



DECORDIA

SUSTAINABILITY
STRATEGY

2026-27

WHY DO WE NEED A SUSTAINABILITY STRATEGY?

From the cost-of-living crisis to climate change, our care-free days are behind us. Everyone – individuals, businesses, and public organisations need to act more responsibly to help improve these problems, and we have to work together!

The events industry can be part of the solution. We can all collaborate within and between our businesses to limit negative impact whilst caring for those who need support.

At Decordia, our journey of positive change has already started, and this sustainability strategy is our plan of action for an even better, bolder and kinder way forward.

OUR VALUES

These guiding principles form the foundation of our sustainability commitments, which we'll introduce you to a little later in this strategy.

CARE

The quality of our service delivery is paramount, but we also care about the lives and environments we touch along the way. Event audiences, our team, our local community, and the places impacted by our work are all taken into consideration when we make decisions.

HONESTY

Everything's so much easier when our clients and team are all on the same page. It means everyone knows what to expect, and we can respect each other's needs while always delivering on time and on budget.

CREATIVITY

We're all about empowering our clients' events by creating fun and memorable spaces and experiences for people to enjoy. Each member of our team needs to be enabled to enjoy expressing their creativity through the work, too.

WE GOTTA DISH THE DIRT



CORDI ASHWELL
FOUNDER, DECORDIA

We've been creating big, bright, fun, individual spaces for people to enjoy for two decades. But, from now onwards I want us to keep doing what we're doing whilst having a positive impact on the people and natural environments around us.

We've already proven it's possible to achieve this to some degree, but we know that there is so much more we need to do. We don't have all the answers, but we want to share what we've learned so far.

And anyone reading this strategy is welcome to get involved.

Let's figure out a better future for events together!

WHAT ARE OUR CHALLENGES?



ENVIRONMENTAL

Waste: Anything that can't be recycled, refurbished or reused goes to landfill, which generates Greenhouse Gas emissions that are fuelling global warming and making climate change worse. Waste also causes pollution on land, which causes biodiversity loss and degrades the quality of our water.

Materials: Using new materials, such as wood, metal fabrics etc. to create event staging, signage and dressings means that ever more natural resources (like trees and water) are being used up. These resources aren't infinite, and we need to think about leaving enough for future generations.

Travel and transport: A recent study revealed that travel (including travel by production teams) makes up 58% of a festival's carbon emissions. Suppliers often have to make their deliveries to site using diesel vans and trucks, and unfortunately, these are some of the worst carbon emitters of any type of transport.

SOCIAL

Sustainability awareness: To deliver a sustainable event, everyone on the event's team needs to know how to perform their work in the most sustainable way. But lack of regulation means it's difficult for events companies and crews to understand exactly what they can and should do. This is causing confusion and nervousness.

Behaviour change: It's tough to inspire sustainable behaviours when getting the job done on time and within budget is the main priority. Most industry leaders haven't yet understood the connection between the enormous risks of not doing something and the relatively small costs of taking positive sustainable actions.

Crew welfare, pay and working conditions: Events recruiters are adjusting to greater pay expectations, prioritising crew welfare, attracting and training new talent, and recruiting with diversity and inclusion in mind. This is leading to a more positive work environment, but it also means higher overheads and tighter competition for talent with employers in other industries.

Social media: Instagram, TikTok, and other channels are driving audience demand for fresher, bigger, bolder designs at every live event. For event décor businesses, this pressure makes it more likely that they'll churn through new materials, using up precious resources and creating a bigger waste problem than ever before.

OUR PEOPLE & PLANET PROMISES

To make sure we're prioritising people and the planet, we've made several sustainability commitments.

These will not only help to keep Decordia's negative impacts to a minimum but also strengthen the quality of work we deliver for our clients, improve the ways we look after our staff, and increase the positive contributions we make to every community and environment we touch.



BETTER MATERIALS AND MINIMISING WASTE

We'll continue to divert 100% of our waste from landfills and reduce waste to energy. Our goal is to operate as a circular business by 2030 (more on this later).

We promise to work with our supply chain to understand the lifecycle of materials so that we can always choose the most sustainable options.



INCREASED TRANSPARENCY AND ANNUAL REPORTING

We promise to openly share our progress in sustainability on an annual basis from 2024.



CONTRIBUTING TO PEOPLE AND COMMUNITY



We'll keep on investing in our community through charitable donations.

Our management team will continue to contribute to our community through local outreach and mentoring work. We'll maintain our program of opportunities for employment and skills development. We promise to give all staff access to fully accredited carbon literacy training.



RESPONSIBLE ENERGY AND TRANSPORT USE

We promise to reduce the amount of carbon we release into the atmosphere (AKA our carbon footprint) by 40% by 2030.

We commit to achieving net zero by 2050 or as soon as possible before then.

LET'S BE PART OF THE SOLUTION

HOW ARE WE CONTRIBUTING TO THE SDG'S?

On the following pages, you'll see graphics representing one or more of the United Nation's 17 Sustainable Development Goals (SDGs).

HERE'S HOW

we're planning to use these as guides for our own sustainable development.



The SDGs are "a to-do list for people and planet."

Read more about the SDG's here sdgs.un.org/goals

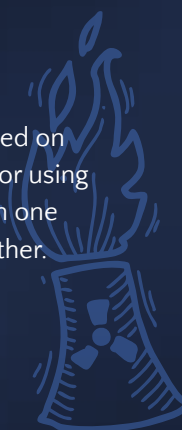
BETTER MATERIALS AND MINIMISING WASTE

WE DESIGN OUT WASTE

This means designing based on either not creating waste or using any waste generated from one piece of set to create another.

