

Meet&Potato[®]

Sustainability Policy

Putting sustainability at the heart of our business strategy

At M&P we recognise that we have a responsibility to the environment beyond the legal and regulatory requirements. We know that the events industry sector has a significant environmental impact, which is why as an agency we are committed to reducing ours by continuing to review performance and implementing results-based positive changes.

We are already taking action both in our day-to-day office operations and with the events we produce. Our sustainability policy outlines the progress we've made so far, detailing the steps we've already put in place, and the measures we're determined to take, to integrate sustainability further into our operations moving forward.

As a member of the Liverpool City Region Visitor Economy Sustainability Taskforce (VEST), we're committed to working towards The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015. Alongside the Liverpool 2030hub, we are addressing the Global Goals at a local level, learning from cities around the world that are ahead of us on the sustainability journey. We will be actively playing our part to deliver the agreed sustainability goals in our local area and throughout our projects.



WHAT WE'RE DOING

Our building

Our office is located within Avenue HQ located on the Mann Island estate on the Liverpool city waterfront. Our electricity supply is 100% green energy, regulated by Renewable Energy Guarantees of Origin (REGO). Communal recycling bins are widely available, and printers are set to Eco mode (double-sided, black & white) as standard. Printing is only encouraged where absolutely necessary. The communal kitchen has a wide selection of glasses, mugs, crockery, and stainless steel utensils. No single-use plates, drinking vessels, or cutlery are available.

M&P office

We encourage a paperless environment, with any paper we do use coming from FSC sources. Recycling bins are located within our office, and all paper, cardboard, aluminium, and recyclable plastics are taken to the central recycling area in the building. Our employees are provided with reusable water bottles as well as energy-efficient laptops, which are free from mercury, arsenic, BFRs, and PVC plastic. We also recycle old batteries, laptops, and hardware through a recycling scheme via our IT provider ensuring their proper disposal.

Flexible working

Whilst still an office-based business, the M&P team is able to work flexibly from home, reducing the impact of commuter travel. The team is always encouraged to use public transport wherever possible, and over 50% of the team comes into the office on foot or using public transport. We always look to employ staff from the local area, to support this policy and the local economy.

Travel

Over 90% of our meetings now take place virtually. When we do need to meet face to face, visit venues, or attend key project meetings, the team always car share or use public transport wherever possible.

Venues

We always prioritise local venues and those with strong sustainable credentials and accessible public transport links to reduce the impact of delegate transportation. We use on-site catering, emphasising locally sourced produce and we do not allow the use of single-use plastic on-site. We work with venues that actively recycle and operate thoughtful food waste policies, including distribution to local food banks or charities supporting those in need.

Delegate Travel

We work with and strongly encourage clients to book delegate travel with charter coaches or train companies. If this is not possible, we encourage car sharing when planning delegate travel. We advise our crew and the wider team to book train tickets via [Train Hugger](#), a green ticketing platform dedicated to restoring the UK's natural world.

On-site

Our aim is always to employ local event crew, suppliers, and entertainment all based as near to the venue as possible to further reduce the impact of travel. We hold ourselves accountable with measurable targets under continual review. Our target is to employ a minimum 30% of the event crew from within 50 miles of the venue.

Equipment

Within our technical production solutions to a client brief, we always consider waste management and responsible energy usage. We prioritise digital over printed collateral in 90% of our events with the remaining using recycled materials. We donate larger items such as carpets or props to local housing associations or charities as standard practice avoiding landfills. We use low-energy LED screens and lighting solutions.

FUTURE GOALS

There are several measures we will take to ensure the business remains sustainable in the medium to long term.



Team

We will grant one volunteering day per year for every employee to make a positive environmental difference to their local area.

Sustainability Officer

We have appointed a Sustainability Officer to continually assess best practices and update our policies moving forward.

Using TRACE

As part of VEST, we will embrace TRACE – the definitive carbon measurement platform driving the events industry to a net zero future. This will help us to simplify event carbon and waste reporting in real-time, make reductions in design and delivery, shape better sustainable decision-making, support stakeholders with reporting and disclosure requirements, and provide clear visual insight.

We will begin this journey as of January 2024.



Carbon Off-Setting

As of September 2023, we are working with [Treeapp](#), to actively offset the environmental impact of events by including an allocation in client budgets to plant trees in areas around the globe suffering from the effects of deforestation. From this date, we will encourage clients to plant one tree per delegate, making a positive impact on the immediate environment of local communities all over the world.



We are committed to contributing to a better future for the planet. This policy sets out our current progress and our goals for the future and will be updated and communicated each year to show our progress in this crucial area.

M&P