NET ZERO CARBON EVENTS

NET ZERO CARBON EVENTS REPORTING RESULTS REPORT

October 2025

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NZCE REPORTING BACKGROUND

This Reporting Results Report provides an in-depth analysis of the results of the NZCE initiative's first reporting cycle which ran from July 2023 – January 2025. A high-level overview of these results can be found in the Reporting Results Executive Summary published in May 2025. This first reporting cycle aimed to assess the current status of the industry in their net zero work and to familiarise signatories with the reporting process. Accordingly, it requested information in line with the NZCE pledge, which all signatories agreed to when signing up to the initiative:

In pursuit of this aim, my organisation undertakes to:

1. Within 1.5 years after signing the pledge, publish the organisation's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030

- Identify and prioritise actions to reduce emissions [such as energy management, water conservation, materials management, food and beverage waste reduction, housekeeping initiatives, sustainable procurement, stakeholder management and employee engagement] and set goals accordingly
- Address residual emissions, once they've been minimised, through the purchase of credible carbon offsets with efforts to transition to those that represent carbon removal/capture
- Contribute resources, time and/or expertise to develop a collective low carbon roadmap for the events industry

2. Collaborate with partners, suppliers and customers to drive change across the value chain

- Publicly announce the signing of this pledge and actively promote and advocate for net zero across the industry
- Advocate for carbon reductions and perform due diligence as part of procurement processes
- Promote and participate in initiatives within and beyond the events industry to raise awareness of synergies, find solutions and design collaborative opportunities for reducing carbon emissions

3. Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice

- Embed carbon measurement systems into operations
- Identify and share appropriate metrics and methodologies for measurement
- Contribute data to industry initiatives to enhance common methodologies and metrics

4. Report on our progress at least every two years

- Publish our key metrics and progress
- Share best practices and lessons learned
- Support collective industry-wide reporting and communications

This Reporting Results Report provides an overview of the NZCE signatories that responded to this first reporting cycle as well as their progress in the areas of communication and collaboration across the value chain and with customers. It also provides a status update on pathway publication. In addition to the analysis in the Executive Summary Report, examples of these resources and activities are included as well. Like the Executive Summary Report, this report provides a general overview of current emissions reporting practice within the industry with a focus on actions taken by signatories rather than outputting direct emissions data. In addition to the analysis already shared in the Executive Summary Report, this report also breaks down results into different signatory groups to highlight trends related to specific organisation types and locations.

SIGNATORY REPORTING STATISTICS

144 signatories reported in this first cycle. Based on the biannual reporting requirement, only 302 signatories were required to report, resulting in a 48% participation rate.

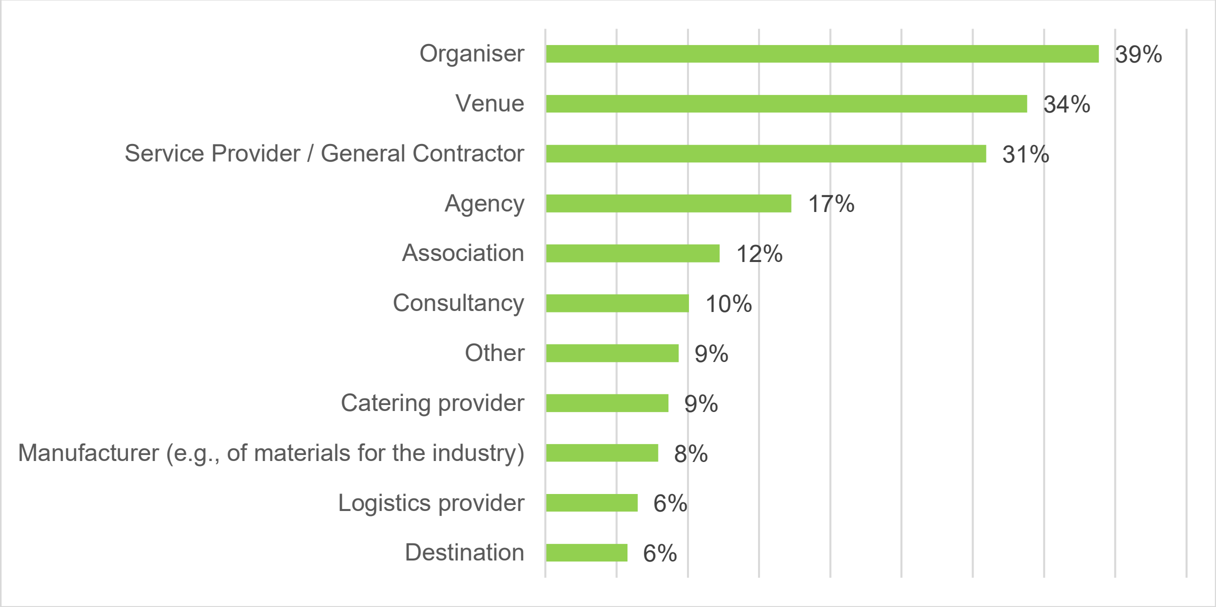

Figure 1: Distribution of signatory by the types of services they provide.

NZCE signatories represent a broad cross-section of the global events industry. Participants in this first reporting cycle included event organisers, venues, service providers, agencies, and associations, as well as consultancies, catering providers, manufacturers, logistic providers, and other industry actors. Many signatories have diverse business models that do not neatly fit into one of these categories. Accordingly, Figure 1 does not indicate only the main company type of the responding signatories but all service types they provide as part of their business models. This diversity highlights the cross-industry commitment to climate action, the importance of collaboration across the full value chain, as well as the diverse needs of every stakeholder.

SERVICE TYPE GROUP PROFILES

While the signatories often provide multiple service types in delivering an event, this report uses four core service type groups in its analysis to support more targeted insights: **Organisers**, **Venues**, **Service Providers / General Contractors,** and **Organiser-Venues**. These groupings reflect the most frequently selected service type categories among signatories and allow for a clearer understanding of trends across different industry segments.

The following assumptions were applied to ensure all relevant stakeholders were included in these groups and should be kept in mind when interpreting the results of signatory group-based analysis:

- The **Organiser** category includes stakeholders that selected only “Organiser” and both “Organiser” and “Service Provider / General Contractor”, where organiser services are assumed to be most central to the business model.
- The **Venue** category includes those that selected only “Venue” and both “Venue” and “Service Provider / General Contractor”, where venue services are assumed to be most central to the business model.
- The **Organiser-Venues** category includes those that selected both “Organiser” and “Venue”, as well as those that selected “Organiser”, “Venue”, and “Service Provider / General Contractor”, where both the organiser and venue services are assumed to be most central to their business model.

Organisers

Organisers are responsible for the planning, coordination, and execution of events. Their role involves managing various aspects such as programming, logistics, stakeholder engagement, and overall event delivery. As central figures in the events ecosystem, organisers play a pivotal role in setting sustainability agendas and implementing carbon reduction strategies. This group makes up 21% of the total reporting entities.

Venues

Venues provide the physical spaces where events take place, including convention centres, exhibition halls, and other facilities. They are instrumental in managing energy consumption, waste management, and other operational aspects that significantly impact an event's carbon footprint. Venues therefore act as key partners in achieving sustainable event operations. This group makes up 16% of the total reporting entities.

Service Providers / General Contractors

This group encompasses companies that offer specialised services essential to event execution, such as logistics, audiovisual support, catering, and construction of temporary structures. Their expertise and operational practices directly influence the environmental impact of events, making their engagement crucial in the transition to net zero. This group makes up 19% of the total reporting entities.

Organiser-Venues

These signatories operate both as organisers and venue providers, managing a large portion of the event-related processes. This dual role offers entities the ability to integrate NZCE practices across both planning and operational dimensions of events. This group makes up 18% of the total reporting entities.

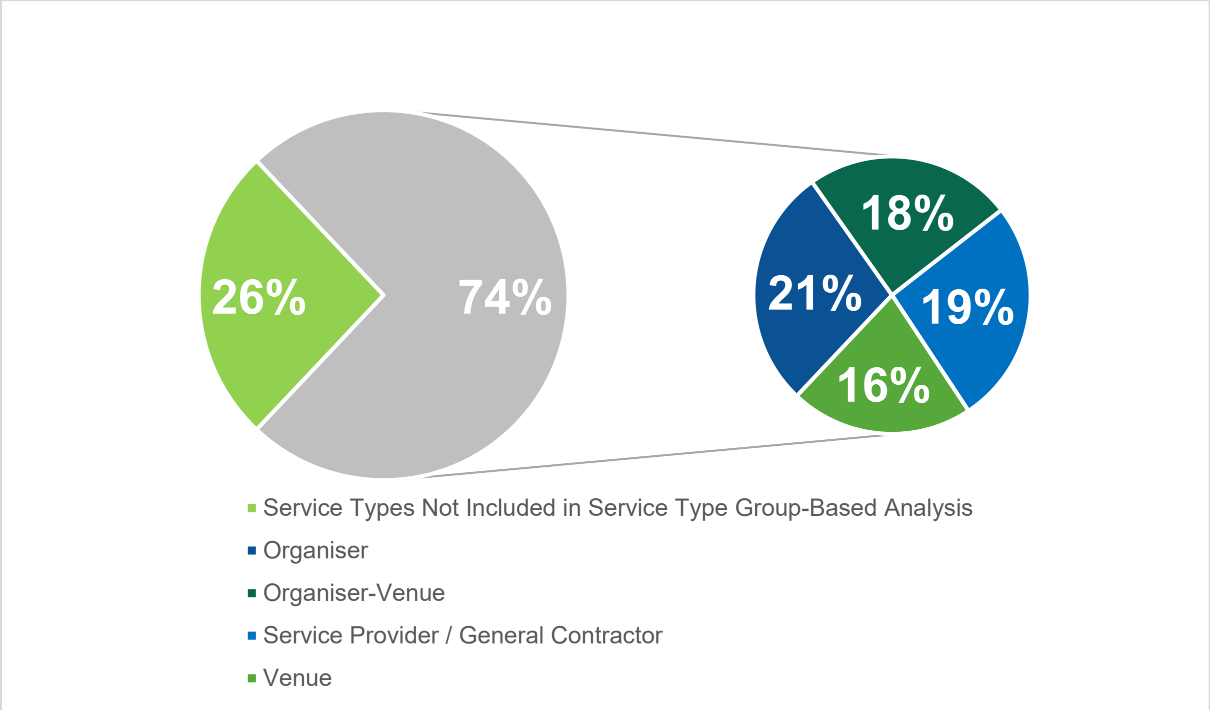

Figure 2: Overview of signatory types for service type group-based analysis.

SIGNATORY HEADQUARTERS AND OPERATIONS

Knowing where signatories are headquartered and operate provides important context for understanding both current leadership regions in climate action, as well as opportunities for future collaboration and education.

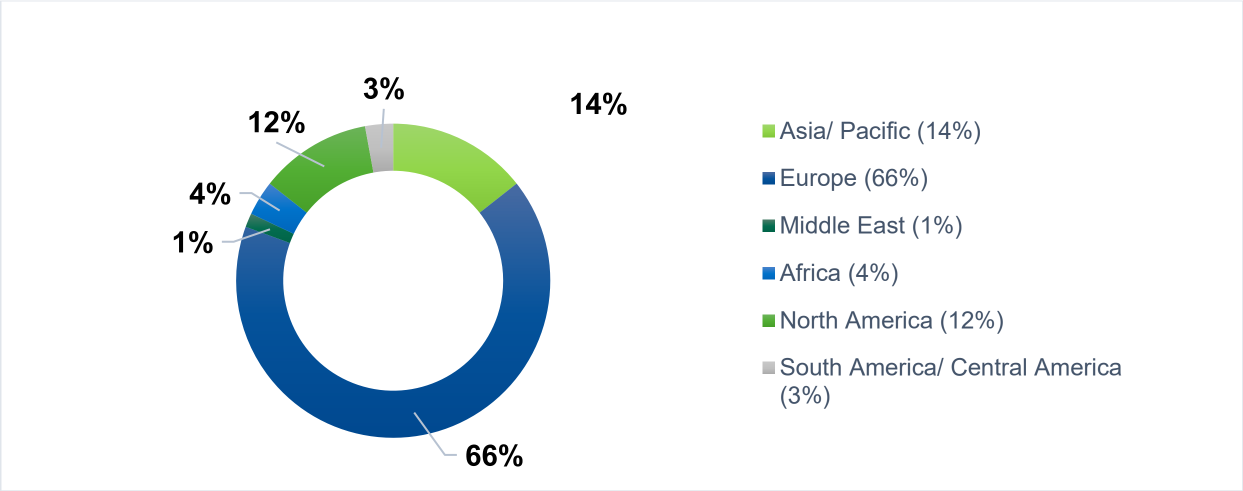

Figure 3: Regional overview of headquarters

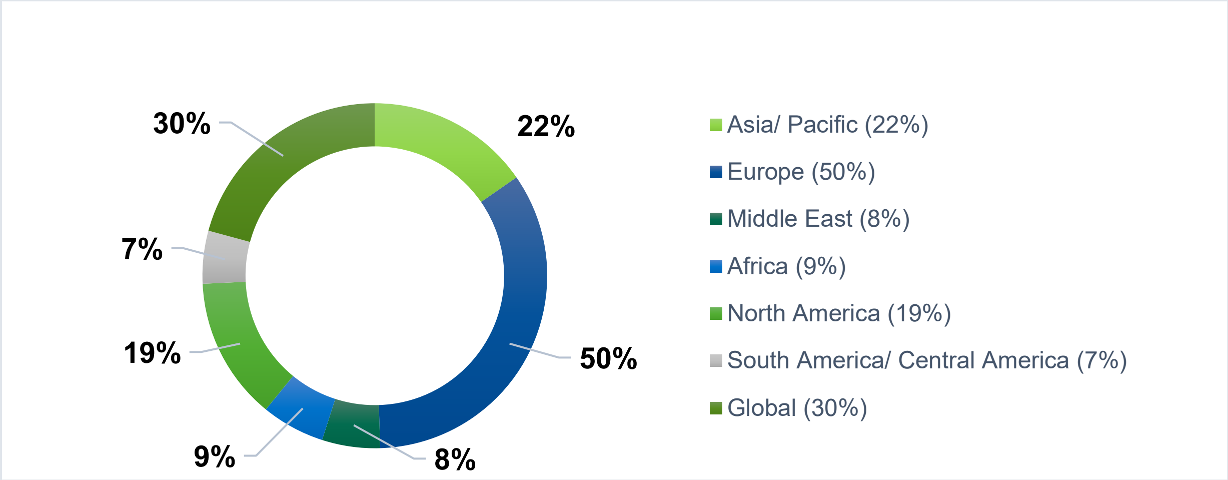

Figure 4: Regional overview of operations [1]

Most NZCE signatories are headquartered in Europe. Asia/Pacific and North America also host a significant number of head offices, along with a slightly smaller presence across Africa, Central & South America, and the Middle East.

Operationally, Europe again is a hotspot for NZCE signatories. However, many signatories report a global reach, underscoring the international and interconnected nature of the sector. Other key operational regions include Asia/Pacific and North America, with a slightly smaller operational presence in Africa, the Middle East, and Central & South America.

The momentum and influence of NZCE is global, including regions established as leaders in sustainability, while also showing continued expansion of impact in emerging markets. As the initiative continues to grow, strengthening a global presence will continue to be essential for developing, defining, and sharing accessible best practices for the events industry.

[1] The Global category refers to companies that operate within all of the highlighted regions, meaning 52% of the reporting signatories operate within the Asia/Pacific region, 80% in Europe, 38% in the Middle East, 39% in Africa, 49% in North America, and 37% in Central & South America.

To better understand how regional presence may influence how signatories approach and structure their reporting an additional analysis group was created based on **scale of operations**, differentiating between signatories that reported **global operations (meaning in all available regions as outlined in Figure 4)**, or **operations in one or multiple regions respectively**.

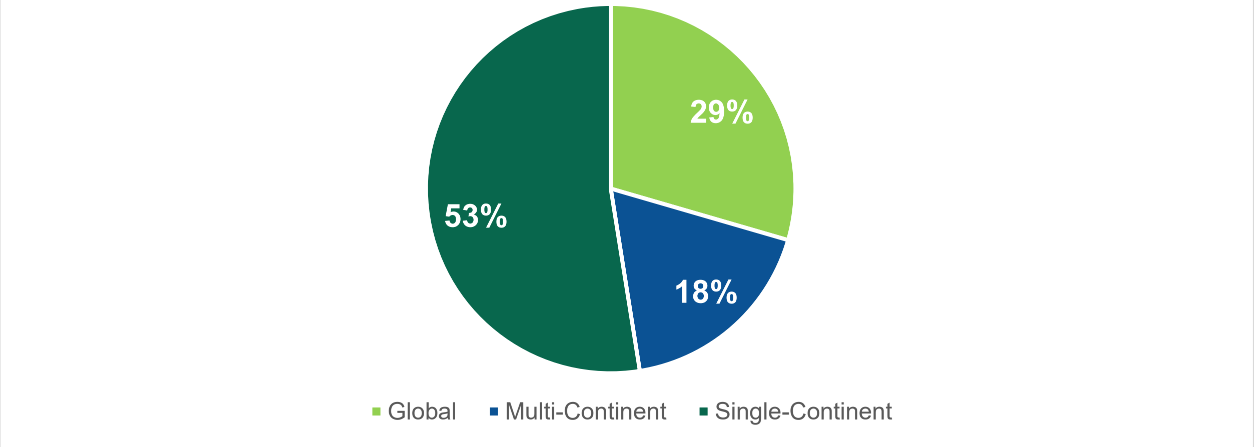

Figure 5: Scale of operations of signatories

All sections will provide an overview of analysis by service type group as outlined in the previous section, as well as analysis by scale of operations as outlined above and analysis by headquarters. However, for the headquarters related analysis, only the regions representing more than 5% of all responses are included (Europe, Asia-Pacific, North America) since the other regions are considered not representative based on the limited number of respondents included.

COMMUNICATION AND COLLABORATION

The events industry is diverse in terms of stakeholders, both within the industry and their clients. Responsibilities, data access, and decision-making power are often shared between different stakeholders. Accordingly, communication and collaboration are critical for making progress toward a net zero future.

COMMUNICATION ABOUT INVOLVEMENT IN NZCE

The vast majority of NZCE signatories **(94% of survey respondents)** have communicated their involvement in NZCE or their signing of the Pledge internally, while **77% of organisations** have communicated their involvement externally.

These high rates of communication underscore signatories' alignment with the mission and commitment to driving the net zero mission forward. By sharing their commitments both within their organisations and with the wider public, signatories are setting a standard for transparency and helping to accelerate the adoption of net zero principles across the events industry.

