



RACCOON
MEDIA GROUP

SUSTAINABILITY

A message from our CEO

Our overarching goal is to continue to reduce the carbon footprint of our events. Each year we measure every event we run and use those results to find ways to reduce our carbon footprint for future events.

Our plan is simple, we aim to do this every year as reducing emissions is hard and will take a long time to achieve.

We know that sustainability includes many different aspects but at the moment we focus on CO2e as we see it as one of the most urgent and most relevant goals to our business. As a business we believe that by setting clear reduction targets we can create behaviours change within our business, our exhibitors and our suppliers.

We do not rely on offsets for our reduction targets, change must happen within our business so that ultimately, we emit less every year.

MIKE SEAMAN, CEO

WORKING IN
PARTNERSHIP WITH

ecollective

onboard:
earth

About us



17
events across
the globe



190k
visitors per year



46
employees across
two countries



Events in
**UK, USA
& Europe**



B2B & B2C
Events



Our sustainability strategy

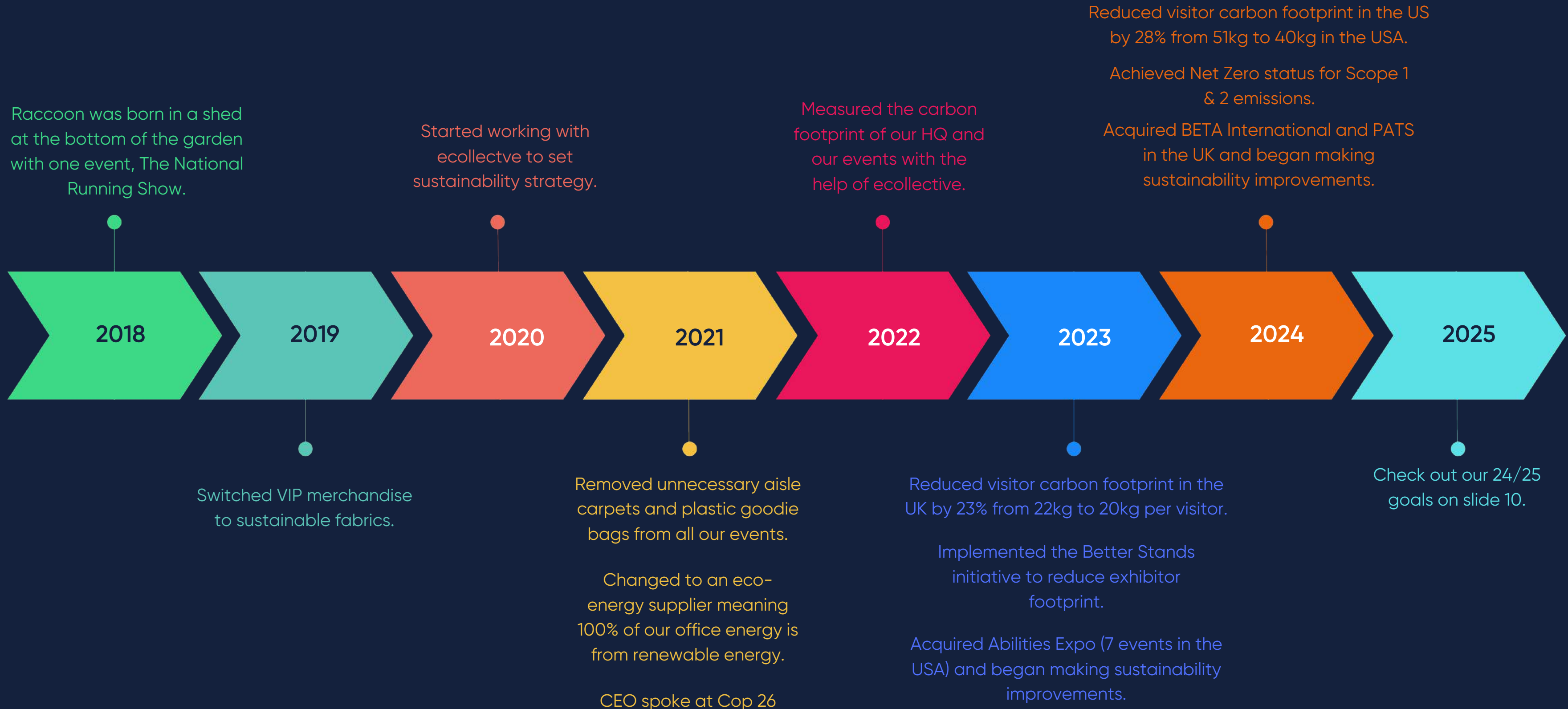
How are our goals evolving?

