

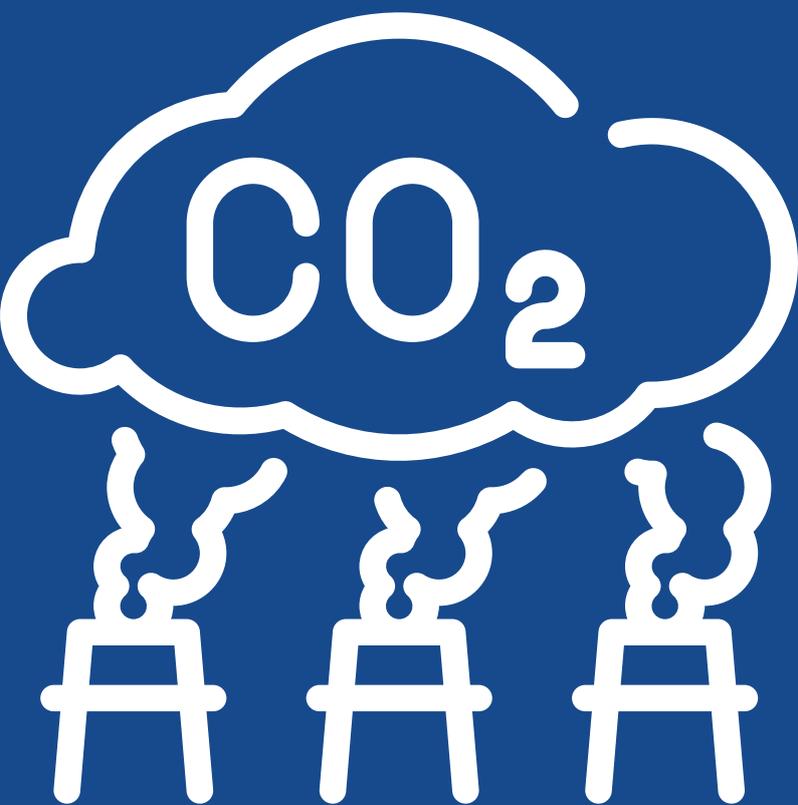
Our commitment to Sustainable Event Management



Brandfuel is helping to shape the organisations that are reshaping the world.

Our clients are the disruptors and change-makers who are challenging the way things are, reimagining how they could be, making things better for all of us.

For more than 15 years, we have established partnerships with some of the world's most innovative businesses, creating impactful experiences for their most valuable audiences, at their most seminal moments. The next 15 years are going to be even more intriguing, with more radical transformation and disruption, and the birth of new industries and businesses that will, once again, redefine what's possible. Our clients will be the ones driving this change.



What Does Sustainability Mean At Brandfuel?

We believe the events industry provides a great opportunity to protect our planet. We aim to be the drivers of change, and to be seen as leaders in reducing the harmful environmental and social impact of our industry's work.

We will continue to drive sustainable change, with innovation and optimism, as we help to protect our planet.

Sustainability is something we aspire to build into our culture, services and projects. Every decision we make has an impact, so we are committed to creating our events in a responsible way, ensuring the best for our clients, communities and climate. Our goal is to achieve sustainable solutions that allow us to refuel and regenerate. We are innovators, constantly looking for new ways to be more responsible, not only challenging ourselves, but empowering others to do the same. Sustainability is foremost, and we will use our ingenuity to help shape the future of the planet.

Our Commitment: Sue Sawyer, Chief Operating Officer

"I will ensure that the sustainable event management system (SEMS) meets the requirements of the business, the requirements [of ISO20121] and supports our ongoing commitment to continual improvement in sustainable event management performance."

I will achieve this by ensuring that:

- policies and objectives are established for the SEMS and that they are compatible with the strategic direction of the company;
- SEMS requirements are integrated into Brandfuel processes;
- the resources needed for the SEMS are available;
- communication supports effective event sustainability management and conforms to SEMS requirements;
- the SEMS achieves its intended outcome(s);
- we direct and support persons to contribute to the effectiveness of the SEMS;
- we promote continual improvement;
- we support other relevant management roles to demonstrate their leadership as it applies to their areas of responsibility;
- the event sustainability management plan conforms to the requirements of the ISO20121 standard; and that
- performance of the event sustainability management plan is reported to top management.

