

sparks.  
EMEA

# Environmental Sustainability Policy

January 2025



## ENVIRONMENT SUSTAINABILITY POLICY

# The focus of this policy.

An environmental policy for Sparks EMEA.

- This policy focuses specifically on the Sparks EMEA business which due to scale, legislation and client expectation is able to accelerate some of our Freeman / Sparks global sustainability initiatives. We are mindful that other regions have different commitments and are implementing local policies at different speeds. We are however sharing learning and data across our organization to ensure we are all working towards net zero.
- This policy focuses on environmental sustainability, rather than attempting to also address financial and social sustainability. We recognise the intersectionality between these issues, and they form part of our wider business strategy and shareholder/stakeholder reporting and are also addressed in our global vision and values.

# Adoption of this policy across EMEA

A policy adoption roadmap for Sparks EMEA

- This policy will be adopted immediately by Sparks Marketing (EMEA) Ltd and it is our intention that all Sparks projects delivered in the EMEA region will adopt this policy by July 2027.
- Due to Freeman's global acquisition of Sparks and the ongoing review of Sparks projects in region, it is our intention to ensure that the following adoption roadmap is met.

**By January 2026:**

- All (Freeman Legacy) Sparks UK/EU client projects executed in EMEA tracked and mitigated
- All (Sparks Legacy) Sparks UK/EU client projects executed in EMEA tracked

**By July 2026:**

- All Sparks UK/EU client projects executed in EMEA tracked and mitigated
- All Sparks US/Other client projects executed in EMEA region tracked

**By July 2027:**

- ALL Sparks (EU/US/Other) client projects executed in EMEA tracked and mitigated.

## ENVIRONMENT SUSTAINABILITY POLICY

# Our Policy Purpose

Increasing environmental awareness.

- The specific purpose of this Environmental Sustainability Policy is to support our overall commitment and to outline our actions in reducing Greenhouse Gas emissions (hereafter referred to as GHGs, emissions or CO<sub>2</sub>e) and reducing our waste footprint, within our organisation, and in the events we deliver.
- We aim to increase environmental awareness across our organisation, and across our stakeholders and embed carbon reduction and zero-waste practices in our everyday business. We commit to communicating this policy to all our stakeholders, including clients, suppliers, and staff. We will do this to enable them to work in partnership with us in achieving our goals and commitments.



## ENVIRONMENT SUSTAINABILITY POLICY

# Conscious Experiences.

A positive impact.

- Sparks EMEA are mindful of the impact we have, as an agency, an industry and collectively as people. It is a fundamental of our business to endeavour to have a positive impact on the world, culture, business and individuals through how we act and the work we do. We are therefore conscious of how we approach sustainability – not just through materials and aesthetics but also process and fostering responsible & inclusive event communities.
- We take our commitment seriously; we are one of a group of leading agencies who are collectively focusing on sustainability with the establishment of isla: a not-for-profit organisation designed to accelerate the events and experiences industry's transition to a sustainable future. The organisation now has over 200 members and continues to galvanise a diverse events supply chain, including the corporations and brands that commission the work.

**isla.**  
The event industry's response to the  
climate crisis.

## Conscious Experiences

Experiences designed to offer spaces and interactions where everyone feels welcome, valued, and safe, while also respecting the planet.





## ENVIRONMENT SUSTAINABILITY POLICY

# Towards Net Zero.

## Towards Net Zero.

- As a Freeman Company, Sparks EMEA support and are a signatory of the Net Zero Carbon Events pledge which was conceived and launched by a global task force of leading events organisations (including Freeman) at Cop26. It aimed to communicate the industry's commitment to tackling climate change.
- At Cop27, this group constructed an industry-wide roadmap toward net zero by 2050, and targets for emissions reductions by 2030 in line with the Paris Agreement.
- There are now over 600 supporting organizations from 60 countries, all driving to the goal of net zero.

[netzerocarbonevents.org](https://netzerocarbonevents.org)  
**NET ZERO CARBON EVENTS**  
SIGNATORY OF THE PLEDGE



## ENVIRONMENT SUSTAINABILITY POLICY

# Statement of Intent.

## Net Zero Goals

- Our aim as a responsible business is to create a future fit for everyone. We therefore publicly support a 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest across our company operations.
- We also recognise that most of our event activities are Scope 3\* as they are contracted services. We have also identified that the environmental impacts from our operations and events mostly derive from emissions from fuel usage and waste from single-use items. Therefore, we commit to measuring emissions from event activities across energy, travel and transport, catering, and production.
- We aim to reduce event emissions from activities we deliver and contract, in line with a 1.5°C pathway.

\*Scope 3: emissions that a result of the supply chain rather than direct emissions produced by Sparks EMEA itself.



SPARKS EMEA APPROACH TO

# Sus— taina bility



## Conscious Experiences

Sparks EMEA are mindful of the impact we have, as an agency, an industry and collectively as people. It is a fundamental of our business to endeavour to have a positive impact on the world, culture, business and individuals through how we act and the work we do.



