



isla.  
**temperature  
check** 2022–2023

An exploration of sustainable progress in the UK event industry

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# Foreword

A word from our CEO



**Anna Abdelnoor**  
CEO & FOUNDER

At isla, we're committed to leading the event industry in its transformation as we respond to a world navigating a changing climate.

We have a vision for a clean, green, and fair future, where the event industry plays an active role in promoting and enabling this.

Our strategic approach to achieving this future focuses on three pillars: establishing a shared vision, providing essential tools and resources, and guiding the industry on a continuous improvement pathway.

We leverage our expertise in events and sustainability to empower the event industry and the individuals within it to take action with confidence, knowing that support is readily available.

Our vision is underpinned by TRACE, which isla has created as a comprehensive real-time carbon and waste measurement platform designed specifically for events.

This powerful tool offers insights at the event, company, and industry level, allowing businesses to build a picture of their impact and contribute to industry progress effortlessly, all while meeting client and stakeholder needs.

TRACE is more than a tool; it has the capability to take us beyond measurement to develop strategic industry reductions. But to achieve our vision, we need you, the industry.

With the growing insights provided by TRACE, we'll develop industry-specific and action-focused guidance which addresses high-impact areas and provides practical solutions for different stakeholder groups. As a result, we will be able to ensure that our industry response is impactful and focuses on the right things, developing rapid decarbonisation strategies that can work.

You can play an active role in shaping our sustainable future by engaging with our work and joining forces with more than 127 event businesses that have adopted TRACE since its launch in 2022, or the 180+ businesses collaborating across the Membership.

Not only will you gain valuable insights into your own business activity and support client and stakeholder climate ambitions, but you'll also contribute to the collective progress of the entire industry.

We invite you to join us on this transformative journey. Together, we can drive meaningful change, improve industry practices, and leave a lasting legacy for future generations.

# Executive summary

## What you'll learn from this report

The urgency to limit global warming is a pressing issue facing our planet. This report cements the need for action for the planet and the event industry, taking into account public interest and growing requirements for regulation and reporting. This report highlights the need for continued and improved emissions measurement in the event industry, to build a meaningful picture and create a strategic, data-led industry pathway for reducing emissions quickly.

Local climate-related disasters are becoming more frequent and severe. This report emphasises that inaction on climate issues may impact on the reputation and viability of the event industry itself. On the ground, event planners are increasingly choosing destinations based on their environmental credentials and climate resilience. Action must be taken to ensure the UK remains an attractive destination for event buyers.

**Our key observations and recommendations? Capturing quality data is critical to shaping robust insights and informed decision-making, whilst collaboration and sharing of knowledge and practices within the industry will speed up our success.**

This report introduces the growing trend towards mandatory reporting requirements of sustainability issues for large businesses, including carbon emissions. Broader mandatory reporting, which includes Scope 3 emissions, is likely to become the norm for the UK by 2025, impacting the entire supply chain. The report aims to help the industry make sense of where event emissions come from in preparation for increased measurement and reporting requirements.

We share insights into the data captured by TRACE, isla's carbon measurement platform. TRACE enables standardised measurement for event planners and provides easy-to-analyse quantitative data in real-time, enabling informed decision-making at the design and procurement stages.

This report explores areas that should be prioritised for emissions measurement, highlighting areas where there is the least confidence in data. By understanding the most carbon-intensive activities, event planners can identify focal areas for action and simplify decision-making. However, continued and improved data collection is critical, and training teams on how to measure carbon increases engagement with the platform and the quality of data input.

We also take a look beyond carbon. Addressing the crisis requires more than just measurement; climate literacy is crucial in empowering teams and leaders to make informed decisions about their actions and to create strategies that effectively address climate change. Understanding the state of play of the industry in terms of carbon emissions is the first step to changing things, but beyond this, collaboration to drive innovation and solutions is to everyone's advantage.

## What you'll find on the following pages

- Our **Theory of Change** - isla's vision to deliver industry-level action.
- **Practical reasons** why taking action is a business need.
- New and valuable **carbon insights** from TRACE by isla.
- How **carbon data** can shape decision making, with examples from our community.
- Overcoming **challenges** with a change in perspective and practical guidance.
- Why **climate literacy** is a cornerstone of delivering change.
- How becoming **carbon instinctive** enables decision making.
- What you need to know about **measuring your carbon footprint**.
- **Five things** you can do now.

# Our Theory of Change

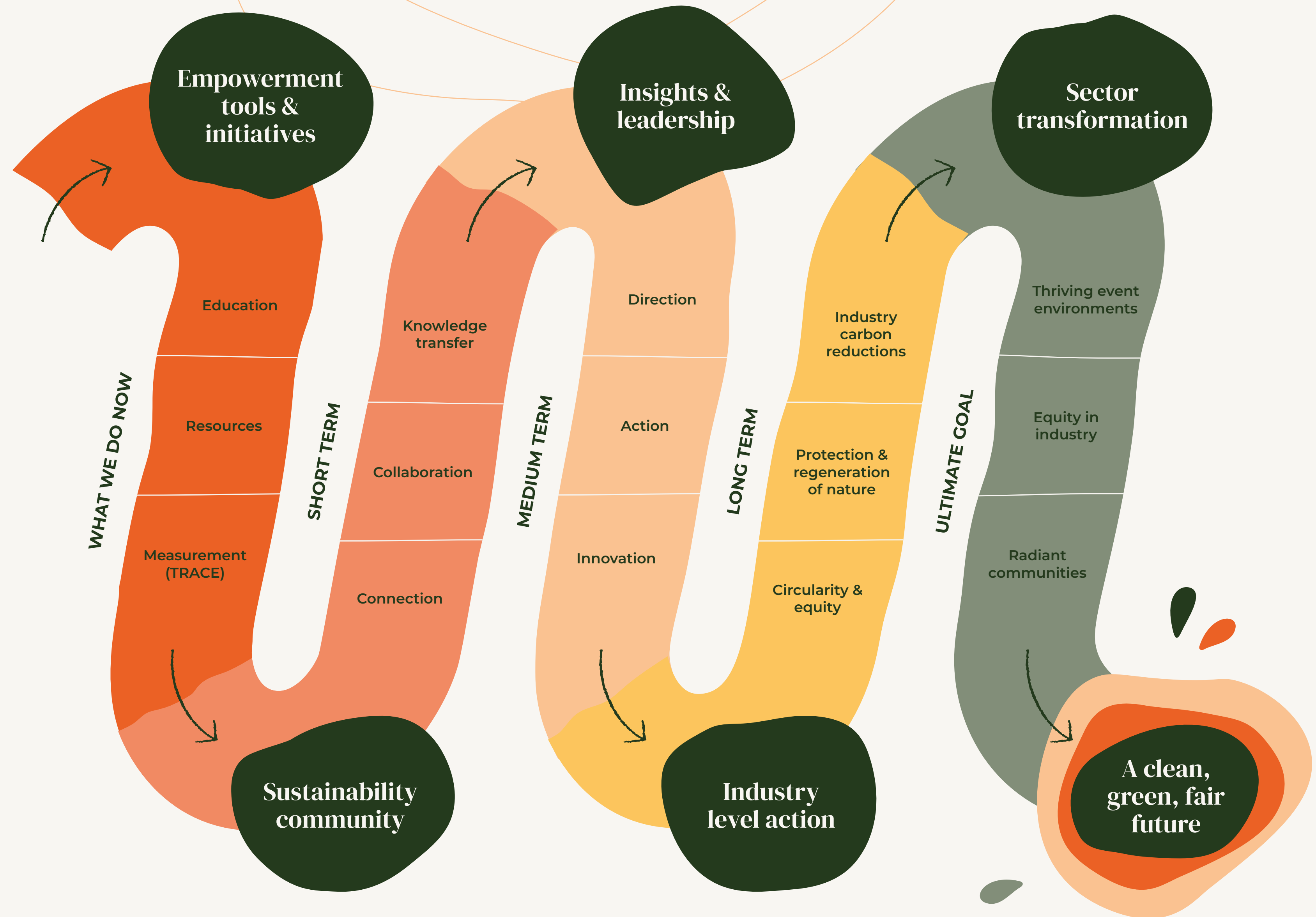
Helping the event industry navigate 'the transition'

