



# **ENVIRONMENTAL, SOCIAL & GOVERNANCE REPORT 22-23**



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# A WORD FROM THE CEO

The last 12 months have been an exciting time of growth for Raccoon Media Group, seeing us launch and acquire several new shows whilst delivering significant organic growth from our existing products.

Simultaneously, we remain as a values-led business that believes in aligning both profit and purpose. Whilst we are privately held and have a stated aim to create value for our shareholders, we also want to use our platforms as a force for good that helps grow and support the markets that we serve.

I am delighted with some of the progress that we have made around our ESG targets, and I believe that we also have a strong and clear plan to develop this further. This document is an opportunity for us to reflect on what we have achieved and learned along the way, but it also a platform for us to build on as we continue to develop and improve our actions.

We will continue to publish this report every year, to hold ourselves to account, but also to be open about our actions and methodology. Please do challenge our thinking and ask questions – we are happy to share our thoughts, but we don't claim to have all of the answers and we are keen to learn and to listen.



By the time that you read this document, I want it to be out-of-date – I want us to continue to relentlessly develop and refine our thinking and I want us to have achieved and delivered more.

Please do get in touch directly if you would like to discuss any aspects of this report.

**MIKE SEAMAN**  
CEO

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## OUR VALUES

Raccoon Media Group is a dynamic, high-growth media business focused on enabling healthy and active lives.

Our media properties deliver year round content and advice to specialist, self-identifying consumers that share a love of being outside, healthy and active.

Our events are well-timed, community-driven, tightly focused and passion-led. They bring buyers and sellers together to see cutting edge innovations in a fun and exciting way.

- We are a company that deliver on our promises and commitments to internal and external partners
- We are a service business, and we aim to respond to all internal and external comms within 1 working day
- We support the communities that we serve with a passion
- We encourage flexible working, we are achievement-based not hours based
- We are a trust-based business that believes in empowering people through delegation
- Diversity is important to us, and we operate a policy of conscious inclusion
- We are one team, and we are all in it together
- We challenge the status quo, we are innovative and open-minded
- We focus on our environmental impact
- Health is wealth and we promote the benefits of being active and outside wherever possible
- Have fun!



## OUR CULTURE

Since its conception Raccoon Media Group has had strong core values, which are central to the way we operate and do business. In 2023, we won the EN Indy Award for Best Employer and Exhibition News Award for Company Culture, based on a range of initiatives:

- Living Wage - we are a Living Wage Accredited employer
- Shares for employees - our employees will share in our future growth
- Achievement-based not hours-based - the office is open for employees to use, but we embrace flexible working for employees
- Progression opportunities - we move fast and try to promote from within,
- Retention - In 6 years only one person has resigned from the company and that was for personal reasons.
- Health and Wellbeing - Free fruit and soft drinks in the fridge. Exercise hour offered in addition to a lunch hour.
- Mental health and fun - regular socials, team bonding events and wellbeing initiatives such as meditation courses.







## DIVERSITY, INCLUSIVITY & ACCESSIBILITY

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*A dynamic, high-growth media business focused on enabling healthy and active lives.*

*We strive to inspire our audience in a diverse, inclusive and accessible way.*

Raccoon Media Group recognise the need to improve diversity, equity and inclusion in the workplace and at our events. Our consumer events welcome any age, disability, race, religion, sex or sexual orientation. Our team commits to :

- Having high ethical standards when conducting business
- Promoting a work place of equal opportunity and never discrimination,
- Spending time, monies and resource to give back to the community and embracing philanthropy
- Aligning business values to event and digital media strategies to integrate the needs of the industries we serve and to encourage more people live an active and healthy lifestyle through a number of initiatives e.g. Mount Noire, Muslim Hikers and Black Girls Do run