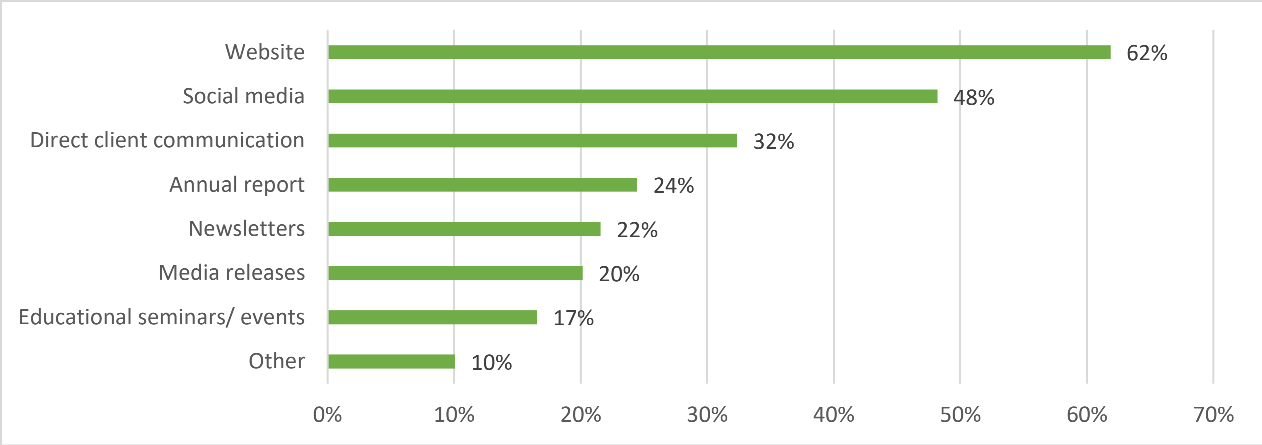

Figure 6: Frequency of use of different external communication channels.

Among those that have communicated externally, the most frequently used channels by reporting organisations were **website** announcements (**62%**), **social media** platforms (**48%**) and **direct client communication** (**32%**).

The wide range of channels employed supports reaching various stakeholder groups, strengthening transparent stakeholder engagement, and further increasing the reach of the NZCE initiative. It also suggests organisational awareness of broad stakeholder interest in sustainability commitments and best practices of the sector.

The sections below outline the differences in communication across different stakeholder groups. Examples of different communication materials are shared at the end of this section. Signatories that have not yet communicated in- or externally about their involvement in the NZCE initiative can refer to these examples when building out their own communication strategy.

Analysis by Service Type Groups

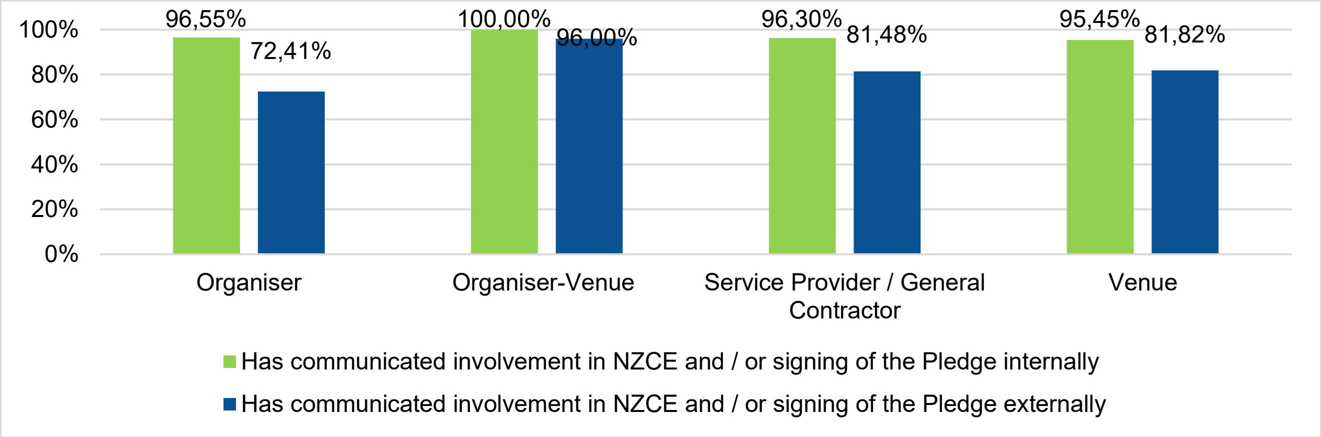

Figure 7: Communication about NZCE involvement by service type group

As shown in the figure above, all service type groups communicate internally about their involvement in the NZCE initiative at a rate of **95-100%.** However, for external communication, larger differences can be observed. Notably, **96%** of Organiser-Venues communicate about their involvement in the NZCE initiative externally but only **72%** of all Organisers do.

Most service type groups use their website to externally communicate about their involvement in the NZCE initiative. Notably, Service Providers and General Contractors seem to use social media and direct client communication at a significantly higher rate than other groups while Organiser-Venues use annual reports significantly more than other signatories. On average, educational seminars and events are used least often to communicate about the initiative. Considering that this communication channel often also requires significantly more planning and may be more applicable for other signatory types, such as associations, use of this channel within the four main service type groups is still relatively high at **12-27%.**

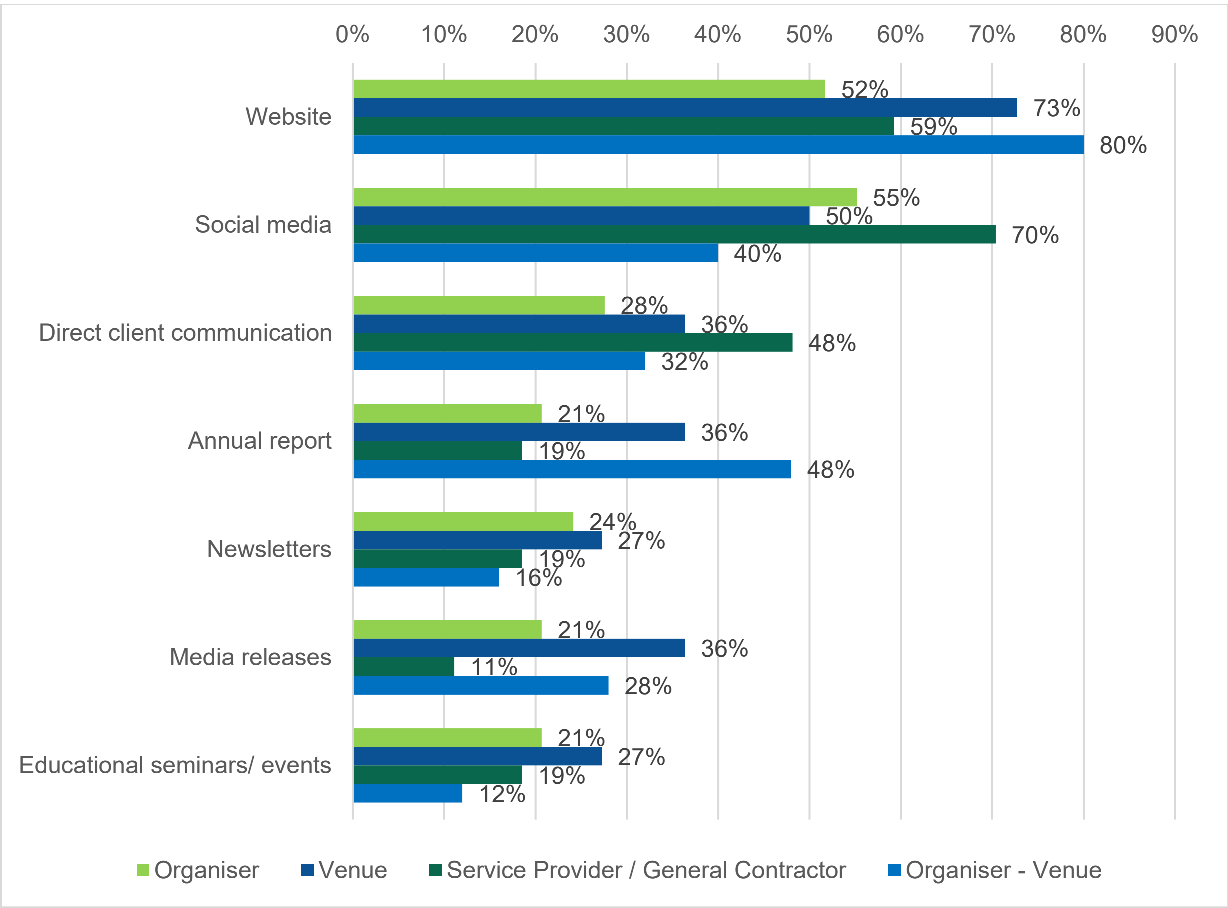

Figure 8: NZCE involvement external communication channels by service type group

Analysis by Scale of Operations and Headquarters

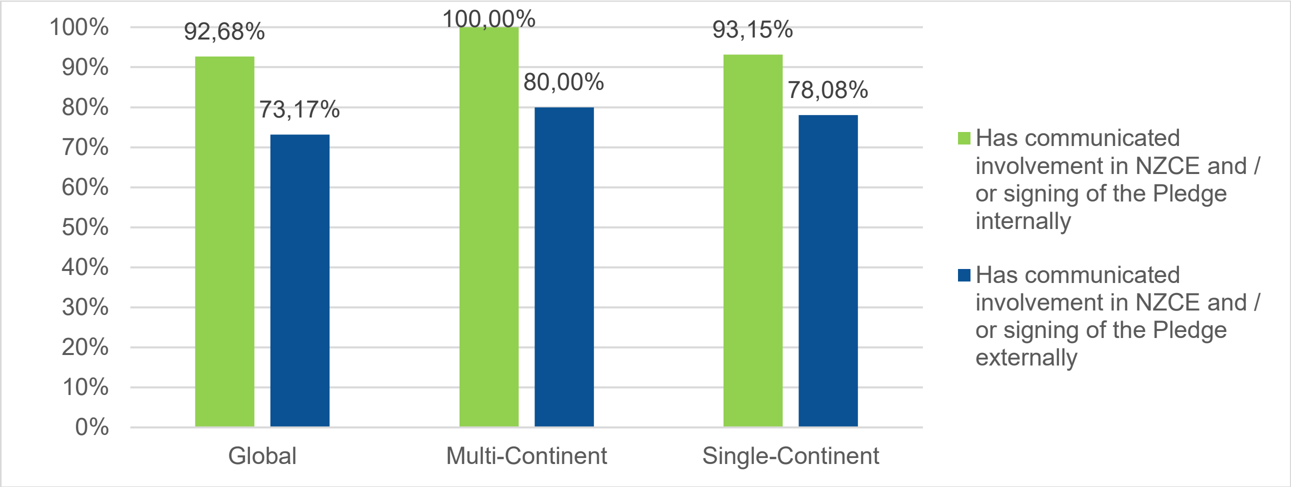

Figure 9: Communication about NZCE involvement by operational scale

As shown in the figure above, regardless of operational scale, signatories communicate internally about their involvement in the NZCE initiative at a rate of **92-100%.** External communication is generally lower, with organisations operating on multiple continents communicating externally the most at **80%** while only **73%** of global organisations do.

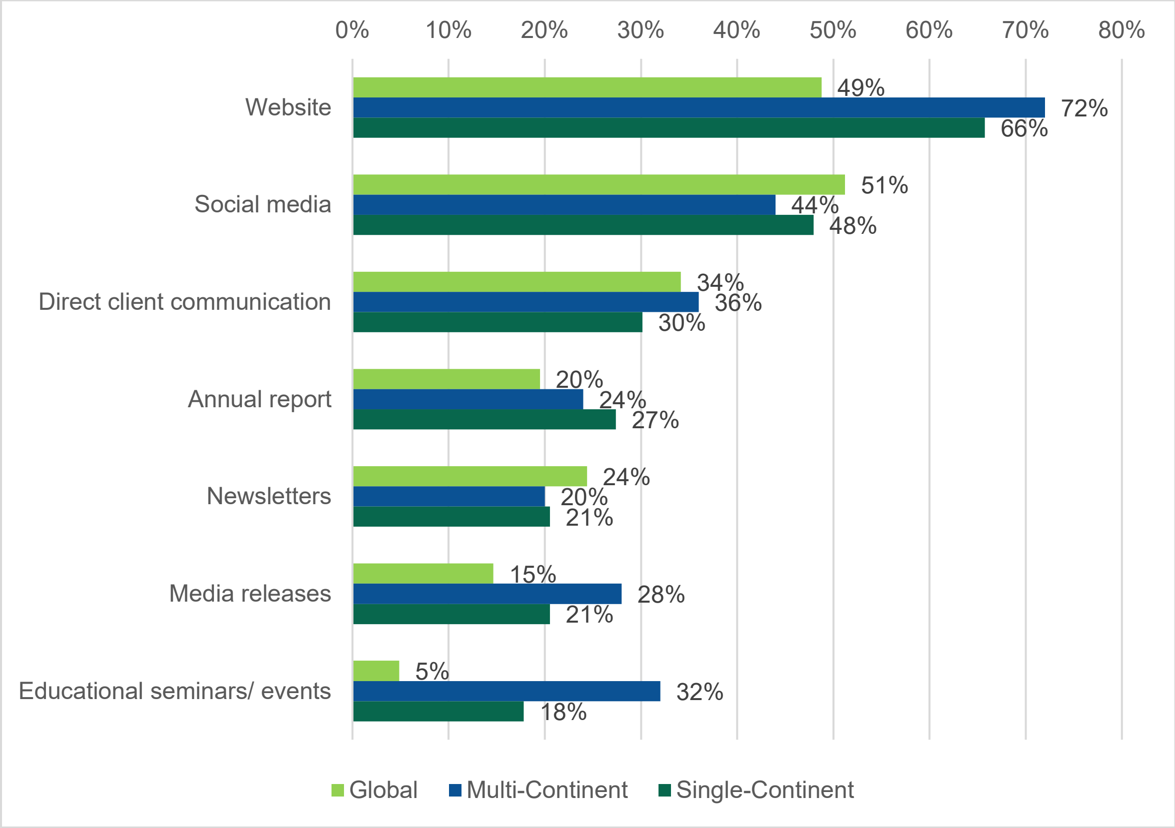

Figure 10: NZCE involvement external communication channels by operational scale

These differences also translate into the external communication channels with global organisations generally using most channels less than their single or multi continent peers. However, global organisations are using their social media channels and newsletters more often than single or multi continent entities. Notably, signatories operating on multiple continents are organising significantly more educational seminars and events (at **32%**) than other groups while specifically social media and direct client communication are being used across different operational scales at comparable rates.

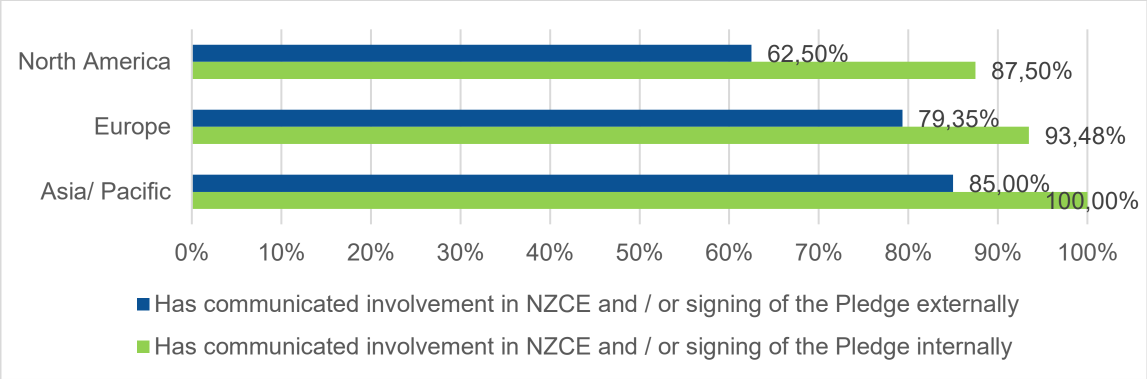

Figure 11: Communication about NZCE involvement by headquarters

Internal and external communication patterns follow a similar trend across different headquarter regions, with Asia/Pacific leading the charge, followed by Europe and North America.

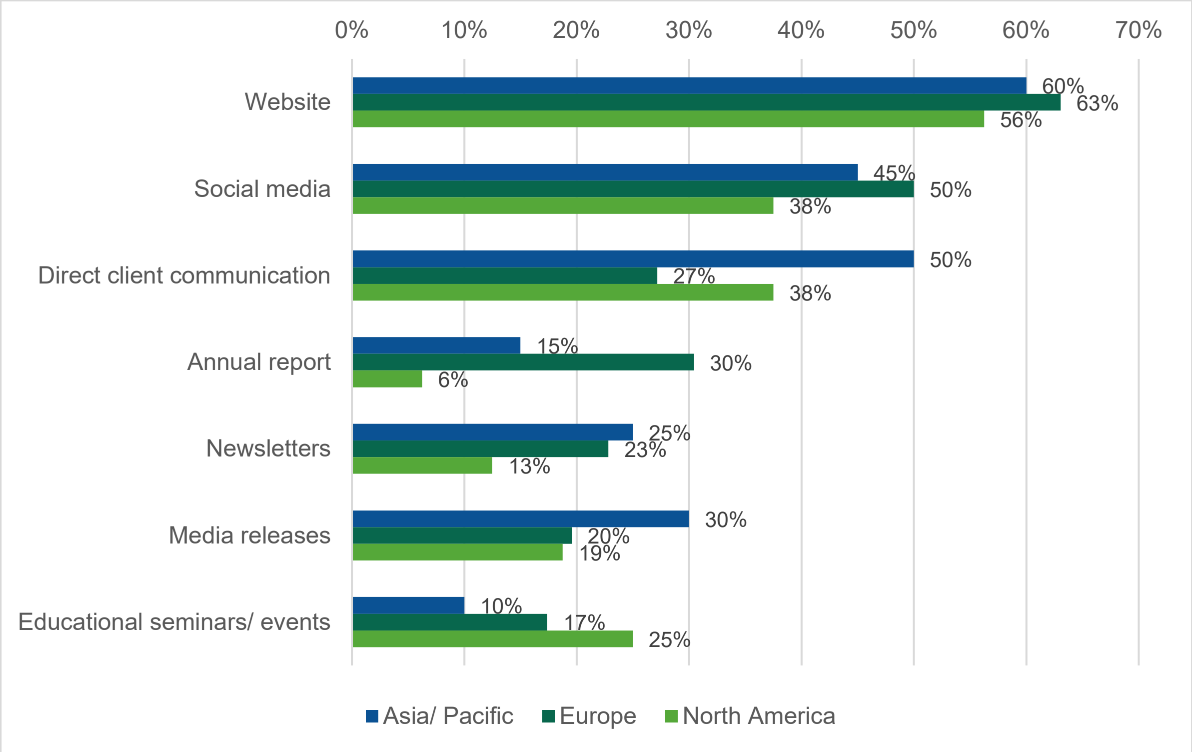

Figure 12: NZCE involvement external communication channels by headquarters

For external communication, the biggest differences between different headquarter regions seem to affect direct client communication, which North American signatories as well as those from the Asia/Pacific region use significantly more than European companies, annual reports, which European signatories use significantly more than the others, and educational seminars and events, which North American signatories host more compared to their peers.

Examples

Some examples of external communication approaches are shared in this section to inspire signatories who have yet to communicate publicly about their involvement in NZCE:

Easyfairs – Easyfairs signs pledge for “Net Zero Carbon Events”

Eventurous – Instagram Post

IELA – IELA Newsletter December 2022

Scottish Event Campus – Scottish Event Campus Commits to Net Zero by 2030

CUSTOMER COMMUNICATION

In addition to communication with stakeholders at large about their involvement in the NZCE initiative, **78%** also communicate directly with customers about their carbon reduction and net zero commitments. Moving beyond the communication of initiative involvement indicates a focus on company level decarbonisation activities.

