



# Sustainability Report

ASSESSING OUR IMPACT – JULY 2024



# Our commitment

The events industry is renowned for being highly unsustainable. Historically, it is known for transporting large quantities of equipment across the planet and for using vast amounts of single-use materials.

In 2023 we decided to start monitoring our impact on the environment. We set up a sustainability working group comprising of people throughout the business, several of who completed the Oxford University Future of Sustainability Course.

Our working group looked across all areas of the business and concluded our largest impact areas are; CO2 emissions and the amount of waste we produce.

Moving forward, we must actively consider every possible course of action to minimise our impact in both the day to day running of the business and the planning of events. We believe it is the responsibility of organisations like ours to play a key part in ensuring a sustainable future and we aim to reach Net Zero as soon as possible.





# Assessing our impact

To assess our future impact, we are committed to reporting annually on the following:

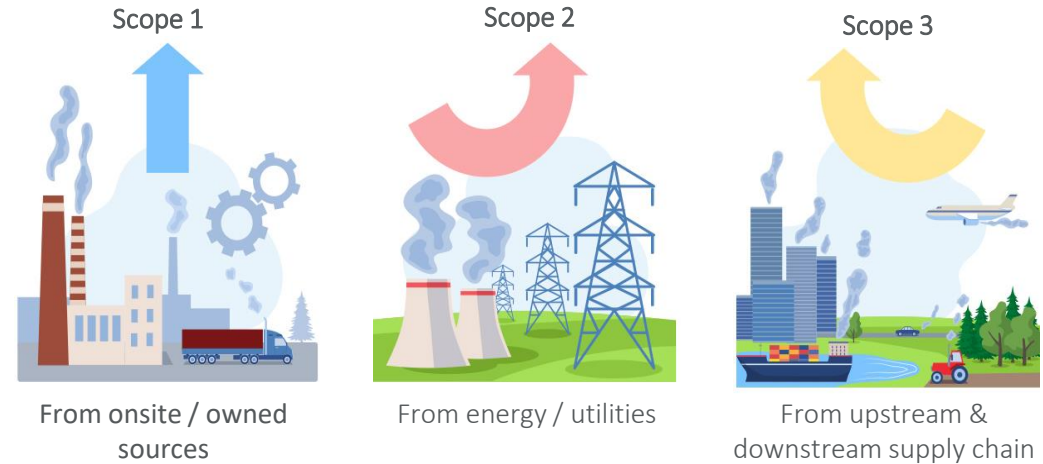
- Our CO2 Impact – comparing our impact on 3 scope levels against our baseline years
- Case Studies – evaluating the impact of 3 typical events and assessing how we can improve their impact moving forwards
- Reviewing our current policies and creating new policies based on the outcomes of our study
- Creating new ESG initiatives to improve our company's impact
- Working on areas where we feel we are weakest – e.g. supporting local charities and the community

# What does it all mean?

## CO2 Emissions

The increase of CO2 Emissions in the atmosphere warms the planet, causing climate change.

CO2 emissions are measured under 3 scopes -



## Net Zero

Globally we are aiming to hit Net Zero by 2050, effectively no longer adding carbon to the atmosphere.



## ESG (Environmental, Social and Governance)

A set of standards measuring a business' impact on society, the environment, and how transparent and accountable it is.



## SDGs

In 2015, the United Nations created 17 world sustainable goals to achieve 'peace and prosperity for people and the planet', while tackling climate change and working to preserve oceans and forests.

## Carbon Offset

The easiest way for companies to show that they have reduced carbon emissions is to take on offsetting schemes. Whilst some schemes may work, it's very hard to calculate the actual benefit from such schemes. They can often throw up other issues such as soil degradation. Current research from organisations such as Greenpeace shows that 90% of them are 'worthless'.



# CO2 Emissions – Where we have come from

To give ourselves a starting point, we decided to look at our emissions from 2023 and compare them to what we have classified to be our previous 'normal' year 2019. We have omitted 2020 to 2022 due to the impact the company experienced over the COVID pandemic.

