Pure acknowledges the impact our actions have on our world. We seek to work with our stakeholders to minimise any negative social and environmental impacts created as a result of our activities and maximise our positive social and environmental effects. This policy sets out our sustainability goals encompassing environmental, social, governance and economic goals. It is a work in progress and we plan for it to always be evolving.

Operational Sustainability Policy

Definitions:

* Below is our current sustainability programme. It is divided between action items that we are currently doing, our short term goals, defined as goals we plan to actualise in or before 2024, and long term goals, defined as those we plan to achieve before 2030.
* For the purposes of this document and our internal progress, we are currently defining sustainability within our business as “The ability to maintain and develop a profitable company, without the depletion of natural resources or infringing on human rights.”
* We define our stakeholders widely as our employees, artists and their teams, promoters/festivals, suppliers, the communities and the territories our artists tour in, and the planet.

The aims of this policy are to:

* Further understand and commit to our responsibilities for the environmental and societal impact we create.
* Improve those spaces/actions within the industry and company that are creating negative social and environmental impact as quickly as it is operationally and economically feasible, and in line with or ahead of local and government Net Zero commitments.
* Communicate to all our stakeholders what we are doing, and increase our share in the industry so that we can roll these commitments out more widely and further benefit our stakeholders
* Embed sustainable business strategy into everything we do.

Buy Less & Smarter Purchases

Current Actions:  
Where feasible we will:

* Buy what is absolutely necessary.
* Buy refurbished/used electrical items wherever possible and where we believe it is better overall than investing in new.
* Not buy paper for the office, unless it’s a legal requirement. If we must purchase paper we will ensure that it’s 100% recycled and recyclable.
* We will not purchase items for the office that contain palm oil.
* We will purchase office essentials, such as toilet roll and soap, prioritising the reduction of toxic chemicals, packaging and transport, the abolition of plastic and support those companies producing the most sustainable version of the product needed.
* Use electronic signature software.
* Voice our enthusiasm for the use of electronic signatures in territories where it’s not currently legally binding.

Active Engagement

Active Citizenship, Health, Safety & Wellbeing

* Ensure that we follow all employee health and safety legislation in the workplace.
* Appoint a social and environmental champion to ensure we are creating positive impact in these areas across all departments and to ensure that employees’ ideas are heard and practically acted upon.
* Ensure fair treatment of all employees.
* Value our workforce and colleagues through fair and open recruitment, selection, and current employee feedback.
* Encourage continued professional development and education for staff.
* Commit to a living wage as the minimum salary for all staff post-probation wherever a living wage is published/acknowledged. For London we commit to following the Living Wage Foundation.
* Support all of Music Declares Emergency’s campaigns which can be found here.
* We will support and follow the LIVE Green Declaration.
* We will listen to and support A Greener Festival.
* Collaborate with relevant industry sector programmes to enhance social value.

Short Term Goals:

* Audit all human resources documents and policies annually to ensure that we are offering best practice.
* Audit employee benefits packages to look for practical improvements.
* Audit the company against the United Nations’ Sustainable Development Goals (Global Goals) to look for ways to further support the goals both internally and more widely within our stakeholders.
* Involve interested community/industry stakeholders in communication and consultation.
* Ensure fair treatment for employees within our supply and value chains.   
  This includes prioritising working with suppliers who pay living wages.
* Encourage key suppliers and business partners to improve their sustainability performance.

Long Term Goals:

* Assess our industry and value-chain impact to identify suitable community programmes to collaborate with.
* Encourage employees to volunteer and contribute to meaningful social causes and implement employee volunteering days.

Audience

Long Term Goals:

* Offer audiences more information on the environmental impact of shows.
* Offer audiences greater ability to travel sustainably to shows.
* Advocate for infrastructure to help fans travel to gigs by reducing environmental impact.

Artists

Current Actions:

* Survey all our artists to find out how important social and environmental actions are to them and specific causes that they align with.
* Provide a green rider and info pack setting out information regarding organisations that align with our values that artists can affiliate with, support and gain understanding from.
* We will support our artists’ endeavours to deliver positive social and environmental messaging through their music, artwork and marketing.

Activism

Current Actions:

* We support our employees with participating in activist projects around causes that align with this policy.
* We offer solidarity with our artists who choose to be activists through their music or in other spaces.

Collaborate & Listen

Festivals, Promoters & Music Organisations

Current Actions:

* Communicating our intentions with all our stakeholders in this arena.

Short Term Goals:

* Work with all of our stakeholders to reduce our collaborative greenhouse gas (GHG) emission and waste creation and to increase our collective positive social and environmental impact.

Venues, Suppliers, Tour Suppliers  
Current Actions:

* Communicating with all our suppliers to hear what they are already doing to reduce their GHG emissions.
* Support the Music Venues Trust to help nurture the independent venue network.

Short Term Goals:

* Create a list of those suppliers working towards lowering their negative social and environmental impact.
* Encourage venues to use their advertising space for positive impact.

Collaborations, Policy, Initiatives & Projects  
Current Actions:

* We know that research and technology need to be conducted and created in order for us to reach our ultimate low carbon goals. We seek to collaborate with our stakeholders and industry initiatives to get these projects completed.
* We will work hard to keep what we’re doing in the sustainability space transparent and open source. We will combat using sustainability for competitive purposes.
* We will actively work with others to pursue positive policy/legislation change.
* We will listen to understand further what initiatives and conversations are already taking place within the industry and what needs to still be created or amplified.