Our Theory of Change guides our approach at isla. It presents our vision and the process of transforming the event industry to ensure a clean, green, fair future for everyone.

Change is incremental, and shifting the operating practices of an entire industry will not happen overnight. But with a strategic approach that ensures alignment across the sector, the resources required to support behavioural change, and the insights required to shape the most impactful trajectory, we know change is possible.

This temperature check is a milestone for isla. For the first time, we are able to provide insights into the industry's impact, which means we can begin directing our support even more strategically, in line with the changes we need to see.

This is a fantastic leap forward, and our organisational strategy for the coming year will be shaped by the insights we have gathered and which continue to grow.



# Bringing the global climate crisis home

The physical and financial toll of climate change is already hitting the UK

There's no way around it: we urgently need to reduce our collective carbon footprint to secure our future. Climate change impacts, such as rising temperatures, extreme weather events and destructive floods and wildfires, are often discussed as distant concerns — but they are happening right here, right now in the United Kingdom.

In 2022, the UK experienced its highest recorded temperature of 40.3 degrees, leading to a severe drought and over 24,000 wildfires (up 400% from 2021), causing significant damage - including the destruction of 19 homes in London. Between August to November 2022, widespread flooding affected various regions of the UK. The cost of weather-related damage is estimated to have reached €3.5bn across Europe.

The urgency to act on climate change is well accepted, but the current progress is too slow. Experts agree – immediate action is needed to prevent global temperature rise from exceeding 1.5°C, as climate models predict a further rise of 4°C by the end of this century. This is, frankly, cataclysmic. The UK-based Climate Coalition group estimates that a 4-degree increase could result in a rise in sea levels by up to 2 metres, posing a significant flood risk to coastal areas and parts of London. As some climate models predict, areas like Canary Wharf, the Docklands, and parts of South and West London could be submerged by 2040.

## Beyond the natural environment

It's important to understand that the impacts of human activity extend far beyond weather patterns. Lifestyles and business activities have direct consequences on our lives, including our health and the subsequent allocation of public spending. Climate change and public health are interdependent and are not distant events, but rather they affect our homes, health, and society in various ways.

For instance, transport emissions significantly contribute to air pollution, exceeding WHO guidelines for nitrous oxide levels in most areas of London. This pollution poses a substantial health risk and is linked to causing respiratory and cardiovascular diseases. Diesel emissions, in particular, account for nearly 90% of the estimated £6 billion spent annually by the UK on health damage caused by road traffic.

While it may seem extreme to highlight a single incident, the tragic death of a nine-year-old from London, Ella Kissi-Debrah, who lost her life to an asthma attack triggered by air pollution near her home. This is a poignant reminder of the consequences of inaction. This a poignant reminder of the consequences. This incident marked the first time air pollution was identified as the cause of death, but it is just one of approximately 28,000 premature deaths annually in the UK linked to air pollution. A stark reminder that the release of harmful gases into our atmosphere directly claims lives. Urgent action is required to address this pressing issue.

We hope that by understanding the immediate and tangible impact of climate change on our daily lives, we can grasp the urgency and necessity of taking proactive measures to mitigate its effects. Investing in sustainable practices and prioritising public health will not only improve our well-being but also create a healthier and more resilient society for future generations.

## In a nutshell

Event planners are always seeking opportunities to leave a legacy, and the most important one they can leave right now is showing a commitment to reducing emissions.

- The climate crisis is not just a faraway issue but a pressing concern in the United Kingdom with destructive extreme weather events set to continue.
- Taking immediate action to reduce our carbon footprint will reduce the impacts of climate change on homes, land, and livelihoods.
- Our emissions not only impact the natural environment but also have a direct effect on public health and public spending, which we can curb through climate action.
- Destinations with high-performing environmental wellbeing will become increasingly more attractive for event buyers looking to manage risks and reputation...

# The climate: a direct impact on events

## Co-creating a future that's fit for us all

Today, event planning driven by risk management is par for the course, and the impact of environmental performance of destinations and venues plays a crucial role.

As managing and reducing risks associated with audience well-being remain high on the agenda for event planners, destinations with poor environmental performance, such as those at risk of flooding, extreme weather events, or with high levels of air pollution, will be adversely impacted.

With the potential of flooded cities, including England's capital, high levels of air pollution and the myriad other potential impacts on health and wellbeing, making the UK a sustainable destination is critical to ensuring it remains an attractive destination for events.

In this Case Study, we take a quick look into the National Event Strategy for Wales, and how they've embedded sustainability at the heart of it.

## Meet In Wales

### CASE STUDY

The National Events Strategy for Wales 2022-2030 represents an insightful example of how government and events businesses are working together to attract events, stimulate positive industrial activity, whilst leaving a positive legacy for the destination.

Covering sales and marketing, incentives through funding, and basic law, the strategy has seen Wales directly engage businesses and brands who want to align their own values with that of a 'green' destination; one with a genuine, non-greenwashed story to tell.

On a basic sales and marketing point of view, the destination talks about its blossoming renewables sector, one of Wales' key industrial growth sectors, which is seeing investment and interest from around the world. This approach, it hopes, will lead to more events, looking to talk about their own sustainability initiatives, choose the destination as a backdrop to these messages.

Equally, April 2022 saw the launch of the Event Wales Sector Development Fund, which now provides financial incentives for both sustainable events, and to events that take place within the country, to behave sustainably.

These initiatives are targeted towards the events industry but underpin wider government legislation and law. They also speak to a national community that is more engaged with sustainability. Wales recently introduced two pieces of legislation that sit at the heart of this ethos; the much lauded over Wellbeing of Future Generations (Wales) Act, and a new ground-breaking bill that looks to ban all single-use plastics in the country; The Environmental Protection (Single-use Plastic Products) (Wales) Bill.