To measure the carbon footprint of the business we have used the SSE Energy Solutions Calculator<sup>1</sup>. This calculation breaks our scope down into 3 parts:

**Scope 1: Direct emissions**

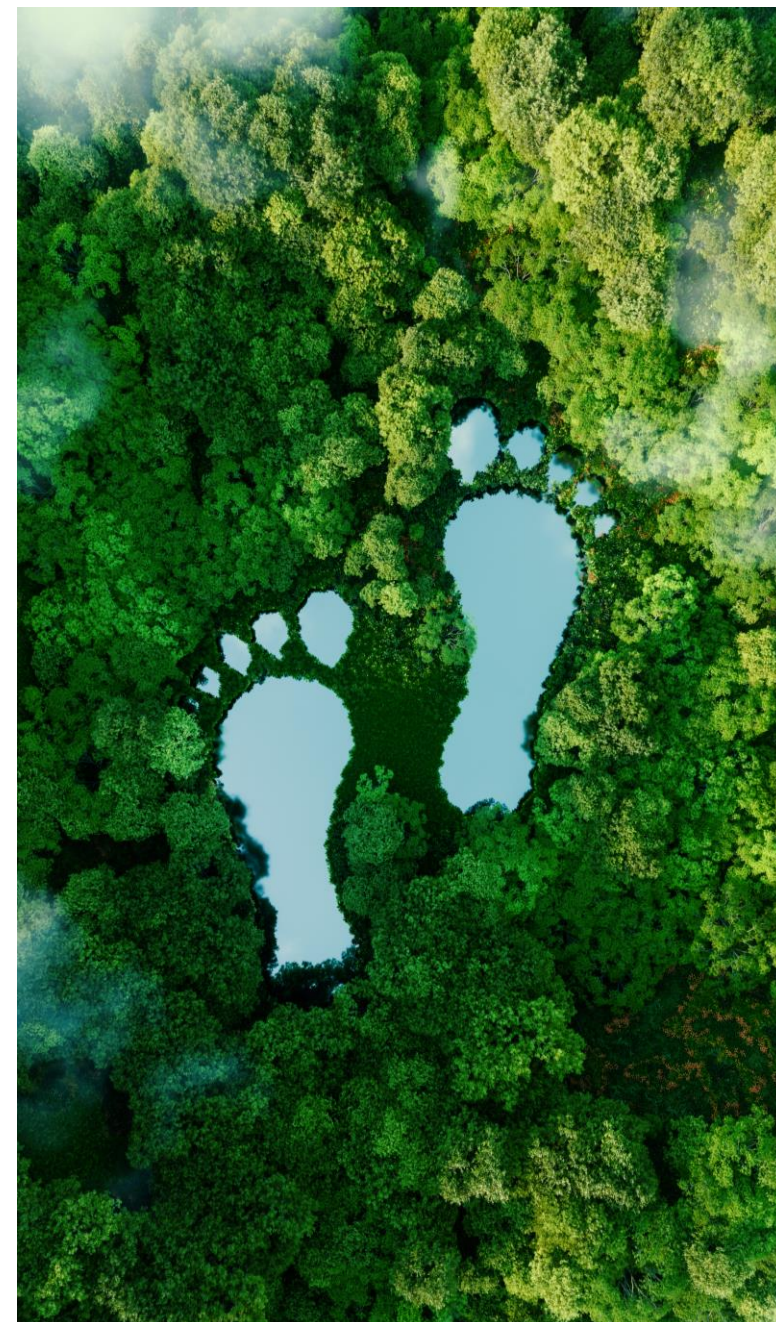
**Scope 2: Indirect emissions**

**Scope 3: Emissions produced by our business operations**

These historical emissions are a record of the greenhouse gases that we produced in two years prior to the introduction of any strategies to reduce emissions. These figures give us a reference point against which future emission reduction can be measured against.

