turned off when leaving the office, or not required at an event
  - Ensure all lights are turned off when not required
- By 2026**
- Consistent monitoring of energy and utility usage within the office
  - Advise employees on energy saving measures at home
  - Request energy consumption metrics from all venues post event
- By 2028**
- Require venues to provide policies on energy sources at brief stage
- By 2030**
- Transition to a fully renewable tariff for all office buildings**

### TA2 Production & Associated Waste

- Existing Measures**
- Use digital signage in place of print wherever possible
  - Avoid dates on any printed material so that this can be reused
- By 2026**
- Suppliers to disclose waste policies
  - Suppliers encouraged to share carbon reduction plans
- By 2028**
- Gifts and promotional materials to be replaced by digital alternatives in at least 50% cases
  - Any additional items to be hired instead of purchased wherever possible
- By 2030**
- Suppliers to use recycled/sustainable material for at least 80% of materials**
  - Suppliers to recycle materials where possible - we recognise not possible 100% of time**

## TA3 Food & Food Waste

**Existing Measures** Typically, under cater to minimise wastage in event of cancellations, will feed crew from surplus food where possible

Minimal communal food is provided by the business, people provide their own food - reduce wasted food that people don't want

**By 2026** Work with venues/caterers to promote a plant focused menu (initial target of 50% plant based)

Focus menus on seasonal, and locally sourced and low emission produce

Introduce a food waste scheme within the office

Switch to biodegradable office products, for example teabags

**By 2028** Increase to 75% plant-based menus

Work with venues for a donation programme for any food waste

50% of event food labels to include carbon footprint information

**By 2030** Encourage a move away from buffet menus to a less wasteful alternative

Introduce wider recycling/waste schemes within the office to ensure minimal waste to landfill

## TA4 Travel & Accommodation

**Existing Measures** Car share where possible

Use local crew to minimise travel requirements where possible

Hybrid work schedule to reduce travel into the office

**By 2026** Carbon emissions from Primary team and freelance flights and accommodation are offset (or equivalent)

When booking flights, we will utilise the Travel Impact Model to select flights with lower emissions where possible

**By 2028** Use public transport for 100% of UK journeys where this doesn't necessitate additional nights' accommodation or more than double the journey time

In the instance that this is not possible we will use an electric powered vehicle

**By 2030** Onsite/event related transport provided by electric or other alternative fuel vehicles

## Additional Measures

In addition to the aforementioned roadmap to carbon net zero, we are committed to the following actions to support our ESG goals.

### ENVIRONMENTAL

We are working towards ISO 20121:2024 – Event sustainability management systems, with the goal of achieving this before the end of 2025.

Introduction of formal sustainability training and onboarding procedures to ensure we are well-informed companywide before the end of 2025.

Introduce supplier sustainability software allowing us to work with our suppliers to manage impacts of the event, while using this data to create a supplier database so we have quick and easy access to information on the best choices in relation to both financial and environmental cost. We will extend this to day-to-day business operations in addition to event supply.

Any products purchased by Primary, rather than hired, to be gifted or reused/recycled post-event to minimise waste sent to landfill.



### *Additional Measures Continued*

#### **SOCIAL**

As a majority female office, we will continue to promote and nurture women in leadership positions.

Pledging an annual amount to donate to local charities or community groups, alongside introduction of annual selection processes.

Creation and circulation of employee health and wellbeing (or alternative) policy for continued support throughout the business.

Provision of opportunities for student placement hours and work experience (at all stages of education) within the business.

#### **GOVERNANCE**

Policies throughout the business on ensuring fair and ethical business practice.

Regular updates within ESG reporting, both internally and externally, to ensure transparency at all times.

Internal team accountable for ensuring targets are met and compiling metrics to measure our annual performance against targets.

Integrate ESG criteria throughout the project management process, to ensure this is a priority throughout the entire project.