Together, these initiatives present a circular approach, which sees events support an advanced national sustainability strategy, and vice versa, both firmly focused on People, Place and Planet.



To find out more about hosting your event in Wales, contact [MeetInWales@gov.wales](mailto:MeetInWales@gov.wales)

# Changing regulations

## Measurement and reporting to stay on the agenda

Where reporting on climate-related impact was once considered 'niche' in the business world, over the last decade it has become a growing requirement.

Initiatives like the Science-Based Targets initiative (SBTi) and the Carbon Disclosure Project (CDP), have long provided frameworks for companies to disclose and report. These are voluntary, but well-known brands such as Unilever, Google, Microsoft, General Motors, Siemens and Novartis comply with both frameworks as part of their commitment to addressing the crisis.

The landscape is now changing in line with investor and stakeholder demands for greater transparency and accountability on environmental, social, and governance (ESG) issues, and reporting on emissions is becoming a mandatory part of compliant reporting.

**This report provides insights into areas where we should prioritise emissions measurement, enabling us to build a meaningful picture and subsequently an industry pathway for how to reduce these, and reduce them fast.**

One of the most well-known frameworks is the Task Force on Climate-Related Financial Disclosures (TCFD) which provides guidance to companies on how to disclose climate-related financial risks and opportunities in their financial reporting. TCFD reporting requires companies to report on their Scope 3 emissions. The UK government has expressed ambitions to make TCFD reporting mandatory across all sectors by 2025.

In the EU, the Corporate Sustainability Reporting Directive (CSRD) is a new reporting regulation that requires companies to report on a range of sustainability issues, including Scope 3 emissions. It has established mandatory audit requirements for sustainability reports. Large public-interest entities operating in the EU are required to comply with the CSRD, including those based in the UK that operate in the EU.

We expect that the trend towards mandatory sustainability reporting will have a significant impact on businesses across the event sector, many of which may well themselves be subject to reporting. Event service businesses will need to adapt to the new reporting requirements to meet the demands of regulations, and their clients.

While this may well create new challenges for our sector if we don't prepare, there are also opportunities that will come from this. Preparing for incoming legislation now enables businesses to invest strategically in the right solutions to get ahead, rather than paying higher costs in the future in order to play catch-up.

### In a nutshell

Regulations on impact reporting are changing imminently, with anticipated direct effects on the events sector and its businesses.

- Reporting on Scope 3 will become mandatory in the EU within the next 12 months, impacting large businesses in the UK that operate within the EU.
- UK-based supply chain businesses that provide goods or services to large businesses operating in the EU will be required to provide information on their emissions and other sustainability issues to clients.
- By 2025, large UK businesses will likely be subject to mandatory reporting, which will be felt across the supply chain.



# Insights & Highlights



# Good data...

## The foundation of rapid progress

Never before has such a comprehensive picture of UK events' carbon emissions been painted, and this is just Year One! The insights from our TRACE Community have been invaluable in identifying trends and tracking behaviours.

We now have greater visibility into major emissions sources and the accessibility of data. This means greater visibility into specific event areas and activities that are highly wasteful or carbon-intensive.

A portion of the data is, however, 'estimated' and we have identified some gaps or inconsistencies in what is captured and recorded. This in itself is valuable information as it shows some areas are easier to measure and where particular focus is needed. This first year, however, has enabled us to uncover valuable information and trends and create an initial overview - a 'temperature check' - of the event emission landscape.

We are, as a result, better able to guide impactful efforts to address sustainability in the event industry and identify how we make the measurement process easier for event stakeholders.

As the industry continues to improve data collection processes and more stakeholders engage with TRACE, we will gain more robust insights to empower more meaningful action.

## What are we working with?

All data used in this analysis is sourced from TRACE, isla's carbon measurement platform.

For this report on the UK event sector, we have analysed data that took place in the UK between April 2022 - January 2023. Here are some of the headline stats:



## What we cover in this section

- What TRACE measures and where the data comes from
- The overall emissions profile of UK events.
- Not all events emissions are the same - different event types have different emissions profiles.
- Some detailed insights into specific event activities.
- Measuring our events - what data is easiest and more challenging to collect?
- Success stories from our TRACE community.
- Highlights and achievements from some of the isla team.
- Becoming part of this industry movement.