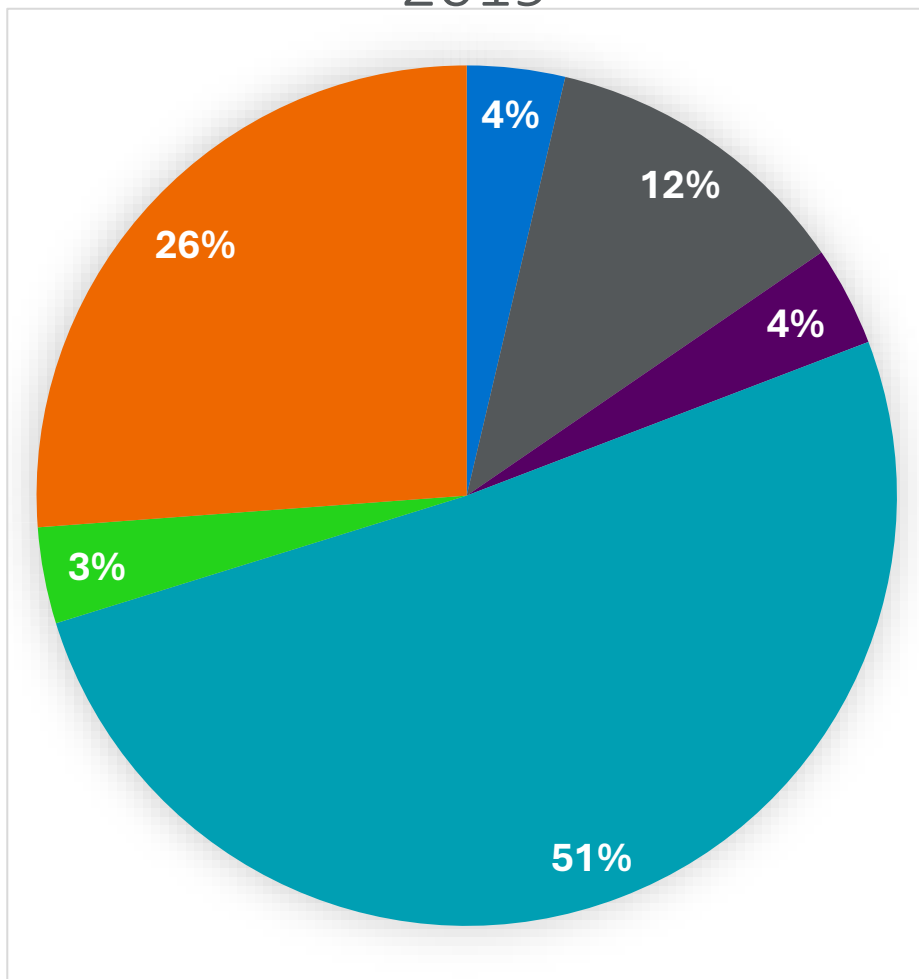
EMISSIONS	TOTAL (t CO2)	
	2019	2023
Scope 1	99.7	76.5
Scope 2	7.2	6.9
Scope 3	88.5	106
<b>TOTAL</b>	<b>195.4</b>	<b>189.3</b>

1: <https://www.sseenergysolutions.co.uk/small-business-sustainability/carbon-footprint-calculator>

