

NET ZERO CARBON EVENTS REPORTING RESULTS EXECUTIVE SUMMARY

19 May 2025

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NZCE REPORTING BACKGROUND

This Reporting Results Executive Summary summarizes the high-level results of the NZCE's first reporting cycle which ran from July 2023 – January 2025. This reporting cycle primarily requested information in line with the [NZCE pledge](#) in order to assess the current status of the industry in their work toward net zero and to familiarise signatories with the reporting process.

As such, this Executive Summary 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, as well as a status update on pathway publication. The Executive Summary also 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. The full Reporting Results Report including more detailed analysis is planned to be published in July 2025.

SIGNATORY REPORTING STATISTICS

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

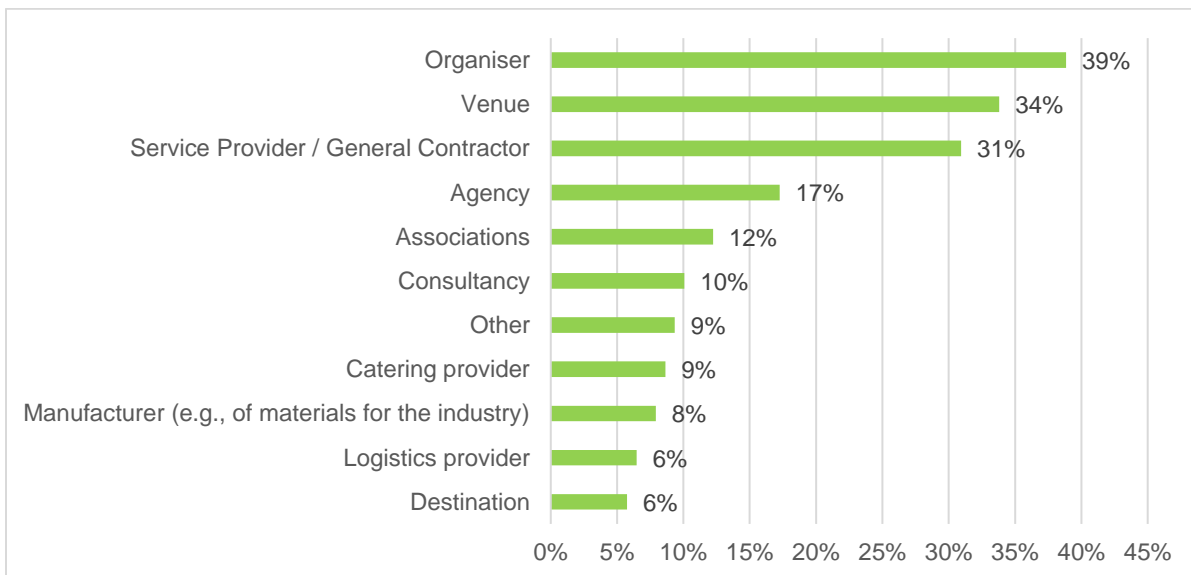


Figure 1: Distribution of signatory by the types of services they provide.

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.

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.

