

# YOURGB ENVIRONMENTAL POLICY



## MISSION STATEMENT

**YOURGB** are a collective of event experts and innovative marketers that work with talented brands to create exceptional ideas - and make them a reality.

With a focus on kindness, we work collaboratively with amazing clients, of all sizes, to strategise and create positive experiences – live, online or hybrid - that connect people, generate reach, and leave a lasting impression.

Events are our passion, and from this we have evolved to become brilliant at marketing them. We work with our clients to create and deliver premium and engaging content and are skilled in increasing event line of sight, driving traffic and telling stories across multiple platforms. We understand the importance of continuity in brand messaging and the return on investment that's so often discovered through effective amplification.

We believe that the world should be positively impacted by the work we produce, and as such we are a certified Carbon Neutral Company and are continually focussed on sustainability and innovation as we journey towards our Net Zero goal. As a company, we also give to charity after every single event we produce - we always have, and we always will.

The culture at **YOURGB** is built around loving what we do, which is made possible by loving the brands that we work with.

**YOURGB™**  
WE LOVE WHAT YOU DO.

## ENVIRONMENTAL POLICY

**YOURGB** recognises that climate change and other environmental issues present a major risk to the future of its business, stakeholders, as well as the global community. Quick and just transition towards a sustainable model of business is therefore of the utmost importance.

This policy aims to outline the extent and mitigation measures of **YOURGB's** environmental impact.

## ENVIRONMENTAL IMPACTS

- **YOURGB** business activities contribute to production of carbon emissions, and subsequently contributing to climate change and rising temperatures
- **YOURGB** business activities contribute to using up non-renewable natural resources, (such as minerals used in electronic equipment)
- **YOURGB** business activities contribute to the accumulation of non-recyclable waste materials ending up in landfill

## YOURGB IS COMMITTED TO:

- Maintaining Carbon Neutrality
- Becoming Net Zero by 2050
- Follow the best practices regarding resource, energy & waste management
- Improving our environmental performance and actively seeking new solutions for delivering sustainable events and services.

## MAINTAINING CARBON NEUTRALITY

- **YOURGB** has obtained Carbon Neutral status in November 2022 <sup>[1]</sup>
- **YOURGB** offsets 100% of its scope 1 & 2 emissions, as well as part of upstream scope 3 emissions
  - We are actively seeking ways of improving the insight of our scope 3 emissions. However, due to the wide range and complexity of our supply chain, at the present moment we are not able to track 100% of those emissions. We do acknowledge this as an area to improve moving forward.
- **YOURGB** is committed to ensure the maximum offsetting impact by only utilising projects holding the VCS and / or Gold Standard certifications
- **YOURGB** recognises that carbon offsetting is not a long-term solution to the environmental crisis, but merely a half-way stop on the journey towards Net Zero

## BECOMING NET ZERO BY 2050

- **YOURGB** is committed to becoming Net Zero by 2050 and halving its emissions by 2030 <sup>[2]</sup>, following the science-based target set out to prevent global temperature rise from exceeding 1.5C
- **YOURGB** aims to achieve those goals by focusing on carbon reduction across all areas of operations, with particular focus on business travel and procurement.
- As industry leaders, **YOURGB** is setting out to inspire change and educate and encourage our clients and suppliers to follow our lead.
- **YOURGB** is focussed on keeping informed of the latest carbon reduction innovations in our industry and we actively seek to engage with sustainable products, services and suppliers.
- **YOURGB** discloses its progress on an annual basis <sup>[3]</sup>, including annual emissions, mitigation solutions and key learnings.
- Although **YOURGB** is fully committed to become Net Zero by 2050, the company will put in its best efforts to exceed this commitment and use every opportunity to fast-track the process.

## RESOURCE, ENERGY & WASTE MANAGEMENT

- **YOURGB** has taken steps towards achieving zero-plastic operations (in the office and when on-site) - such as providing all team members with reusable water bottles and sourcing our office milk supplies through reusable glass bottle delivery.
- **YOURGB** recognises that the nature of our business often involves short-term resource management for events, and the company is committed to reduce potential waste by hiring materials and equipment when possible, and to re-use or donate materials that were purchased for an event
- **YOURGB** uses 100% renewable energy
- **YOURGB** is regularly reviewing its energy usage and implements processes to improve efficiency - such as installing automatic lights in the company premises

## IMPROVING OUR ENVIRONMENTAL PERFORMANCE AND ACTIVELY SEEKING NEW SOLUTIONS FOR DELIVERING SUSTAINABLE EVENTS AND SERVICES

- **YOURGB** has adopted a data-driven approach to carbon measurement for all events and services provided to our clients, as well as its internal operations. This allows the company to provide transparent carbon measurement and reporting, while providing an opportunity for regular process reviews.
- **YOURGB** team is reviewing the environmental performance <sup>[4]</sup> of every delivered project, to identify key areas for improvement.
- **YOURGB** recognises its clients and suppliers as partners on the journey towards Net Zero. The company puts an emphasis on strengthening those partnerships and communication within the wider supply chain to ensure all collaborations are aligned with the 1.5C trajectory.
- **YOURGB** has a dedicated Event & Sustainability Coordinator overseeing the company's environmental performance, researching latest sustainable solutions, and supporting the team in their sustainable efforts.

---

[1] Carbon Neutral status has been verified by *The Carbon Footprint*

[2] Baseline footprint of 2021 tax year has been verified by *The Carbon Footprint*

[3] First annual report published in Q2 of 2023

[4] Environmental performance review takes in consideration each project's carbon footprint and the amount of waste generated.