# What TRACE measures

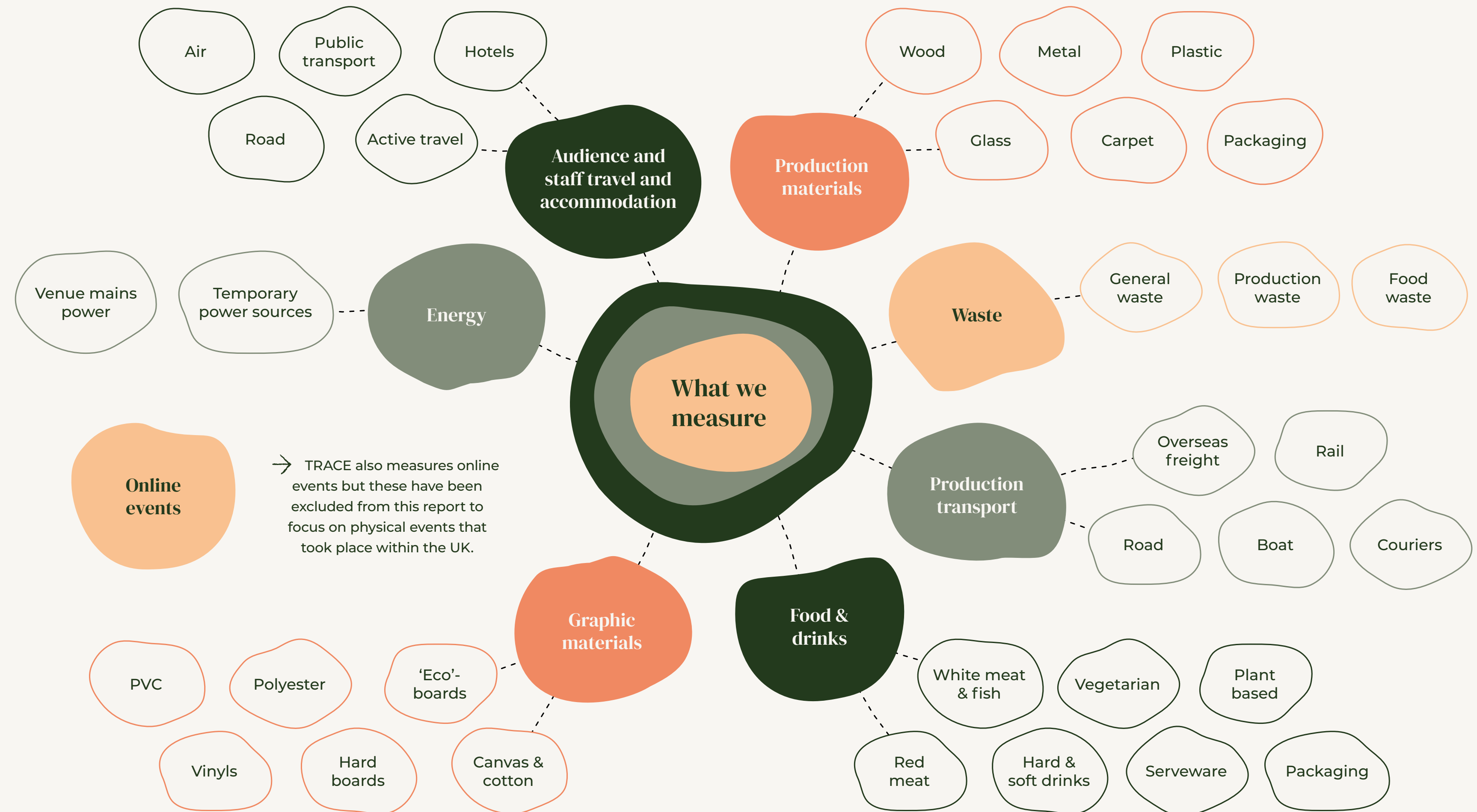
## A comprehensive measurement platform

TRACE is a comprehensive platform that measures event emissions and waste based on actual activity data, which is the best way to build an accurate picture of environmental impact.

The good news? Event teams across the supply chain already have – or have access to – the information they need to measure an event’s carbon output.

Things like: how many meals have been ordered, how crew are travelling, the types of vehicles moving production kit, the materials used in building exhibition stands, are needed for measuring impact. These are standard pieces of information accessible across event teams and supply chain partners.

The analyses in this report are based on these datasets.



→ Find out more about TRACE

# Year one - an overview

Data is knowledge, and knowledge is power

Companies using TRACE\* recorded data about their energy use, transportation, catering, materials used, and waste generated. This data pertains to 127 events held in the UK between April 2022 to January 2023.

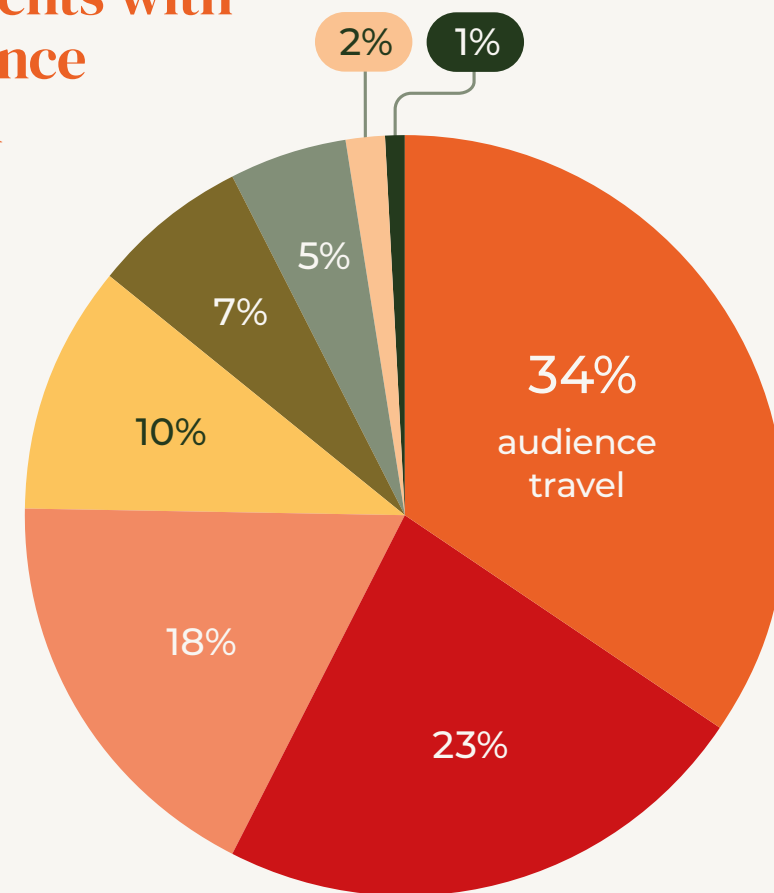
Here we have broken down emissions for all events, considering outcomes both with and without audience travel data. Audience travel was the only module to have no data entered in more than 50% of events. As we believe there is a high likelihood that this captured data was based on estimates, we are treating this particular dataset with some caution.

With these figures, we can assert that there is more to addressing event emissions than solving the audience travel challenge. This is empowering information, emboldening us to focus activity in areas we can control.

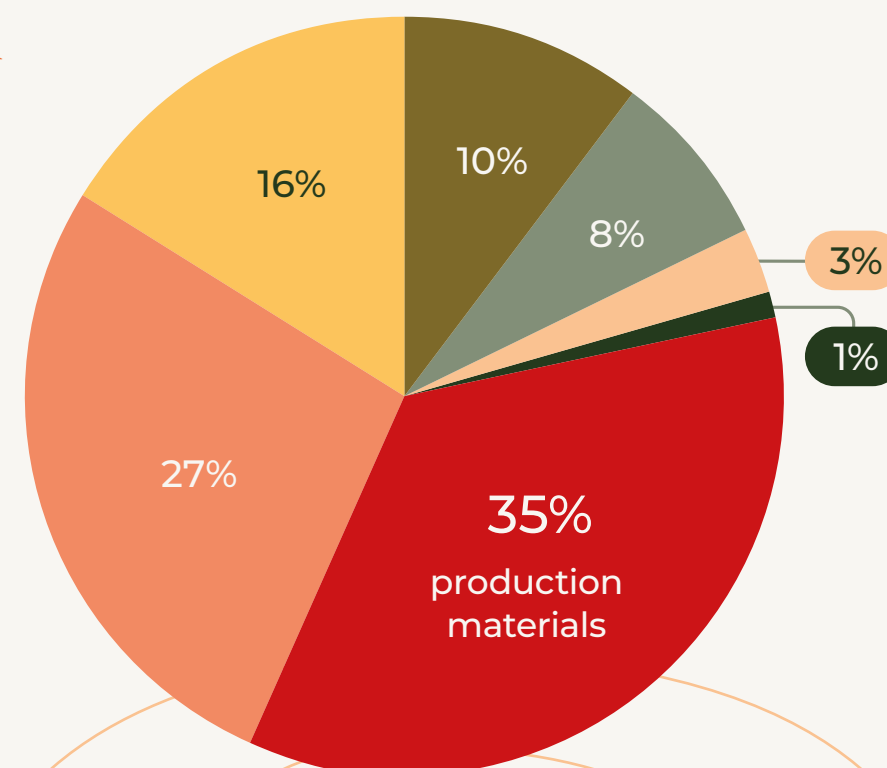
More than this, as the data builds, we can spot patterns and trends that help us understand which specific measures can be undertaken to reduce emissions in future.

Beyond the 'total emissions' view, TRACE can help calculate metrics such as carbon emissions per live day or per attendee, which means that organisers have a quick benchmark to work from to improve their environmental performance at their next event.

