

THRESHOLD/ SUSTAINABILITY FRAMEWORK - UPDATED 11/21



THRESHOLD/

SUSTAINABILITY ENABLES OUR PURPOSE

AT THRESHOLD WE BELIEVE THAT MORE IS IN YOU™

Our Purpose is to help people realise their potential through world class events.

We do this by:

- Supporting individuals to go beyond what they feel is possible
- Showing clients how they can fulfil their potential as responsible businesses
- Enabling charities to maximise their fundraising and supporter engagement
- Inspiring our employees to be the best versions of themselves

Fulfilling our Purpose, is only possible in the long term if sustainability is embedded in all that we do. For that reason, we believe passionately that our events should strive to have as positive impact on the natural world as they do on the teams and individuals that participate in them.

WE HAVE A CLEAR FRAMEWORK

Vision: A net positive impact on the natural world			
We will achieve this by:			
Reducing the negative impact of our events		Increasing the positive impact of our events	
1: Reducing	2: Off-setting	3: Inspiring	4: Advancing
Implementing strategies to reduce the negative environmental impact of our events (emissions, ecological impact, water use, plastic pollution).	Off-setting the carbon footprint of our business through initiatives that reduce emissions locally and globally.	Inspiring social & industry behaviour change by sharing, promoting and advocating for what we're doing with suppliers, sponsors, clients, participants and the public.	Quantifying the impact of our events and setting SMART objectives. Basing our strategies on the science and sharing data within the Infront Group, our industry & academia

WE WILL REGULARLY REVIEW AND IMPROVE THE CONTENT OF THIS FRAMEWORK AS SUSTAINABILITY BEST PRACTICE EVOLVES

This is a living document which means that it will evolve over time as we expand our knowledge of sustainability and as our business evolves. We have marked areas of progress since original publication with green ticks.

Part of our commitment is that we will liaise periodically with 3rd party experts in this field to review our event data, the practices we have in place and the latest evidenced based research.

*Please note, some of the practices contained within may not be feasible while COVID mitigations are in place. For example, encouraging strangers to car share may no longer be advisable and single use plastic may reappear in some areas to prevent contamination. As with all things we will monitor government guidance and safety recommendations and adjust accordingly.

THRESHOLD/ THE EXECUTION




PILLAR 1: REDUCING

Area	What we already do	What we're exploring for future
Plastic & waste	<p>Cease to provide any plastic bottles, cups, tableware and cutlery on the Trail Series, London Revolution and the Ride Across Britain</p> <p>Contract with a specialist event waste management company</p> <p>Separate waste on events where possible</p> <p>Re-use un-dated branding</p> <p>Recycle polyester from branding we no longer use</p> <p>Re-use our event signage</p> <p>Donate surplus kit such as sleeping bags, mattresses and pillows to charity</p> <p>Send unclaimed lost property to clothing banks</p> <p>Donate to food banks after every public event</p> <p>Re-collect and re-use crew clothing</p> <p>Leave sites as found, litter picking rest stop venues and the entire routes</p> <p>Removed paper booklets (e.g. maps) from our public events</p> <p>Provide core camping equipment on our Trail Series to negate the need for participants to purchase and bring their own</p> <p>Use data to order correct food quantities and minimise wastage</p>	<p>Obtaining post event waste data to set future SMART objectives ✓</p> <p>Re-organising our live event recycling setup to include composting and achieve higher recycling rates ✓</p> <p>Installing Terracycle bins to recycle flexible plastic packaging such as energy gels, crisps and sweet packets ✓</p> <p>Offering a 'Green' entry to our public events e.g. Trees not Tees</p> <p>More sustainable event merchandise and giveaway options</p> <p>Compostable toilets</p>

PILLAR 1: REDUCING CONT.

Area	What we already do	What we're exploring for future
Electrical, power & lighting	<p>Source all generators locally</p> <p>Provide a central power source to all suppliers</p> <p>Use exclusively LED lighting on our sites</p> <p>Schedule build and de-rig times to minimise the need for artificial lighting</p>	<p>Tracking generator usage in order to set SMART objectives for 2022</p> <p>Using HVO biofuel</p>
Transport	<p>Provide shared transport options to our public events</p> <p>Use a central haulage partner to minimise vehicle movements</p> <p>Plan efficient crew travel by capping expenses and providing crew transport options</p>	<p>More shared participant & crew transport options from more locations</p> <p>Embedding a Transport Emissions Calculator on our event websites to help participants plan more efficient journeys and offset their emissions</p> <p>Partnering with a ride share schemes to enable participants to travel together</p> <p>Perks & incentives for making sustainable journeys (participants, suppliers and crew)</p>
Threshold HQ	<p>Provide an office recycling system</p> <p>Provide Bike to Work scheme</p> <p>Provide bicycle parking & showers onsite</p> <p>Offer 1 day off per year to volunteer on sustainability projects</p> <p>Reduced quantity of printed documents, with most now shared digitally</p>	

PILLAR 1: REDUCING CONT.