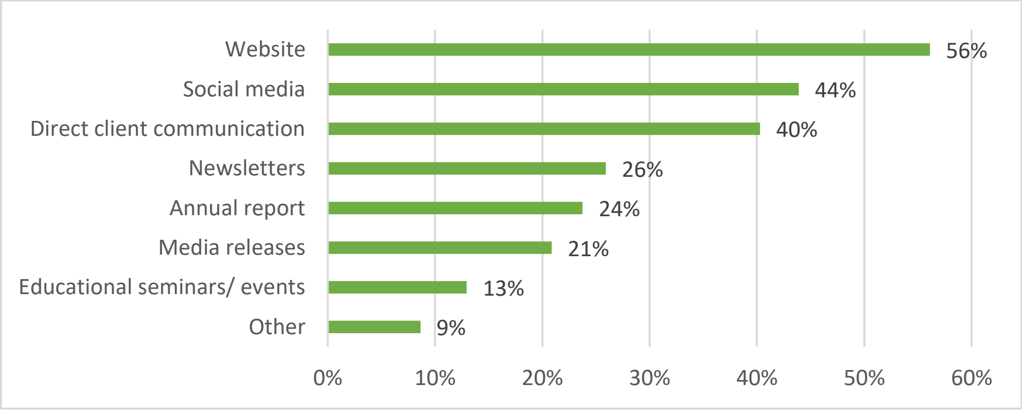

Figure 13: Frequency of use of customer communication channels.

Among those that have communicated about decarbonisation activities with their customers, the most frequently used channels were **website** announcements (**56%**), **social media** platforms (**44%**), and **direct client communication** (**40%**). While this is similar to the communication channels used for general external communication around involvement in the NZCE initiative, the focus on direct communication is much stronger here.

The percentage of signatories communicating with their customers about carbon reduction and net zero commitments is very closely aligned to the number that reported they had shared their NZCE commitment with customers. This highlights that signatories have not only been transparent about their involvement in the initiative but are also actively involving their customers in their larger journey toward net zero.

Analysis by Service Type Group

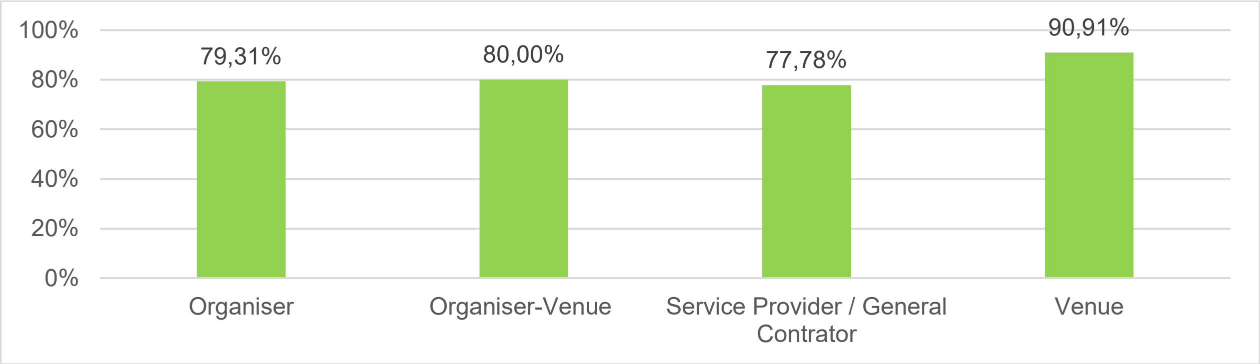

Figure 14: Carbon reductions/net zero commitment customer communication by service type group

A majority of signatories in all four service type groups communicate about their carbon reduction/net zero commitments with their customers with venues notably communicating at a rate of **90%.**

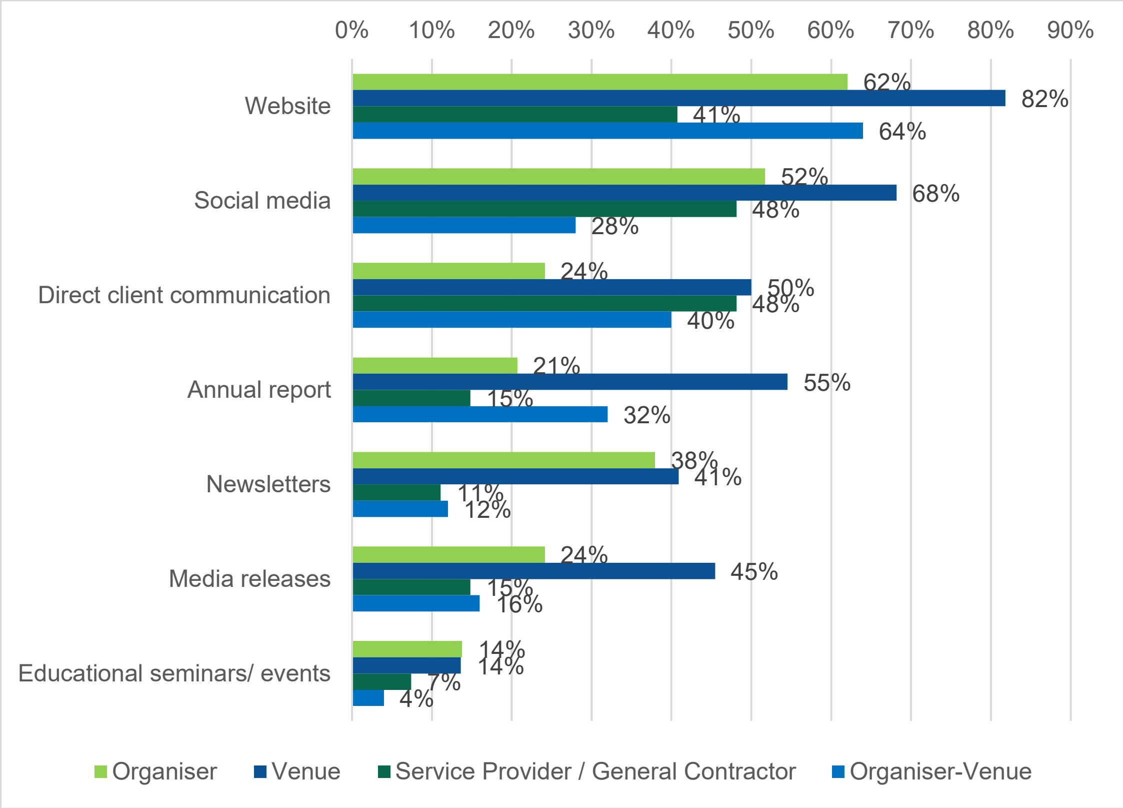

Figure 15: Carbon reductions/net zero commitment customer communication channels by service type group

For customer communication about carbon reduction and net zero commitments, the main differences between service type groups can be seen in venues using their websites and social media, annual reports, and media releases significantly more than the other groups.

Analysis by Scale of Operations and Headquarters

Customer communication around carbon reductions and net zero commitments is more common with signatories that operate on multiple and single continents than those with global operations.

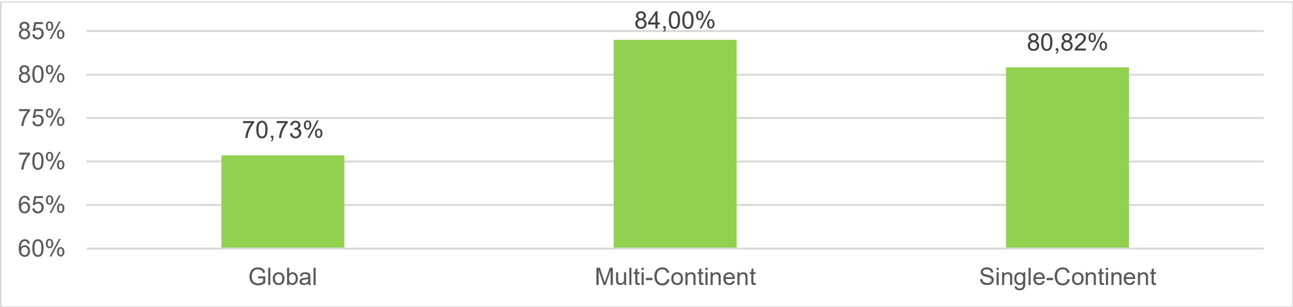

Figure 16: Carbon reductions/net zero commitment customer communication by operational scale

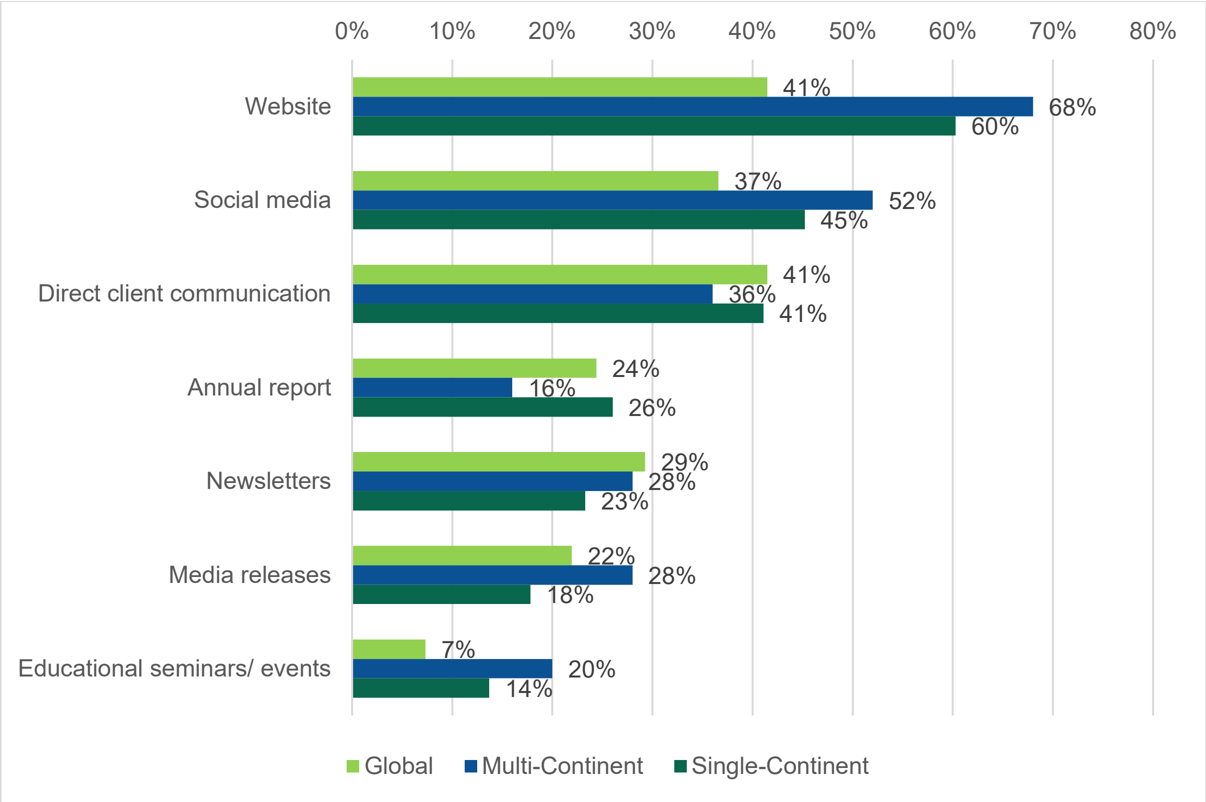

Figure 17: Carbon reductions/net zero commitment customer communication channels by operational scale

Despite their overall lower levels of communication, signatories with global operations use most communication channels at a similar rate as the other groups, except for the use of their website, social media, and educational seminars/events. Signatories with multi-continent operations use their websites, social media, media releases more than their peers but they use annual reports significantly less. In the comparison of headquarter regions, signatories in the Asia/Pacific region lead the way in customer communication around carbon reductions/net zero commitments.

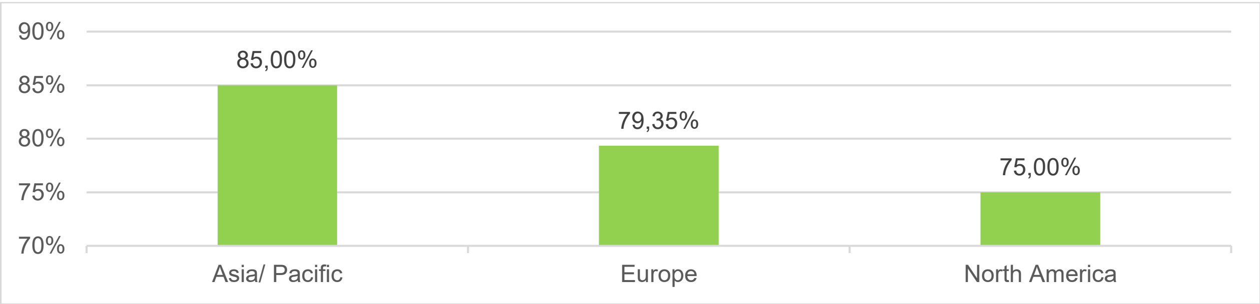

Figure 18: Carbon reductions/net zero commitment customer communication by headquarters

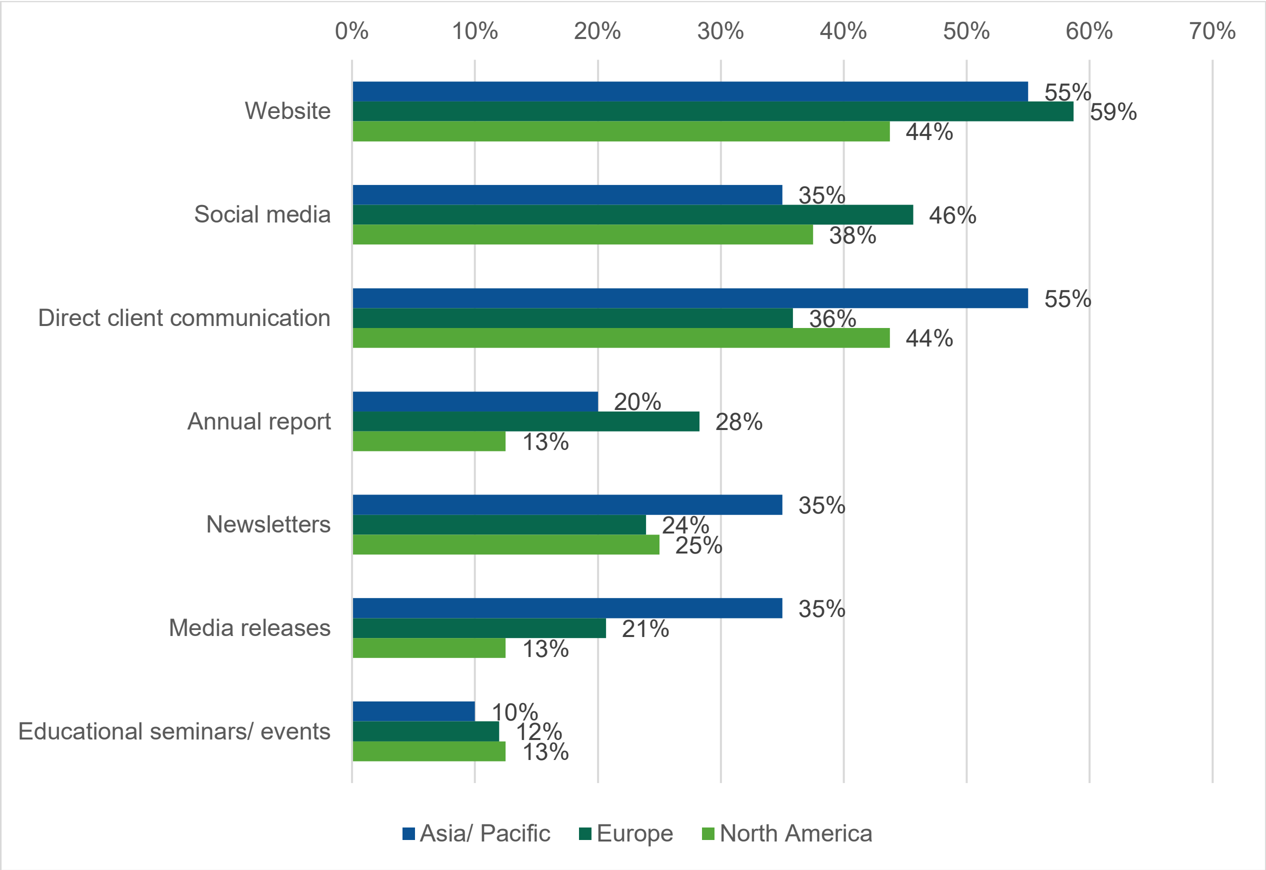

Figure 19: Carbon reductions/net zero commitment customer communication channels by headquarters

Signatories headquartered in the Asia/Pacific region also use significantly more direct client communication, newsletters, and media releases for communication regarding their carbon reductions and net zero commitments than their peers in other regions. European signatories specifically use their websites, social media, and annual reports more than those in other regions. North American signatories notably host more educational seminars/events and focus less on media releases and annual reports than their peers in other regions.

Examples

Some examples of external communication approaches are shared in this section to inspire signatories who have yet to communicate publicly about their net zero and decarbonisation efforts:

Business Design Centre – A Platform For Good & Net-Zero by 2030: Our Future

Riva del Garda Fierecongressi – 2023-2024 Sustainability Report

RX – 2024 Sustainability Report

Scottish Event Campus – Climate Goal

COLLABORATION WITH PARTNERS AND SUPPLIERS

The events industry is inherently diverse and collaboration across the value chain is critical for moving toward a net zero future.

Accordingly,

- **59%** have embedded questions related to carbon reduction or net zero in their procurement processes.
- **61%** actively communicate about carbon reduction or net zero commitments with their suppliers.

By embedding sustainability into procurement procedures and supplier communications, these organisations show a genuine commitment to decarbonisation and an understanding of the importance of partnership and alignment throughout the supply chain to achieve ambitious targets.

Engagement and transparency, whether it be with customers, suppliers, or other stakeholders help build trust, foster partnership, and allow for further mainstreaming of climate-friendly practices within the events sector. The numbers of signatories using various communication channels and integrating net zero related criteria in their procurement processes and stakeholder communication indicate that they are not only treating NZCE participation as a compliance exercise. On the contrary, signatories are leveraging their commitment to engage stakeholders, create added value for clients, and inspire collaboration toward a net zero future.

Analysis by Service Type Group

Organisers and Venues are leading the way in collaborating with partners and suppliers. Both of these signatory types communicate about carbon reduction or net zero related questions with their suppliers and embed questions about these topics in the procurement process.