All events with audience travel



All events without audience travel

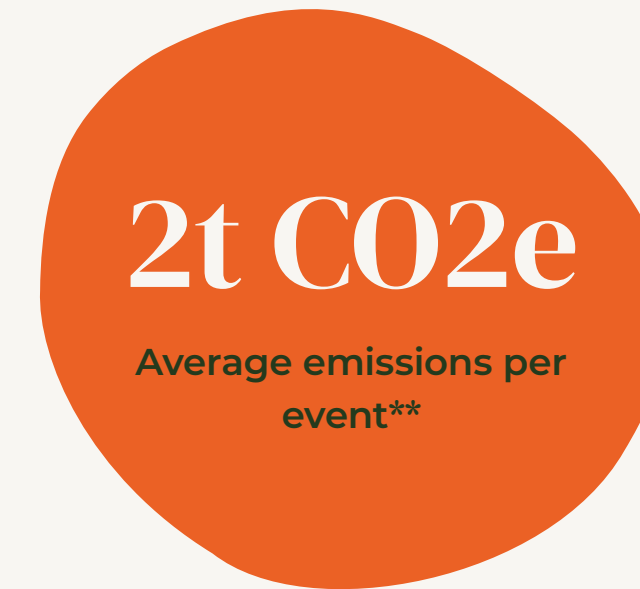
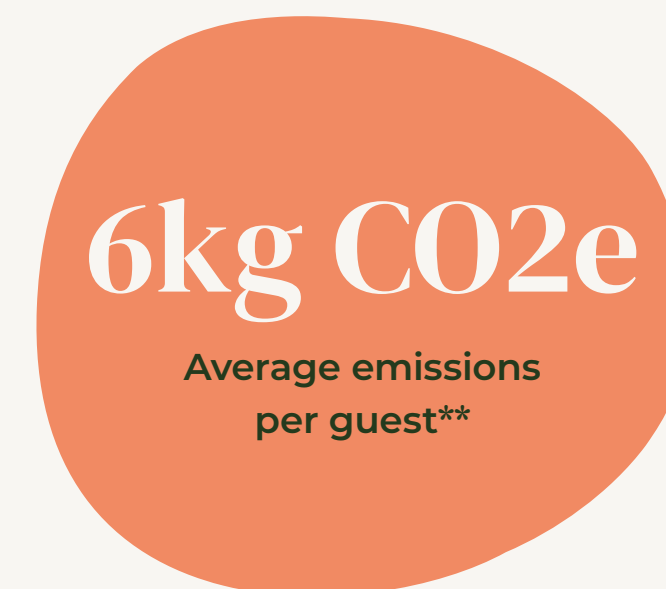


### In a nutshell

- We analysed 127 events held in the UK between April 2022 to January 2023.
- Companies using TRACE recorded data about energy use, travel and accommodation, transportation, catering, production and graphic materials and waste.
- We compared event impacts with and without audience travel to highlight that there are more impact factors to consider, and areas to take action.
- When excluding audience travel, production materials are the next largest impact area.

#### KEY

- Audience travel
- Crew travel
- Food & drinks + serveware
- Energy use
- Production materials & graphics
- Transport
- Accommodation
- Waste



\* It is important to note that the data our users gathered does not cover 100% of activity that took place at these events, and our analysis is based on self-reported data and estimates.

\*\* These figures are accurate based on the data available, but should be treated with caution while data collection is in its infancy.

# Not all event emissions are created equal...

## The impact of different event types

With the data, we're able to show for the first time that different events have different emission profiles. The data shows that conferences and exhibitions have a very different impact than dinners and parties. This highlights that a 'one size fits all' approach is not the best when it comes to reduction strategies.

In subsequent pages we introduce the idea of 'carbon instinct'. It's the idea that we can make better decisions for the task at hand, instinctively, because the data provides insights into our high impact areas.

Looking at this data is a case in point\*. It suggests that material use is a carbon-intensive area, sometimes half of the carbon footprint of an event. We can assert then, that when it comes to waste and emissions reductions, strategies to reduce food waste at exhibitions may not be as effective as working to eliminate toxic, single use materials.

On the same track, we can assert that for dinners and parties, low carbon menus will be more impactful than reducing materials waste.

Whilst every little helps, focusing efforts in high-impact areas makes the most sense to accelerate the scale of decarbonation required.

\* We show the impacts with and without audience travel to stimulate conversation around other impact areas and move dialogue beyond this hard to control element of events.

### KEY

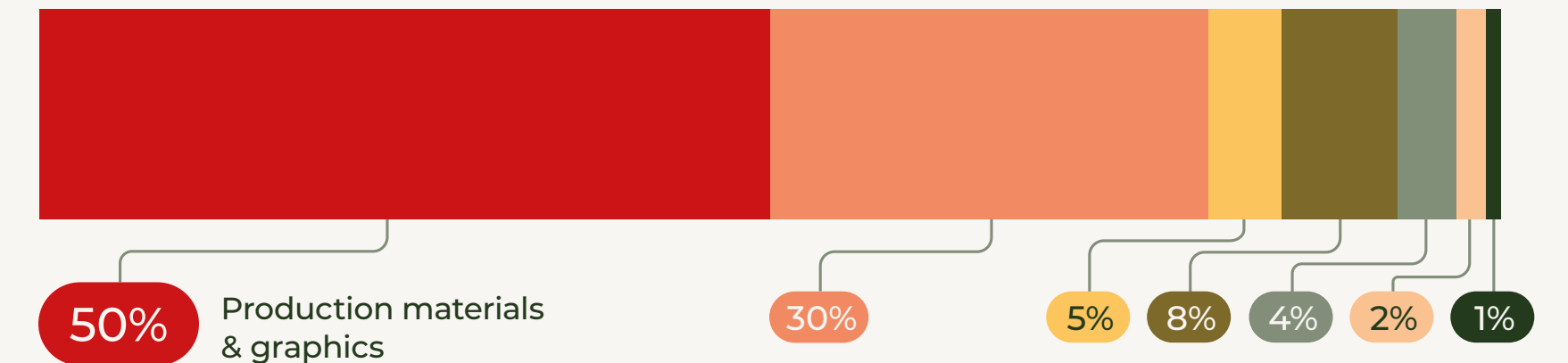
- Audience travel
- Production materials & graphics
- Transport
- Food & drinks + serveware
- Crew travel
- Accommodation
- Energy use
- Waste

