

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:



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:

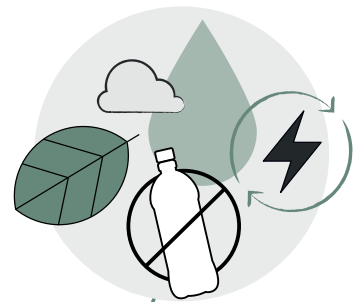
REDUCING THE NEGATIVE IMPACT OF OUR EVENTS

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



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	
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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	
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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 ₂ 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

Best practice	
What we already do	
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	
What we’re exploring for future	
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