Scope of ISO20121 Certification

The scope of certification of the Brandfuel Ltd SEMS extends to:

“The design, management and delivery of virtual and physical events, conferences, showcases, exhibitions and retail environments”

These activities are undertaken remotely due to the COVID-19 pandemic.

The scope of certification includes Eventfuel, which provides storage facilities for equipment and sets and can also provide studio space to support the delivery of virtual events.

Eventfuel is located at: Unit J, 12 Imperial Way, Croydon, CR0 4RR.

The scope of certification applies to the delivery of all virtual events and at the specified physical event venues as stated in the ISO20121 event matrix.

The scope of certification does not apply to Brandfuel activities undertaken in the USA from our office in New York.



Determining Strategic Sustainability Issues at Brandfuel

The Brandfuel management team meets regularly and undertakes analysis to determine external and internal environmental, social and economic sustainability issues that are relevant to our strategic purpose. We also consider factors that affect our ability to achieve the intended outcome(s) of our sustainable event management plan.

Examples can include, but are not limited to:

External Issues:

- The cultural, social, political, legal, regulatory, financial, technological, economic, natural and competitive environment (international, national, regional or local);
- Key drivers and trends that have an impact on Brandfuel objectives; and
- Relationships with, and perceptions and values of, external stakeholders.

Internal Issues:

- Governance, organisational structure, roles and accountabilities;
- Policies, objectives, and the strategies that are in place to achieve them;
- The capabilities, understood in terms of resources and knowledge (eg, capital time, people, processes, systems and technologies);
- Information systems, information flows and decision-making processes (both formal and informal);
- Relationships with, and perceptions and values of, internal stakeholders;
- Company culture;
- Standards and guidelines; and
- Contractual relationships.



Engaging Our Stakeholders

Brandfuel will identify and engage with our stakeholders regarding events that are relevant to its ISO20121 certification. The purpose of stakeholder engagement is to identify interested parties that are relevant to the SEMS, and to understand their specific and evolving requirements. By doing this we can, where possible, tackle these issues by setting objectives or take a specific action to address an identified risk or opportunity.

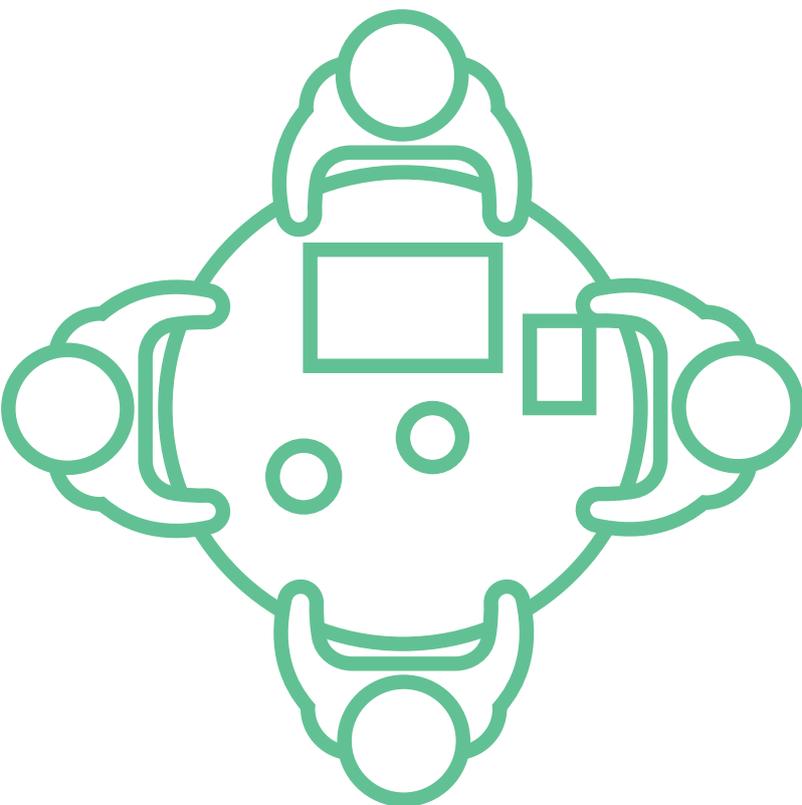
During event planning activities, named Brandfuel employees will identify stakeholders and document their particular needs and expectations in the event issue evaluation register.

