



Media Release:

NET ZERO CARBON EVENTS INITIATIVE RELEASES FIRST REPORTING CYCLE RESULTS

21 May 2025 – The Net Zero Carbon Events (NZCE) initiative, a global collaboration driving sustainability in the events industry, announced the results of its inaugural reporting cycle, conducted from July 2023 to January 2025.

Key Highlights from the Reporting Cycle:

- **Strong Participation:** Of the 302 signatories required to report, 144 participated, achieving a 48% participation rate. These signatories represent a diverse cross-section of the global events industry, including event organisers, venues, service providers, agencies, associations, consultancies, catering providers, manufacturers, and logistics providers.
- **Global Reach:** Signatories are headquartered primarily in Europe, with significant presence in Asia-Pacific and North America, and emerging engagement in Africa, Central & South America, and the Middle East. Many operate globally, underscoring the interconnected nature of the sector.
- **Commitment to Communication:** 94% of signatories communicated their NZCE involvement internally, while 77% shared it externally through channels like website announcements (62%), social media (48%), and direct client communication (32%). Additionally, 78% engaged customers directly about their carbon reduction and net zero commitments.
- **Collaboration Across the Value Chain:** 59% of signatories have embedded carbon reduction questions in procurement processes, and 61% actively communicate net zero commitments with suppliers, fostering transparency and partnership.
- **Emissions Measurement:** 60% of signatories measure Scope 1 and Scope 2 emissions, while 47% measure Scope 3 emissions. Commonly reported categories include purchased electricity (72%), business travel (61%), and office waste (59%). Plans to expand measurement include company vehicles, digital communications, employee commuting, and other categories.
- **Alignment and Challenges:** While alignment is strong for Scope 1 and 2 measurements, Scope 3 shows a gap, with 52% of signatories indicating categories in their boundaries but not yet providing data, highlighting the need for ongoing support and education.

“These results demonstrate our industry’s commitment to a sustainable future,” said Alexander Alles, Executive Director of the Joint Meetings Industry Council (JMIC), hosting the NZCE campaign on behalf of the business events industry. “For the first time we have a clear and global overview of where our industry stands in regards to environmental sustainability, which is backed by data.”

Looking Ahead: The full NZCE Reporting Results Report, set for release in July 2025, will provide deeper insights, case studies, and best practices. The next reporting cycle (2025–2026) will launch later this year, accompanied by an updated NZCE Measurement Methodology to enhance consistency and support signatories. NZCE is also exploring tools to streamline emissions calculation and reporting, alongside new measures to validate data accuracy and transparency.

A Call to Action: The NZCE initiative invites all event industry stakeholders – regardless of their sustainability progress – to join this global movement. By fostering collaboration, transparency, and innovation, NZCE is paving the way for a net zero future. For more information or to sign up, visit <https://www.netzerocarbonevents.org/>.

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About Net Zero Carbon Events:

[Net Zero Carbon Events](#) is a global initiative aiming to unite the business events industry in the fight against climate change by driving the reduction of carbon emissions across the sector.

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