



Owl LiveTM **ENVIRONMENTAL** SUSTAINABILITY POLICY

Ver 1.1 (February 2023)

TIME FOR BOLD STEPS

The foundations of our policy lie in our purpose, people and partners. They are all key pillars in our path to sustainability success.

Building on our strong foundations of being a climate positive business, **we are taking bold steps** to reduce emissions in a strategic, structured and systematic way.

This policy will take you through our sustainability journey, showing the steps we have already put in place, our brilliant partnerships, as well as our objectives.

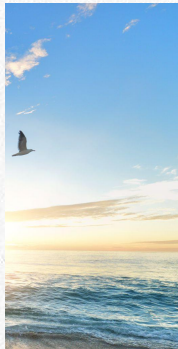
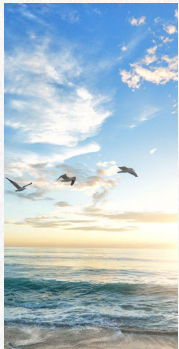
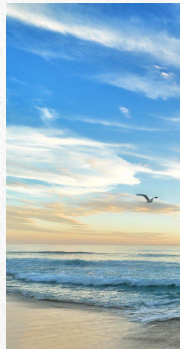
The steps outlined in this policy affect Scope 1 & 2 however we recognise that the majority of our project delivery activity is Scope 3 due to contracted services.

“Reduce emissions in a strategic, structured and systematic way.”

PLANET
EARTH FIRST



OUR AMBITIONS



Emissions

We will reduce scope 1, 2 & 3 emissions* in our internal business operations by 30% by 2025.

We will reduce our scope 1, 2 & 3 emissions* from our events and campaigns by at least 25% by 2030.

We will always look at reducing our emissions as much as possible, and once our impact is calculated we will balance 110% of our carbon footprint from the atmosphere. To achieve this, we are partnering with Earthly, an organisation that helps companies invest in science-backed, nature based solutions.

Waste

We will reduce our waste in our internal business operations by 20% by 2025.

We will reduce our waste in our events and campaign delivery by 40% by 2030.

Knowledge

Owl Live is a truly people-centric organisation, and we are committed to ensuring all our team are fully educated, engaged and informed.

100% of our delivery team will have completed isla's sustainability training by 2025.

Our dedicated working group will continue to meet weekly to share company learnings, best practice, and expand our knowledge.


*Scope 1 emissions covers all direct emissions from our owned sources. Scope 2 covers indirect emissions from purchased electricity, heating and cooling. Scope 3 emissions cover all over indirect emissions in our value chain.

These ambitions are reviewed annually, with the next review February 2024. We will disclose our progress on an annual basis.



OUR **PURPOSE**

At Owl Live, we are committed to inspiring action in all the people we care about, from our people and community to our partners and their audiences.





When it came to our sustainability journey, it only made sense that we started with our purpose. Action is needed to create real change to protect our wonderful planet and we want to inspire others and deliver impact, no matter what the scale.

We will communicate this policy to all our stakeholders, including clients, suppliers and our team. We also strive to be an influencer in our industry, expanding our reach and inspiring others to join us on our journey.


“We want to inspire others and deliver impact, no matter what the scale.”

As brand experience experts, live events are one of the channels we use to engage our audiences. However, we also recognise that it is one that has the most environmental impact. So, this is where we have decided to focus our efforts in this policy.



OUR PARTNERS

We work with our expert partners to build our sustainability knowledge. We also work with our clients to keep sustainability **front of mind** in every project and align to or surpass their environmental sustainability goals.





“We work closely with EventCycle to repurpose and reuse items after our events, supporting charitable organisations and local communities”

Isla

We are an active founding member of [isla](#) and are proud to be part of a core group of leaders that collaborate to develop a sustainable event industry landscape.

Global yet local

We have an international spread of incredible suppliers so that we are able to source services, items, materials and manpower locally. This helps us limit transportation of kit and people, helping the environment and supporting local economies.

Procurement

We have a robust procurement policy which helps to build on our sustainability commitments by ensuring that sustainability KPI's are built into supplier sourcing processes, contracts & T&C's. This ensures their alignment with our emissions and waste reduction targets, the provision of data required to calculate our carbon and waste impact – and overall ensures they keep sustainability at the forefront of their minds when working with us. All new suppliers undergo sustainability compliance assessments to align with our ambitions.