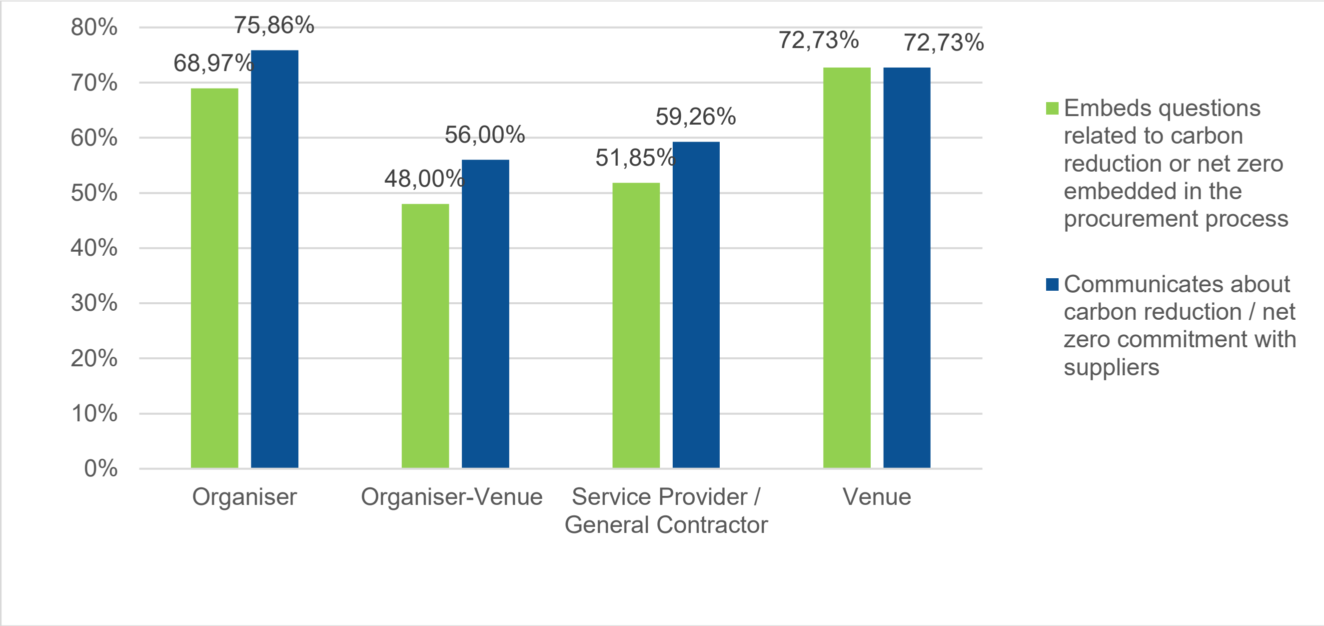

Figure 20: Collaboration with partners and suppliers by service type group

Analysis by Scale of Operations and Headquarters

Comparing the signatories by scale of operations, communication about carbon reduction and net zero is more common with suppliers than embedding questions related to these topics in the procurement process for signatories with multi- and single-continent operations. For global signatories the opposite is true, indicating a stronger focus of global signatories on having carbon reduction related requirements in their procurement processes.

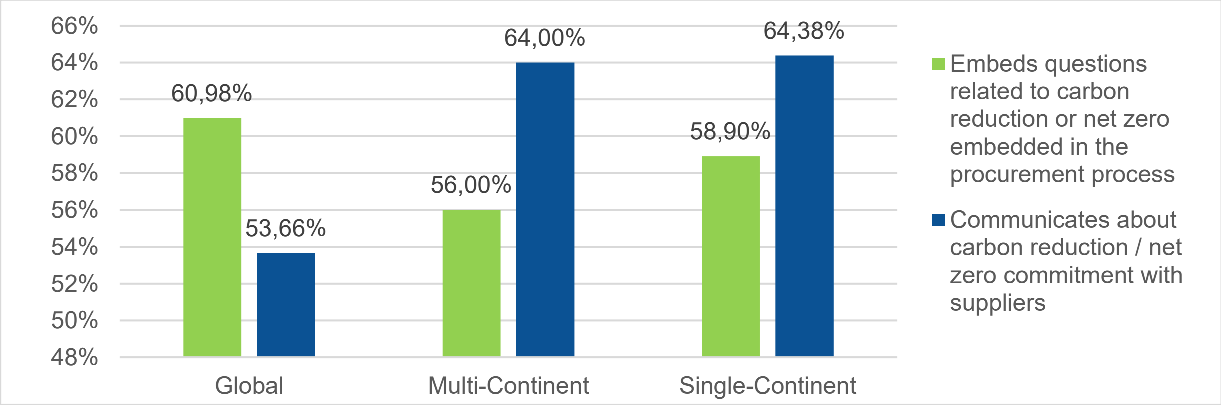

Figure 21: Collaboration with partners and suppliers by scale of operations

Differences between signatories with different headquarters are minimal. Signatories headquartered in the Asia/Pacific region generally embed questions about carbon reductions or net zero in the procurement process and communicate about these topics with suppliers more than their peers in other regions. North American companies seem to currently focus more on communication than about including questions about these topics in the procurement process.

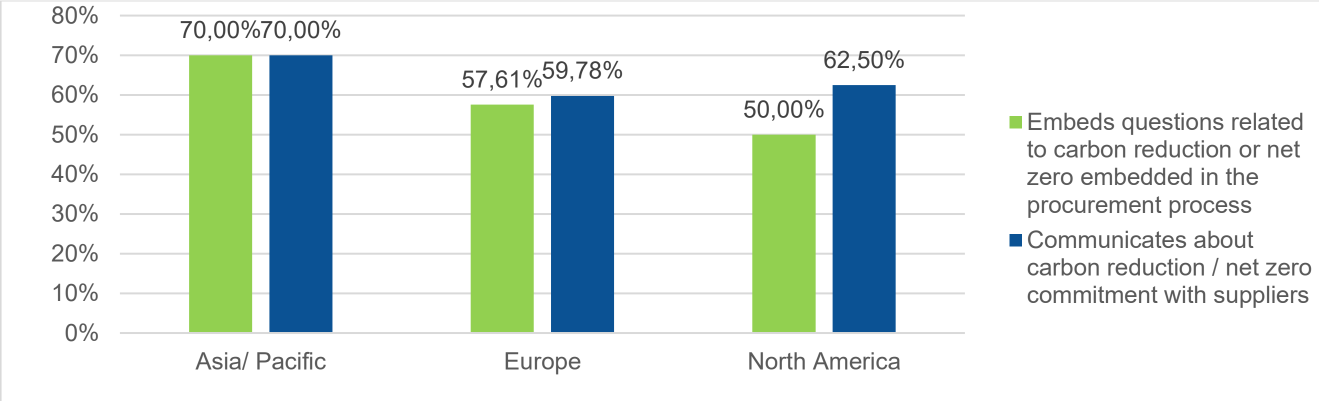

Figure 22: Collaboration with partners and suppliers by headquarters

Examples

Some of the supplier and procurement communication resources that we received are publicly available while some of them were shared with us as pdfs. We're sharing both types of resources below to inspire signatories that have yet to communicate about decarbonisation and net zero with their suppliers and in their procurement process:

Wise Productions – Sustainable Procurement Questionnaire

AIM Group International - Supplier Protocol & Sustainability Supplier Checklists (for venues, catering, and suppliers for construction, decoration & signage materials, electrical and electronic equipment) – See Appendix I.

MEASUREMENT AND PATHWAYS

PATHWAYS

27% of total respondents indicated that at the time of reporting they had published their organisation's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030. An additional **19%** indicated they were planning to by the end of 2023, and **9%** by the end of 2024. This leaves **45%** of signatories who responded no. All signatories who indicated they had published their pathways, also provided a link to a published pathway or shared additional context on planned and ongoing decarbonisation activities. The next reporting round will determine whether those who indicated they were planning to publish their pathways actually did.

Additional interim targets were another area of focus. **49%** of organisations indicated they had set interim targets, with **49%** of those with interim targets reporting they had made them publicly available.

Analysis by Service Type Group

Venues are the main signatory group by service type that indicated that they had already published their decarbonisation pathway or were planning to publish it by 2024 at the latest. This aligns with the fact that they generally have an easier path to reducing emissions since they are responsible for significantly more scope 1 and 2 categories than the other signatory groups, which can often be replaced by renewable energy.

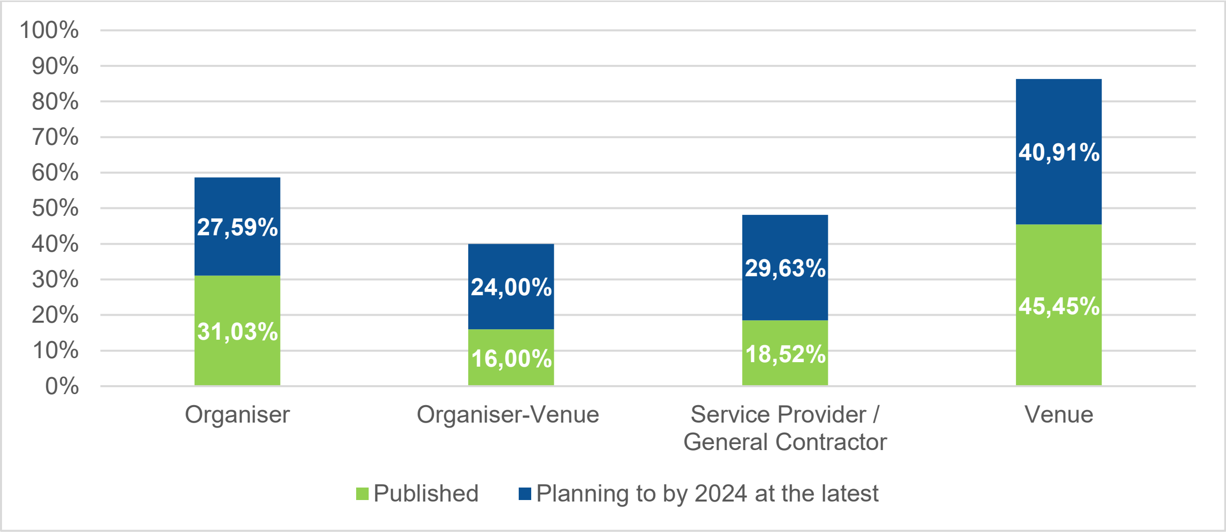

Figure 23: Pathway and interim target publication by service type group

Analysis by Scale of Operations and Headquarters

Comparing signatories by scale of operations as well as headquarters, progress on pathway and interim target publication is relatively similar with signatories operating on multiple continents and within Europe having published slightly more pathways already, while signatories operating on a single continent and those headquartered in the Asia/Pacific region indicated most that they would publish by 2024 at the latest.

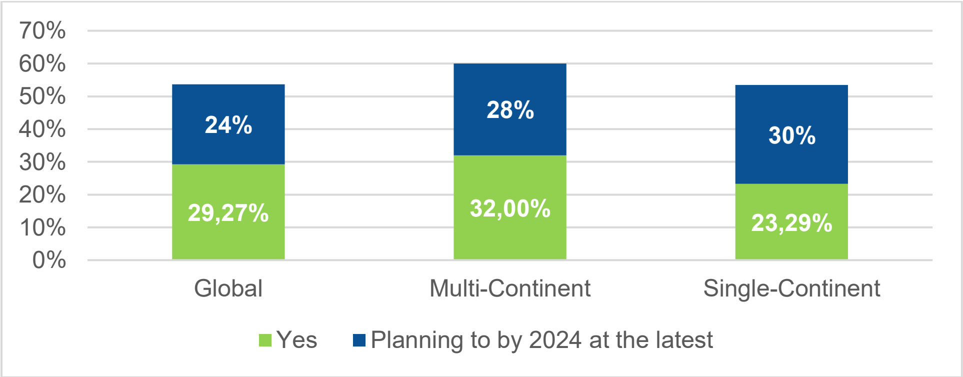

Figure 24: Pathway and interim target publication by operational scale

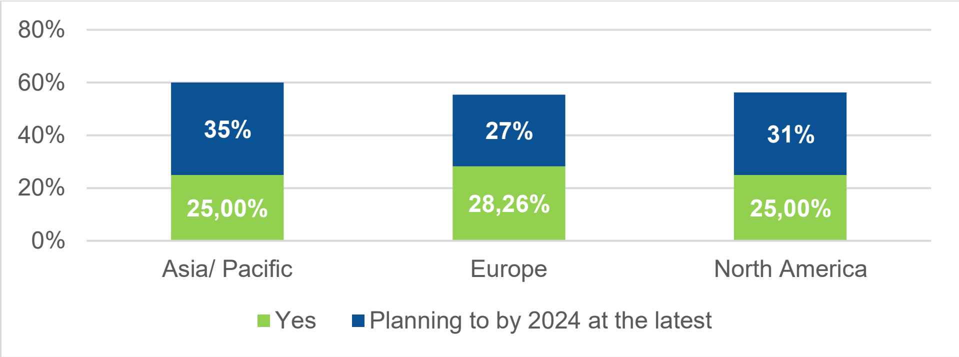

Figure 25: Pathway and interim target publication by headquarters

Examples

Many signatories shared the net zero pathways they defined for their organisations. Signatories chose to publish individual documents or embed the pathways in other documents, like their ESG reports. Some examples are shared in this section to inspire signatories who have yet to publish their pathways:

Destination DC - Sustainability Policy & Pathway to Net-Zero GHG Emissions[2]

EnviroEvents HK - Roadmap to Net Zero

GES EMEA - Roadmap to Net Zero

Kuala Lumpur Convention Centre - Environmental Social Governance Report 2023

Questex - Quest Zero: Pathway to net zero by 2050

RX – RX and the UFI Roadmap to Net Zero Carbon Events

SCOPE 1, 2, AND 3 BOUNDARIES AND MEASUREMENT

Beyond establishing targets and pathways, a key part of the NZCE pledge is measurement. Signatories have committed to measuring their scope 1, 2, and 3 emissions according to industry best practice. All measurement related items below were requested to be reported for the 2022 reporting year. However, some signatories who reported in 2024 reported on the 2023 reporting year instead to indicate their latest status.

Boundaries outline the emission source categories signatories highlighted as included in their reporting. These differ significantly between the diverse signatory types and even organisations within the same signatory type category (e.g., organisers) may not be including the same categories in their boundaries based on different data availability and business models. Based

[2] Destination DC's reduction pathway is planned to be aligned with science-based targets. The current pathway version outlines initial activities identified as achievable over the next 25 years to make progress as soon as possible.

on this, NZCE has not mandated specific boundaries for different signatory types so far. The reporting results will be used to assess more accurately which boundaries are applicable for different signatory groups and where minimum boundaries may need to be required to ensure alignment.

Current Boundaries

Among respondents, the most frequently named categories across all scopes are **purchased electricity for company offices** (named by **72%** of reporting organisations), **company business travel** (**61%** of organisations), and **waste generated at company offices** (**59%** of organisations). The least frequently named categories were **embodied carbon in venue building, upstream Food & Beverage emissions**, and **attendee accommodation (non-staff)**. Reporting frequency for these categories was **2%**, **11%**, and **13%** respectively.

Planned Boundaries

For future reporting, signatories most frequently reported their plans to expand measurement to **emissions from company owned vehicles** (**20%** of organisations), **digital and event communication** (**20%** of organisations), **staff accommodation** (**18%** of organisations) and **employee commuting** (**18%** of organisations). Least frequently referenced groups for future expansion were **transmission & distribution losses** (**4%** of organisations) **embodied carbon in venue buildings** (**7%** of organisations), and **upstream Food & Beverage** (**9%** of organisations). Not all categories are relevant to each NZCE signatory based on the diverse company types in the initiative. However, categories that aren't currently or planned to be included, may also indicate a need for additional education.

Figure 25 provides an overview of the current (dark green), planned (light green), and combined percentages for each boundary category as indicated by the reporting signatories.

Overall Alignment of Boundaries with the NZCE Measurement Methodology

The NZCE measurement methodology identifies 9 core categories essential to event emissions measurement. These categories are: Production and materials, Freight and logistics, Food and beverage, Travel to and from the destination, Local transportation, Accommodation, Energy, Waste, and Digital content and communication.

The reporting results illustrate that while non-event specific categories (like monitoring purchased electricity for offices) are most commonly included in reporting boundaries, a significant number of signatories already include categories related to the event level, such as venue waste, staff travel, and space design. A significant part of this reporting cycle occurred before the measurement methodology was published. Accordingly, inclusion of event related categories is expected to increase in future reporting cycles.

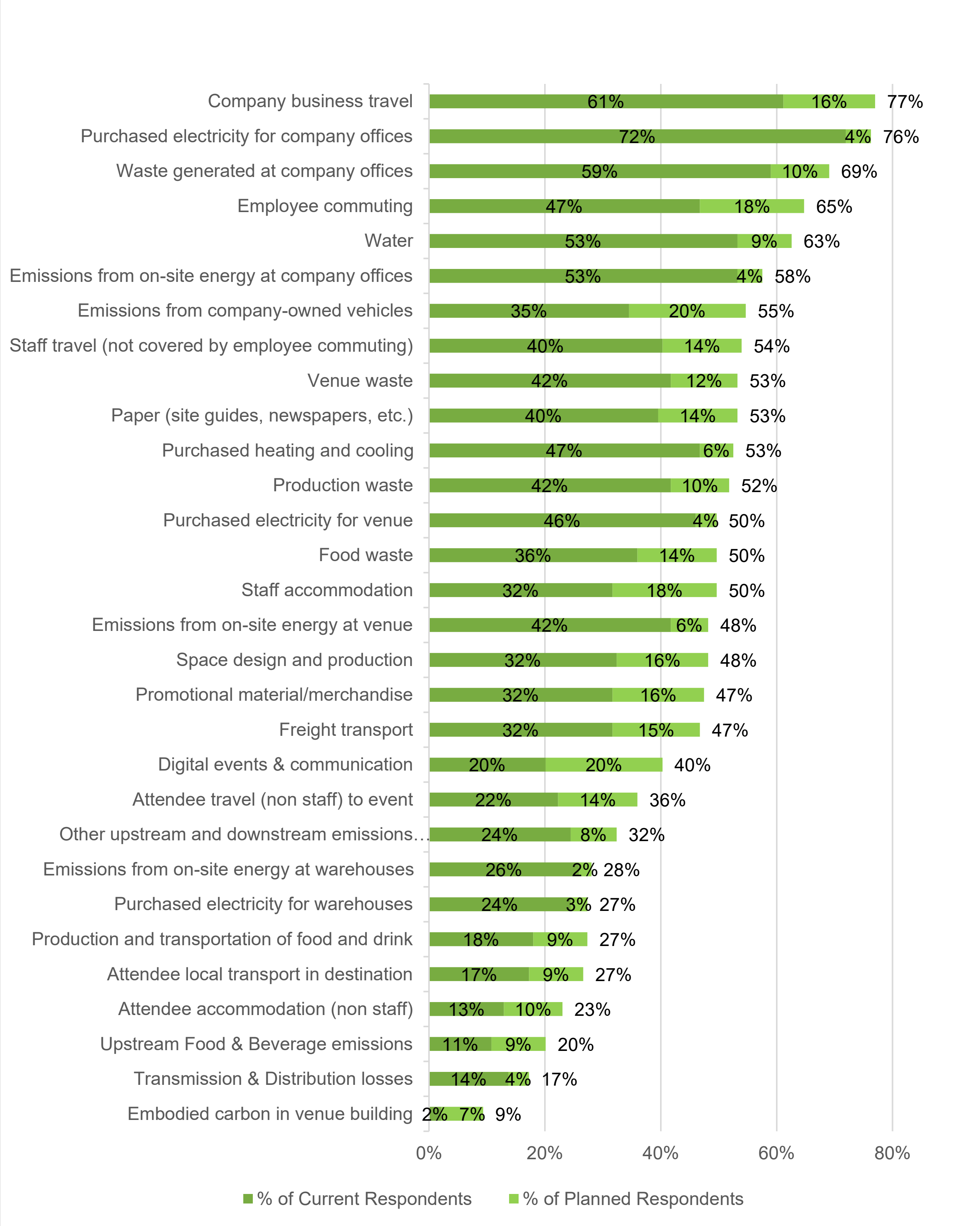

Figure 26: Categories currently and planned to be included in organisational boundary

Analysis by Service Type Group

Signatories from all service type group currently prioritise measurement of corporate carbon footprint related categories, such as purchased electricity for company offices, employee commuting, and waste generated at company offices and focus less on event-level categories, such as upstream food and beverage emissions or attendee travel. The main exception to this are venues and organiser-venues since they often have more significant overlaps between their corporate carbon footprint and event related emission categories, such as venue waste, venue energy. While reporting responsibilities for different signatory groups were originally defined in the NZCE Roadmap published in 2022, with the introduction of more detailed event carbon footprint guidance in the NZCE Measurement Methodology published in 2023, the need for more detailed guidance on differences between measurement and reporting responsibilities of corporate carbon footprints categories and event carbon footprint categories became more apparent. This issue will be addressed in the next update of the measurement methodology planned in 2025/2026 and is expected to create a more level playing field across different signatory types regarding measurement expectations.