### Conferences & Exhibitions

#### WITH AUDIENCE TRAVEL

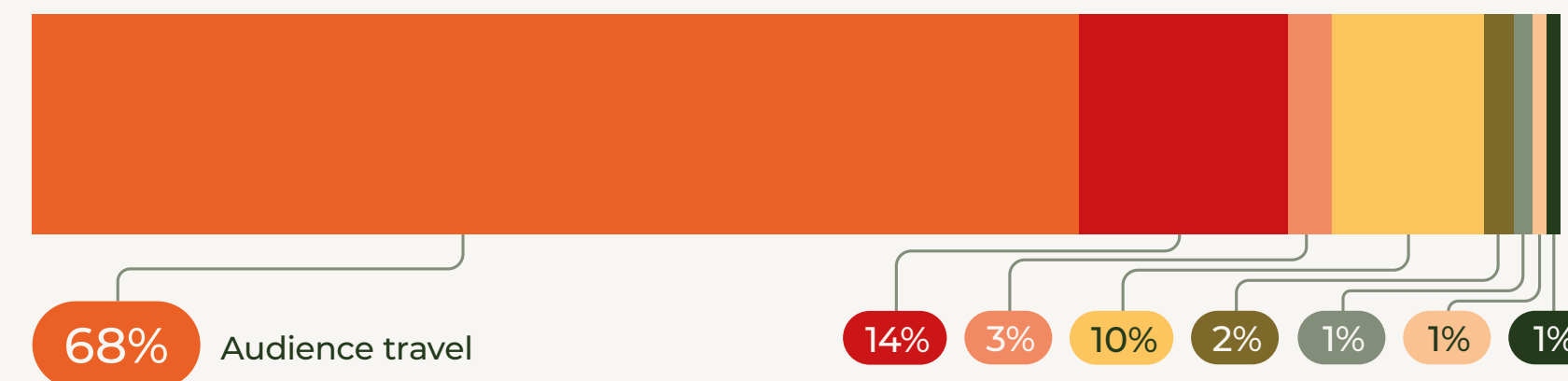


#### WITHOUT AUDIENCE TRAVEL

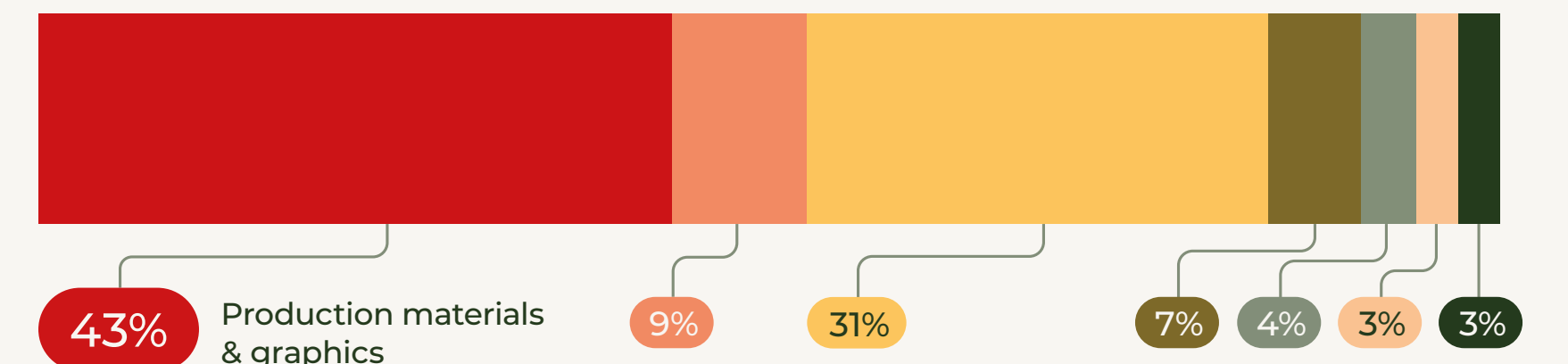


### Activation & Experientials

#### WITH AUDIENCE TRAVEL

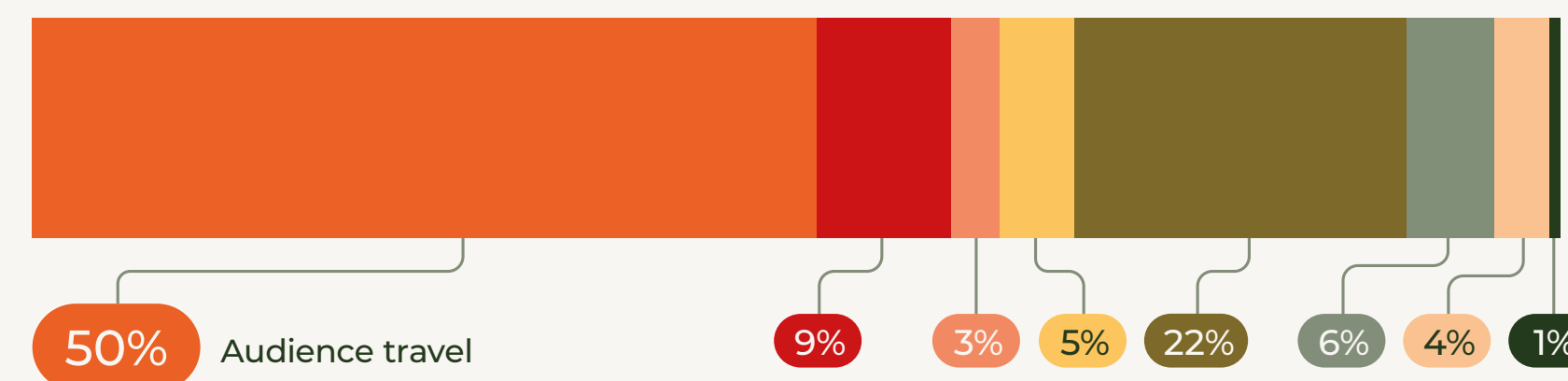


#### WITHOUT AUDIENCE TRAVEL



### Dinner & Parties

#### WITH AUDIENCE TRAVEL



#### WITHOUT AUDIENCE TRAVEL



# Key insights

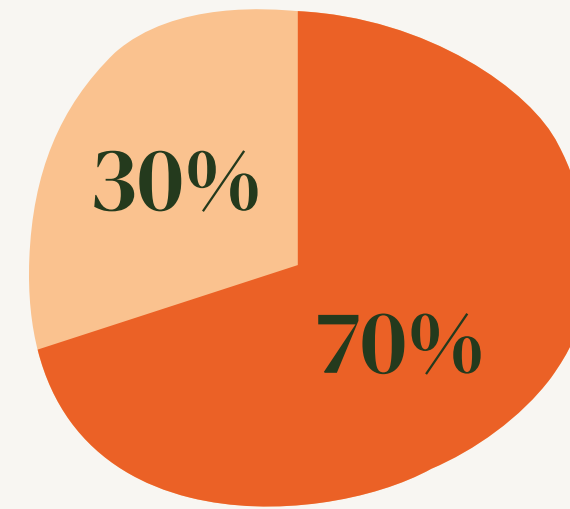
## Deeper analysis of TRACE data

**19,000**  
journeys captured

### AUDIENCE TRAVEL

43% of events reported on this module

3,500 rows of audience travel data were completed, capturing an estimated 19,000 journeys. This represents around 5% of audience travel, which for Year One is an amazing achievement.



overseas air and shipping freight  
road transport

### PRODUCTION TRANSPORT

More than three quarters of events reported on this module

Two thirds of emissions were produced by road transport and for some event types, production transport represents over 30% of emissions. Consolidating deliveries, optimising loads and using lightweight production materials are the first and easiest steps to begin addressing emissions in this area.