The path we are on is known as a “Net Zero” strategy. Previously, we had aimed to reach Net Zero by 2025 and are pleased that we have achieved this with scope 1 and 2 emissions. However, for scope 3 the goal posts on achieving Net Zero have now changed and the requirement is now to demonstrate a 90% reduction. As the majority of our emissions in scope 3 include visitor travel to events, it is unlikely that this will be achieved without major infrastructure changes on a global level.

Our strategy has now changed to focus on everything within our control, working to reduce our carbon emissions, whilst simultaneously actively influencing and incentivising others to make smarter environmental choices.

As a growing business (we have launched and acquired 17 events over the last 6 years) we want to allow for growth while being transparent about our emissions. In order to track this we measure our emissions per visitor.

Our timeline



Net Zero and the events industry

Under the new definition, in order to be classed as Net Zero our Scope 3 emissions (i.e. the emissions that come from our visitors) would need to see a reduction of 90%.... this would make for wonderful events with no visitors attending. We know that people are becoming much more conscious of how they travel and where possible, will use public transport, however, until public transport systems and infrastructure improves, achieving a 90% reduction will be difficult. Our focus will be on incentivising and encouraging more environmentally friendly travel to and from our events.

Reducing carbon rarely goes in a straight line. Some years we will have shown a reduction in emissions, some years we may not. This is partly because so much of our footprint is in something called Scope 3. These are the emissions that come from people who we can influence, incentivise and encourage but we cannot control. This makes reducing this part of our footprint that bit more difficult.



Understand Scopes

SCOPE 1

These are the emissions generated by company owned and controlled resources. In simple terms, this is the fuel used in your car, factory, office heating, etc.