## Towards Net Zero

Our aim as a responsible business is to create a future fit for everyone. We therefore publicly support a 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest across our company operations.



## NZCE Pledge

As a Freeman Company, Sparks EMEA support and are a signatory of the Net Zero Carbon Events pledge which was conceived and launched by a global task force of leading events organisations (including Freeman) at Cop26.



## isla

We are one of a group of leading agencies who are collectively focusing on sustainability with the establishment of **isla**: a not-for-profit organisation designed to accelerate the events and experiences industry's transition to a sustainable future.



## Trace and Improve

We manage our impact by mitigating in the short term in combination with consciously reducing energy and waste. In line with our commitment, in 2023 we implemented isla carbon measurement tool **Trace** across all our events



## ENVIRONMENT SUSTAINABILITY POLICY

# Our Commitments: Event Delivery

In **event delivery** we specifically commit to the following in line with the policy adoption roadmap across the business :

**Measuring greenhouse gas emissions**

for all event deliveries ongoing.

**Achieving Net Zero emissions**

by 2050 and as soon as possible.

**Carbon balancing event emissions**

for all events ongoing.

**Reducing carbon emissions across our event deliveries**

as far as possible and by at least 5% year on year, incorporating company growth to respectively adjust targets.

**Educating our clients and encouraging them to run 'Circular Events' across all event deliveries**

with the goal of diverting 90% of waste from landfill and incineration.





# Achieving Our Aims



## ENVIRONMENT SUSTAINABILITY POLICY

# Accountability Culture

Working together to achieve our aims.

Achieving our objectives involves engaging each member of our team to champion our organisational ambitions. We recognise that adhering to this Policy requires every member of our team to play their part and that the delivery of this policy falls into the remit of all employees.

We understand that this will play a big part in building our internal culture and we will recognise and reward the behaviours we seek. We will therefore, with specific regards to sustainability, promote a shared accountability culture within our organisation, ensuring all team members work together to incorporate these sustainability goals into their roles, day-to-day work routines and project planning.

This will be achieved through training, encouraging self-learning and engaging all team members in the development of future objectives



**As Sparks EMEA  
we will work to  
deliver our  
commitments  
through:**

**Procurement**

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**Energy**

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**Travel and Transport**

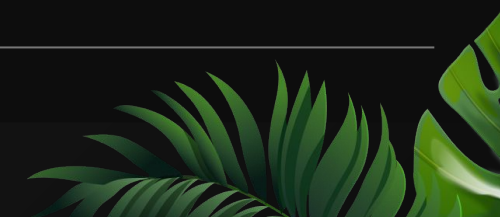
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**Food and Beverages**

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**Waste**

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## ACHIEVING OUR AIMS

# Procurement

Updating our procurement processes.

**Updating our procurement processes** so that only suppliers that have strong and demonstrable sustainability policies or committed to Science Based Targets will be eligible for tender and contracts.

**We will review our existing supplier roster** in line with this

- Where we have ongoing relationships with existing suppliers, we will allow 12 months for them to make this commitment before removing them from our roster
- Suppliers will be reviewed on environmental performance as well as cost when making appointments





ACHIEVING OUR AIMS

# Procurement

Optimising our energy usage.

- **Lobbying our landlords** to switch to a 100% renewable energy provider.
- **Optimising the use of building space** in all operations and enabling employees to work flexibly from home, to reduce emission costs.



## ACHIEVING OUR AIMS

# Travel and Transport

Making good transport choices.

We measure our annual emissions from staff travel for meetings and events, and for company transport.

**Staff will be required to book all travel through the approved travel partner** this will allow clear and reportable tracking

- **Setting limits and / or restrictions** on flights for business travel to ensure reductions are in line with our 1.5°C commitment.
- **Implementing a travel pre-assessment** for all flights to review necessity before approving travel spend.
- **Encouraging train usage** on journeys that can be completed in less than a business day from a major transport hub. This includes C-Suite travel.
- **Mitigating our measured emissions** via our chosen accredited scheme.
- **Maintaining a flexible work from home policy** to reduce the need for staff to commute.





## ACHIEVING OUR AIMS

# Food and Beverages

A balanced approach.

- **Offering a 50/50 split for plant-based options** in our communal kitchens / internal and external staff and parties. Purchase histories and menus will be audited on a 6 monthly basis to review our progress.
- **Diverting food waste from landfill** and ensuring our office and facilities buildings have food composting bins and the relevant collection service.



ACHIEVING OUR AIMS

# Waste

Reducing waste.

- **Ensuring that we have segregated waste streams** within all our buildings and facilities with separate waste streams for coffee cups and food waste and contractors to manage these.





As Sparks EMEA  
we will work to  
deliver our  
commitments in  
event delivery  
through:

General

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Energy

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Travel and Transport

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Catering

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Production

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## ENVIRONMENT SUSTAINABILITY POLICY

# Our commitments in event delivery

## 1. General

**Reducing emissions associated with services we are contracted to deliver** as far as possible, starting from the beginning of the project.