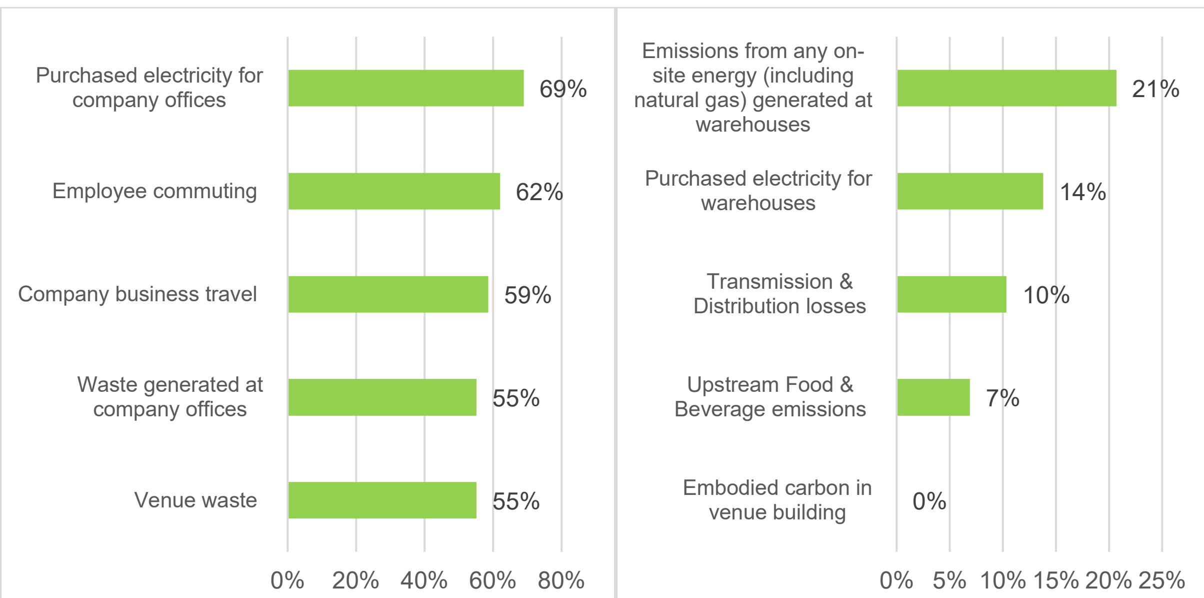

Figure 27: Top 5 categories most (left) and least (right) reported by organisers

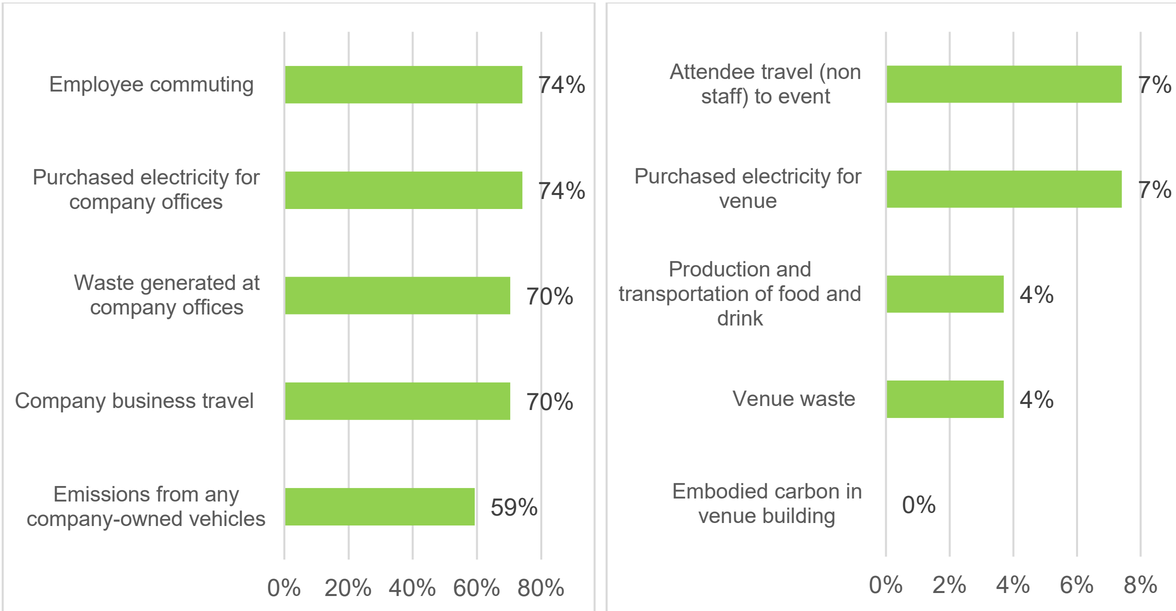

Figure 28: Top 5 categories most (left) and least (right) reported by service providers and general contractors

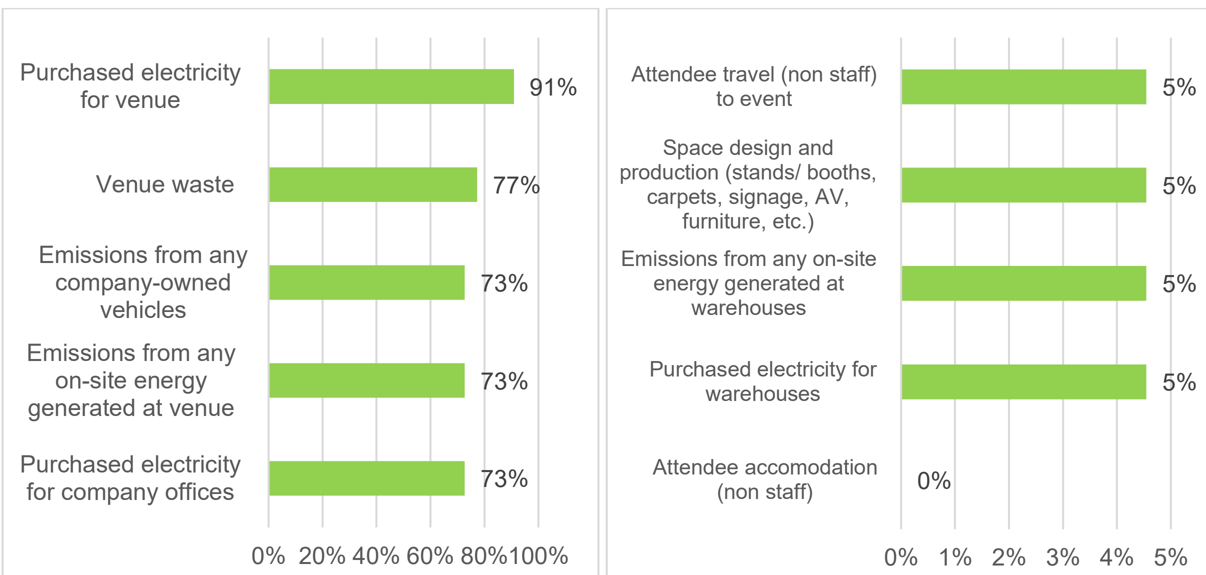

Figure 29: Top 5 categories most (left) and least (right) reported by venues

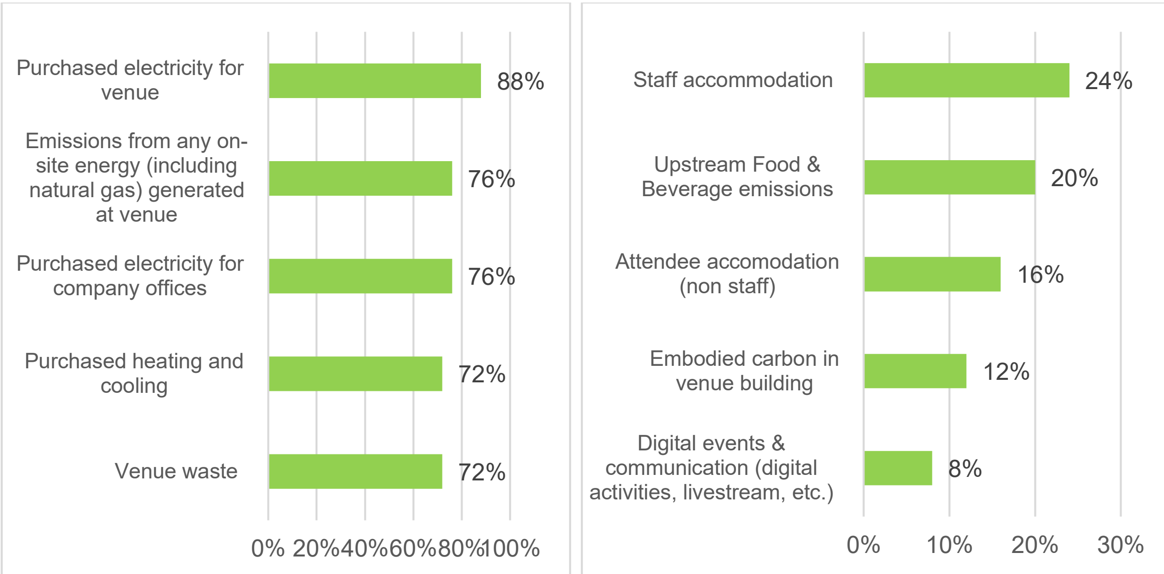

Figure 30: Top 5 categories most (left) and least (right) reported by organiser-venues

Analysis by Scale of Operations and Headquarters

Similarly to the main categories reported on across different service type groups, the focus across different scales of operations also focuses primarily on corporate carbon footprint categories, such as purchased electricity for company offices and employee commuting. While usually, the focus of waste measurement is stronger on office waste, signatories with multi-continent operations also commonly measure production waste, indicating a slight level of progress in event level measurement. Signatories operating on a single continent also indicated that they included water in their carbon footprint. However, it may also be the case that these signatories “only” measure water but do not calculate related carbon emissions. In future reporting rounds this distinction should be further clarified.

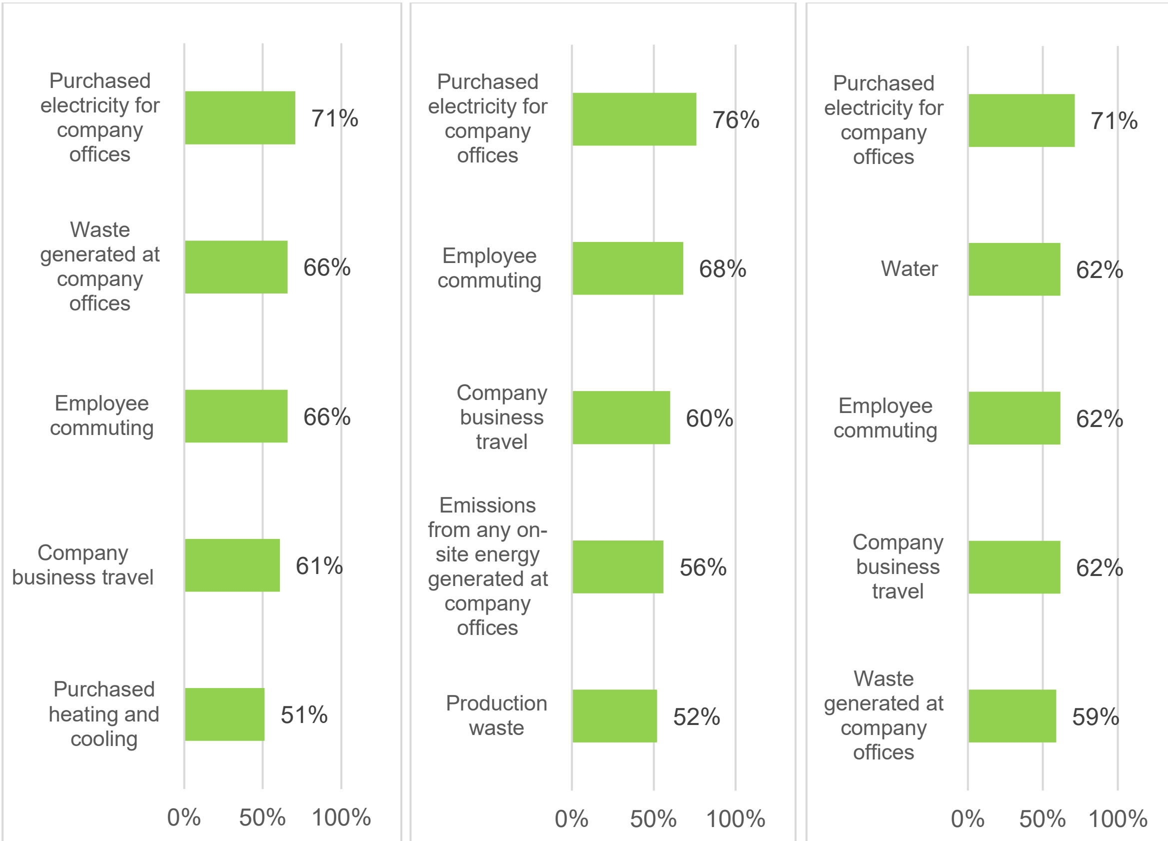

Figure 31: Top 5 categories most reported by signatories operating globally (left), on multiple continents (middle), or on a single continent (right)

The least reported on categories are also largely consistent with those of the different service type groups, focusing less on event level categories, such as attendee accommodation, as well as upstream food and beverage emissions. Attendee travel is more commonly included by signatories with global and multi continent operations than those operating on a single continent. Transmission and distribution losses are generally included infrequently despite this being more connected to the corporate carbon footprint than the event carbon footprint. Embodied carbon of the venue is least included across all operational scales, following NZCE's guidance on excluding this.

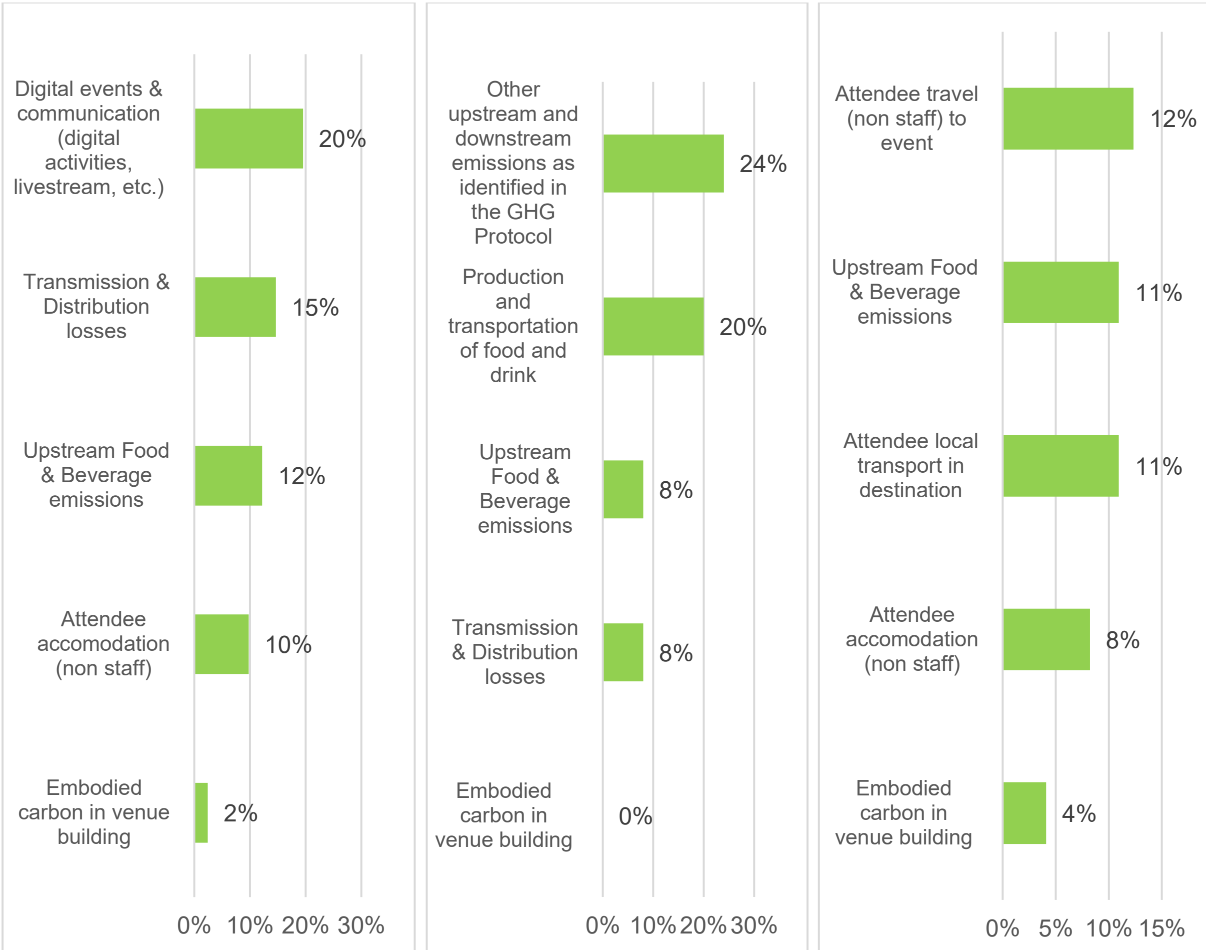

Figure 32: Top 5 categories least reported by signatories operating globally (left), on multiple continents (middle), or on a single continent (right)

Comparing the most reported emission source categories across headquarter regions, differences are as limited as within the previous comparisons. Signatories from all regions are prioritising corporate carbon footprint emission source categories, such as purchased electricity for company offices and waste generated at company offices. However, signatories headquartered in the Asia/Pacific region also more commonly include purchased electricity at the venue level while European and North American signatories put more emphasis on company business travel.

As in the other analysis groups, event level emission source categories, such as upstream food and beverage emissions are less reported on across headquarter regions. Europe includes attendee accommodation related emissions less than their peers in other regions while North America includes less measurement related to production and transportation of food.

