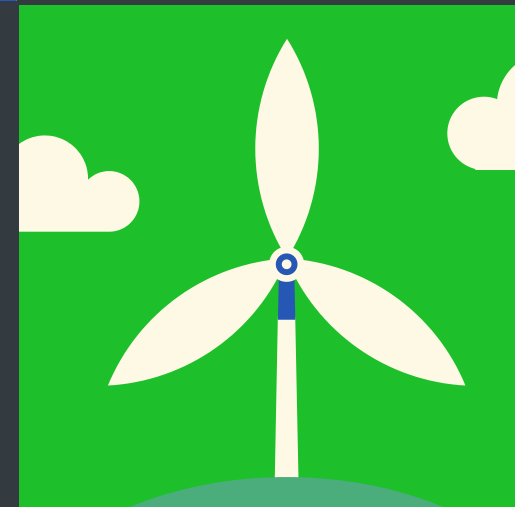


ROADMAP TO NET ZERO



February 2025



NET ZERO GOALS

ROAR B2B is an events media business specialising in organising exhibitions & conferences in the environment, business technology and social care sectors.

Sustainability has been a key focus at ROAR B2B since its inception in 2019. As the custodian of the UK's largest environmental services event, and publishers of Letsrecycle.com, there is a strong internal and external stakeholder focus on our environmental policies.

The team trained in Event Sustainability Carbon Measuring and Strategy in 2022 following the disruptions of Covid.

Since signing the Net Zero Carbon Pledge in 2022, we have been tracking our scope 1 and 2 emissions and have been increasing our focus into scope 3 emissions.

To help us meet our commitments we have commissioned carbon measurement reports from sustainability consultants Green Circle Solutions.

Our initial strategy is to reduce and balance scope 1 and 2 emissions. As event organisers, we recognise the wider scope 3 carbon impact of our events and our duty to influence best practice.

We aim to balance our scope 1 and 2 emissions by 2028 through long term certified carbon capture schemes.

We will continue to measure and report on our scope 3 emissions including those from our events.

Our priority will be to influence and facilitate emissions reductions but over time will look to balance these scope 3 emissions by various mechanisms through collaboration with all stakeholders.

A MESSAGE FROM OUR CEO

ROAR B2B undertook the Net Zero Carbon Events pledge, launched by the events sector in November 2021, welcoming the ambitious industry initiative. This collaboration aims to confront the pressing challenge of limiting global warming to below 1.5 degrees. In signing the pledge, we commit to reducing and balancing our scope 1 and 2 emissions by 2028 at the latest, and use our position as organisers to measure all event emissions and influence reductions.

The Net Zero Carbon Events (NZCE) initiative looks at the wider impact of hosting events -from energy consumption to the creation of stands, signage, carpets, food, waste management, logistics, and travel. Our immediate task has been to quantify these emissions, we have established a clear roadmap outlining our responsibilities and milestones.

ROAR B2B is passionate about live events and creating environments where visitors can meet and see the latest products. Collaborating closely with our partners, venues, and stakeholders is vital as we collectively pursue our net zero objectives. We are already witnessing progress, having achieved a reduction in total emissions in the year 2023 - 2024 of 559.46 tCO₂e.

Although the journey ahead requires dedication and collaboration, we are committed to playing our part and supporting the Net Zero Carbon Events pledge.

A stylized, handwritten signature in white ink that reads "Duncan Kirk". The script is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Duncan Kirk, CEO, ROAR B2B



REDUCING CARBON EMISSIONS IN EVENTS

As event organisers, we recognise that most of our emissions fall under Scope 3 and we are mindful that clear areas of responsibility between stakeholders are evolving. To better understand and mitigate our impact, we have mapped key sources of event-related emissions to the Greenhouse Gas Protocol categories.