**Public transport**  
most common mode of transport

### STAFF TRAVEL

Most frequently used module

Of 10,450 journeys recorded, 50% of these were by public transport and active travel, representing just 4% of carbon emissions.

On the other side, less than 1% of journeys are business-class flights but represent 70% of flight emissions.

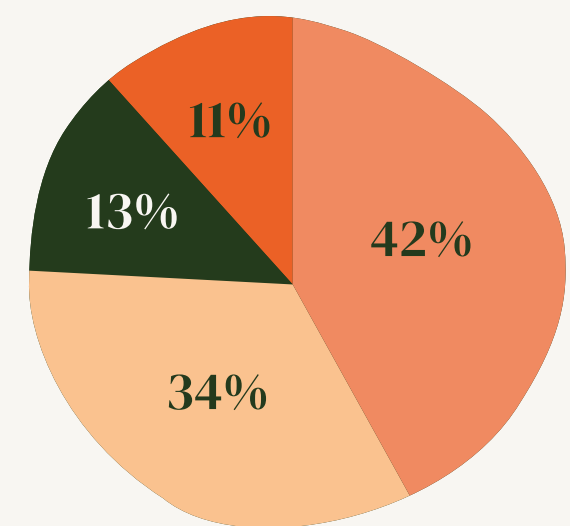
**2.14kg**  
average volume of waste produced per attendee

### WASTE

Just under two thirds of all events reported on this module

This is just under the amount generated by the average UK household per day.

Waste is a low-data entry area for TRACE which means the real volume is likely to be much higher.



vegetarian  
other meat & fish  
plant based/vegan  
beef/lamb

### FOOD AND DRINKS

Data from 93 events

Charts shows percentage of meals for each dietary type

55% of all meals recorded were meat-free, showing a trend for plant-forward catering. This can reduce emissions by up to 97% per meal, making this one of the easiest and most effective actions to take to reduce carbon emissions.

**£2m**

### MATERIALS

78% of all events reported on this module

We estimate\* that timber worth almost £2m to event businesses was used once and thrown away.

\*estimates based on the data available and an estimated average cost of a 5m x 5m exhibition booth, with two timber-structure walls

# Measurement in practice

## Understanding the challenges in order to overcome them

While event teams have access to nearly all the data required to measure events, obtaining that data in the right format is often challenging.

Our analysis shows which areas, or “modules” as they’re called in TRACE, are easiest for data capture and which seem to be more difficult. With these, we can make some assumptions about measurement practices.

For example, where modules have high volumes of data, it might suggest that organisers already have a robust data collection system. This means it should be easiest to measure environmental activity in these areas, encouraging greater uptake.

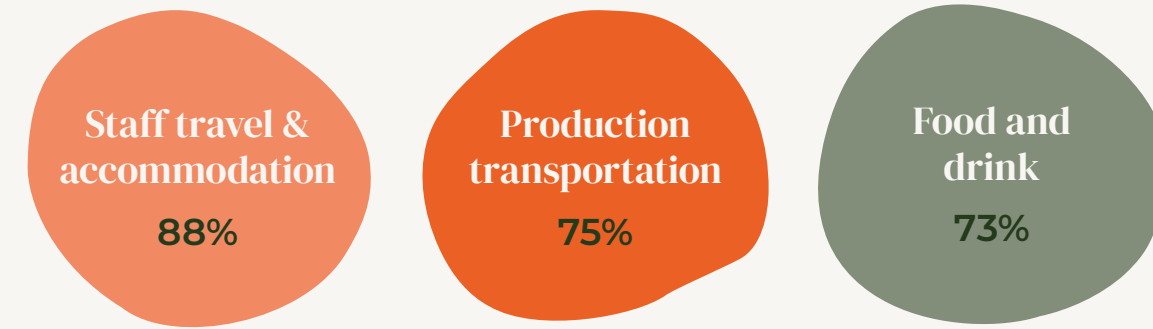
It may also suggest that these areas are of greater material importance to event organisers, so can be used to increase ‘buy-in’ for measurement.

On the other hand, if there are modules with low volumes of data, it may be that the collection and tracking system is not as comprehensive as it could be, or is less understood by organisers. This likely means that important areas of an event’s environmental impact are not being accounted for.

Later in this report, we look at measurement principles and how the industry can work towards better data capture and measurement practices.

### Most common areas for data entry

Numbers refer to % of events that have completed data entry for these areas.

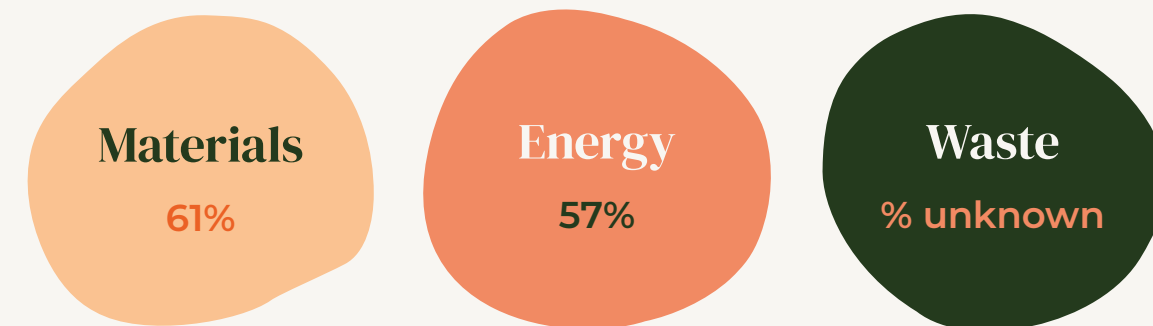


Event planners are often in direct control of these elements and therefore have the highest chance of collecting data. We know that planners also often already have this data available.

The ease of data capture in these areas means greater analysis can be undertaken, which means better insights into the specific causes of emissions within particular areas. This will make it easier to craft reduction strategies that address emissions at scale and speed.

### Hardest areas to capture data

Numbers refer to % of data that has been estimated. These are the areas of measurement in which we have the least confidence in the data.



Energy and waste often often fall beyond the direct control of the event planner, who is reliant on venues and their supply chain partners to provide accurate information. This information is measurable, but the operational procedures or infrastructures are often not set up to actually measure and report.

Not having access to this data is problematic. Materials and energy respectively represent around 20% and 30% of global emissions and we can therefore make an assumption that they present a similar impact in the event sector.

### In a nutshell

All the data required for measuring our event impacts is available, but better practices need to be established to capture and process this data.

- Areas most likely to have high volumes of data captured are in the direct control of event teams.
- There are often robust data gathering or management processes in places for these areas.
- Areas like waste and energy are often hardest to measure, with only low volumes and/or estimated data available.
- These areas are challenging to measure due to current infrastructures within venues and production houses.
- Materials are an ‘outlying’ area - this element falls directly within the control of event teams, but there is poor data capture here.
- This gap in data capture must be addressed as this has been demonstrated to be a high impact area.