WE RE-USE KEY ITEMS AGAIN AND AGAIN

A key example of this is the steel arch for Parklife, which we've reused since 2016 and re-clad with each year's theme.



WE TRAIN AND ENCOURAGE OUR TEAM TO PLAY THEIR PART

We believe the biggest impacts are from every single person doing their bit. We are all responsible. And we all play a part in helping each other to do even more.

WE ACTIVELY MANAGE OUR WASTE

Whenever we're not 100% sure about how waste is being recycled, or if the process is not in line with our own recycling measures, we take the waste back to our head office for recycling.



HONESTY AND TRANSPARENCY

We belong to industry networks that encourage honesty and transparency.



INCREASED TRANSPARENCY AND ANNUAL REPORTING

WE KEEP TRACK OF OUR CARBON FOOTPRINT

Monitoring, recording, regularly reviewing, and reporting data on the amount of carbon dioxide we're responsible for emitting into the Earth's atmosphere can tell us where we're making progress and which areas need to be improved. It also shows all our stakeholders that we're genuinely 'walking the talk'.

We completed our first carbon footprint audit in 2022 and have been tracking our carbon data for staff and suppliers ever since, sharing our progress through annual impact reports.

This year, as business members of Groundwork, we're doing our second audit to make sure we're heading in the right direction and to identify where we need to do better.

WE EMPOWER AND EDUCATE

We ensure our staff are safe and receive fair pay and empower our team with sustainability knowledge.

Any of our on-site crew can volunteer to be our 'Green Ambassador', which is an opportunity to earn a little extra and motivate everyone on the team to get involved with waste management.

LOCAL OUTREACH AND INVESTMENT

Our management team will continue contributing to our community through local outreach, teaching and mentoring work.

We continue to invest in community outreach, skills development and work placements.

WE DONATE TO CHARITIES

We're a silver corporate member of the Lancashire Wildlife Trust, and our team and management take part in volunteer days contributing to restoration work at Little Woolden Moss Peatland.



CONTRIBUTING TO PEOPLE AND COMMUNITY

Our people and communities are central to Decordia's success. So, we put a lot of time and effort into showing them that we care about their wellbeing and the wellbeing of their environment, here's how:



RESPONSIBLE ENERGY AND TRANSPORT USE

These are difficult areas for most businesses to tackle in terms of sustainability, even more so in live events.

That said, we've started making some headway on reducing our energy consumption and transport emissions with the following actions:



WE'RE MEASURING OUR ENERGY CONSUMPTION

Whether we're working at the office or on-site at an event, we keep a record of our energy use so that we can get a clearer picture of where further reductions should be made.



WE DRY HIRE AND INSTALL KIT OURSELVES

WE EAT MORE PLANT-BASED MEALS

HOW WE GET AROUND

We encourage the use of hybrid vehicles and car sharing. We use bikes and electric vehicles on site.

This isn't possible at every event, but we certainly choose these options whenever possible.



WHAT'S NEXT?



Decordia has achieved some incredible sustainability milestones and inspired a lot of positive action over the last year. We couldn't have done it without the support of our staff, suppliers, and clients. Thank you to everyone who has helped and encouraged us along the way!

But it doesn't end there. We're the first to admit that our sustainability actions aren't perfect and there's a lot more we want to accomplish. So, in addition to what we're already doing, here are a few of our future sustainability goals:



MATERIALS AND WASTE

- Work with our supply chain to understand the impact of the materials we use
- Source more sustainable materials through research and testing
- Source a fully circular supplier for our Hi-Vis and fabric printing
- Eliminate our own plastic waste and ask our suppliers to be more accountable for theirs
- Discuss return and reuse/ refurbish schemes with clients for circularity



PEOPLE & COMMUNITY

- Offer all staff the opportunity to access free carbon literacy training and certification through the Carbon Literacy Project
- Offer 2 fully subsidised places on our Carbon Literacy course to people living in Manchester on low or no income as part of making Manchester a Carbon Literate City
- Improve staff volunteering
- Offer sustainability workshops for Decordia staff and our local community
- Offer staff and people in our network space for sustainable innovation research and development

TRANSPARENCY & REPORTING

- Invest in a measurement tool to understand and report on our carbon footprint
- Gather impact data on materials. Set a new sustainability data baseline in 2026-27 to enable us to make better comparisons on our progress moving forward
- Gather data from staff and suppliers to enable more accurate and easier carbon reporting
- Share carbon data with clients to increase transparency

ENERGY & TRANSPORT

- Our new workshop features bespoke insulated workspaces that minimise heating demands, energy-saving automatic lighting systems, and improved links to public transport for easier sustainable commuting
- Reduce embodied carbon through better material sourcing
- Investigate and utilise electric vehicles for material and set transportation
- Identify robust and ethical carbon offsetting options for unavoidable emissions

By working together, we can develop better ideas, more innovative solutions, and more spectacular events. It's time to harness our industry's passion and creativity for the good of all people and our planet.

Let us know what you think of our social and environmental commitments and actions. And, if you're a business leader in live events, we'd be happy to signpost you to any resources you might need to implement sustainability in your organisation. Give us a shout any time.

You can help us too! We're on the lookout for relevant, ethical, and robust carbon off setting projects to support so that we can balance out any unavoidable emissions. We'd love to partner with a project in Lancashire. If you have any suggestions on this, please get in touch.

In 2026-27, as a Manchester business we will align with the cities priorities to become a world-leading green city region.



PLEASE GET IN TOUCH IF YOU WOULD LIKE ANY MORE INFORMATION, OR TO DISCUSS ANYTHING IN THIS STRATEGY.

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