

Our promise to the planet

It's time the event industry changed for the better. We know our sector puts a significant strain on the planet, which is why we are committed to reducing the impact we make as an agency operating in the events arena.

We're already taking action to reduce our impact through the work that we do, but we know there is much more that can be done, and we are ready to take on the challenge.

Through this document we will outline M&P's commitment to reducing our Greenhouse Gas emissions and the measures we are prepared to take to reduce our carbon footprint, both as an agency and in the events we deliver. We'll also highlight the progress we have made so far.

We're a part of the Liverpool City Region Visitor Economy Taskforce (VEST), and we're currently working towards the 2030 Agenda for Sustainable Development, which was adopted by all United Nations Member States in 2015. Through the Liverpool 2030hub, we are learning from cities around the world far more advanced in their sustainability journey, taking inspiration from them to achieve our own environmental goals.

What we're doing already

At the office

Our office, located within Avenue HQ on Liverpool's waterfront Mann Island estate, operates on 100% green energy that's regulated by Renewable Energy Guarantees of Origin (REGO). We encourage a paperless environment with any paper we do use coming from FSC sources. We recycle all of our paper and cardboard, aluminium and recyclable plastics at Avenue HQ's central recycling area as well as batteries, laptops and hardware, which are recycled via our IT provider. We also use energy-efficient laptops that are free from mercury, arsenic, BFRs and PVC plastic.

Travel and flexible working

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 will always car share or use public transport. We encourage the use of public transport amongst staff who commute to the office, with over 50% of the team travelling to work by foot, train or bus. And, whilst we are an office-based business, we have adopted a hybrid approach meaning the team is able to work from home when required, reducing the amount of fuel emissions we transmit as an agency.

Event venues

We always prioritise local venues that have strong sustainability credentials and nearby public transport links to help reduce the impact of delegate transportation. We use on-site caterers who focus on locally sourced produce, and we never allow single-use plastic on site. We choose venues that support a Circular Economy

through recycling and thoughtful food waste policies, including local food banks or charities.

Delegate travel

We strongly encourage our clients to book delegate travel with charter coaches or train companies to minimise environmental impact. If that's not possible then we encourage car sharing. For our crew members and wider team, we recommend booking train tickets through Train Hugger, a green ticketing platform dedicated to restoring the UK's natural world.

Proud member of isla

Isla is a non-profit organisation on a mission to make the events industry more sustainable. It brings together experts from across our sector, arming its members with the confidence, knowledge and resources that are needed to help reduce greenhouse gas emissions and drive positive change.

We're learning more about our role in the fight against climate change every day with informative training courses, workshops and available sustainability experts who can guide us along our journey.

Our plans

Net Zero

We aim to achieve a 90% reduction in emissions **before** 2030, with the remaining 10% offset through verified, long-term carbon removal projects, in line with science-based Net Zero standards.

We will do this by establishing an accurate carbon footprint baseline for our business using the GHG protocol for all relevant scopes. Once this is established, we'll set ourselves a specific set of climate mitigation targets, continually measuring our emissions from our events across energy, travel, transport, catering and production. Our goal is to reduce our emissions and minimise the impact our events have on the planet.

The Circular Economy

We are actively transitioning towards a Circular Economy model, reducing waste at every stage of our operations and event delivery. We prioritise digital over printed collateral in 90% of our events, with the remaining 10% coming from recycled materials. Our goal is to continue in this path by reducing waste across all of our company owned operations. Currently we donate heavy items such as carpets and props to local housing associations or charities to avoid our waste going to landfill, but we want to divert at least 90% of waste from landfill and incineration by May 30 2029.

Our promise to the planet: Emission Reduction Strategy

We are committed to reducing our carbon footprint and minimising the impact the events industry has on our planet. This is how we're going to do it:

Cutting emissions

- Reduce our company-owned greenhouse gas emissions by 50% before May 2030 across Scope 1, 3 and relevant Scope 3 emissions.
- Achieve Net Zero emissions **before** 2030 through a combination of reductions and verified offset programmes.

Waste reduction & the Circular Economy

- We aim to operate as a fully circular business **before** 2030, reducing all event waste through reuse, recycling, and responsible sourcing.

Sustainable supply chain

- Require our suppliers to commit to reducing their emissions in order to continue working with us on events.

Reducing our travel footprint

- We'll set limits on flights for business travel, prioritising virtual meetings and train travel to align with our 1.5°C commitment.

Event-level carbon tracking

- We'll measure the emissions of every event and provide post-event reports with actionable recommendations for reduction and offsetting.
- Clients may opt out of this service if preferred.

Sustainable energy & resource use

- We'll develop a sustainable energy plan for every event, tracking electricity, gas and other fuel use and implementing efficiency measures.
- Track and measure food surplus and waste at events, using data to inform sustainable catering choices.

Accountability & transparency

- We will regularly report and disclose all emissions data and reduction plans publicly. This will be on an annual basis.

A team effort

Our promise to the planet will not be a one-man job. It will require every member of our small but mighty team to play their part in achieving our goals. The entire team is ready and willing to incorporate M&P's shared environmental goals into their day-to-day work routines and planning processes going forward.

Room for improvement

Sustainability is a continuous journey. We will evolve our commitments, measure our progress, and challenge ourselves, and our industry, to do better, year after year.

We will review this policy on an annual basis, updating targets, objectives and information where needed.