Innovation

Our suppliers, both local and international, support us by keeping up to date with the most sustainable materials, technology and solutions available in the industry, and by understanding our client's commitments to operate more sustainably.

Waste

To support our ambitious waste reduction goals, our suppliers will use 100% recycled packaging when transporting materials. We also commit to only using materials that are minimum 25% recycled in everything our suppliers produce for our events and campaign delivery.

Repurpose

We always have the circularity of event materials we produce in mind, and we make sure we donate what we can to limit waste. We work closely with [EventCycle](#) to repurpose and reuse items after our events, supporting charitable organisations and local communities to deliver impact, wherever we can.



trace

by isla.

“We compile an Event Impact Report that assesses the data and builds a reduction plan”

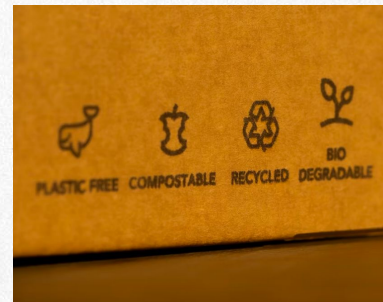
TRACE

Aligned with the GHG Protocol and GRI Standards for environmental reporting, TRACE measures the impact of the key areas of event activities such as energy usage, transport, production (build & graphics), travel & accommodation, food & drink, waste management and online events.

We use this platform to highlight areas for carbon reduction at the early stages of project development; to inform decision making and influence behaviour change. Then we use it throughout a project to keep tabs on our performance and adjust our activities as we go. Post event we calculate our final carbon emissions and waste impact, and can discuss options for investing to offset emissions.

Reporting

After each event is complete we use TRACE data to compile an Event Impact Report to build out a robust assessment of our activities, and a reduction plan for our next project.



Data

The more we use TRACE the more data we build to create benchmarks. We can assess how well we are doing compared to previous, current or new events. We will also have access to an 'Industry Reporting Initiative' which anonymously aggregates all TRACE user data to generate the UK's first events industry carbon report. We will be able to see and compare against top line averages/benchmarks from across the industry to facilitate future target setting and improve performance.

CLIMATE POSITIVE BUSINESS



Owl Live are a certified climate positive business. Not only are we taking steps to reduce our internal emissions, we are also balancing 110% of the carbon we emit.

After conducting an audit of our company operations including an in-depth employee survey, we calculated our carbon impact was **103.46 t CO₂e** per employee. We are already below average for a company of our size in our industry, but there is always more we can do to reduce our impact.

So, to balance our 2022 emissions, we will offset 114 tonnes of CO₂e per employee from the atmosphere and become climate positive. We partnered with verified offsetting provider, **Earthly** to help us achieve this.

By using nature-based credits instead of traditional carbon credits, Earthly are living the belief that carbon reduction must happen alongside investment in natural climate solutions.

We partner with Rimba Raya biodiversity reserve to protect one of the most endangered ecosystems in the world - peatland.

We not only wanted to focus on the environmental impact but the social and biodiversity impact as well. Click [here](#) to find out more.


“Nature-based solutions can contribute a third of the mitigation needed by 2030 to stabilise warming to below 2 degrees celsius, but a lack of investment means their potential is not yet being fully tapped.” – Earthly



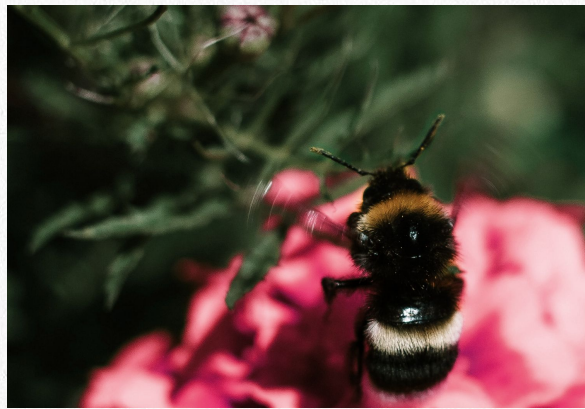


OUR PEOPLE

We cultivate a **culture of environmental impact-awareness** and have passionate Owlies working to make our goals a reality.



