

Sustainability on a Budget

Doing well by doing good



Why Do Organizations Care?

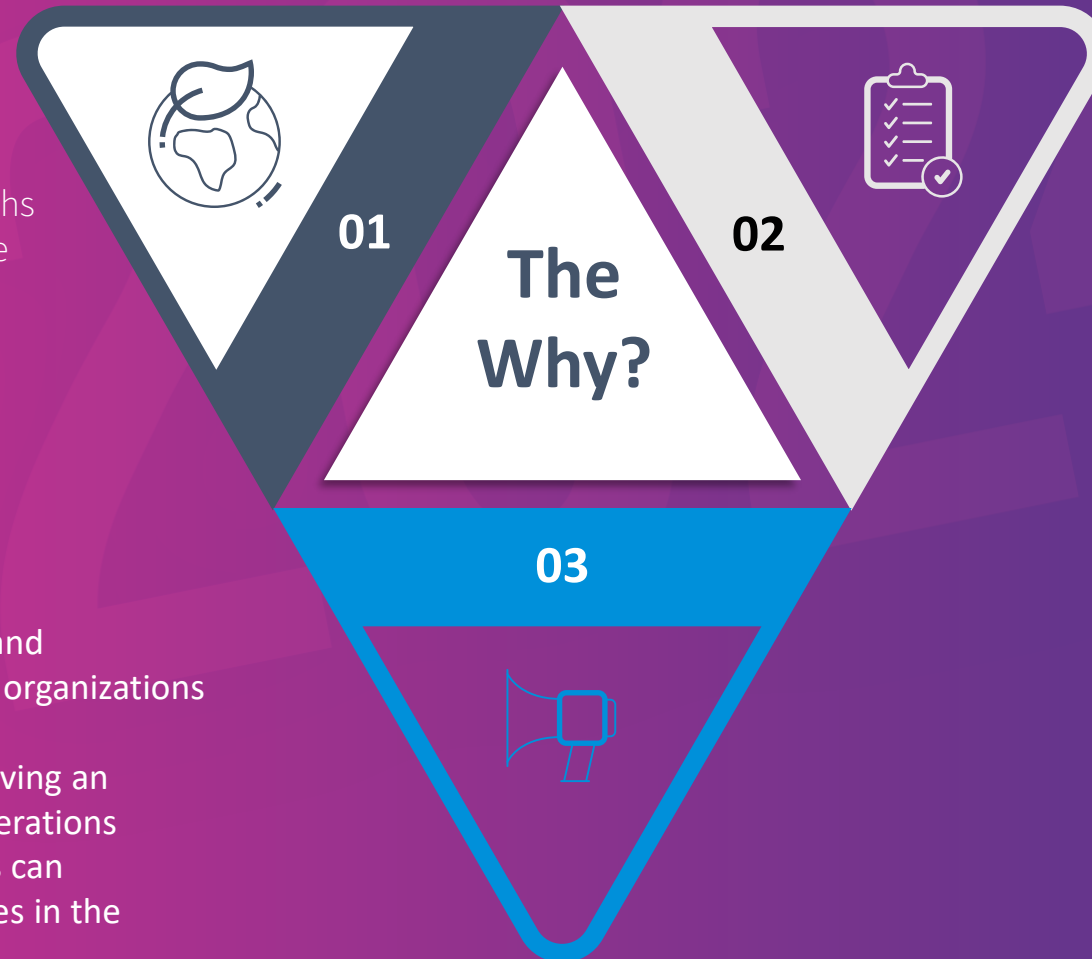
Environmental sustainability is no longer just a buzzword. Now more than ever, there is a corporate imperative for companies to make changes in how they conduct business and lessen their impact on the planet.

Environmental Responsibility

- It's the right thing to do
- Temperatures are at record highs
- Changing climate and real-time impacts pose significant risks worldwide

Reputation & Competitive Advantage

- Consumers, investors and stakeholders care how organizations are operating
- Social pressures are having an impact on business operations
- Sustainable companies can differentiate themselves in the market



Regulatory Compliance

- Various government regulations requiring organizations to report and reduce emissions
- Must comply to avoid legal ramifications

What Does Net Zero Mean?

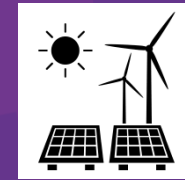
Net zero is a balance between the amount of greenhouse gases produced and the amount removed from the atmosphere