Measure & Improve

Impact Measurement within direct business operations (office & staff)  
Current Actions:

* Conduct an annual operational carbon audit assessing our scope 1 and 2 emissions, along with those scope 3 emissions that we can currently measure.
* Set targets to reduce carbon emissions year on year and increase the sophistication of our carbon auditing on an annual basis.
* Work in partnership with industry collaborators, governments, legislators and NGOs to accelerate the future pace and direction of sustainability in our industry.

Short Term Goals:

* Measure all of our Scope 3 emissions and communicate with and support stakeholders within this scope to reduce these emissions.

Long Term Goals:

* Achieve Net Zero by 2030 in line with the Science Based Targets initiative (SBTi).

Invest with purpose

Finance

* We recognise that where we invest and hold our money has a dramatic impact on people and the planet.
* We recommend using Switch-It Green or Sustainalytics to evaluate your bank’s social and environmental performance.
* Our pensions are divested from fossil fuels, arms and tobacco and we are a supporter of Make My Money Matter.

Short Term Goals:

* We will request environmental and social impact statements and a net zero plan from our bank and advocate for divesting from fossil fuels, arms and tobacco.
* We will review our banking annually.

Carbon Removals, Biodiversity & Environmental Investing:  
Short Term Goals:

* Offset operational carbon emissions through recognised/accredited schemes to prevent deforestation.

Long Term Goals:

* Investigate the best way to invest in carbon reduction within the music industry. This may mean replacing our offsetting with non-offset accredited programmes we believe will create more positive impact in the long run.

Clean Infrastructure

Utilities

* All of our electricity is 100% renewable electricity.
* We measure our water usage.
* Only replace office lighting with LED bulbs.
* Turn off all electronic devices daily.
* Turn off the lights when not needed.

Short Term Goals:

* As we grow out of our current office we will look to move to a space that is powered by 100% renewable electricity, is well insulated, offers composting and recycling, and has the infrastructure in place to allow us to properly audit our carbon emissions.

Waste

* Within the office no waste goes to landfill.
* We recycle 100% of our recyclable waste.
* We recycle 100% of our non-recyclable plastic, film, PPE and other plastics via ReWorked.
* We compost 100% of food waste.
* We will recycle 100% of our batteries.
* We will ensure Waste Electrical and Electronic Equipment (WEEE) is disposed of through industrial recycling when donating or repurposing isn’t an option.
* We will actively attempt to pass on, upcycle, regift, reuse, donate, and otherwise extend the life of equipment where possible, rather than making it waste.

Short Term Goals:

* We are creating a waste plan with a goal for no waste to go to incineration.

Digital   
Current Actions:

* Use one email address for all newsletters and digital subscriptions. The whole team can access but we minimise receiving duplications. Ask staff to go through that address 4 times a year and unsubscribe from items that aren’t proving relevant or helpful.
* Make a conscious effort to reduce “Reply All”.
* Suggest that staff have their screens at the minimum, comfortable brightness
* Suggest staff close tabs that aren’t being used.
* Turn off power to electronics at the outlet at the end of the day.
* Suggest staff set their computers to automatically go into sleep mode when they are away from it.
* Shut down computers when we’ll be away from them for more than two hours.
* Ask staff to do an annual inventory of our digital storage and delete all that’s no longer necessary.

Short Term Goals:

* Review our data centres, IT support and cloud providers to maximise efficiencies.
* Optimise our use of Shared Drives and minimise our use of email attachments.

Eat Sustainably

Food  
Current Actions:  
We endeavour to do only the following:

* Request that our staff only expense vegetarian food and drink for themselves. When entertaining, we will look to support restaurants and bars that buy local and organic ingredients.
* Purchase tea and coffee for the office which is fairly traded, grown in shade and organic. Tea will be loose leaf or in compostable bags.
* Purchase plant-based milks for the office.
* Teas and coffees that are expensed need to be only purchased in reusable cups.
* Ensure our food and drink is as locally sourced as possible.
* Use Belu or tap water as our water supplier.
* We don’t expect to create significant food waste/surplus operationally but if we do we will look to use olio or Toogoodtogo.
* Encourage our staff to bring food for lunch to the office from home (rather than take aways/packaged food) in reusable containers and to carry with them a keep cup and/or water bottle where they may want take-away drinks.

Long Term Goal:

* Review the impact of our agricultural-based purchases and look for improvements to our policy.

Travel Responsibly

Employee Commuting & Business Travel  
Current Actions:

* Audit homeworking and office working in terms of carbon emissions.
* Expense all costs of commuting on bike rentals (In London this is services like Human Forest, Lime, and Santander bike programmes).
* Offer company discounts and an annual check up of employee bicycles at local, independent bike shop Push Cycles.
* No taxi policy for trips that are under 30 minutes via public transport or cycling, unless unavoidable.
* All taxis expensed should be electric or hybrid wherever possible.
* Our staff are often travelling late at night for work. We understand, that taxis can be integral to feeling safe therefore our taxi policies can be broken when safety is an issue. Likewise our policies are not meant to create accessibility hurdles.
* Travel by train or road anywhere that will take 4 hours or less where possible.
* Fly economy only on any flights that are 6 hours or less.
* Any office space will be near good public transport infrastructure.

Short Term Goals:

* Offer a Cycle to Work Scheme.
* Support staff with an Electric Vehicle Leasing Scheme.
* Where possible choose hotels with low carbon emissions using Staze.

This Policy applies to all our internal operations and the colleagues who work in them. This Sustainability Policy is endorsed by all our employees and company ownership. It is available to all interested parties via our website.

We will audit ourselves annually (as a minimum) against this policy and edit it to match our current position. Please see “last reviewed” date below.

Angus Baskerville

Managing Director, Pure

Last Reviewed: April, 2022