“We appoint a Sustainability Advocate on every project, who champions our company’s sustainability efforts”



Training

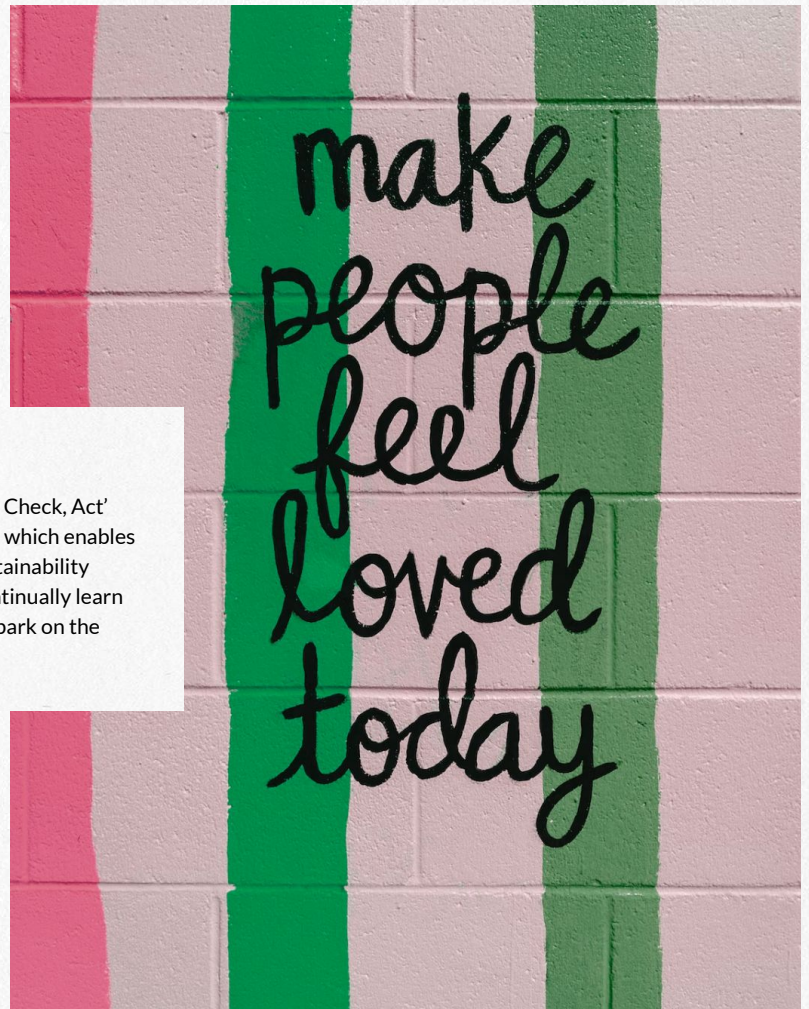
All of our Owlies have been introduced to our environmental sustainability policy and make continued efforts to drive action, no matter what the scale. All of our delivery team (100%) have been trained on TRACE, with 66% having attended the official ‘Sustainability in Events 101’ training. We will have 100% of our delivery team complete this training by 2025.

Accountability

We appoint a Sustainability Advocate on every project, who champions our company’s sustainability efforts and oversees each project from creative conception through to delivery, including working with our creative and production teams from the outset, to develop sustainable and reusable designs using lightweight, compact and sustainable materials. We collaborate with our clients to understand their sustainability goals and how we can most effectively support them.

Plan

We use the ‘Plan, Do, Check, Act’ approach on projects which enables us to think about sustainability methodically and continually learn or improve as we embark on the project journey.



WHAT SUSTAINABILITY MEANS TO US

This policy is put into practice by our amazing team who have pledged to make sustainable changes in their everyday roles. We thought we would give you a snapshot of what it means to our Owlies...





"In my role my pledge is to simply think. By taking time to think and plan, we can find more environmentally conscious solutions that have a longer lasting impact."