Greenhouse Gas Emissions



Carbon Dioxide, Methane, Nitrous Oxide,
Industrial Gases from human activity

Carbon Reduction & Removal

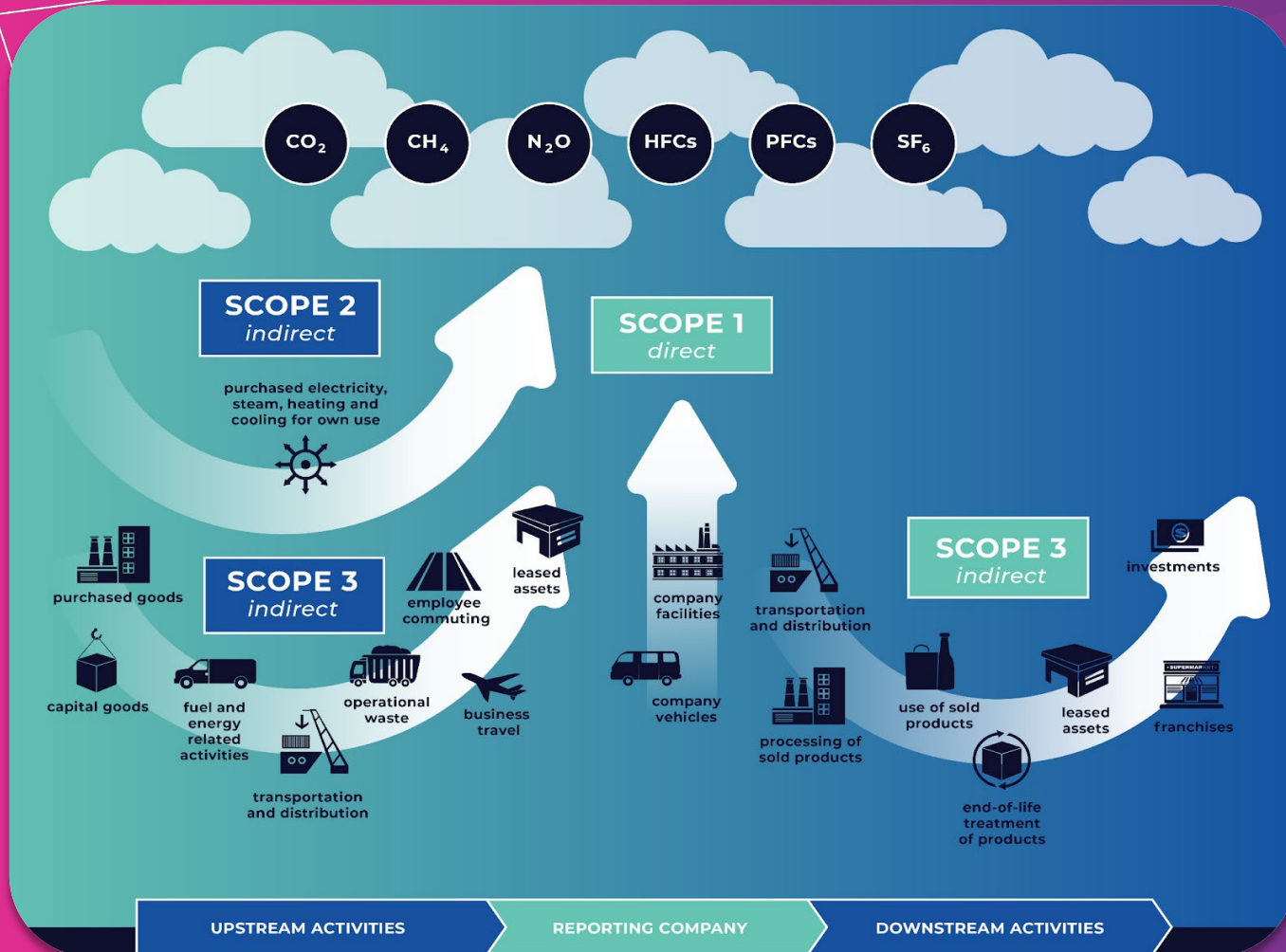


Efficiencies, renewable energy,
material reduction, elimination

Net Zero
By 2050

Achieved when the two sides are in balance.

Scope 1 + 2 + 3 = Total Emissions



Scope 1: Direct Emissions
Office, vehicles etc.

Scope 2: Indirect Emissions
Energy purchased to power your buildings. Solar, fossil fuels, etc.

Scope 3: Indirect Emissions
e.g. event and the emissions from business travel, shipping supplies and all other upstream and downstream activities.

Understanding the Basics

Nearly all large companies now have climate-related commitments in place, and policies are cascading down to events at a rapid pace.

99%

Have established cross-functional ESG teams or are in the process of doing so

83%

Have corporate climate-related targets in place

61%

Integrate sustainability objectives into corporate travel policies

50%

Have a defined sustainable meeting strategy in place

27%

Track carbon footprint for all employee travel

Progress varies

Global Fortune 500-size firms lead the charge, with sectors such as pharma, tech and auto seeing fast progress. Europe is further along than other regions.

What Clients Are Doing

Corporate Clients

- Increasingly, partners must respond to CDP & EcoVadis (sustainability rating firms) annually, and earn a satisfactory score

Maintaining scores requires a mix of the following:

- **Measure** Scope 1, 2 & 3 CO₂e and vet supply chain annually
- **Commit** to Science Based Targets Initiative (SBTi) and carbon neutrality for Scope 1 & 2 CO₂e by 2025
- **Reduce** emissions by 5% by 2024 and 10% in 2025
- **Assess** association sustainability practices for events

Association Clients

Some incorporating sustainability as a pillar in their strategic plan

Corporate participation at association events is sometimes based on that organization's sustainability practices

Not a key issue for all



Collaborating with the Industry on Our Clients' Behalf



Event Standards of Practice



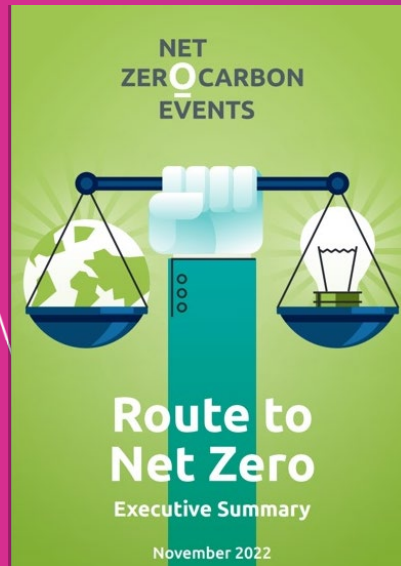
Event Certification



Individual Certification



Resources for the Events Industry



Net Zero Carbon Events (NZCE)
Actively working on
Board of Directors
and Working Groups



ICE (In-House Corporate
Events) + Events Industry
Council (EIC)

Co-created ACT10N+ Steps to
Sustainable Events



International Organization for
Standardization (ISO)

Reviewed and provided input in ISO
20121 Update



Small steps
Education and information
Measurement
Action moving forward