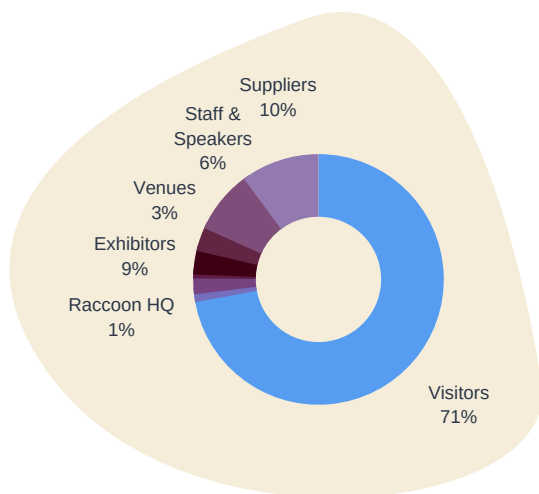
We have a clear code of conduct for employees, guidelines in our employee handbooks and employee contracts that reflect this.



# SUSTAINABILITY

## *A 2nd year of measuring our carbon footprint*

Where does it come from?



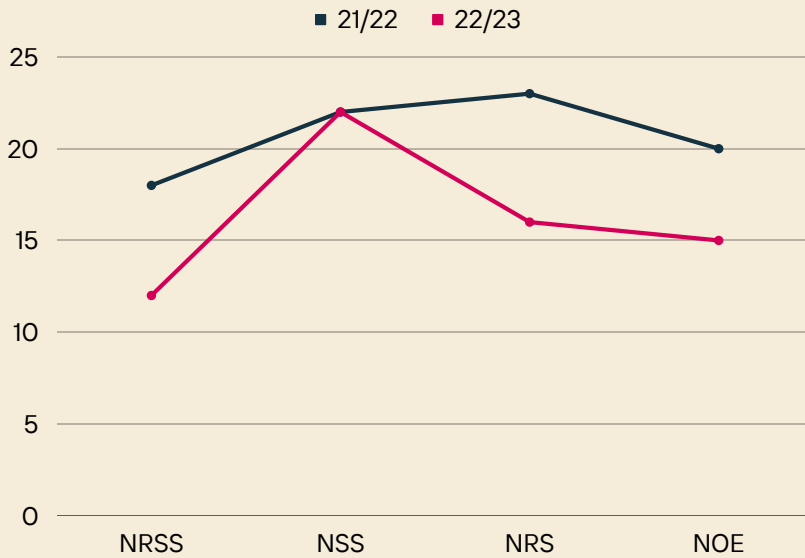
### What we did:

Over the last year we have continued to measure the expanding number of UK events and new US shows that Raccoon organise.

There have been wins in the UK events with the 'carbon footprint per visitor' score reducing way beyond the targets set last year. However, we have found the US market more challenging than the UK.

Each year the accuracy of our measurements is improving and we are building more data on how we can reduce our footprint year on year. We have a number of initiatives and partnerships in place now (e.g. Earth Runs) that are helping us to raise awareness and reduce our footprint, as well as offset in a sustainable way.





## THE RESULTS

We have made significant carbon reductions on nearly all of our events compared to previous years. Figures based on average carbon footprint per visitor (kg CO2e).

*n.b. only non-launch events shown on this graph to show comparison.*

### How the results compare:

#### UK Events:

In 2021/22, the average carbon footprint per visitor was: 22kg of CO2e.\*  
 In 2022/23, the average carbon footprint per visitor was: 18kg of CO2e.  
 In 2023/24, the plan is to reduce it below 16kg of CO2e.

*\*Due to an improvement in how we calculate visitor numbers, this number has changed since previous updates.*

#### US Events:

In 2021/22, there were no US-based events.  
 In 2022/23, the average carbon footprint per visitor was: 41kg of CO2e.  
 In 2023/24, the plan is to reduce it below 37kg of CO2e.