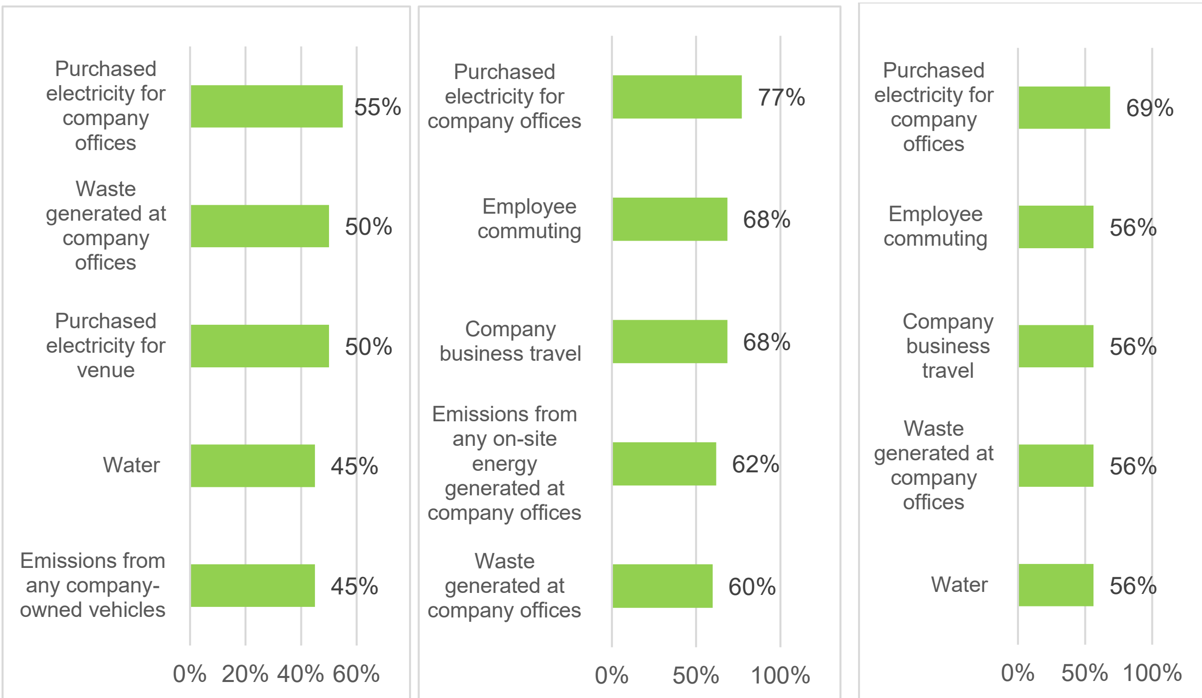

Figure 33: Top 5 categories most reported by signatories headquartered in the Asia/Pacific (left), Europe (middle), or North America (right)

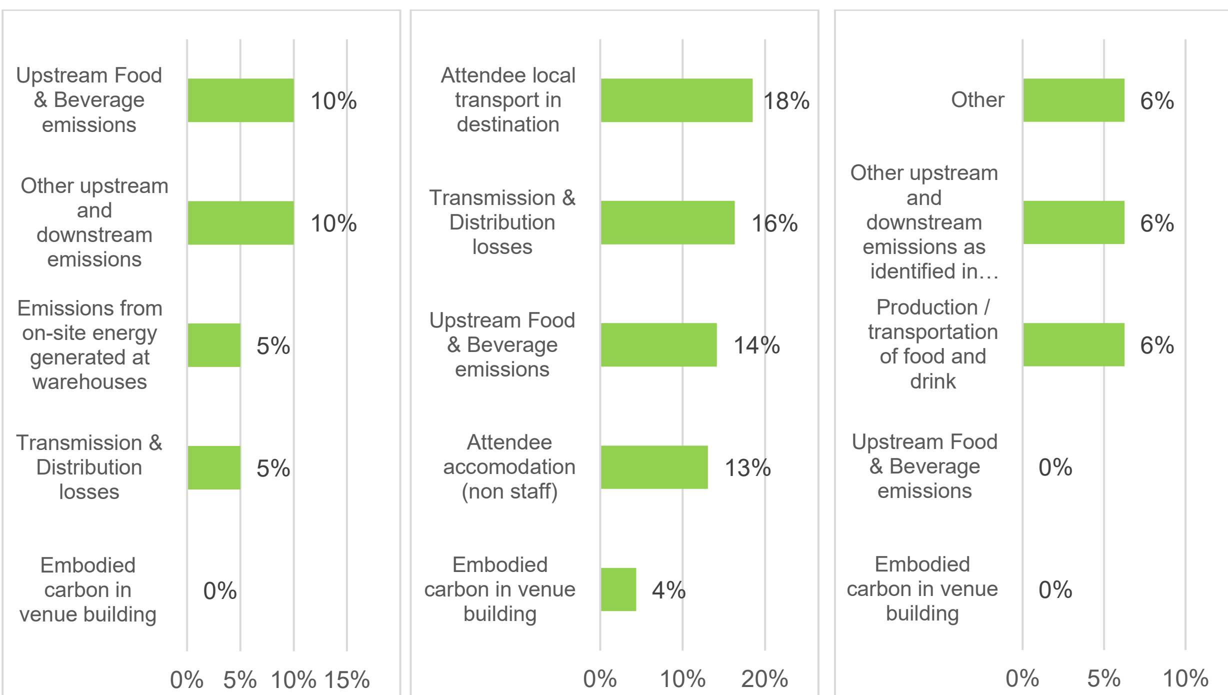

Figure 34: Top 5 categories least reported by signatories headquartered in the Asia/Pacific (left), Europe (middle), or North America (right)

Boundaries vs Measurement

While the boundaries outlined above should automatically translate into the categories included in final measurement, reporting results indicate that there is a level of misalignment between the two, meaning some organisations include categories in their boundaries that they are not yet able to provide measured data for. This could be indicative of either early-stage measurement planning or uncertainty about the measurement process of specific categories. Regardless, these results underscore the importance of ongoing support, as well as practical guidance and tools for signatories as they mature their reporting capabilities.

- **Alignment is stronger for Scope 1 and 2:** The majority of signatories who indicate Scope 1 and 2 categories in their current boundaries also indicated data resulting from measurement for these scopes **(79% and 70%** respectively), but about one-third of respondents cite boundaries that they didn't report data on.

- **Scope 3 measurement has the largest gap:** Around half **(52%)** of those who indicate Scope 3 categories as part of their boundary do not yet seem to be able to provide data for them.

Scope 1

60% of organisations stated they measure Scope 1 emissions. However, around **11%** of these organisations did not provide actual values for their Scope 1 emissions.

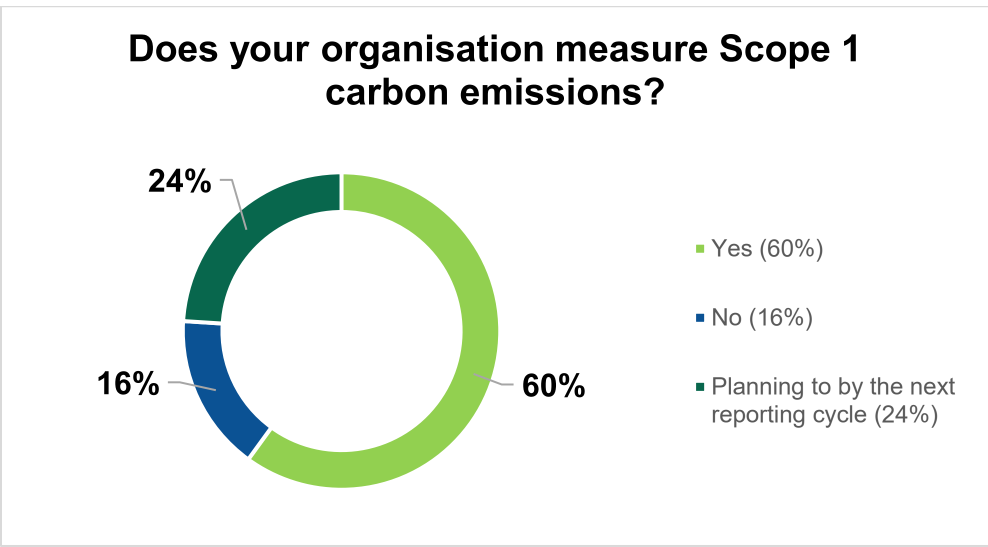

Figure 35: Status of organisational measurement of Scope 1 emissions[3]

[3] The percentages in Figures 34, 35, and 36 are calculated out of total responses for this series of questions regarding measurement of Scope 1, 2, or 3 emissions. Around 4% of signatories did not provide any response to the series.

Scope 2

60% of organisations stated they measure Scope 2 emissions. However, around **7%** of these organisations did not provide actual values for their Scope 2 emissions.

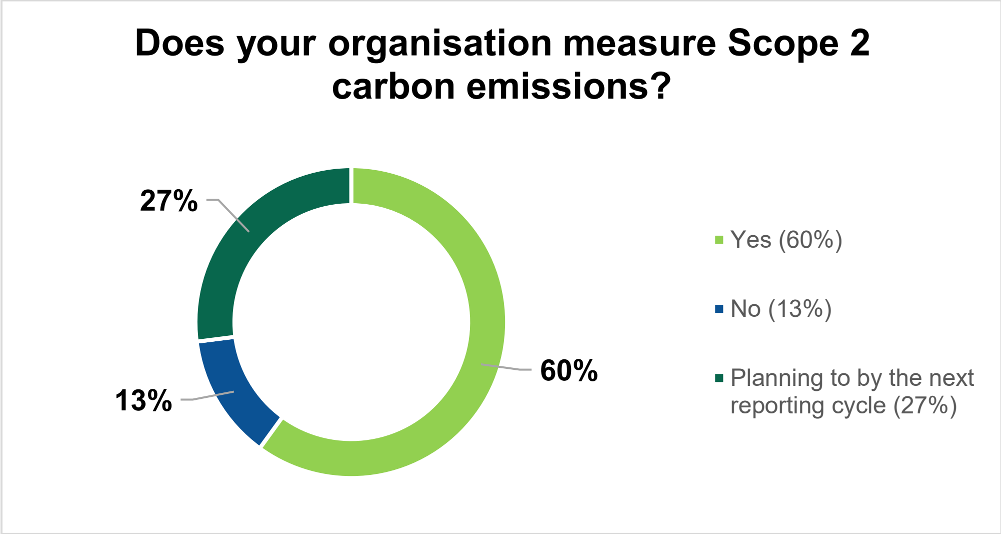

Figure 36: Status of organisational measurement of Scope 2 emissions[2]

Scope 3

47% of organisations stated they measure Scope 3 emissions. However, around **13%** of these organisations did not provide actual values for their Scope 3 emissions.

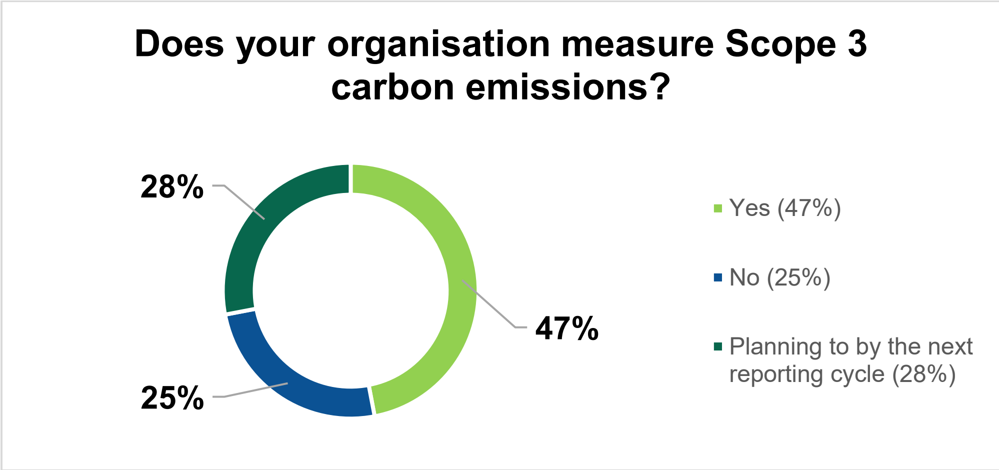

Figure 37: Status of organisational measurement of Scope 3 emissions[2]

Analysis by Service Type Group

Venues and Organiser-Venues generally lead in measurement of scope 1 and 2 and organisers currently indicate that they are planning to measure scope 1 and 2 emissions at a rate that would let them quickly catch up to Venues and Organiser-Venues. Service providers and general contractors on average include all scopes significantly less in their reporting than other signatory groups. Partially this may be a result of their services generally being more focused on different services that are only connected to a specific scope or more guidance being needed specifically for measurement for service providers and general contractors.

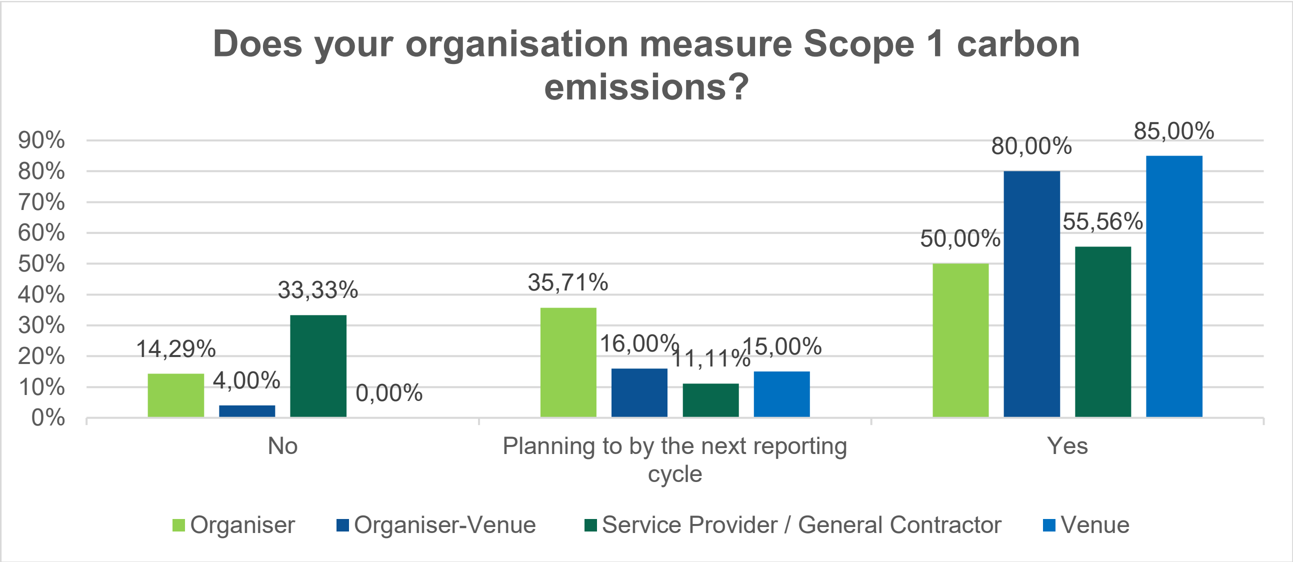

Figure 38: Scope 1 emissions by service type group

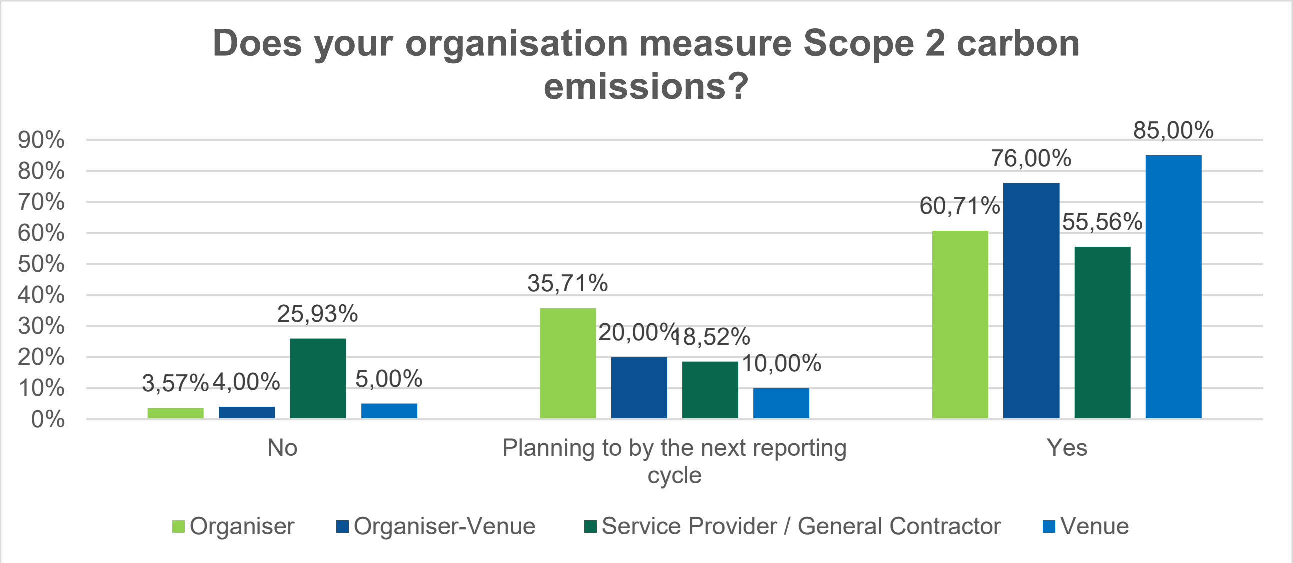

Figure 39: Scope 2 emissions by service type group

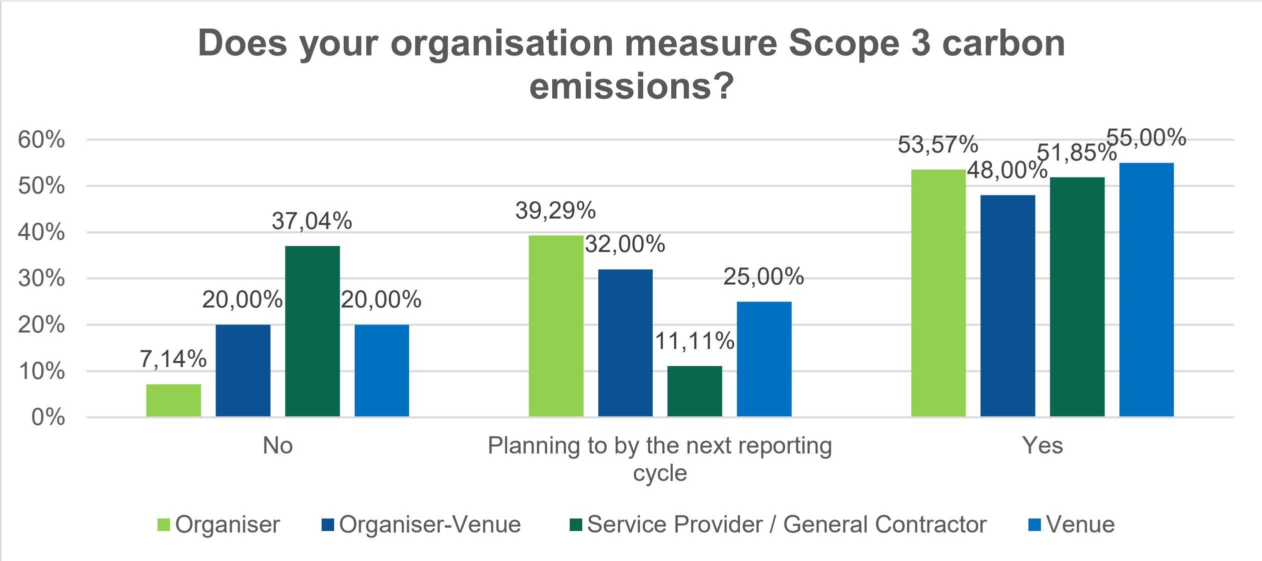

Figure 40: Scope 3 emissions by service type group

Analysis by Scale of Operations and Headquarters

Measurement across all 3 scopes is quite similar across all scales of operations with slightly more signatories operating on multiple continents having planned to measure all scopes by the next reporting cycle. Comparing signatories with headquarters in different regions, European and North American signatories lead the way on measurement of all scopes, likely largely driven by the regulatory landscape in those regions.