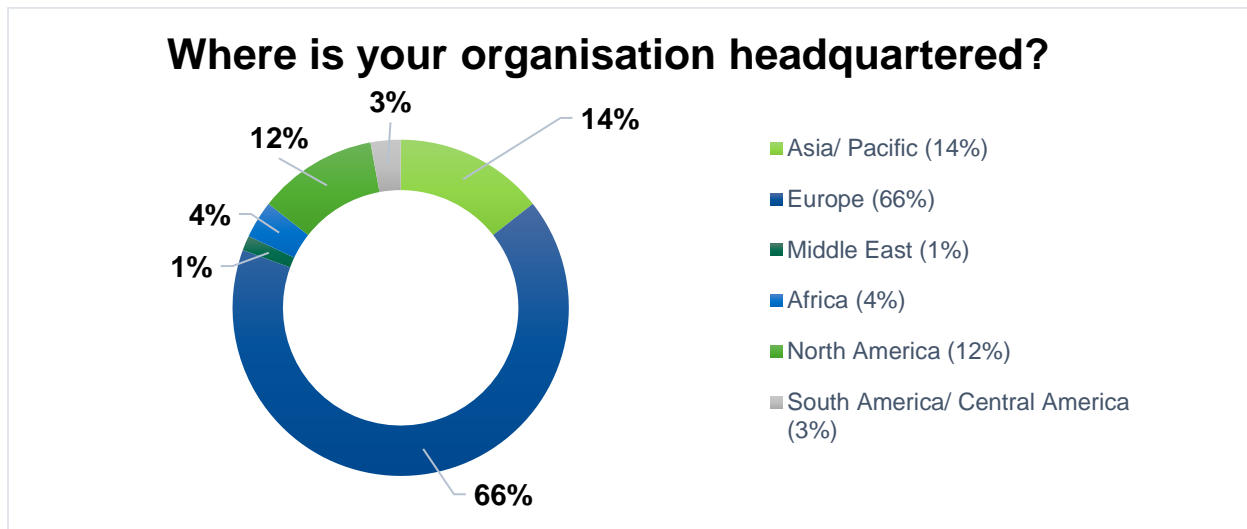


Figure 2: Most frequent regions where organizations reported having headquarters.

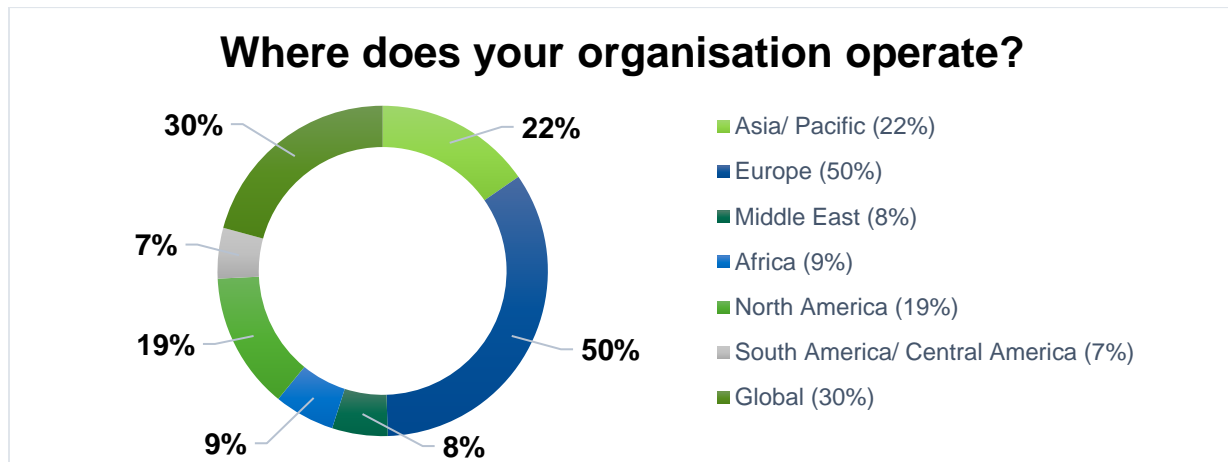


Figure 3: Most frequent regions where organizations reported operating.¹

The highest concentration of NZCE signatories is headquartered in Europe. Asia-Pacific and North America also host a significant number of head offices, along with a slightly smaller presence from regions across Africa, Central & South America, and the Middle East.

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.

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.

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.