The identification of needs and expectations can be achieved through one or more of the following means:

- Regular correspondence and event planning meetings;
- Discussions and reviews of feedback received;
- A review of client/supplier contractual requirements;
- Awareness of legal and other requirements;
- A focus on best available sustainability practices; and
- Benchmarking.

The following key stakeholders have been identified that are common to all our events in the scope of certification:

- Clients
- Suppliers/contractors
- Charities
- Workplace providers
- Competitors
- Regulators
- Venues
- Event organisers
- Brandfuel staff
- Local community



Brandfuel Statement of Purpose and Values

Purpose

The purpose of Brandfuel is to provide best-in-class sustainable event management services for our clients.

Principles, Pillars, Values

At Brandfuel, we have identified principles and values that we aim to incorporate into everything we deliver for our clients and stakeholders.

These principles will help us to shape our future:

- We have a pioneering spirit;
- We take creative leaps and obsess over the details;
- We aspire to be a lean machine (smart and professional);
- We take big swings (self-belief);
- We strive for the best sustainable solutions; and
- Optimism, ingenuity and self-belief fuel our ability to exceed expectations



Our pillars and values include:

People

At Brandfuel, we're determined to create an inclusive workplace that values diversity and encourages everyone to be their authentic self.

To this end, we:

- empower all employees continually to improve our environmental and social commitment across the business. Everyone can make a difference;
- reward progress in sustainable learning and tie it into staff's personal objectives;
- provide people with the opportunity to help others less fortunate than themselves; and we
- redistribute unwanted event collateral to social enterprise organisations that would benefit from their use or re-sell them to raise charitable funds

Purpose

We take a transparent approach to all our business activities. We:

- make sustainability an integral part of company culture;
- endeavour to design event solutions that have a measurable positive impact on communities, people and our planet;
- ensure that at least 80% of materials used at our events are reused, recycled and redistributed. Our goal is to increase this to 100%, year on year;
- promote awareness of reused, recycled and redistributed assets.

Partners

Integrity is important to us, so we try to partner with like-minded companies that provide ethical working conditions and support the well-being of their employees. We:

- are committed to working with companies that embrace environmental change;
- source the best sustainable materials and dispose of event materials sustainably; and we
- always apply ethical principles and behaviour, and believe in creating relationships built on trust and mutual respect.

Planet

We aim to be drivers of change - **stewards** who continually reduce any harmful environmental and social impact on sustainability within the events industry.

We will create event solutions that minimise the waste products that go to landfill or pollute the oceans. Our aim is to reduce this to zero, year on year.

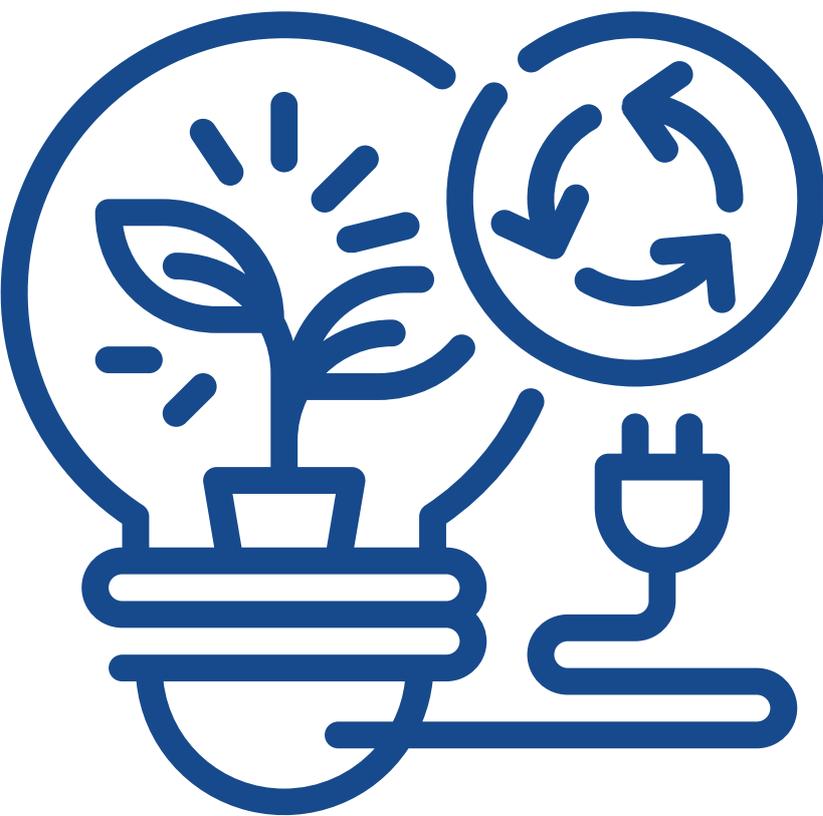
We will collaborate with organisations to increase the area of certified forests and offset our CO2 emissions. To ensure carbon neutrality, we will continue to work with organisations like Trees for the Future.