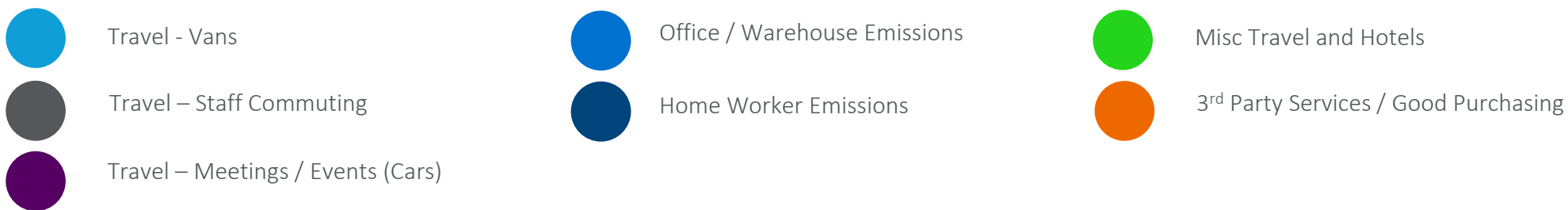
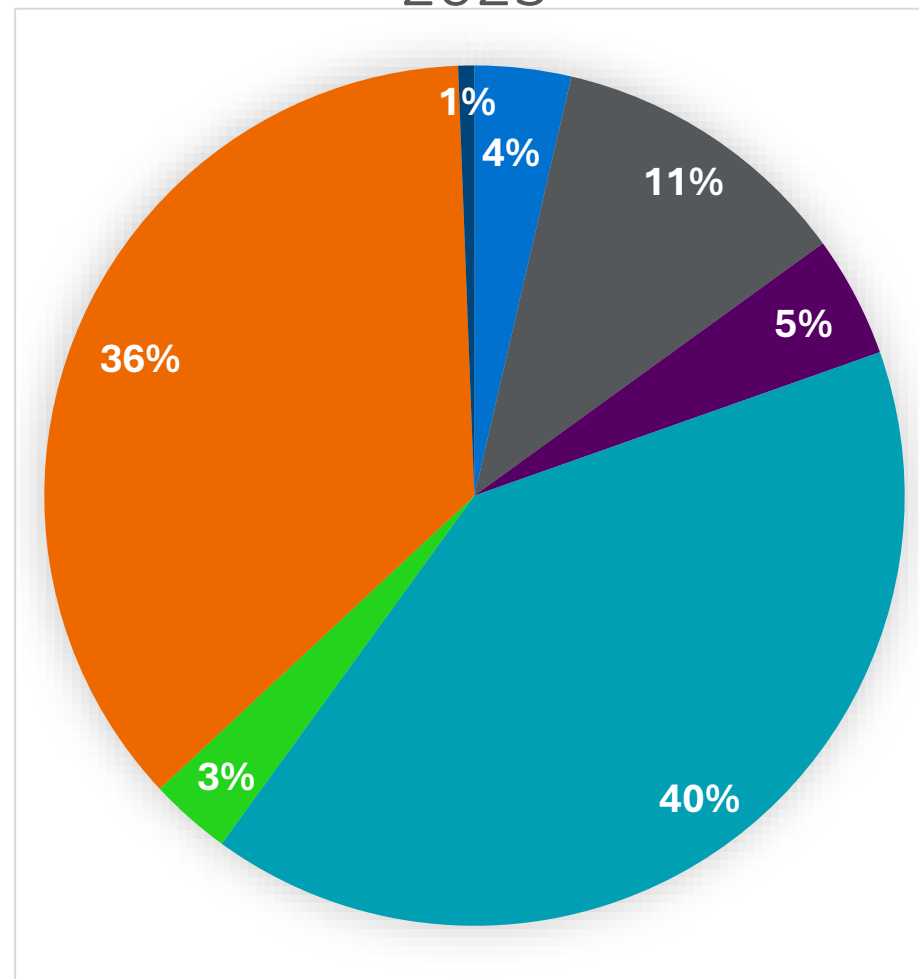


# What made up our CO2 emissions?

2019



2023





**3.15%**

**Carbon Reduction  
without a policy  
in place**

## What we have discovered

- Without having a sustainability policy in place, and with a 27% growth in the business since 2019, just being mindful about our approach has already reduced our CO2 Emissions by 3.15%
- A huge part of our scope comes from company vehicle emissions (40%)
- The areas where we had increased CO2 Emissions (Electricity Emissions and Travel) are directly related to the growth of the business and additional warehouse space we have taken on, it is expected this will trend downwards as we implement new ideas
- In 2023 we changed to 100% renewable energy at both our sites, improving our emissions in Scope 2
- 36% of our emissions are generated by 3<sup>rd</sup> party services / goods purchasing which are estimated using the SSE calculator<sup>1</sup> as these items are almost impossible to audit. We are however committed to working with our suppliers to ensure they are being responsible and calculating their own emissions

	2019	2023
CO2 Emissions (tonnes)	195.45	189.29
CO2 Emission tonnes / £Million turnover	47.93	36.48
CO2 Emissions tonnes / Event	0.15	0.14

1: <https://www.sseenergysolutions.co.uk/small-business-sustainability/carbon-footprint-calculator>

# Our goal

We aim to reduce our emissions in both Scope 1 and 2 to be Net Zero before 2050.