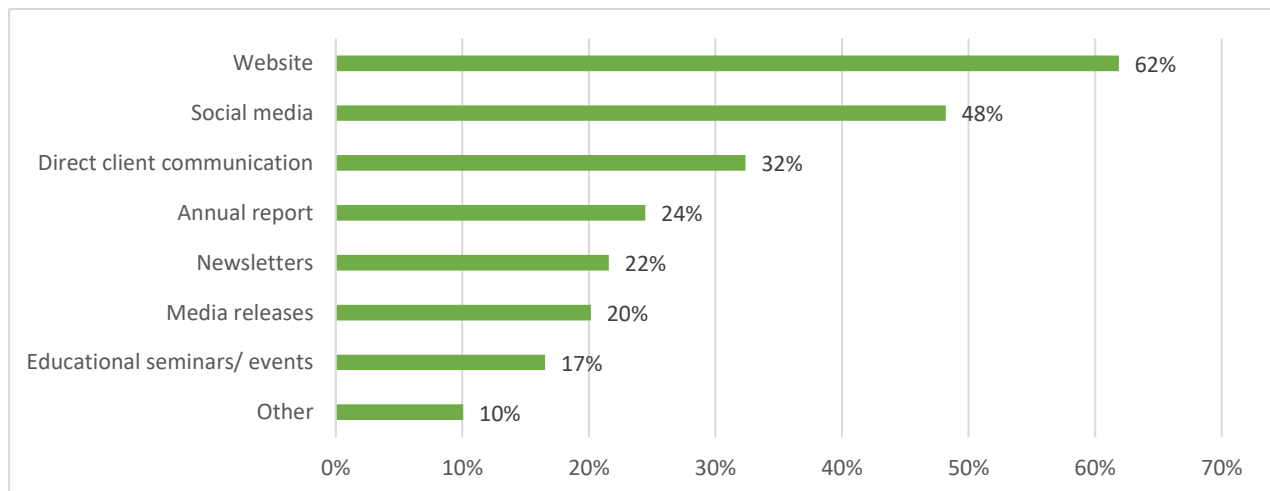


Figure 4: Frequency of use of different external communication channels.

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.

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.

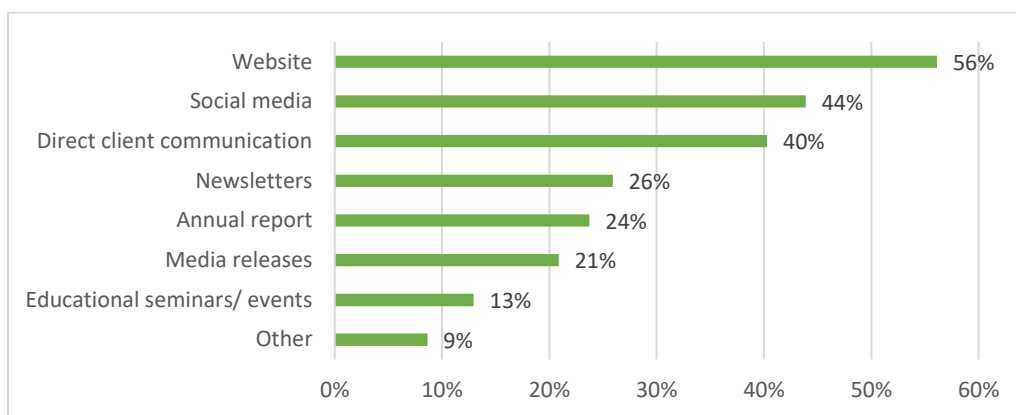


Figure 5: Frequency of use of customer communication channels.

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.

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.

MEASUREMENT AND PATHWAYS

PATHWAYS

27% of total respondents indicated that at the time of reporting they had published their organization'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 organizations 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 decarbonization activities.

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.

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 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 6 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.

