

1st June 2021

## Verve GB & Ireland Sustainability Policy Statement

This year Verve celebrates 30 years of delivering award winning live communications. Verve is the largest independently owned Irish Event and Brand Activation Agency with a team of over 55 full time event experts across Ireland & the UK. Underpinning our creativity is a culture of insight driven strategy and flawless execution. We care about the details.

Our depth of offering is unrivalled covering employee engagement events, conferences and seminars, brand launches and brand experience, festival and stadium activation, sponsorship activation, award ceremonies and exhibitions

We recognise that our events and brand activities have an impact on the environment, the economy and the community. We are committed to identifying and minimising negative impacts while promoting the positive impacts. It is Verve policy to do all that is reasonable to ensure that key sustainability impacts relating to the life cycle impact of events, health & safety, procurement, utilities, employees, visitors, customers and the community in general are assessed and reviewed financially, socially and environmentally

Through all our stakeholder relationships, Verve will seek to promote the principles of stewardship, integrity, inclusivity and transparency and to share our learning and experience with other organisations. For clients whose events we organize, we commit to helping them embed sustainability into their events increasing efficiency, reducing environmental impact, improving attendee experience and accelerating innovation while reducing costs. We provide a safe and sustainable environment for customers, staff, contractors and consumers, and recognise our responsibilities as a member of the local community.

At Verve we are committed to the principle of best practice and see certification to the ISO20121 Sustainable Event Management standard as a key pillar of this strategy. We want to be a leader in the field of sustainable event management and brand activation, fulfilling all legal and regulatory environmental, financial and social obligations; regularly evaluating compliance with such requirements and maintaining appropriate documentation on operating procedures relating to key sustainability issues.

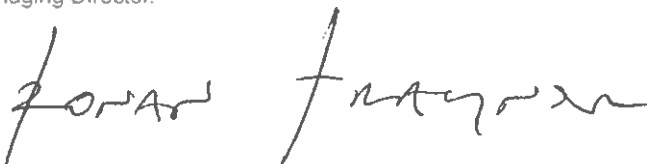
As outlined in our Employee Handbook, we treat Employees, Brand Ambassadors, and Suppliers with fairness, equality and respect at all times. They will be made aware of the Verve policy, and their obligations to support us in this area. Where possible, Verve will seek to identify positions and opportunities for stakeholders with minorities and to support our principle of volunteerism. Providing training and information is key to our plan.

We are committed to setting and achieving objectives and targets that ensure continual improvement in sustainability & environmental management in the areas of health and safety, training and employee welfare, resource and energy management, waste and pollution management both internally and with our client events.

We will communicate and review this policy and our relevant environmental, social and financial procedures to all stakeholders including customers, staff, contractors, suppliers and community. Compliance with this policy is regularly evaluated and reported to Verve Management by the project team. Management set an example and review progress, success will come from the combined efforts of all staff and contractors to strive for continual improvement.

Ronan Traynor,

Managing Director.



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