

Roadmap to Carbon Net Zero

netzerocarbonevents.org

NET ZERO CARBON EVENTS

SIGNATORY OF THE PLEDGE



9001 Quality Management System
14001 Environmental Management System
20121 Sustainable Events Management
27001 Information Security Management

At Primary Live Ltd, 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

As a signatory of the Net Zero Carbon Events (NZCE) pledge, we are committed to achieving carbon net zero by 2050, with the interim targets 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% of 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% of 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