

# THRESHOLD/ SUSTAINABILITY FRAMEWORK



# 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:

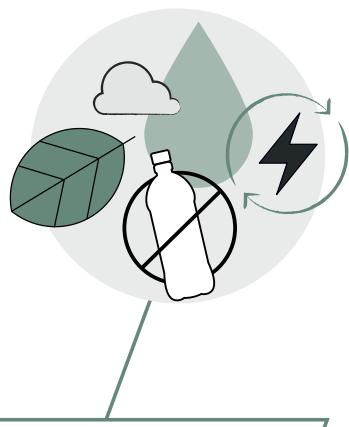
## REDUCING THE NEGATIVE IMPACT OF OUR EVENTS

### 1 Reducing

Implementing strategies to reduce the negative environmental impact of our events (emissions, ecological impact, water use, plastic pollution).

### 2 Off-setting

Off-setting the carbon footprint of our business through initiatives that reduce emissions locally and globally.



## INCREASING THE POSITIVE IMPACT OF OUR EVENTS



### 3 Inspiring

Inspiring social & industry behaviour change by sharing, promoting and advocating for what we're doing with suppliers, sponsors, clients, participants and the public.

### 4 Advancing

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 orange ticks.



**Last updated: 2025**

# The execution



RESHOLD/MORE IS IN YOU™

# Pillar 1 / Reducing

## Plastic & waste

### What we already do

|  |  |
|--|--|
| Refrain from providing any plastic bottles, cups, tableware and cutlery on the Trail Series, and the Ride Across Britain | Contract with a specialist event waste management company      |
| Separate waste on events where possible  | Re-use un-dated branding                                       |
| Send unclaimed lost property to clothing banks   | Re-use our event signage                                       |
| Donate surplus kit such as sleeping bags, mattresses and pillows to charity  | Recycle polyester from branding we no longer use               |
| Donate to food banks after every public event  | Re-collect and re-use crew clothing                            |
| Leave sites as found, litter picking rest stop venues and the entire routes  | Removed paper booklets (e.g. maps) from our public events      |
| Provide core camping equipment on our Trail Series to negate the need for participants to purchase and bring their own   | Use data to order correct food quantities and minimise wastage |

### What we're exploring for future

|   |  |
|---|--|
| Re-organising our live event recycling setup            |  Replaced our event arrows with a longer lasting, locally sourced alternative  |
| More sustainable event merchandise and giveaway options |   |

## Electrical, power & lighting

### What we already do

|   |  |
|---|--|
| Source all generators locally             | Provide a central power source to all suppliers                              |
| Use exclusively LED lighting on our sites | Schedule build and de-rig times to minimise the need for artificial lighting |

### What we're exploring for future

|                   |
|-------------------|
| Using HVO biofuel |
|-------------------|

# Pillar 1 / Reducing Continued

## Transport

### What we already do

|   |   |
|---|---|
| Provide shared transport options to our public events                               | Use a central haulage partner to minimise vehicle movements |
| Plan efficient crew travel by capping expenses and providing crew transport options |   |

### What we're exploring for future

|  |   |
|--|---|
| More shared participant & crew transport options from more locations | Incentivised car sharing for our crew  |
| Perks & incentives for making sustainable journeys (participants)    |   |

## Threshold HQ

### What we already do

|  |   |
|--|---|
| Provide an office recycling system                               | Provide Bike to Work scheme   |
| Offer 1 day off per year to volunteer on sustainability projects | Reduced quantity of printed documents, with most now shared digitally |

## Food and drink

### What we already do

|  |   |
|--|---|
| Provide centralised power and water supplies to our caterers | All water is provided in tanks. No bottles provided |
| Provide centralised waste management solutions               |   |

### What we're exploring for future

|   |   |
|---|---|
| Focusing our menus on the most sustainable forms of nourishment |  |
|---|---|

## Procurement

### What we already do

|   |  |
|---|--|
| Collaborate with our partners to choose more sustainable options and providers e.g. power, food, clothing |  |
|---|--|

### What we're exploring for future

|   |   |
|---|---|
| Introducing a formal sustainable procurement framework to underpin our purchasing decisions |  |
|---|---|

# Pillar 2 / Off-setting

## Environmental donations & off- setting

### What we already do

Donate to National Trails for each participant that takes part in our Trail Series

### What we're exploring for future

|  |  |
|--|--|
| Introducing a framework for sustainability self-measurement and data collected   | Working with a specialist 3rd party to identify the most impactful offsetting projects  |
| Offsetting all staff travel to/from our events  | Promoting & facilitating CO <sub>2</sub> measurement and offsetting to our clients      |

# Pillar 3 / Inspiring change

## Environmental donations & off- setting

### What we already do

Guide our clients on sustainable event options

Provide informative event signage to encourage sustainable event participation (e.g. recycling, showers use)

### What we're exploring for future

|   |   |
|---|---|
| Compiling a 'Sustainable Events Manual' for all clients for their bespoke client events  | Set up Sustainability Section on our Participant Hubs  |
| Widely sharing, promoting and advocating all that we're doing and planning to do         |   |

# Pillar 4 / Advancing

| <b>Best practice</b>  |  |
|---|--|
| <b>What we already do</b>   |  |
| Have an internal 'Green Team' that meet to drive the Threshold sustainability agenda which includes reviewing practices, tracking and measurement of objectives | Member of cross agency committee that meet periodically with a mission to inspire sustainability in the mass participation events industry |
| Monitor best practice in the wider events industry  |  |
| <b>What we're exploring for future</b>  |  |
| Creating sustainability training for our FTEs, freelances and live event crew   | Setting SMART objectives on all of the above              |
| Exploring B-Corp, ISO certification and other complimentary affiliations  | Collaborating with other event companies within the InFront Sports & Media group   |