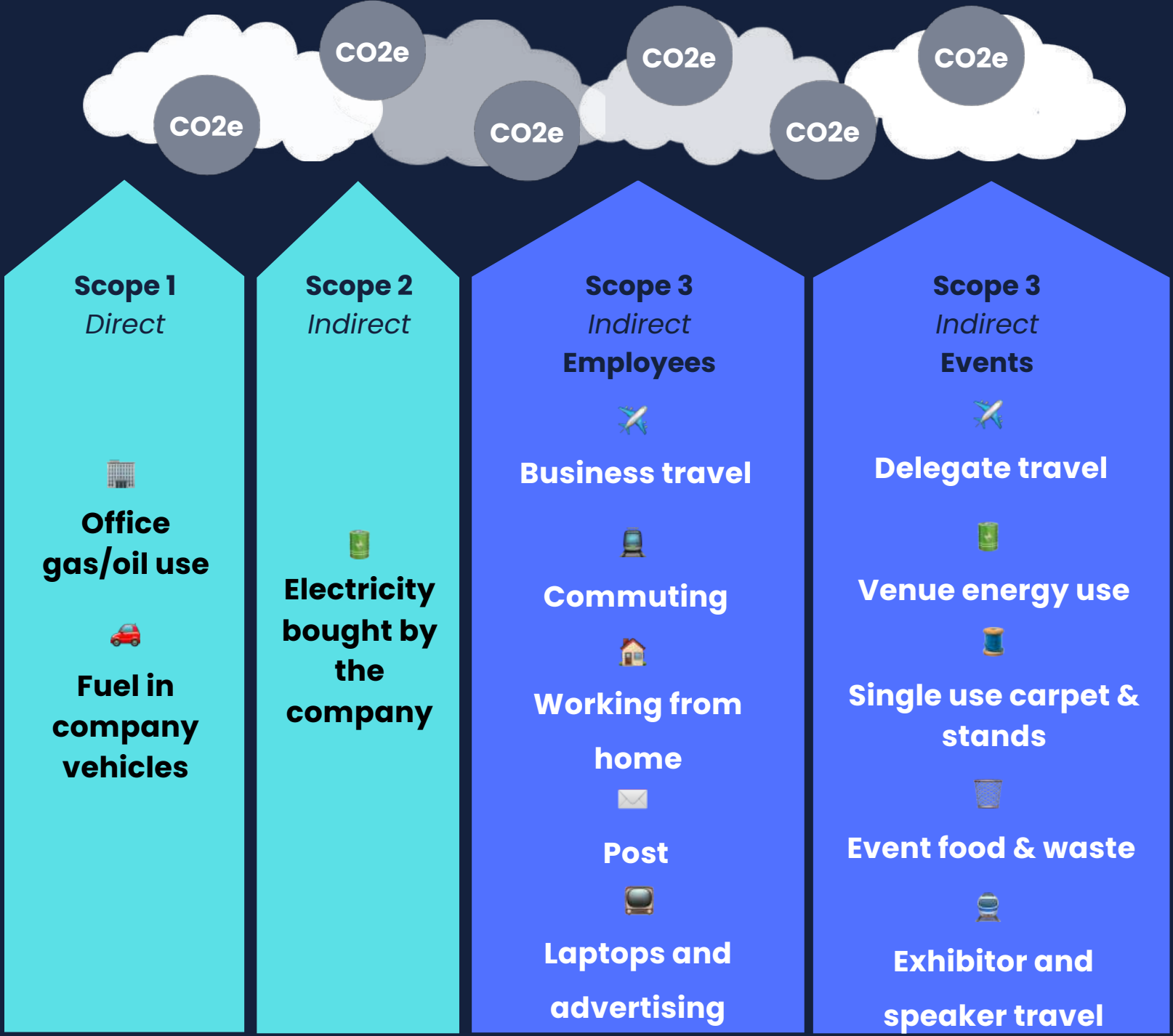
SCOPE 2

These are the emissions that come from the electricity your company purchases. Yes, scope 2 really is that simple.