**Measuring the emissions associated with every event from all services** we contract including:

- staff travel and event transport
- catering for staff and audience
- energy usage
- material choices for environmental builds
- waste and recycling
- and encouraging/supporting our clients to collect audience travel data to produce a post-event report with emission reduction suggestions for future events.

**Including mitigating** in every event plan and budget.

## 2. Energy

**Reducing emissions associated with electricity, gas, and fuel usage** from services we are contracted to deliver as far as possible, starting from the beginning of the project

**Measuring electricity, gas, and other fuel usage** across every event we deliver for services we are contracted to provide

**Setting appropriate Sustainable Energy Event goals** (circulated to appropriate event stakeholders) for every event to detail our mitigation methods across energy, gas, and other fuel usage

**Requesting evidence of energy reductions and / or efficiencies** from venues as well as evidence of commitments to reducing emissions as part of our venue procurement processes

- Venues that cannot evidence this will be de-prioritised in our venue proposals

**Requesting evidence of energy reductions and / or efficiencies** from suppliers as well as evidence of commitments to reducing emissions as part of our supplier tender process

- Suppliers who are unable to demonstrate this will not be invited for further RFP or offered contracts. Suppliers will be reviewed on both cost and environmental performance when making appointments

## ENVIRONMENT SUSTAINABILITY POLICY

# Our commitments in event delivery

## 3. Travel and Transport

**Setting Sustainable Travel Event goals** (circulated to appropriate event stakeholders) for every event to detail our mitigation methods across this remit

**Reducing all event associated Travel and Transport emissions** resulting from staff travel and from services we have contracted as far as possible. This process will start from the beginning of each project

**Measuring event emissions** associated with each event including from:

- staff pre-production travel (i.e. site visits)
- staff and crew travel to and from site
- transport emissions from company owned vehicles relating to this event
- transport emissions from services we have contracted for each event (i.e. trucks and couriers). And mitigating these emissions via our chosen accredited scheme

**Procuring suppliers that can evidence ultra-low emissions vehicle fleets** or can evidence commitment to moving towards an ultra-low emissions vehicle fleet

## 4. Catering

**Setting Sustainable Catering Event goals** (circulated to appropriate event stakeholders) for every event to detail our mitigation methods across this remit

**Designing and proposing 50% plant-based menus** as standard

- Working collaboratively with relevant contracted parties in the menu design and concept stage before proposals are shared with the end client for review
- Clients who wish to reduce these options will be encouraged to mitigate the emission difference
- Where we are not responsible for catering, we will work with the caterers collaboratively to ensure efficient and effective waste management across entire events

— **Sourcing local and ethical produce.**

Working with catering teams to ensure that where meat and dairy products are served, the produce is locally and ethically reared and free-range organic/pasture fed

— **Setting food mileage targets on each event** to reduce the number of miles travelled by produce to ensure food is locally produced and requesting menus do not feature out of season produce

— **Tracking and measuring onsite food surplus and waste** associated with the catering choices. We will use this information to inform future decision-making processes regarding menu design

## ENVIRONMENT SUSTAINABILITY POLICY

# Our commitments in event delivery

## 5. Production

**Setting Sustainable Production Event goals** (circulated to appropriate event stakeholders) for every event to detail our mitigation methods across this remit

**Reducing the quantity of raw materials used**

- Hiring as many assets as possible, such as furniture and decor, even when purchase may be cheaper, unless these items have a designated post-event life
- Where hiring is not feasible, we will design items with the objectives of reducing the volume of waste created in the production stage
- Being mindful of the swag/giveaways for events by ensuring we utilise the most sustainable solutions where they are deemed a necessary element of the experience

**Making recycling easier** by limiting the number of different materials that we use and prioritising the use of materials confirmed as easily recycled with our waste contractor or venue where assets will not have a life post-event

**Prioritising sustainably sourced materials** e.g. renewable or recycled sources

**Promoting Circular Events** by donating assets after the event to charities or community groups in the local area for reuse, ensuring it is of good quality and is of use to these groups

**Ensuring responsible waste management.** We will only use biodegradable or compostable materials when it has been confirmed there is a waste collection stream available for them and that they are being correctly managed

- Where we cannot confirm this management, we will opt for traditional materials that we can ensure will be recycled
- Ensuring a segregated waste stream onsite which includes bins for coffee cups and food waste for 100% of our events



# Monitoring and Improvement



## ENVIRONMENT SUSTAINABILITY POLICY

# Monitoring and improvement

We commit to monitor our performance against our objectives on a bi-annual basis, report on targets and publish our progress.

**Progress and Improvements**

- We are committed to transparency by analysing where targets have not been met to enable us to overcome these barriers more effectively in the future.
- Where targets have been met or exceeded, we will celebrate this success and increase targets for the following year, stretching our ambitions to deliver overall Net Zero.

**Policy Review**

- We will review this policy on an annual basis and update targets, objectives, and information as appropriate.





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# Where Meaningful Experiences Matter

January 2025