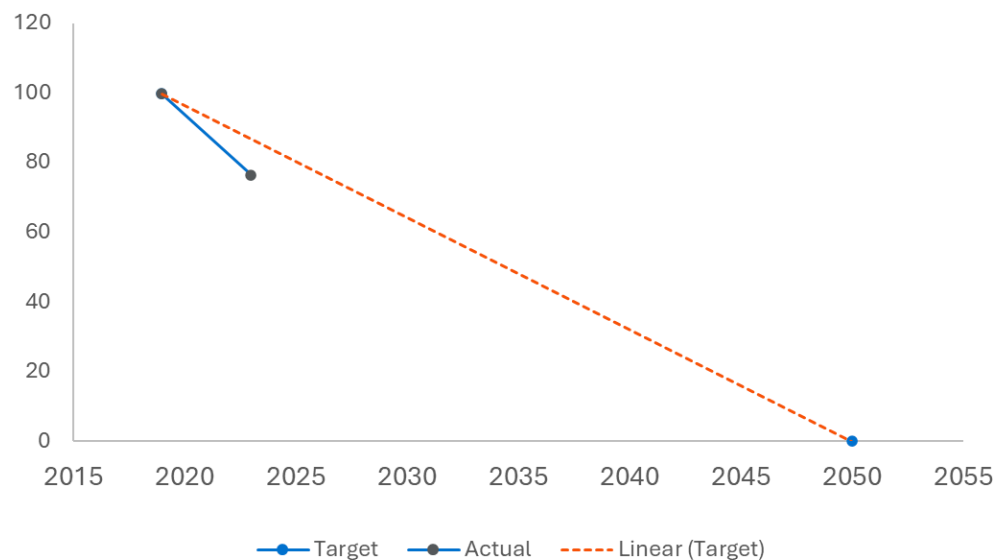
Scope 1 is one of our highest sources, but all comes from travel in company vehicles. Our research into electric vans as an alternative has shown they aren't currently viable for our business needs. We expect alternative vehicle options to improve over the next few years.

In order to meet Net Zero targets in Scope 2 our aim is to reduce our electricity consumption to be below 5.8 tons in 2025. We will cover our plans to do this over the next few pages.

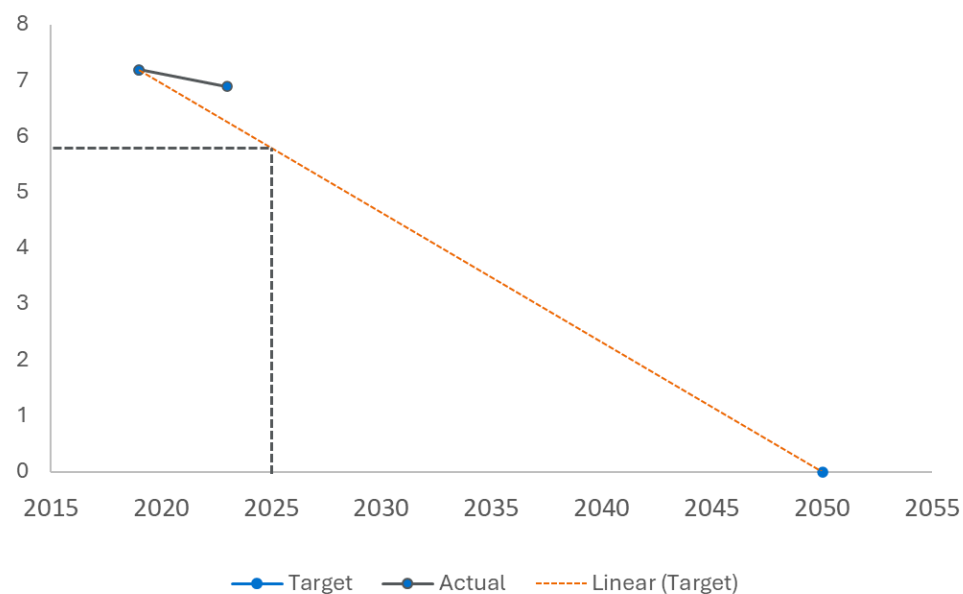
We are committed to our working group meeting every 2 months to:

- Check our progress
- Annually update our sustainability report
- Assess new technologies to help us meet our goal

## Scope 1 Emissions



## Scope 2 Emissions







# Current reduction methods

Reductions we have already implemented since 2019:

- Conducting meetings online to avoid unnecessary travel
- Reduction in unnecessary business travel - e.g. combining event deliveries and staff travel
- Providing clients with options for re-usable products over single-use plastics – e.g. removal of Foamex stage trims
- Investment in modern low power consumption technology, such as LED and laser to reduce our power consumption
- Changing all office lighting to LED source
- Setting timers on air conditioning controllers to reduce usage
- All planning documents are distributed to staff digitally to avoid printing
- In 2022 we changed all our cables to have re-usable Velcro ties rather than using tape for storage
- Ensure all company vehicles are Euro 6
- All timber sourced is FSC Certified

# Reduction in the next 12 months

Schemes that we are looking to achieve in our next reporting period are:

- Installation of solar panels at our offices to reduce our impact from electricity supply
- Changing our conference set packages to offer sustainable options with reusable covers and Aluvision frames
- Changing to deforestation free paper and reducing single-use stationary
- Continually reduce unnecessary business travel and travel more sustainably by implementing a Formal Sustainable Travel Policy - e.g. car sharing and using public transport whenever possible
- Encourage better carbon reduction and energy saving practices that colleagues can deploy both at work and home
- Being more conscious about how we ship goods to site and their packaging
- Use of sustainable materials for manufacturing – e.g. Greencast vs Perspex
- Alternative sustainable solutions for one-off printed gifts





# Future carbon reduction plans

To achieve our emissions reduction plan, our aims for the future are to implement initiatives, including but not limited to:

- Changing our procurement process for supplier and purchasing to include sustainability measures
- Looking into EVs to reduce our carbon footprint from transport
- Improving office and studio insulation
- Introduction of air conditioning policy of Heat to 20°, Cool to 24°
- Changing IT Policies and systems to allow devices to be turned off whilst not in use
- Further reduction in single-use plastics on events - e.g. alternatives to cable ties

# Waste management

Firebird Events is committed to protecting the environment and works hard to minimise the impact we have on it.

While we encourage everyone to reduce and reuse, we put a lot of effort into recycling as much of our waste as possible and minimising the amount sent to landfill. All our team are encouraged to sort and recycle the waste we produce.

We are now actively recycling all the waste material from our events including carpet and custom set wraps and constantly challenging our suppliers to offer us more sustainable materials.

At the end of 2023 we changed our supplier of waste disposal to one who will recycle the widest possible range of materials. As a result of these efforts, since the start of 2024 0% of our waste has gone to landfill.

We are fully committed to improving performance, protecting the environment, and preventing pollution across all our business activities and actively encourage our business partners to join us in this effort.

Going forwards, we will monitor the volume of event waste we generate with a view to being able to show a reduction over time as we recycle more.

*0% of our  
waste has  
gone to  
landfill since  
the start of  
2024*





# Case studies

As part of our ongoing reporting process, we have decided to use 3 separate case studies to better report on the direct impact that our sustainability work is having on the products that we offer to our clients.

Each case study represents a different typical event that we produce and will enable us to compare each year's progression against a baseline.

These hypothetical events are constructed using a standard client brief for each case. For each reporting period we will quote using our standard practices and therefore will be able to report on the resulting travel impact, power consumption and list of consumable and disposable items.

## The three case studies will be:

Event 1 – Small PA system at a local venue

Event 2 – Conference and awards event in central London

Event 3 – Large multi-day exhibition at a European city

# Event 1 – Small PA system at a local venue

A sound system with microphones for a small conference of 50 guests at a local venue. All the equipment will be installed and removed by the engineer who is operating the event.