Nicola Neal, Head of People



"Sustainability to me is about making informed choices in every part of your home and work life so that you can incrementally make a reduction in the resources you use and your impact"

David Hatton, Head of Audience Engagement



"I will always keep sustainability front of mind and be confident to challenge when sustainability is not a priority objective."

Anna Leach, Strategy Director



"Making better decisions to positively impact the future."

Jess Brown, Deputy Head of Production



"To have sustainability front of mind during the strategic / development stage of a project, and not just as an afterthought, which is the trap."

Anthony Lacey, Client Engagement Director




"Sustainability to me isn't about fear, it's about opportunity. We have the chance to be more innovative and creative than ever before."

Anisha Tansley, Junior Content Producer

STRATEGIC, STRUCTURED & SYSTEMATIC


The next part of the policy will dive into our specific policies on energy & lighting, travel and catering, waste & water.





ENERGY & LIGHTING POLICY

At Owl Live, we have already taken strides to reduce our energy impact. We will continue to gain momentum and aim to reduce our energy emissions by **30% by 2025.**



We will switch to 100% renewable energy tariff to supply our head offices. We are proud to partner with We Work to provide a sustainable office space for our Owlies up and down the country.

We will switch our office lighting to LED as well as having a smart lighting zoning policy.

We have a 'work from anywhere' policy, employees only need to come to the office once a month, saving transport and office energy.

This allows the office to be at 20% capacity on an average day.

All employees have energy efficient laptops, free from mercury, arsenic, BFRs, and PVC plastic. We also recycle all old batteries and laptops through a recycling scheme.

For those days when it's a bit chilly or warming up, we have energy-saving tips posted around the office.




“We will switch to a 100% renewable energy tariff to supply our head offices”






TRAVEL POLICY

Our work from anywhere policy not only has an effect on office energy consumption but vastly reduces the amount of transport used by our employees. Those who commute regularly live locally, and those who need to travel further, come in only when necessary.





“We also offer a cycle to work scheme, perfect for those owlies who live close to the office.”

80% of employees will car share or use public transport when doing site or client visits. Our Sustainability Advocate will also assess the need for people to travel during the project.

When booking talent and suppliers for events, [we prioritise local people](#) to avoid aviation impact. We aim for minimum of 25% of crew for events will be sourced from under 25 miles from the venue.

We will work with clients to encourage shuttles, public transport or car shares when planning event travel. We will assess the environmental impact of global events using TRACE to speak to clients openly about the best location to hold events, or even going virtual if that's the best-case scenario.

We offer a cycle to work scheme, perfect for those Owlies who live close to the office.



CATERING, WASTE & WATER POLICY

We recognise the impact that food and waste can have on our environment. This next section outlines how we are tackling these aspects both internally and on projects.



We are committed to making all internal company catering red meat-free and making a higher percentage of the menu plant-based.

We prohibit single-use utensils and plates at all company events and internal meetings.

All tea and coffee pods in the office are fairtrade and compostable and we always offer plant-based milk alternatives.

We have a comprehensive bank of sustainable venues who we know distribute surplus food and source a minimum of 25% of their food locally.

Crew catering at all events will be red meat-free and packed lunches will be encouraged to reduce food waste.



We encourage all employees to recycle effectively and make sure that waste is correctly segregated. For example, washing all recyclable containers before disposing of them appropriately.

We have switched to Bio D cleaning products, limiting the chemicals or pollutants that end up down the drain as well as limiting dishwasher use to once a week.

We have water-reduction tips posted around the office, including discouraging the unnecessary flushing of items that could go in the bin.



“We are committed to making all internal company catering red meat-free.”

COMMITTED, SOCIALLY & ENVIRONMENTALLY

As an ambitious and growing company, we are committed to being a more sustainable business, both socially and environmentally. We believe that it is important to be transparent about our progress, so that we can continue to improve and be held accountable by our teams, community, partners and audiences.

This policy has set out our goals and ambitions for the future as well as documenting our progress so far. It will be updated **annually** to reflect how we are evolving.

Like all organisations, our success depends on the health of our planet and its people, which is why we are committed to all the objectives and steps laid out in this policy.





THANK YOU

Everything we have achieved so far is just the beginning, we have made some incredible steps in the past six months but there is still more to be done.

Thank you for engaging with our journey.

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