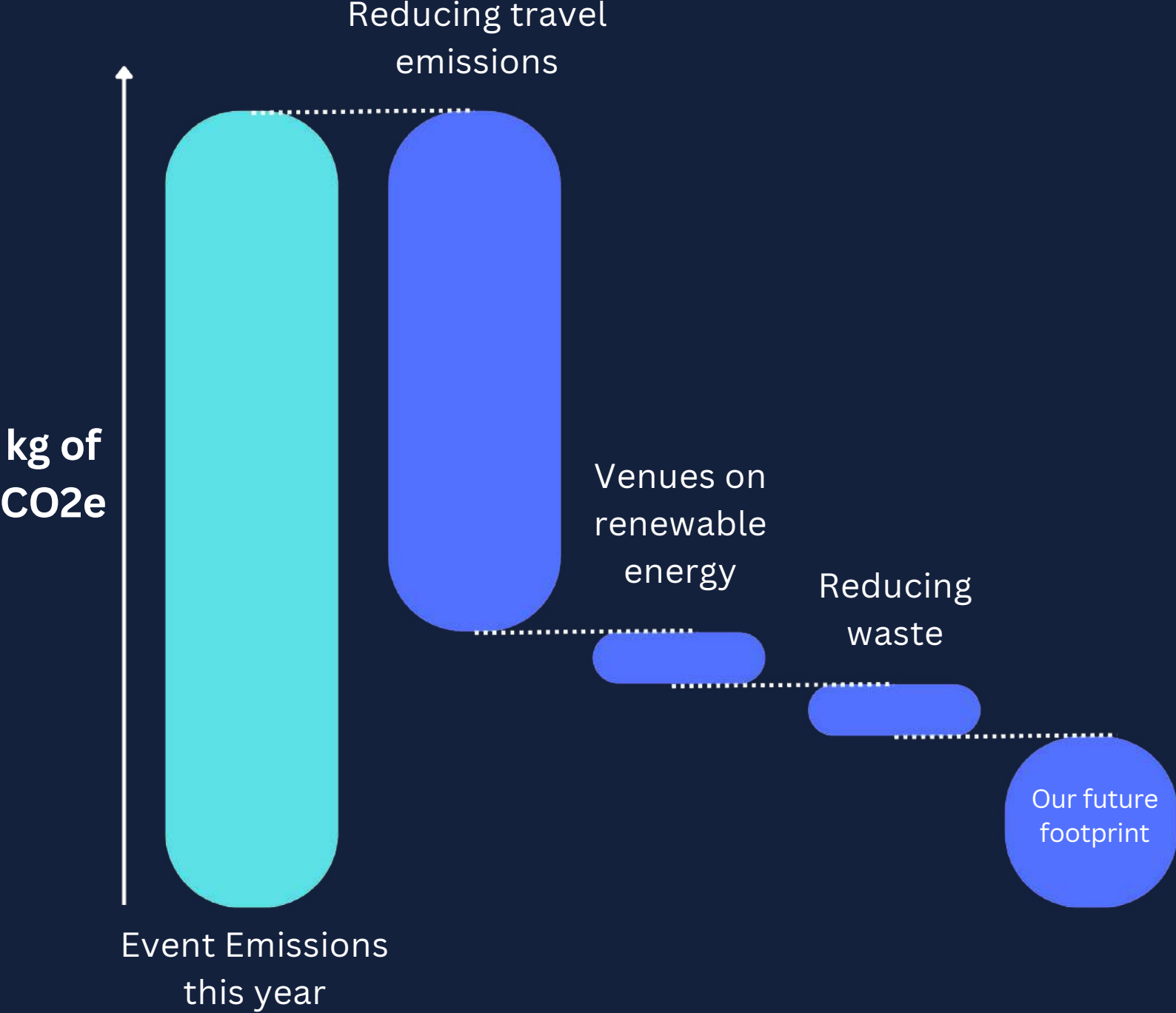
SCOPE 3

This is where things get trickier. Scope 3 emissions are those that are mostly out of your direct control but which you do have influence over. Another way to think about them is that these emissions simply wouldn't exist if your business didn't operate. They relate to the creation of your products and / or services. Sometimes certain items in your scope 3 emissions may feel more like your suppliers' carbon footprint rather than yours. But it is included in your scope 3 emissions, as a buyer of your suppliers' products you influence it.

Event Organiser Emissions



How our emissions should reduce over time. (Simplified)



Our goals - what's next?

GOAL 1:

Achieve and remain Net Zero in Scope 1 & 2 emissions in how we operate as a business.

Currently Net Zero - aim is to maintain that despite business growth in 2024/25.

GOAL 2:

Reduce our UK event emissions per visitor.

Currently 21 kg per visitor (a 12.5% reduction from 22/23), aim is to achieve a further 15% reduction in 24/25. Work with venues to reduce energy and waste at each event.

GOAL 3:

Reduce our US event emissions per visitor.

Currently 40 kg per visitor (a 29.8% reduction from 22/23), aim is to achieve a further 15% reduction in 24/25. Work with venues to reduce energy and waste at each event.

Our goals – what's next?

GOAL 4:

Reduce our newly acquired event emissions per visitor.

With an aggressive growth plan in place our focus will be to ensure we continue to reduce event emissions for all new launches and acquisitions.

GOAL 5:

Influence and incentivise reduced visitor emissions to impact Scope 3 emissions.

Make low carbon travel easier, encouraging and incentivising travel by public transport, cycling, car sharing and even electric cars.

How are we going to achieve our goals in a practical way?

EDUCATE

Implement team training and a company-wide understanding of how we operate and what our sustainability goals are on a practical level. This training will include an introduction to the top-level Sustainability Guide setting out the areas and strategies teams need to be mindful of when making decisions that affect our footprint.

IMPROVE

Conduct an annual review with our Sustainability Champions to analyse progress, identify areas for improvement and set an annual company-wide strategy.



COMMIT

Produce a Sustainability Pledge that all staff will commit to in their areas of influence within the business. This Pledge will take the shape of a simple checklist that staff can easily implement, educating them about the areas they can influence including travel and accommodation, energy, logistics, waste and will give simple 'swaps' staff can consider when planning and executing our events.

MEASURE

Continue to work alongside ecollective and onboard:earth to effectively measure our global impact and take advice from the experts on what practical steps we can take to improve our footprint.