## Client Brief

- 2 x Wireless handheld microphones
- PA system
- Guest numbers: 50
- Event duration: 8 hours

Staff Transport:	50 miles (van)
Equipment Transport:	With staff in van
Number of Staff:	1
Power Consumption:	19.5kWh
Consumables:	1 roll PVC tape 1 roll gaffer tape

Transport Emissions	20.40kg CO2e
Energy Emissions	4.04kg CO2e
Consumables Emissions	1.77kg CO2e
<b>Total Emissions</b>	<b>26.21kg CO2e</b>



# Event 2 – Conference and awards event in London

A fully produced conference for 250 guests in a central London venue with access to set up the day before the event. The room will be turned around in the evening to host an awards ceremony and party for the same guests.

## Client Brief

- 8m x 3m black stage
- Dual screen printed set
- Branded lectern
- 5 x Headset microphones
- PA system
- Party/awards lighting
- Haze machine
- Guest numbers: 250
- Event duration: 15 hours

Staff Transport:	80 miles (car)
Staff Accommodation:	4 x hotel rooms in venue
Equipment Transport:	80 miles (18t truck)
Number of Staff:	4
Power Consumption:	303.8kWh
Branding:	68m2 printed set graphic
Consumables:	4 x rolls PVC tape, 4 x rolls gaffer tape, 24m2 carpet, 7.5m2 exhibition felt, 0.5l haze fluid

Transport Emissions	119.09kg CO2e
Energy Emissions	62.91kg CO2e
Branding Emissions	64.56kg CO2e
Consumables Emissions	130.94kg CO2e
<b>Total Emissions</b>	<b>377.50kg CO2e</b>



# Event 3 – Large exhibition at a European city

A multi-day exhibition in a European exhibition hall. The setup will take 5 days installing products produced and supplied by the client both on podiums and flown from trusses. These products will require power to be supplied to each product.

## Client Brief

- 20m x 15m stand space
- Flown truss
- 5m x 3m LED wall
- 25% of stand covered with printed draping
- 6 x 2m x 0.5m display podiums
- 25% of stand covered with branded walls
- 25% of stand with raised floor
- Event duration: 4 days

Staff Transport:	24 x flights
Staff Accommodation:	36 x hotel rooms
Equipment Transport:	2000 miles (45' Artic Lorry)
Number of Staff:	6
Power Consumption:	2294.4kWh
Branding:	75m2 printed graphics
Consumables:	10 roll PVC tape, 10 roll gaffer tape, 42m2 carpet, 45m2 felt

Transport Emissions	4,798.49kg CO2e
Energy Emissions	475.11kg CO2e
Branding Emissions	71.20kg CO2e
Consumables Emissions	381.79kg CO2e
<b>Total Emissions</b>	<b>5,726.59kg CO2e</b>





# Our team

Firebird Events have maintained a staff attrition rate over the past 5 years of 7%. In 2023 this was 6% (In 2018 an ONS survey showed the arts and entertainment sector at a rate of 46%).

We also offer:

- Flexible working policy to balance life and work
- Sabbatical policy added in 2023 allowing staff to take a professional break
- Enhanced Parental and Maternal Leave policy
- Annual Staff Pay Reviews policy
- From 2023 we ensured we were a Real Living Wage Employer
- Company Bonus Scheme ensuring the whole team benefits
- Professional development training and opportunities offered to all staff