CATEGORY	EMISSIONS SOURCE	GHG PROTOCOL ALIGNMENT
Venue Energy	Energy consumption from venue operations, including electricity and gas.	Category 8: Upstream leased assets
Materials & Waste	Carbon impact from materials used for stands, signage, carpets, badges, furniture, and their disposal.	Category 1: Purchased goods and services; Category 12: End-of-life treatment of sold products
Catering & Food Waste	Carbon footprint of food, packaging, and waste generated within the event, excluding retail food outlets.	Category 1: Purchased goods and services; Category 12: End-of-life treatment of sold products
Transport & Logistics	Emissions from moving products and materials to and from event venues.	Category 4: Upstream transportation and distribution; Category 9: Downstream transportation and distribution

REDUCING ROAR B2B EVENT EMISSIONS



	MEASURE	REDUCE	COMMUNICATE
2023 achievements	Head office business carbon footprint calculation, Carbon footprint Environmental Services show, Waste Management Report Environmental Services Show. Introduced carbon calculators for core business and ESS event travel.	Trialed Kappa rather than Foamex for event Turnkey packages. Removed printed event guides and the removal of aisle carpet where possible.	Created sustainable products brochure for exhibitors in conjunction with General Contractor. Board update presentation. Onsite comms to show sustainable build in action.
2024 Achievements	Head office business carbon footprint calculation, Carbon footprint Environmental Services show and Business Technology portfolio. Specific event case study data extrapolated to create estimated data across all events. Used carbon calculators to measure event travel.	Carbon offset Turnkey package emissions. Used recyclable gel edge graphics on all turnkeys. Switched to rewind recyclable carpet or removed where possible. Partnered with Calluna Graphics to repurpose event graphics. Introduced Green Tickets to offer carbon balanced visitor travel. Partnered with green hotels. promoted sustainable giveaways.	Created communications campaign for the ESS expo including dedicated sustainability, Green Exhibiting and Green Visiting web pages. Board and Staff sustainability update. Onsite comms to show sustainable build in action
2025 - 2030 Goals	Emissions from moving products and materials to and from event venues. Measure ESS Expo, Business Technology Portfolio and UK Cyber week. Use carbon calculators to measure event travel. Measure conference division. Establish scope 3 reporting boundaries	Expand Green Ticket Campaign to all events. Carbon offset turnkey and shell scheme emissions. Offer carbon offsetting to ROAR space only exhibitors. Use composite board graphics and remove dates from signage to encourage reuse. Introduce car share apps. Request Green energy from venues. Reduce printing and single use graphics at conferences, prioritise Green Hotels for conferences. Balance all scope 1,2 and 3 emissions for core business.	Roll out Green Exhibit, Green Visit and Sustainability pages across all shows and events. Communicate results and progress to show communities. Publish Net Zero roadmap. Introduce supplier KPI's and monitor their accreditation and progress. Board and Staff Sustainability Update

OUR CARBON FOOTPRINT

SCOPE 1

4.5 tCO₂e

5%

% of our total emissions

SCOPE 2

24.2 tCO₂e

using location based factors

26%

% of our total emissions

OR

0 tCO₂e

using market lead factors
from 100% renewable energy

SCOPE 3

64.8 tCO₂e

69%

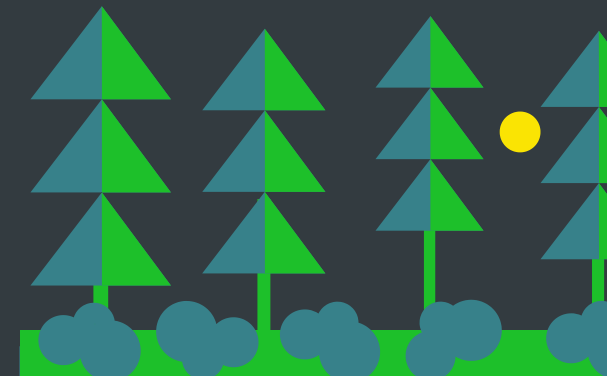
% of our total emissions



OUR ROADMAP AND AREAS OF FOCUS
ALIGN WITH THE INDUSTRY NET ZERO
CARBON EVENTS (NCZE) ROADMAP



PRIORITY AREAS ON OUR ROAD TO NET-ZERO



PRIORITY AREA 1

TRANSITIONING EVENTS TO CLEAN, RENEWABLE ENERGY

Choosing the right venues plays a key role in reducing our carbon footprint. Factors such as location, accessibility, and size are important, but we must also collaborate with venue partners to ensure they align with our sustainability goals. This includes transparent energy reporting and a commitment to renewable energy adoption.



SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none">• Implement regular energy reporting across top venues.• Gather energy reports for all exhibition venues. Request energy data from conference hotels.• Align venue energy data collection with Net Zero Carbon Events (NZCE) standards.• Support top venues in adopting energy-saving solutions, such as LED lighting and on-site renewables.• Encourage venue partners to sign the Net Zero Carbon Events pledge.	<ul style="list-style-type: none">• Require mandatory energy reporting and efficiency upgrades (e.g., LED lighting) in venue contracts.• Ensure 75% of energy used at top venues comes from renewable sources, including green tariffs.	<ul style="list-style-type: none">• Achieve 100% renewable energy use at key strategic venues.

PRIORITY AREA 2

REDUCE WASTE AND CARBON USING SUSTAINABLE BUILD PRACTICES AND MATERIALS

Events rely on a range of suppliers for stands, signage, carpets, furniture, and other materials. To minimise our environmental impact, we will collaborate with stakeholders to prioritize reusable, recyclable, and low-carbon materials while reducing overall waste.



SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none">• Capture event waste and estimates for production materials• Work with venues to improve recycling rates• Offer carbon neutral turnkey packages. Work to reduce the carbon impact of these packages and organiser features• Remove, reduce event carpet or use 'rewind' recyclable carpet• Promote Green Exhibiting• Encourage and measure reusable and recyclable event materials at all events	<ul style="list-style-type: none">• Capture event waste and estimates for production materials• Work with venues to improve recycling rates• All shell scheme and turnkey reusable stands are carbon neutral. Work to reduce the carbon impact of these packages and organiser features.• Offer carbon neutral space only stands and stand carbon calculators• Remove, reduce event carpet or use 'rewind' recyclable carpet• Promote green exhibiting• Encourage and measure reusable and recyclable event materials at all events	<ul style="list-style-type: none">• All event products are reusable or recyclable• All shell scheme, turnkey and event features are carbon neutral.

PRIORITY AREA 3

SUSTAINABLE SOURCING & ELIMINATING FOOD WASTE

The food system is responsible for 37% of global greenhouse gas emissions. Events rely on catering providers for food services, from exhibitor stands to VIP and sales lounges. We aim to work with venues to promote sustainable food sourcing and eliminate food waste.



SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none">• Engage with venues to encourage local sourcing and reduce non-recyclable and non-reusable packaging.• Ensure vegan, vegetarian, locally sourced food options are available at ROAR B2B managed events	<ul style="list-style-type: none">• Require all food packaging to be biodegradable (compostable) or recyclable, with post-show recycling systems in place.• Introduce reusable serve ware where possible for ROAR-purchased food.	<ul style="list-style-type: none">• Eliminate all single-use food packaging.• Ensure 100% of food waste is diverted from landfill.

PRIORITY AREA 4

SUSTAINABLE LOGISTICS & ZERO-EMISSION TRANSPORT

Emissions from the transport of goods to and from events made up 8% of total event emissions at ESS 2024. Capturing emissions associated with transport is challenging as not all vehicles are contracted by ROAR B2B. However, our major UK venues operate a booking system tracking delivery vehicles coming to and from the venue. This data can be used to gauge emissions and future targets.



SHORT TERM	MEDIUM TERM	LONG TERM
<ul style="list-style-type: none">• Enhance data collection on logistics emissions.• Work with venues and logistics suppliers to reduce the carbon impact of transporting event materials.• Align with Net Zero Carbon Events best practices for emissions reduction in logistics.	<ul style="list-style-type: none">• Require venues and general contractors to transition to electric vehicles or low-emission alternatives for event build-up and breakdown.	<ul style="list-style-type: none">• Move to Net zero logistics partner

NEXT STEPS & ONGOING REVIEW

Ongoing Monitoring & Review

- We will conduct annual reviews of our net-zero roadmap, ensuring we track progress and adapt to new challenges and opportunities.
- Regular carbon impact assessments will help measure reductions in emissions and identify areas for further improvement.
- Data collection from venues, suppliers, and logistics partners will be refined to improve accuracy and inform better decision-making.

Next Steps

- Strengthen partnerships with venues, exhibitors, and suppliers to accelerate the transition to sustainable practices.
- Expand the use of verified renewable energy sources, circular materials, and zero-emission logistics across all events.
- Encourage industry-wide collaboration by sharing insights and adopting best practices from the Net Zero Carbon Events initiative.