Area	What we already do	What we're exploring for future
Food and drink	<p>Provide centralised power and water supplies to our caterers</p> <p>All water is provided in tanks. No bottles provided</p> <p>Provide centralised waste management solutions</p>	<p>Focusing our menus on the most sustainable forms of nourishment</p> 
Procurement	<p>Collaborate with our partners to choose more sustainable options and providers e.g. power, food, clothing,</p>	<p>Introducing a formal sustainable procurement framework to underpin our purchasing decisions</p>

THRESHOLD/

PILLAR 2: OFF-SETTING

Area	What we already do	What we're exploring for future
Environmental donations & off-setting	Donate to National Trails for each participant that takes part in our Trail Series	<div>Undergoing c02 assessment for certain elements of our events ✓</div> <div>Introducing a framework for sustainability self-measurement and data collected</div> <div>Working with a specialist 3rd party to identify the most impactful offsetting projects ✓</div> <div>Offsetting all staff travel to/from our events ✓</div> <div>Promoting & facilitating C02 measurement and offsetting to all of our clients ✓</div>

PILLAR 3: INSPIRING CHANGE

Area	What we already do	What we're exploring for future
Environmental donations & off-setting	<p>Guide our clients on sustainable event options</p> <p>Provide informative event signage to encourage sustainable event participation (e.g. recycling, showers use)</p>	<p>Compiling a 'Sustainable Participation Guide' for all event participants</p> <p>Compiling a 'Sustainable Events Manual' for all clients for their bespoke client events ✓</p> <p>Partnership opportunities for environmental charities</p> <p>Widely sharing, promoting and advocating all that we're doing and planning to do ✓</p>

THRESHOLD/

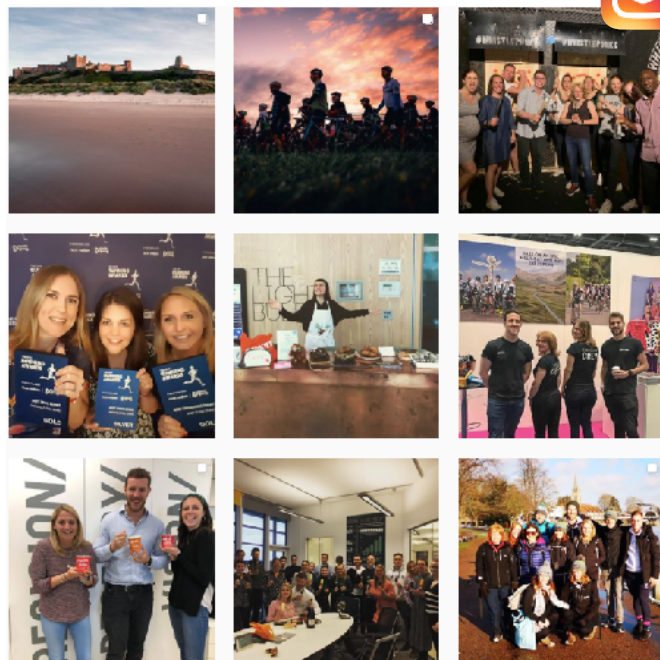
PILLAR 4: ADVANCING OUR KNOWLEDGE

Area	What we already do	What we're exploring for future
Best practice	<p>Have an internal 'Green Team' that meet to drive the Threshold sustainability agenda which includes reviewing practices, tracking and measurement of objectives</p> <p>Employ specialist 3rd party experts to train our team e.g A Greener Festival</p> <p>Member of cross agency committee that meet periodically with a mission to inspire sustainability in the mass participation events industry</p>	<p>Annually reviewing our data and policies with a 3rd party specialist in event sustainability ✓</p> <p>Creating sustainability training for our FTEs, freelances and live event crew ✓</p> <p>Setting SMART objectives on all of the above ✓</p> <p>Becoming signatories of the UN Sport for Climate Action Framework</p> <p>Collaborating with other event companies within the InFront Sports & Media group</p>

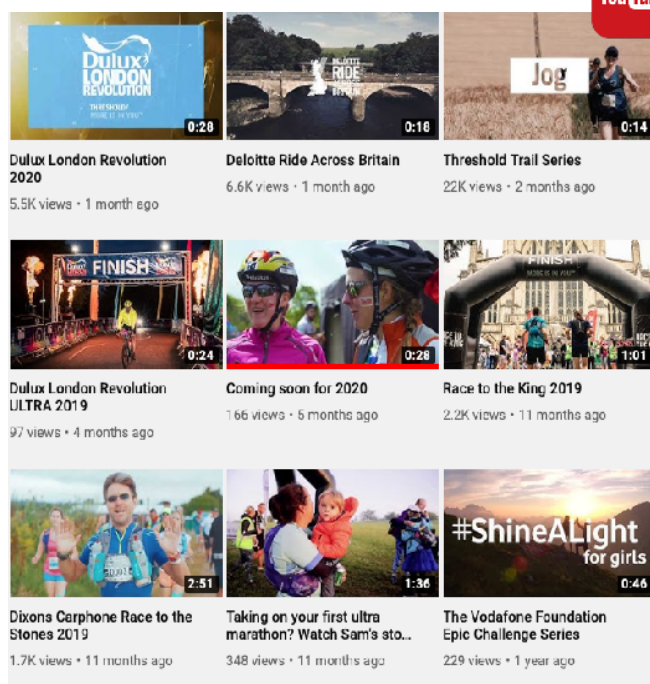
THRESHOLD/ MEET THE TEAM



CHECK WHAT WE'RE UP TO



GET A FEEL FOR THE EVENTS



CLICK TO LEARN ABOUT THE EVENTS WE DO FOR CLIENTS