We take responsibility for the long-term impact of our redistributed assets.

Our Sustainable Development Policy

As a leading provider of virtual and physical events, conferences, showcases, exhibitions and retail environments, Brandfuel understands that its operations, processes and activities can have both a positive and a negative impact on environmental, social and economic issues.

- We are committed to minimising the negative social, environmental and economic impact of events and to satisfy the applicable requirements of our stakeholders.
- We believe that sustainability is finding the balance between these environmental, social and economic considerations.
- We are committed to pursuing the highest possible standards of sustainability and will look to demonstrate leadership within the field of event sustainability management.
- To achieve the commitments outlined in this plan, we will seek continual improvement of our sustainable event management processes.
- We have developed a statement of purpose and values and will measure, review and update our practices and performance in all areas against our sustainable development principles.



The following commitments form the basis for setting sustainability objectives and targets for events within the scope of our ISO20121 certification:

1.0 Planning

We recognise that sustainability is a key part of the planning process and should be considered throughout the decision-making activities in the event management cycle. The following commitments form part of our planning process for events:

- Identifying and engaging with our key stakeholders on sustainability issues;
- Setting key performance indicators and targets for sustainability for each event;
- Providing the necessary resources and allocating appropriate responsibilities to ensure sustainability of each event;
- Providing training and building competencies for those persons involved in the management for each event;
- Measuring performance against targets to ensure the delivery of objectives for each event;
- Considering of the needs of end users and relevant reconciliation and legacy issues.

2.0 Environmental

We will seek to minimise pollution by giving purchasing preference to products and services that have sound sustainable credentials. We will:

- Seek to use materials and services efficiently. **REDUCE, REUSE, RECYCLE;**
- Use quantifiable waste management systems that dispose of all event waste responsibly. Where possible, we will avoid producing waste that can be disposed of only via landfill;
- Conserve and enhance biodiversity wherever practicably possible through efficient practices; and we will
- Comply with all laws and other requirements in respect of the environment.



3.0 Transportation

Wherever possible, we will seek to reduce transportation or reduce the length of the journey.

Considerations:

- Can the product or service be sourced locally?
- Does the transport company have a green policy for its operations, and does it offer the best environmental option for vehicles undertaking the journey?
- Does the company use biodegradable fuel or have electric vehicles?
- Where is the manufacturing point? Can we source products that have been produced near to the point of use?

4.0 Packaging

We are committed to the reduction and elimination of packaging wherever possible. Where it is unavoidable, we will seek to use reusable or recycled packaging.

Considerations:

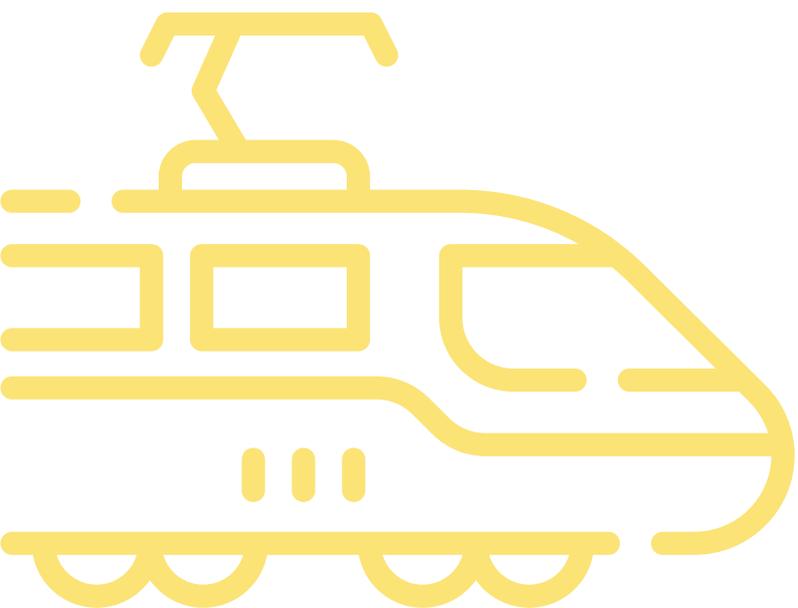
- Is it possible to eliminate packaging? If not, is it possible to use a recycled version?
- Can the packaging be reused?
- Can other event materials be used for packing (loading trucks, etc.)?