AVERAGE VISITOR CARBON FOOTPRINT	21 - 22	22 - 23
National Running Show South	18	12
National Cycling Show		13
National Snow Show	22	22
Snowbound		37
National Running Show	23	16
Run Show USA		31
National Equine Show		15
National Outdoor Expo	23	16

*Figures based on kg of CO2e*



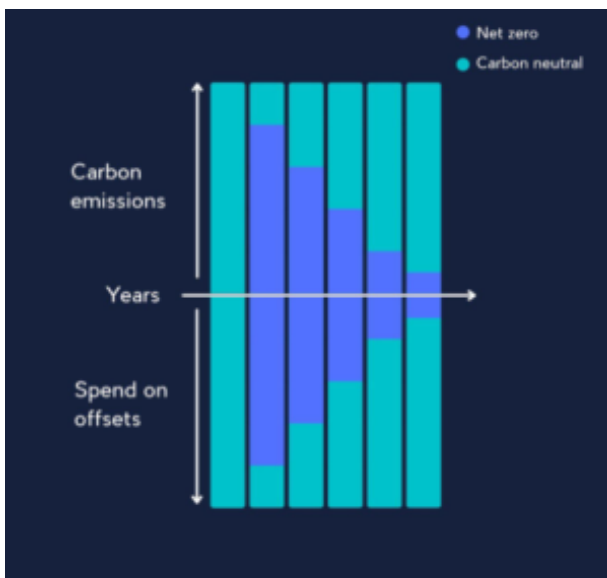
# ACHIEVING OUR SUSTAINABILITY TARGETS

*Achieving net zero in the UK by 2025*

With the help of our carbon auditor and sustainability consultant, we have created a number of actions for 22/23.

The actions are split into different categories, those that may be small but are important, Such as making sure the office is run on renewable energy as well as lowering team travel emissions, to those that are harder to change but have a large impact overall e.g. visitor travel emissions.

The aim is to encourage visitors, exhibitors, venues and suppliers to strive to reduce their emissions each year. Raccoon can influence all these people by creating a new 'normal'.



*The difference between carbon neutral and net zero*

## Where we need help:

The vast majority of Raccoon's footprint comes from visitors and exhibitors. We are going to reduce barriers for these groups to make carbon action easier. But we cannot force them to change. That is why we need collaboration from our customers but also the industry.

## What we need to improve:

There is no shortage of possibilities to improve. From collecting better data from shows to allowing more time to research low-carbon options. As a business, we aim to be transparent in our limitations but due to the amount of carbon reduction needed and an ever-looming deadline, we need to focus on progress over perfection.

The new shows in the US will likely be a challenge too with larger distances and venues that perhaps are not as advanced as UK venues when it comes to climate action.

Industry frameworks are coming but need to be implemented at greater speed so it becomes easier to track progress and know what needs to be done in order to be 'net zero'.

## Transparency:

Measuring an event is hard, there are lots of things to consider. We are constantly improving the way we gather data and reviewing retrospectively.

# SUPPORTING GOOD CAUSES

*Over the past year we have been proud to support some wonderful causes across all our portfolios*

## **General:**

- 1% Club subscription for all staff
- Be On Hand volunteering scheme
- Coach Core Sports Day promotion, organisational support and participation
- Free Tickets for Troops/Veterans, NHS workers and First Responders across all events
- Ecolibrium Trees+ Carbon Offsetting option for visitors

## **Running:**

- Grant Scheme
- Birmingham Children's Hospital fundraising (inc. London Marathon)
- Food Bank – Kingfisher and Sparkhill
- Jog On – running show recycling
- Preloved Sports CIC – running clothing recycling
- Good Gym
- Free CPR workshops
- RunSome
- Black Girls Do Run
- Youth Enrichment Services
- Latino Run
- Girls on the Run
- National Black Marathon Runners
- Boston Bulldogs
- Team Hoyt Foundation
- Dave McGillivray Finish Strong Foundation

## **Cycling:**

- Bike is Best
- Free tickets for local schools and colleges

## **Snowsports:**

- SnowCamp
- Protect our Winters
- Mount Noire
- Ellie Souter Foundation
- SIA – supporting the industry
- Youth Enrichment Services
- Share Winter Foundation
- Shred
- Hoods 2 Woods
- Outryders

## **Equine:**

- Riding for the Disabled
- BETA

## **Outdoor:**

- OIA – supporting the industry
- Massage for Good
- Waterproof and Wellies
- Muslim Hikers
- Peak District Foundation

*In 2024, we look forward to more growth, more good causes, more community, more fun and less carbon*