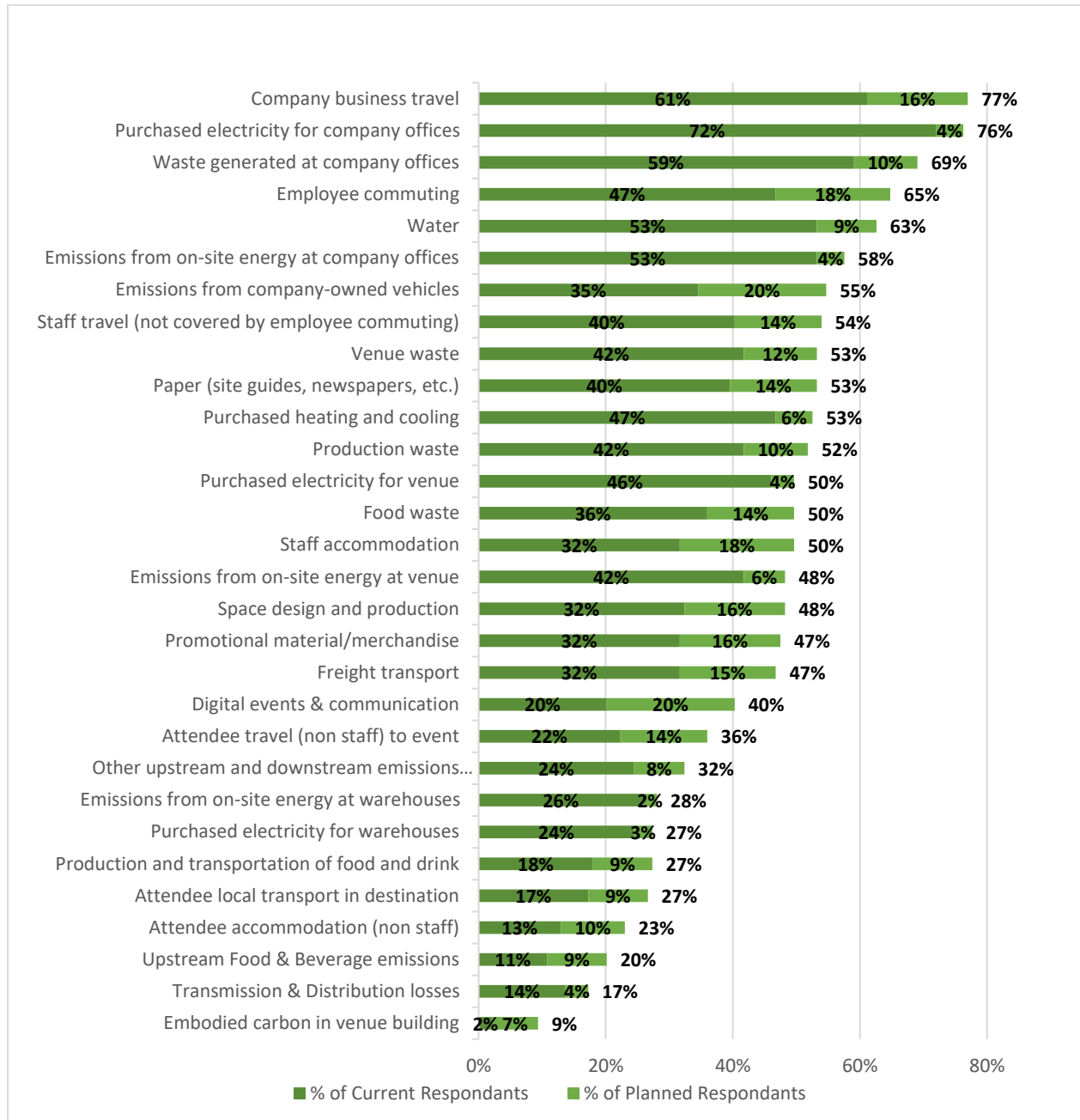


Figure 6: Frequency and percentage of categories currently and planned to be included in organisational boundary.

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.

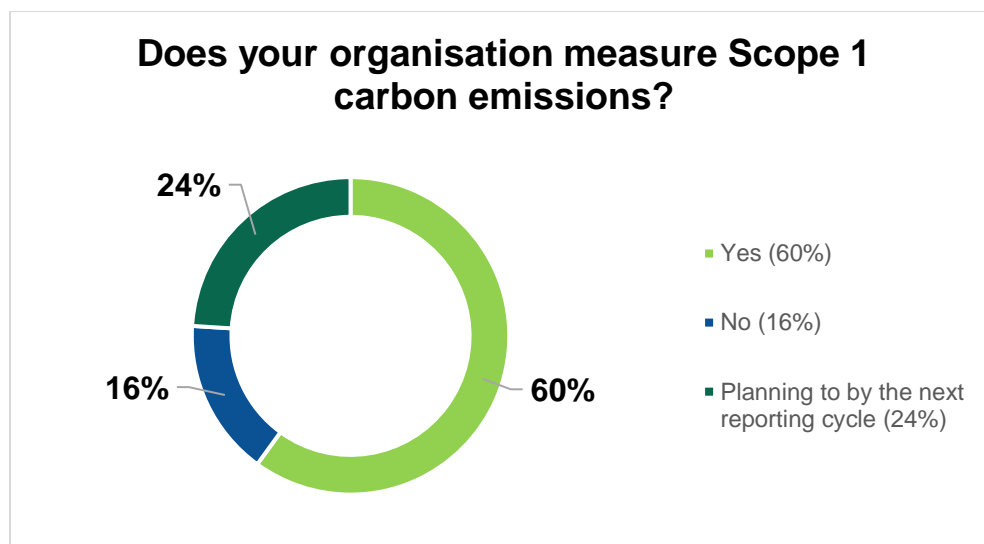


Figure 7: Status of organisational measurement of Scope 1 emissions²

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.

² The percentages in Figures 7, 8, and 9 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.

