

I M R O  
E N V I R O N M E N T A L



&  
S U S T A I N A B I L I T Y  
P O L I C Y



## Irish Music Rights Organisation CLG

### ENVIRONMENTAL & SUSTAINABILITY POLICY

At IMRO, we believe music matters. We cherish creativity, protecting and promoting music, not just for the benefit of the musicians, but for the benefit of who we are as a society. Since one of the main goals of IMRO is to have a positive impact on society, IMRO realises that it, like everyone else, has an important part to play in the protection of our shared environment.

With this in mind, we feel that it is entirely appropriate, as one of the largest commercial entities in the creative sector, that IMRO demonstrates a clear commitment and takes a leading role in establishing an ambitious environmental and sustainability policy that can act as a catalyst in other areas of our industry.

Environmental policy covers traditional environmental issues such as waste and air pollution. Sustainability is a broader term aimed at incorporating the three facets of sustainability; Social(people), Environment (planet) and economic (profit).

The purpose of IMRO's Environmental and Sustainability Policy (ESP) is to:

1. Establish our existing carbon footprint and environmental impact
2. Establish clear targets for reductions and elimination over time
3. Publish in our annual report our aggressive targets and our progress against these targets
4. Involve all our stakeholders in this process; employees, members, customers and suppliers.

#### **Carbon Footprint**

IMRO's overriding target is to reduce our carbon footprint by 75% of the 2019 figures by the end of 2024.

While IMRO is not legally obliged to carry out an SEAI Energy Audit, as it does not meet the criteria of an organisation which is obliged to carry out such an audit, IMRO recently voluntarily completed an SEAI Energy Audit.

The results of this energy audit were very promising for IMRO, showing that we already have robust systems in place for reducing our carbon footprint and environment impact in terms of our energy efficiency and management systems. Nevertheless, the below table of our carbon footprint as of the end of 2019 showed that IMRO still has some work to do.

#### **IMRO ENERGY USAGE AS OF YEAR END 2019**

<b>ENERGY CATEGORY</b>	<b>CONSUMPTION kWh</b>	<b>%</b>	<b>EMISSIONS kgCO<sub>2</sub>e</b>	<b>%</b>
Transport	276,284 kWh	50%	68,430 kg	51%
Electricity	151,650 kWh	28%	42,927 kg	32%
Gas	122,273 kWh	22%	22,493 kg	17%
<b>TOTALS</b>	<b>550 MWh</b>	<b>100%</b>	<b>134 tonnes</b>	<b>100%</b>

Accordingly, from 2020 onwards, IMRO will be publishing targets in its Annual Report for the reduction of IMRO's carbon footprint.

The above table shows that IMRO has three main sources of carbon impact: The use of cars by our field representatives around the country; electricity being used in the IMRO offices; and the gas used to heat the building.

In terms of transport, IMRO is eager to replace our fleet of cars with all-electric vehicles, but unfortunately, the infrastructure is not yet in place in remote parts of the country to allow our representatives cover the large distances necessary in their role. Accordingly, we are now investigating the use of electric hybrids to bridge this gap and to drastically reduce our carbon usage for transport.

Closer to IMRO's offices, IMRO is encouraging the use of public transport and cycling and has recently upgraded facilities for its cyclists at its office.

Nearly one-third of IMRO's carbon footprint was its electricity usage, and one of the first things IMRO has done to reduce its carbon footprint is to change electricity suppliers to one where the electricity is created using 100% renewable resources.

In terms of IMRO's gas and heating, we are in the process of upgrading our heating system by using variable speed drives in our heating pumps, which is estimated to save over 33 tonnes of CO<sup>2</sup> over ten years. IMRO is also replacing its current lighting system with more efficient LED lights, as well as investing in daylight linking systems and organic response lighting systems.

### **THE LITTLE THINGS**

IMRO recognises that there is more to protecting the environment than simply reducing its carbon footprint.

IMRO is in the process of designing a new "urban garden" in our carpark, which will also result in a number of cars being taken off Dublin city streets, as we will be using up car parking spaces.

Other small, but important initiatives being taken by IMRO are:

- No single use plastics being used in the office
- No plastic water bottles being used in the office
- No disposable coffee cups in the office
- Removing personal bins from individual offices
- Strictly enforcing recycling and waste disposal

### **OUR MEMBERS**

On a global scale, the United Nations Environment Programme (UNEP) in collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO) and other partners, the UN Music & Environment Initiative was initiated. It aims to leverage the power of music to address some of the most pressing environmental problems facing the planet.

According to this initiative, the music industry's impact on the environment is broadly associated with the following activities:

- Business operations
- Business Travel
- Recording/Studios
- CD Manufacturing
- Live events

- Venues
- Touring (performance and promotional)
- Merchandise and promotional materials
- Ticketing
- Digital delivery of music content
- Instruments
- Sound & Lighting
- Music listening devices
- Audience Travel

We propose an Irish Music Environmental Initiative which will educate and encourage our members to compensate for and ameliorate their environmental impact by assisting them with schemes such as:

- Helping reduce waste
- Offsetting carbon dioxide emissions from flights and travel
- Promoting eco-friendly merchandise
- Powering recording studios with renewable energy
- Committing to emissions reductions via CD packaging, travel etc
- Offering temporary water fountains as an alternative to bottled water at live events.

We propose to utilise IMRO's Member Portal to a much greater extent in order to put these initiatives in place, and we are developing a "carbon calculator" on our Member Portal, which will allow our members to ascertain their individual carbon footprint of their activity, and provide them with links to purchase carbon credits and offsets to reduce their carbon footprint if they wish. This is something which we would hope to make available to our sister societies around the world.

Ultimately, IMRO wants to be able to facilitate its members as far as possible, by providing our resources and organisational abilities, in taking the lead.

## **OUR EMPLOYEES**

IMRO's employees plan an enthusiastic and integral part in any environmental policy we implement. Taking personal responsibility for helping the environment is something that IMRO actively encourages and assists with.

We will consider initiatives which encourage environmentally friendly means of transport to and from work, such as walking, cycling and public transport. We will actively promote the Bike to Work Scheme and public transport schemes

Over time, we propose providing charging points for members, employees and visitors with electric cars.

We propose community outreach programmes whereby we voluntarily give up a day of our employees' time so that they can do clean ups and other socially responsible activities promoting the environment in the local area of Copyright House.

We are carrying out staff training to educate staff on different measures at work and at home that can be adopted to assist the environment.