5.0 Product criteria

Where considered significant, we will research the origins and manufacturing processes of all products to identify any process, ingredient or part that has a negative environmental impact. We will do this to assess its necessity, find an alternative if possible and ensure that it can be disposed of within sustainability guidelines.

Considerations:

- Does the extraction or production process negatively impact the environment?
- Is this a remanufactured/recycled product - in whole or in part (if in part, what %)?
- Does the raw material come from a sustainable source?
- Can the product be reused or upgraded for future use?
- Is the product accredited/certified with a recognised environmental product mark or standard?
- Does the product use energy? If so is this the most energy-efficient product available?



6.0 Purchasing criteria

We are committed to responsible, sustainable procurement practices and will ensure that all employees, whether permanent or freelance, are aware of and abide by specified purchasing criteria.

Considerations:

- Review procurement requirements at planning stage, to establish what is strictly necessary?
- Can products be rented rather than purchased?
- If no rental options are available, can the product be reused at other events?
- Seek the best environmental option for purchased products.
- Seek recycled products to avoid single use plastics.
- Research the manufacturing processes to determine any negative impact on the environment, choosing products that have the least impact.
- Does the product have sustainable credentials (eg, FSC certification for wood)?
- Research the manufacturer to determine whether the company has good ethical credentials

7.0 Social

We have a social responsibility to our employees, our supply chain and the wider local community. Brandfuel is committed to working only with companies that share its values with regard to the management of their employees.

Where appropriate, Brandfuel will consider the local community in the planning and implementation of any event.

Considerations:

- How does this event affect the local community?
- Are there any elements of the activity that could benefit the local community, either by using local companies to supply goods or services, or by donating materials to community projects after the event?
- Can the event have a positive impact on the local economy?
- Have products for the event been manufactured by companies that have an ethical treatment of workforce policy?
- Do providers of products and services have policies and practices to prevent modern slavery and the employment of child labour?



8.0 Energy

We are committed to improving energy use, consumption and efficiency and will, whenever possible, use energy from renewable sources.

We will ensure that all freelance and temporary staff are aware of our commitment to sustainability and communicate all aspects of the policy to them so that they can work towards delivering this policy.

Considerations:

- Where does the energy come from?
- Can we measure our usage?
- Is it possible to change the source of energy for the period of the event?
- Are we supplying the energy via generators? If so, is it possible to use environmentally positive generators, eg, those that run on biofuel?
- Review all aspects of energy use and consumption and ensure that we are using energy efficiently, wherever possible. For example, we should leave equipment on standby only when strictly necessary and for as little time as possible;
- Is the equipment/product battery-powered? Is there an alternative, and is it practical to use it?

9.0 Hazardous products

We are committed to avoiding the use of hazardous products wherever possible. Where this is unavoidable, it is our policy to follow the guidelines laid out in the UK COSHH regulations and to ensure that use of hazardous products is monitored and that they are used within a controlled environment.

Considerations:

- Is the equipment or product in whole or in part hazardous to humans and/or the wider environment either in the manufacturing or breakdown processes?
- What are the safety implications and disposal requirements? Is there an alternative?
- Material Safety Data Sheets (MSDS) must be provided.
- Batteries contain hazardous components. Where possible rechargeable batteries should be used. Batteries should be disposed of in the correct manner.

10.0 Occupational Health & Safety

We will take a responsible attitude to all aspects of Occupational Health & Safety (OHS).

- Risk assessments, method statements and the certification of products and services all form part of the Health & Safety document prepared for each event.
- All staff and workers are trained and briefed on both the venue OHS policy and the company's OHS policy before on-site works starts.
- To prevent injury or ill-health, all works on site are monitored by departmental heads to ensure that Health & Safety procedures are being adhered to.