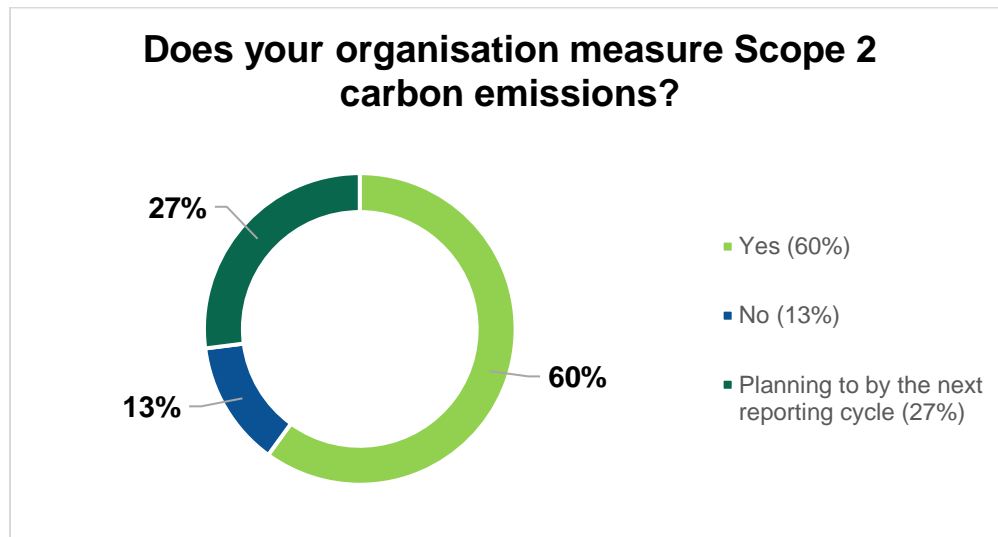


Figure 8: Status of organizational measurement of Scope 2 emission²

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.

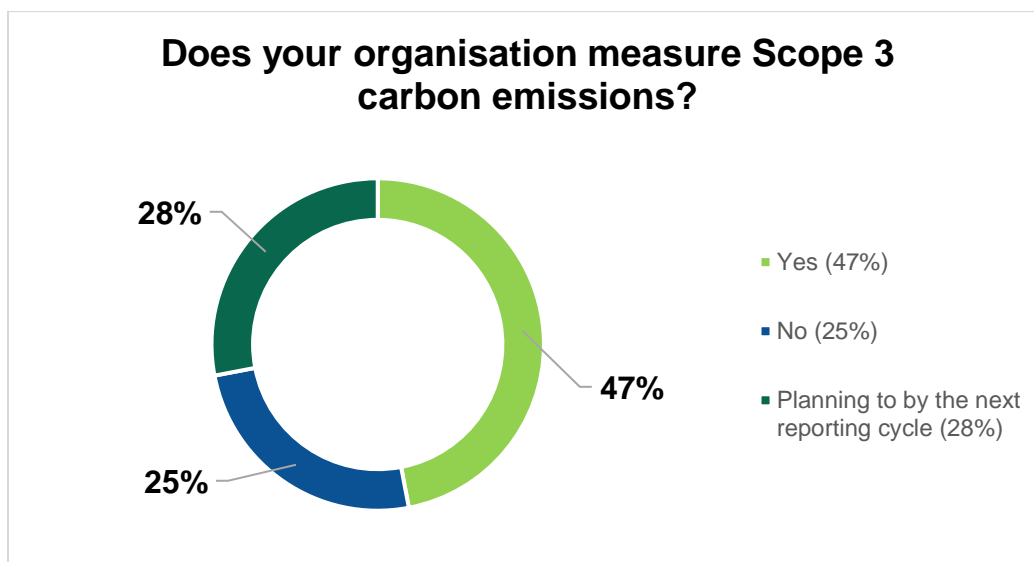


Figure 9: Status of organizational measurement of Scope 3 emissions²

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.

2025 AND BEYOND

This first reporting cycle demonstrates the multitude of actions that were taken by signatories of the NZCE pledge. The full **NZCE Reporting Results Report** will be released in July 2025, and will provide deeper analysis into leading practices, identify gaps, and feature case studies from across the field.

What's Next?

The next round of NZCE reporting will take place from 2025 through 2026, with the cycle officially launching later this year. In conjunction, the NZCE Measurement Methodology will be updated to reflect best practice, evolving industry standards, and to further support signatories in comprehensive measurement. 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 standardize, but also further simplify these processes for signatories.

Stay tuned for more details about the next reporting cycle and further opportunities to get involved. 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/>.