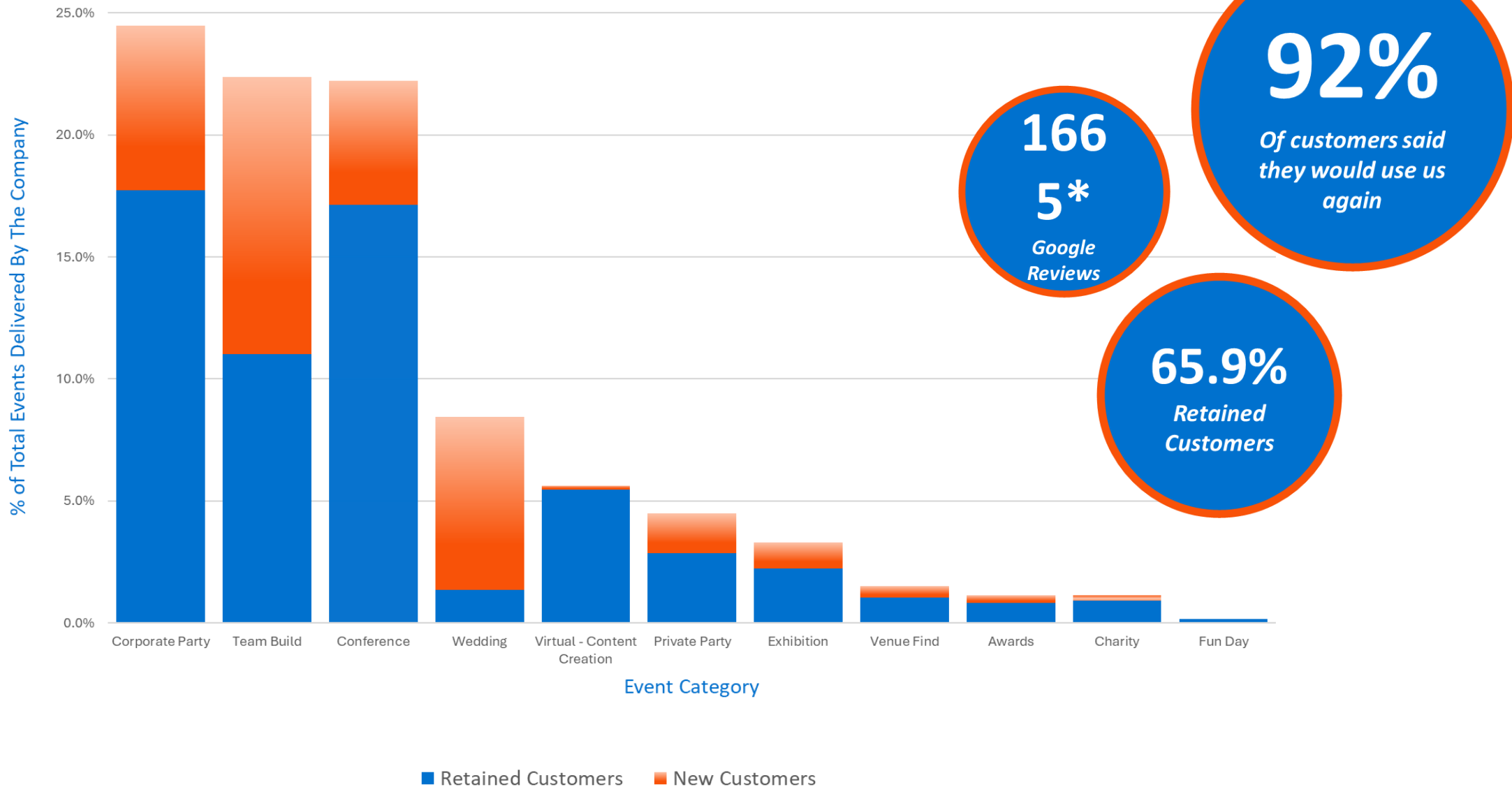


# Our customers

In 2023 we provided our services to 1,336 events across 11 different event categories.

We value our client relationships and whilst we are committed to growing the business, we recognise the importance of maintaining and nurturing our existing customers alongside new business.

The chart shows the number of retained and new clients for each event category.





£20,600.00

*in discounts for charities in 2023*

## Supporting charities / community

We believe in the importance of supporting our local community and the charities that work in the area around us.

In order to support this, we issued a poll to all staff at Firebird to see which local causes mean the most to them.

From this poll we have approached some local charities to offer our services and see where we can help. We will provide a fully paid volunteering day for all staff to be able to get away from their normal place of work and do their bit to make a difference in the local community.

We hope to be able to report on this in the future!

# Our targets

Moving forward, we will measure our scope against our Financial Year (1st July – 30th June).

Our aims for 2024 – 2025 are:

- Committing to our Carbon Reduction Plan outlined earlier in this document to reduce our Scope.
- Continuing to educate our clients on better sustainable methods for their events.
- Conducting an external audit of our ESG rating using ESG-Pro (<https://esgpro.co.uk/>) who will assist to ensure we have measured all elements accurately and plan our next move.
- Instigating a scheme to support local charities based on our staff feedback.