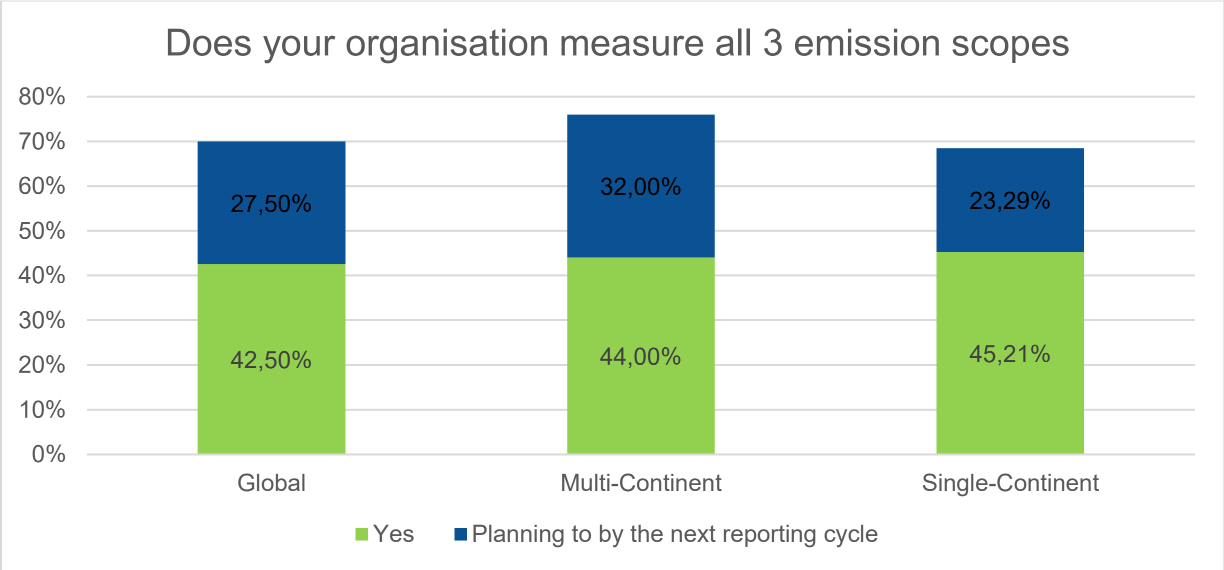

Figure 41: Measurement of scopes by scale of operations

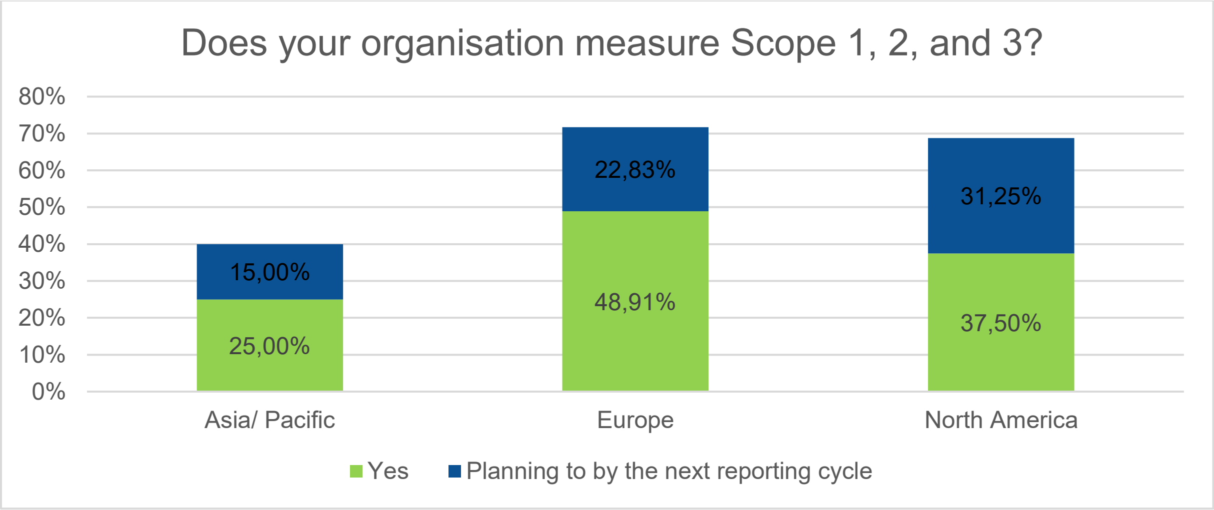

Figure 42: Measurement of scopes by headquarters

While the scopes included in measurement are quite similar across signatories with different scales of operations, the location of headquarters seems to lead to significant differences between boundaries set with Europe leading the way on scope 1 and 3. Signatories in the Asia/Pacific region more commonly measure scope 2 emissions but they also less commonly include specifically scope 3.

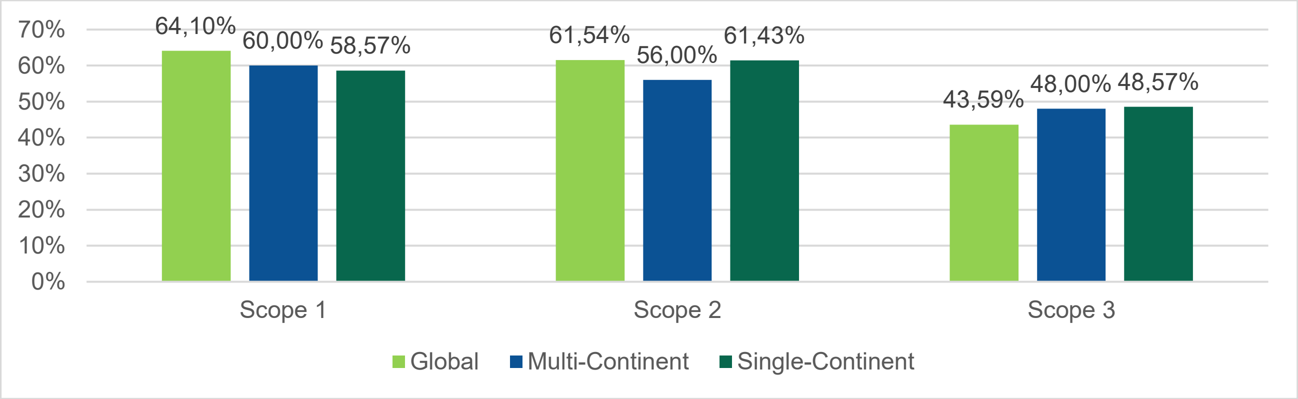

Figure 43: Scopes measured by scale of operation

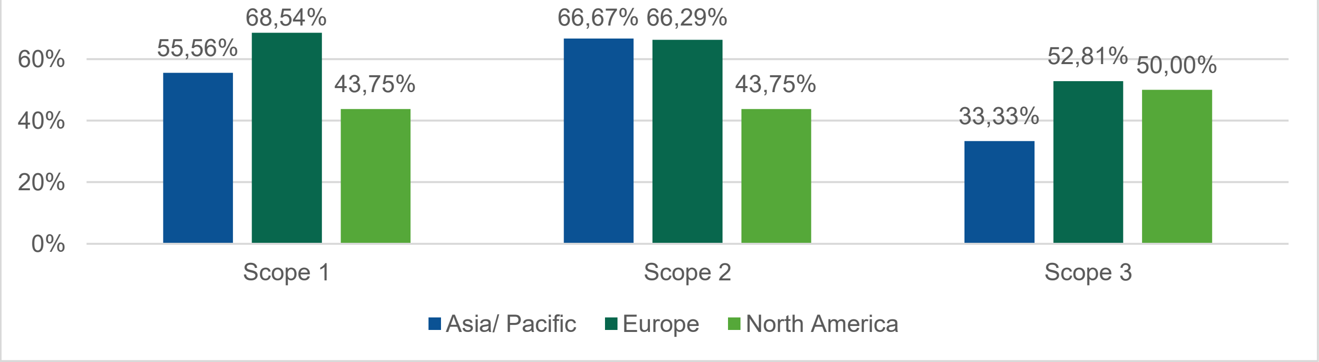

Figure 44: Scopes measured by headquarters

KEY TRENDS

Key Measurement Trends

Scope 1 and 2 reporting is solidifying: Over half of signatories now actively measure direct emissions from owned or controlled sources and indirect emissions from purchased energy. These percentages are set to climb as additional organisations have indicated their intentions to measure in upcoming cycles.

Scope 3 shows the largest jump in planned activity: While less than half currently measure value chain emissions, a significant portion plan to begin by the next reporting cycle, highlighting the increasing momentum of signatories across the sector to solidify their impact within the challenging but essential Scope 3 category.

Continued growth of comprehensive measurement: High levels of intent to expand across all scopes were demonstrated through signatory responses. As NZCE continues, a core focus will be in supporting signatories to measure event-related emissions consistently to support best practice across the sector.

Adherence to the NZCE Pledge

As discussed in the introduction of this document, this reporting cycle was primarily designed to achieve an overview of the current status of the industry. Multiple guidance documents and other resources were still being created while the reporting cycle was ongoing. Accordingly, the main item considered in this first reporting cycle to assess whether signatories are adhering to the pledge and therefore remain signatories of NZCE is whether they reported in this cycle.

Additionally, the graphs below outline the status of adherence to the full pledge. This is based on the following questions identified as essential criteria:

- Have you communicated your involvement in NZCE and / or signing of the Pledge externally?
- Have you published your organisation's pathway to achieve net zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030?
- Does your organisation measure Scope 1, 2, and 3 carbon emissions?
- Do you communicate about carbon reduction / your net zero commitment with customers?
- Are questions related to carbon reduction or net zero embedded in your procurement process?
- Do you communicate about carbon reduction / your net zero commitment with suppliers?

All signatories included in this analysis have inherently met the requirement to report on their progress at least every two years so all “no essential criteria met” categories should be read as “no essential criteria met besides reporting on their progress”. This analysis is reflective of signatories that had indicated completion or responded yes to required items. Although some of the questions allowed signatories to indicate that they were planning to implement the requested activities, this analysis only encompasses activities finalised at the time of reporting, not those indicated as planned.

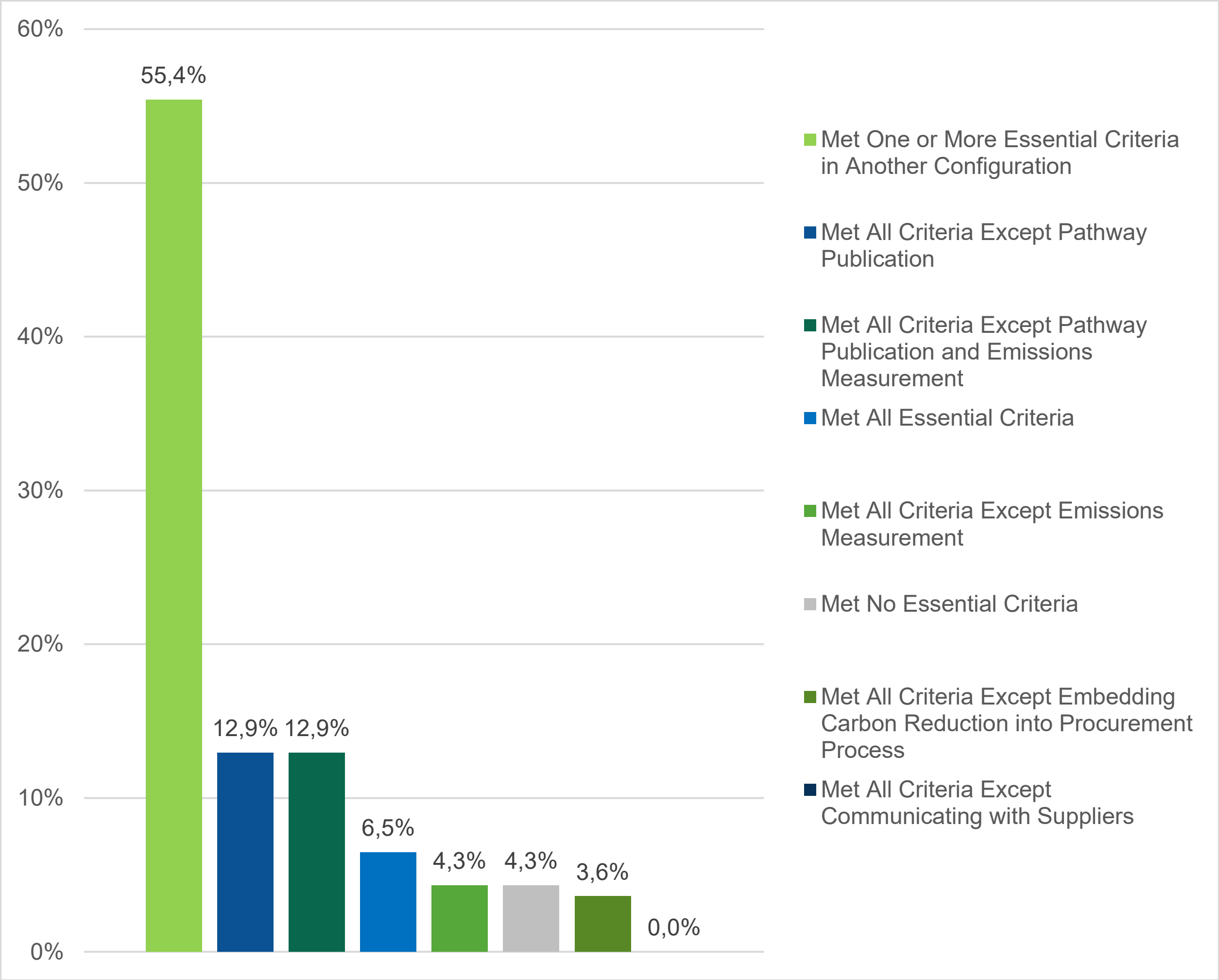

Figure 6: Pledge criteria completion status

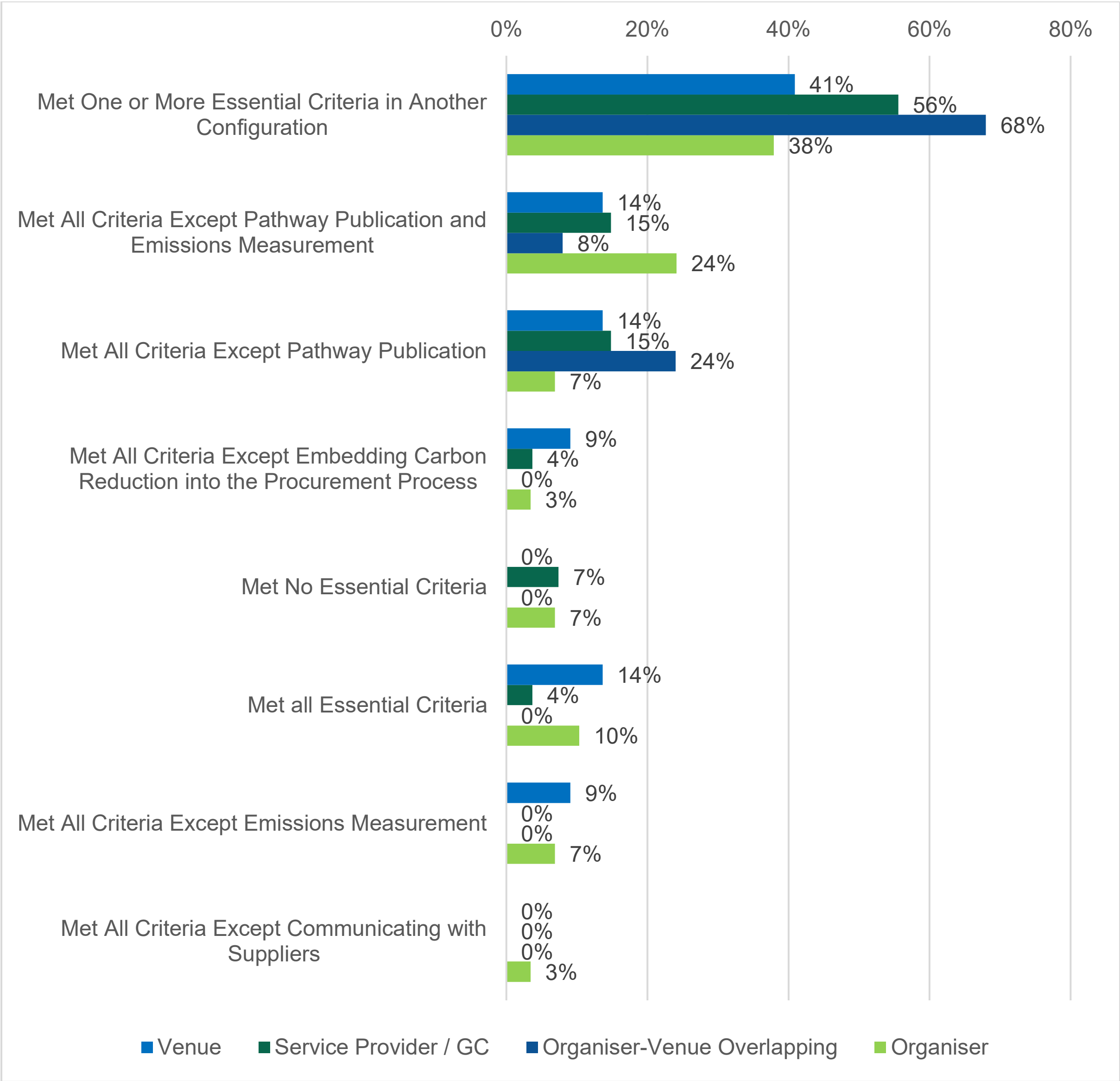

Figure 7: Pledge criteria completion status by service type group

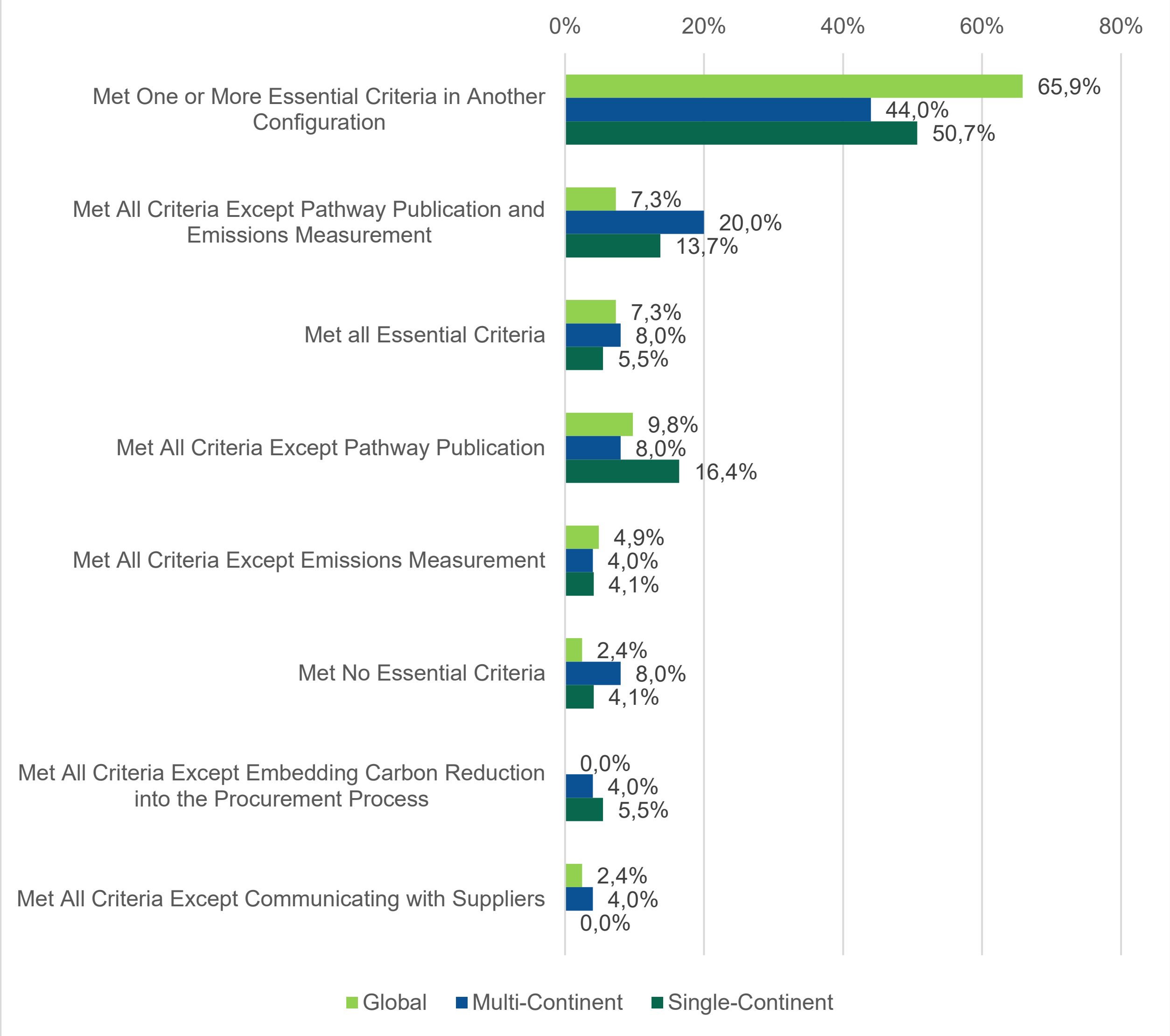

Figure 8: Pledge criteria completion status by operational scale

Comparative Insights Based on Service Provided

Organiser-Venues show the highest levels of both internal and external communication about their NZCE involvement, positioning the group as a leader in this category. Their high usage levels of structured channels like company websites and annual reports, suggests a strategic and consistent approach to communications and transparency.

