

✦ velvet  
living

★ velvet  
entertainment

Carbon  
Neutral  
Britain™



 CARBON NEUTRAL  
BUSINESS 2023

Sustainability Pledge 2023

Velvet Living and Velvet Entertainment always look to deliver events that keep sustainability at the forefront of their thinking, sustainability informs our process and works towards securing a stable future for our environment.

# KEY TARGETS & GOALS

Zero waste  
to landfill

Reducing mileage  
& emissions

Offsetting  
emissions



# GUIDING PRINCIPLES

To comply with, and exceed where possible, all applicable legislation, regulations and codes of practice.

To continually strive to improve our sustainability performance and work collaboratively with industry peers in actively promoting sustainable events.

To integrate sustainability considerations into all our business decisions.

To make clients and partners aware of our Sustainability Policy, and encourage them to adopt sound sustainable management practices.

To minimize the companies impact on the environment via all office and transportation activities.

To ensure that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.



# ZERO WASTE TO LANDFILL

Velvet Living and Velvet Entertainment both have at their core, recyclable business models achieved through the ownership of its own hire equipment that is maintained and repeatedly used year-on-year for a range of clients and events.

Some of the key approaches we apply are as follows:

## MAINTENANCE & REPURPOSING:

Maintenance of furniture and equipment is cared for in-house wherever possible and materials are sourced with quality and durability in mind, rather than singular event use. When furniture or production equipment is decommissioned to be replaced by updated products, we ensure that items are donated, sold or upcycled to be used again outside the event arena rather than scrapped.

## DURABLE MATERIALS & FINISHES:

We always strive to use sustainable materials wherever possible and finishes that are robust and hardwearing to avoid frequent reconditioning that leads to excessive waste. As an example, glass and treated wood finishes that provide durability and a higher quality product finish in items such as tabletops, bars and outdoor seating.

## SUSTAINABLE BESPOKE APPROACH:

When producing bespoke items for specific events, Velvet Living and Velvet Entertainment always looks to work collaboratively with the end client regarding design and budget with a view to incorporating the items back into hire stock to be used again on future events. This is beneficial to both the client's budget as well as bringing fresh options to Velvet Living's hire range.

## PROTECTION & LONGEVITY:

Wherever possible all furniture and production equipment is transported in bespoke re-usable coverings or flight cases minimising packaging waste on each event whilst increasing the lifespan and quality of our products.

# REDUCING TRAVEL & VEHICLE EMISSIONS

Velvet Living and Velvet Entertainment are committed to reducing their carbon footprint through sustainable practices in their offices, delivery and fleet, commuting, and event operations.

These key approaches we apply are as follows:



## OFFICES:

As a London-based supplier we limit our annual mileage (with both vehicles and staff) by having our main warehouses and offices inside zone 3 where the largest proportion of our work takes place.

## DELIVERY & FLEET:

Wherever possible, Velvet Living and Velvet Entertainment combine and consolidate the delivery of both furniture and production kit to minimise vehicle movements across London, the UK, and mainland Europe. All company delivery vehicles are compliant to the revised London ULEZ regulations and non-compliant vehicles have been scrapped. The company has targeted having a fully hybrid vehicle and delivery fleet by 2028 (inline with market and technological developments). When delivering and installing large or long-distance events partner haulage companies are utilized to reduce vehicles numbers on the road and mileage on any one event.

## COMMUTING:

The team look to avoid physically travelling to meetings where alternatives are available and practical, such as using teleconferencing and video-calls. These options are also often more time efficient, while not sacrificing the benefits of regular contact with clients and partners. 80% of the Velvet Living and Velvet Entertainment internal team travel on foot, via public transport or by bicycle when commuting.

## FREELANCERS & PERFORMERS:

Velvet Entertainment asks all its performers to make journeys to events via public transport where possible. Wherever possible free-lance technicians and crew will travel with event vehicles to reduce unnecessary event miles.

# OFFSETTING EMISSIONS

Velvet Living and Velvet Entertainment are proud to have partnered with (TAG) Carbon Neutral Britain to annually measure and offset our carbon footprint and are certified as a Carbon Neutral Business.

These organisations focus their efforts on projects working on reforestation, hydro and windfarm power investment and wilding projects based both internationally and at home in the UK.

Find out more about their incredible work and projects here – [www.carbonneutralbritain.org](http://www.carbonneutralbritain.org)