Venues also stand out for their proactive efforts in communication, in addition to measurement, particularly in areas where they have direct operational control such as Scope 1 and 2 emissions. Their decarbonisation pathways are more frequently published, and they leverage a broader mix of customer communication tools, including media releases and social media.

Organisers, while central to the planning and coordination of events, report significantly lower levels of external communication. This signals an important opportunity for increased visibility and leadership, especially considering their influential role in the value chain. This group reports the highest levels of “planning to” add emissions measurement categories to their measurement approach, signalling a high level of ambition which will be interesting to monitor in future reporting rounds.

Service Providers and General Contractors, on the other hand, demonstrate strong engagement with clients through direct channels like social media and one-on-one communication but are less consistent in formal reporting and measurement practices than other signatory groups.

Across all groups, Scope 3 measurement remains a clear gap, particularly for Service Providers. Venues and Organiser-Venues, by contrast, did more frequently tend to include more event-level categories in their reporting (such as venue energy and waste) than Organisers and Service Providers / General Contractors. This can likely be attributed to the higher levels of direct control over these event related carbon emissions categories. Across service types, both corporate and event-level carbon management and measurement is an essential aspect of the pledge NZCE aims to further support.

Overall, Venues, followed by Organisers, currently show the strongest alignment with NZCE pledge requirements, particularly around measurement and customer engagement. All groups may benefit from clarified measurement responsibilities, especially regarding Scope 3 emissions and event-related categories, to help ensure progress in addition to supporting their confidence in communicating their commitments and publication of their company pathway to Net Zero.

Comparative Insights Based on Headquarters and Scale of Operations

Signatories in the **Asia-Pacific** region are showing clear momentum, particularly in the realm of communication. They are more likely than their peers to report external engagement across a range of formats, such as newsletters, media releases, and direct client communication. Additionally, the group leads in communication with customers about decarbonisation, and when factoring in reported planned activities, leads in levels of pathway publication. Their visibility and outreach suggest a growing maturity in sustainability leadership across the signatories in this region.

European signatories do, on the other hand, lead when it comes to formalised decarbonisation efforts. They are more advanced in having published pathways at the time of reporting and tend to focus on structured and compliance-oriented reporting, with a strong reliance on annual reports and websites. Signatories headquartered in this region also show the highest consistency in measuring emissions, which aligns with the regions more established regulatory environment and public reporting expectations.

North American signatories distinguish themselves most clearly in their use of educational seminars and events, leading all other regions in using this channel. This suggests a regional emphasis on outreach, industry education, and stakeholder-facing sustainability engagement that goes beyond conventional reporting. North American signatories also prioritise direct client communication, particularly when discussing carbon reduction and net zero efforts. This is in contrast with European signatories, who rely more heavily on formal channels like annual reports. When it comes to supplier engagement another interesting trend was seen, North

American signatories are more likely to communicate about net zero goals than to embed those goals in procurement processes. This points to a regional trend; focusing on influence and awareness-raising over formal integration into systems. This contrasts with Asia-Pacific and Europe, where both procurement criteria and supplier communication are more tightly aligned.

In terms of **operational scale**, the data reveals a split between visibility and integration. Multi-continent organisations are the most externally communicative, followed by signatories operating on a single continent, making active use of channels such as educational events and social media. Global operators, by contrast, appear to embed net zero principles more thoroughly into procurement and internal processes but are less externally vocal. Single-continent operators report the highest levels of Scope 3 measurement, which could reflect that measurement of related emission source categories is easier when only focusing on one region.

It is critical to keep in mind that regional differences may not only be affected by regulatory environments and reach of the initiative in different regions, but also by different sign-up behaviour across regions. Signatory groups in regions with less regulatory or other market pressures may primarily include "front runners" of sustainability since there is less pressure to work on sustainability for the larger industry in those regions, while regions with high regulatory or other market pressures may include significantly more signatories with less mature sustainability programs. Accordingly, these reporting results should primarily be read as an overview of the NZCE signatories rather than the global events industry at large.

2025 AND BEYOND

This first reporting cycle demonstrates the multitude of actions that were already taken by signatories of the NZCE pledge. The NZCE initiative continues to work on supporting the events industry on their journey to net zero.

What's Next?

The next round of NZCE reporting will take place from 2025 through 2026, with the cycle officially launching later this year. Providing signatories with clear and actionable guidance for measuring and reporting their event-related emissions is a central and ongoing focus of NZCE.

In parallel, NZCE will place additional focus on:

- **Enhanced Reporting Validation:** Introducing new measures to increase the accuracy, credibility, and transparency of reported data.
- **Validation of Tools:** The NZCE team is currently evaluating potential tools that signatories may be able to use for emissions calculation and reporting. This would not only standardise, but also further simplify these processes for signatories.

- **Measurement Methodology Update**: The NZCE Measurement Methodology, originally published in 2023, will be updated to reflect best practice, evolving industry standards, and to further support signatories in comprehensive measurement.

- **Education and Webinars**: Education is set to become one of the main pillars of the NZCE initiative. Accordingly, the successful series of webinars on event-related topics will be continued throughout 2025 and 2026. Planned topics include technical guidance on the creation of net zero pathways, an overview of the updated measurement methodology as well as the new reporting cycle. Furthermore, a capacity building program around climate change actions is planned to be rolled out for the benefit of the business events industry.

- **Creating a global baseline:** NZCE is committed to developing an industry-wide baseline to track and demonstrate the decarbonisation of the business events sector as we work toward critical 2030 milestones. This baseline will provide a standardised, data-driven benchmark to measure progress in reducing carbon emissions across the industry, offering clear evidence of collective efforts toward sustainability. Establishing this baseline is critical because it creates transparency, fosters accountability, and enables stakeholders to identify gaps, prioritise actions, and celebrate milestones in the journey to net zero. By showcasing tangible decarbonisation outcomes, the baseline will not only strengthen the industry's credibility by being an integral part of the advocacy work of the industry but also help driving meaningful, measurable change.

While this first reporting cycle was primarily assessing the status of the industry and allowing signatories to become more familiar with the reporting process, the next reporting cycle is planned to be more rigorous in multiple dimensions. One of the main aims of the next reporting cycle is to include emissions related data, allowing for baseline setting. Most signatories will have been involved in the NZCE initiative for multiple years and a multitude of guidance documents have been issued over the last years to fill knowledge gaps. Accordingly, validation of adherence to the NZCE pledge will also become more strict, moving beyond the expectation of signatories to "just" report to include more of the essential pledge criteria.

Any entity involved in events may sign up for the Net Zero Carbon Events initiative, regardless of their progress. This initiative represents a true global collaboration by the business events industry. For more information visit: https://www.netzerocarbonevents.org/.

APPENDIX I – COLLABORATION WITH PARTNERS AND SUPPLIERS

Since the Supplier Protocol and Sustainability Supplier Checklists of AIM Group International (for venues, catering, and suppliers for construction, decoration & signage materials, electrical and electronic equipment) are not accessible via link, they are included in this appendix. Please see the examples textbox in the "collaboration with partners and suppliers" section for more context.

SUPPLY CHAIN SUSTAINABILITY PROTOCOL

AIM GROUP INTERNATIONAL

General Principles

AIM Group International, together with all companies within the group, is committed to organizing events with a positive social, economic, and environmental impact, in accordance with the ISO 20121 standard and through the adoption of sustainable management practices

This commitment aligns with the United Nations 2030 Agenda for Sustainable Development Goals (SDGs), with particular reference to Goal 17: **Partnerships for the Goals.**

As a partner of AIM Group, you are required to adhere to this **Supply Chain Sustainability Protocol** and comply with applicable regulations, ethical principles, sustainability policies, and human rights as detailed in the required documentation.

We ask our suppliers to actively commit to:

- Implementing effective environmental management practices
- Adopting innovative solutions to make products/services more sustainable
- Promoting resource conservation, material reuse, and waste recycling
- Positively contributing to the communities in which they operate
- Providing measurable KPIs and indicators demonstrating commitment and progress in sustainability
- Being available for audits and periodic reviews by AIM Group or designated third parties to ensure compliance with the Protocol
- Maintaining transparency in operations and providing all requested documentation
- Committing to continuous improvement in sustainable practices
- Extending these principles to subcontractors, ensuring they operate in compliance with the specified criteria
- Providing regular feedback on challenges and opportunities related to the implementation of sustainable practices

Proactive Risk Management

AIM Group requires its suppliers to be active partners in managing risks associated with their operations, with a focus on environmental, social, and operational aspects.

Suppliers must proactively identify and assess these risks, implementing effective mitigation measures. Risk assessments and mitigation plans must be clearly documented and made available upon request for internal or external audits.

Furthermore, risk assessment will be subject to periodic reviews, aligned with established KPIs, to ensure continuous improvement in sustainability performance.

Operational Actions

Initial Phase: Adherence to the Supply Chain Sustainability Protocol

- Complete and sign **Form 1. Supplier Qualification** (a digital form sent by the operations team), attaching the required regulatory and technical documentation.

Next Phase: Collaboration on Sustainability KPIs

- Identify and provide measurable sustainability indicators relevant to your activity through **Form 2. Supplier Event Supply & Service KPIs** (a digital form sent by the operations team).

Active collaboration and continuous feedback exchange are essential to generating meaningful positive impacts in our industry.

Together, we can create a more sustainable future for the events sector.

NET ZERO CARBON EVENTS

AIM GROUP INTERNATIONAL

SUSTAINABILITY SUPPLIER/S CHECKLIST

This checklist encompasses essential sustainability measures pertinent to AIM Group International events. Its primary purpose is to evaluate the current status and identify actionable steps to enhance the event's sustainability. By systematically assessing these measures, we aim to implement and document sustainable practices effectively, ensuring continuous improvement and transparency in reporting efforts.

Name of event	
Date	
Location	
Name of persons completing the checklist	
Date of checklist completion	
Supplier	

VENUE		
Key sustainability topics	**YES/NO**	**Comments** ***Use this box to overwrite and respond with your comments***
Easily accessible by public transport		
Located near hotels where participants and speakers stay		
Accessible to all		*E.g. access to buildings and stages with ramps of a gradient no steeper than 1:20; acoustics appropriate for hearing aid users and working loop systems in lecture theatres and reception desks; passenger lifts at least 1.4 m long and 1.1 m wide and in working order; adapted bathrooms.*
The venue has sustainability certifications		*E.g. LEED, ISO 14001, ISO 20121*
Energy efficiency measures are in place, such as: energy efficient equipment		*E.g. LED light bulbs, A to A+++ appliances), temperature regulation, maximisation of daylight, etc.*
Renewable energy sources are located on site		*E.g. solar panels, heat pumps*
The venue purchases energy from renewable sources		*E.g. electricity from certified renewable sources*
Sufficient bins are provided and clearly labelled to facilitate the segregation of recyclable waste during the event as well as during the build-up and dismantling phases		
A health & safety risk assesment of the venue is conducted and appropriate measures are taken to prevent identified risks		
Suppliers working in the venue have implemented their own health & safety plan		
The venue maintains up-to-date health & safety risk assessments and implement relevant measures to ensure a high level of health and safety for occupiers		
The venue is committed to compensating its carbon footprint		If YES, indicate for which project, organization, activity, carbon credits purchased
Equipment with a long functional/serviceable lifetime is used, including opportunities for reuse or recycling of electronic equipment, which are identified *prior* to the event		High proportion of equipment re-used and recycled and ability to report on the % that are re-used or recycled, as well perform end-of-life management services locally and do not send end-of-life equipment outside Europe

VENUE		
Key sustainability topics	**YES/NO**	**Comments** ***Use this box to overwrite and respond with your comments***
The venue is able to estimate and calculate (after the event) electricity consumption (per day/total) in kWh and equivalent kgCO2, in relation to event usage		If NO please indicate if this is transferred to other suppliers
The venue is able to calculate (after the event) internet connections and consumption in relation to this specific event usage		If NO please indicate if this is transferred to other suppliers
The venue adheres and proactively supports, arrangements which have been put in place to minimise and manage waste		*E.g. provide an end-of-life take-back guarantee and provide appropriate proof of its capacity to secure environmentally and socially responsible re-use, re-manufacturing, recycling or recovery of the equipment (by priority order)*
The venue is able to calculate (after the event) waste collection and revalorization in relation to this specific event		
The venue is able to calculate (after the event) water comsumption in relation to this specific event		

CATERING		
Key sustainability topics	**YES/NO**	**Comments** *Use this box to overwrite and respond with your comments*
Most of the food served is locally produced and seasonal		
A majority of agricultural products are from organic farming (target to be set depending on the local availability of such products)		
Coffee, tea and sugar are fair trade and/or organic certified		
Quantities of meat are minimised and there is at least one nutritionally balanced vegetarian option		
For fish and seafood, wild-caught fish is sourced from a fishery that is Marine Stewardship Council (MSC) certified or equivalent standard, avoiding fish species that are on the 'Fish to avoid' list of the Marine Conservation Society. Farmed fish is sourced from farms that meet best practice standards such as Aquaculture Stewardship Council (ASC)		
Products from animal origin are produced according to high animal welfare standards		
Geographical origin and sustainability credentials		*E.g. organic or fair-trade labels of the main foodstuffs are clearly indicated to the guests*
Quantities of single-use materials and packaging waste associated with food and beverage are minimised		*E.g. by using packaging that can be reused, opting for tap water (if drinkable) or using large water dispensers, avoiding single-use tableware, etc.*
In collaboration with Catering Company, select the best available options to limit the environmental footprint of beverages, in particular: • Depending on their availability in the host country, the following options should be selected, by order of preference: freestyle machine with reusable glasses; glass bottles; bottles made of recycled PET. • If bottles made of recycled PET have to be used, ensure there is a local recycling scheme available for this type of waste. • Provide alternative beverages to soda, if available in the host country.		
When packaging is used, it is made of renewable materials or recycled materials		
Food leftovers are minimised by reconfirming the number of participants before the event		
Menus are designed so as to minimise food leftovers		
Edible food leftovers are donated to a charity (if allowed by national regulations)		If YES please indicate which one
If donation is not possible: food waste is sent to a composting or biogas production plant		
The caterer has processes and equipment in place to segregate and recycle its waste streams (food waste, cardboard/paper, PET bottles, glass, metal cans, etc.)		

CONSTRUCTION, DECORATION & SIGNAGE MATERIALS		
Key sustainability topics	**YES/NO**	**Comments** ***Use this box to overwrite and respond with your comments***
The Venue has in place its own *Guidelines on branding and signage materials*		
Design and production of décor, structural elements and look and signage follow sustainability principles		
Opportunities for reuse or recycling of materials and equipment to be identified *prior* to the event		
Each provider involved in construction, decoration, look and signage shall provide a brief Sustainability Report, containing at least the information outlined in the table below. A draft version is provided to the EADV for review before the event, and a final version is delivered after the event.		

Key items used (e.g. furniture, construction materials, technical equipment, hardboards, banners, flags, partitions)	**Material composition** (e.g. wood, polyester, glass, cardboard, PE, PET, PP, aluminium)	**Approximate quantities** (or volume or number of items)	**Rented / Reused from previous event / Purchased new?**	**Country of origin**	**Transport mode (if any)**	**Sustainability credentials (e.g. ecolabel, % of recycled content, etc.)** *Please attach evidence (e.g. certificate)*	**End-of-life or second life option:** - Please specify: reuse, recycling, incineration, landfilling - Where? - Transportation mode (if processed abroad)?

ELECTRICAL & ELECTRONIC EQUIPMENT	As applicable	
Key sustainability topics	**YES/NO**	**Comments** ***Use this box to overwrite and respond with your comments***
The supplier obtained sustainability certifications		*E.g. LEED, ISO 14001, ISO 20121*
Highly energy efficient equipment is used by the supplier		*E.g. LED light bulbs, equipment with A to A+++ energy ratings or the Energy Star label.* Avoid devices which operate with disposable batteries
The supplier has implemented its own health & safety plan		Ensure that all technology services/solutions, are as accessible and inclusive as possible
All workers hired for the event will work following the regulations in effect strictly regarding social security and prevention of occupational risks, and their remuneration will be at least the one indicated in the corresponding collective agreement		
The production concept takes into account the need to minimise energy use		Supplier should be able to integrate sustainability thinking in the solutions proposed
The supplier is committed to compensating its carbon footprint		If YES, indicate for which project, organization, activity, carbon credits purchased
Equipment with a long functional/serviceable lifetime is used, including opportunities for reuse or recycling of electronic equipment, which are identified *prior* to the event		High proportion of equipment re-used and recycled and ability to report on the % that are re-used or recycled, as well perform end-of-life management services locally and do not send end-of-life equipment outside Europe
The supplier is able to estimate and calculate (after the event) energy consumption per day in kWh and equivalent kgCO2, in relation to audiovisual services and stage equipment provided		If NO please indicate if this is transferred to the venue
The supplier adheres and proactively supports, arrangements which have been put in place to minimise and manage waste (by the venue)		*E.g. provide an end-of-life take-back guarantee and provide appropriate proof of its capacity to secure environmentally and socially responsible re-use, re-manufacturing, recycling or recovery of the equipment (by priority order)*
The supplier utilizes devices not containing certain hazardous substances		*E.g. Label Der Blaue Engel RAL-UZ 17, Nordic Ecolabel Imaging*
Computers and monitors		
Devices with ecological labels		*E.g. from TCO or EPEAT*
Computers whose plastic is made of 50% recycled plastic at least		*E.g. TCO Certified Edge All-in-one PCs 1.0*
Monitors whose plastic is made of 85% of recycled plastic at least		*E.g. TCO Certified Displays 6.0*