# Success stories

## Data for decision making

### Selina Donald

CEO AND FOUNDER, THE BULB

Since 2022 I've been embedding TRACE as a measurement tool within my client's sustainability strategies and operational processes. I've been able to show them how to use it to its full potential – to make informed decisions at the start, duration and end of projects. It's an incredible tool for the design and procurement stages, which has been lacking in the past.



A great example was during the Birmingham Commonwealth Games Opening and Closing Ceremonies, where I used TRACE to compare the impact of diesel vs HVO fuel for the rehearsal site generators. Having a comparative picture of both the environmental impact alongside the cost provided me with a holistic overview, and enabled me to make the case for HVO which whilst more expensive, had the benefit of reducing emissions by up to 90%. As well as having the lowest carbon impact, it was a great PR move, and demonstrated the commitment of the executive team to safeguarding our sustainability commitments.

As someone who has worked in events for years, it's clear to me that every agency and supplier should be using TRACE. The data allows us to support our clients to make informed decisions to meet their own ESG ambitions. It also has the potential to be used to drive conversations on requirements for more budget or a longer-lead time for low-impact materials, a cutting-edge emissions reduction approach, a lower-impact mode of transport or a different roadshow route.

**Progress depends on the collective efforts of many, and TRACE is a key enabler of collaboration and knowledge-sharing between agencies, suppliers and clients, setting us all on the right path to a Net Zero future.**

### Milda Salciute

SUSTAINABILITY CONSULTANT, GDS-MOVEMENT

We've been working with TRACE for the last year, and it has proved invaluable for developing climate-conscious events focused on continual improvement. It provides a clear overview of the origins of most of the events' CO2e emissions as well as suggestions for improving their reductions. Its categories are defined and easy to understand, which makes the process and its insights easy to grasp, and the graphs are visually appealing, bringing the numerical data to life in a simple, stunning way.



We have been able to easily illustrate very complex data in a relatable way. For example, last year we ran the ESCRS Congress 2022. The event resulted in 15,517 tonnes of carbon emissions, which is the equivalent of 7,800 cars on the road for a year.

This is useful contextual information for our clients to help them understand the scale of impact, and therefore the value and importance of addressing emissions.

TRACE forms part of our core reporting methodology; reporting on the handprint and footprint of an event. TRACE measurements set the stage for improvements at the next event.

Because it is measured and made relative, we can clearly show the importance of choosing more sustainable materials for signage or improving the event's waste management on site.

**TRACE data validates the principles in our work and its actions as it allows us to celebrate success and improve our clients' event performance for the next instance.**



# Celebrating TRACE milestones and our client achievements

A snapshot of TRACE usage



**Kate Kieran**

CUSTOMER SUCCESS MANAGER

As the Customer Success Manager for TRACE, I've had the privilege of witnessing the growth and development of our platform since its official launch in April 2022. It has been an incredible journey, not only to see the evolution of TRACE but also to witness our clients' progress and increased confidence in their measurement practices. Engaging with our Community is at the heart of what I do, and I strive to provide advice, guidance, and support to ensure your success. I've shared some of my highlights from one year of TRACE.

## Collaboration for industry transparency

Our Community is committed to transparency and is not afraid to address challenging topics, demonstrated at our monthly Lunch and Learn sessions. These have facilitated open discussions on crucial subjects such as greenwashing, knowledge gaps, financial considerations, and successes and failures in measurement. It's been inspiring to witness the willingness of our community to engage in these conversations and collectively work towards sustainable practices.

## Empowering insights with the Combined Events Dashboard

The introduction of our combined dashboard has really shifted the way companies are analysing their event data. This powerful tool allows you to track trends and high impact areas, which are valuable insights to make better decisions about how to create and design events. With a comprehensive view of the data, you can make informed decisions and drive positive change in your sustainability efforts.

## Boosting engagement throughout the supply chain

One achievement I'm most proud of has been the launch of the Supplier feature, the first of its kind in the industry. This feature enables event creators to invite suppliers directly into the platform to contribute data, fostering increased engagement and collaboration throughout the entire supply chain. By involving suppliers in data contribution, we can better upskill the industry, collectively reduce the environmental impact of events and promote sustainability at every stage. Currently, we have 208 suppliers actively participating in TRACE.

## Enabling meaningful collaboration with "Connections"

2023 has seen us launch Connections, which enables the sharing of emissions and waste data between clients and their partners. This breaks new ground, enabling brands and other key stakeholders to gain a comprehensive understanding of the full scope of the environmental impact of the events. By facilitating data transparency, we're able to empower event owners and clients to make informed decisions and drive positive change.

## Shaping the industry with aggregated data

Over the past year, we have been diligently aggregating and collating anonymised data from various events, providing invaluable insights that help define industry standards, culminating in this report. This data-driven approach allows us to identify trends, patterns, and opportunities for improvement, driving the industry towards a more sustainable future. To date, we have accumulated 934 events, with 345 already completed, contributing to a growing repository of knowledge.

## Measuring and improving major events

TRACE is a really powerful platform, and we love celebrating the achievements of our clients who have embraced sustainable practices and made significant progress in their sustainability journeys. TRACE has been instrumental in managing major events such as the Opening and Closing Ceremonies of the Commonwealth Games, and you can read more about how the data was used to make better decisions for the Ceremonies in '[Success Stories](#)'.



Register for a demo, and become part of the TRACE Community

# Highlights from our Community

## Embedding TRACE in operations and reporting

### The Creative Engagement Group

INTEGRATED AGENCY

#### TRACE Integration

TCEG, a forward planning integrated creative agency, has prepared for growing client expectations and future regulatory changes by integrating TRACE in their event operating processes. TCEG worked with isla to develop a three-stage approach to achieve this ambition.

The first step was an analysis of the company's operating systems and tools, to understand how TRACE could complement and integrate with their existing suite of tools and improve their approach to sustainable event planning.

Following this, objectives for integration were set with targets and a milestones calendar. Boundaries for data capture and measurement were set and teams contributed to establishing these.

The final stage saw the project come to life. TCEG took all employees through an onboarding and induction programme which provided training on the platform and implementing new processes.

Over the coming years, TCEG are aiming to build a robust picture of their event impacts for their client and stakeholder reporting.

“Sustainability is a top priority for both us as a business and our clients. To be able to work with isla and the TRACE system allows us to bring all of our team together to understand where our impacts are and how we can work to minimise and mitigate their impacts.”

– **Tim Collett, MD - WRG (A division of The Creative Engagement Group)**



### Momentum Worldwide

GLOBAL EXPERIENTIAL ADVERTISING AGENCY

#### Make it Matter - Global Strategy

In 2021 Momentum Worldwide launched a global climate action plan, *Make Sustainability Matter*. Having a transparent and credible means of tracking impacts is crucial to the success of the strategy. After setting a target to cut their global carbon footprint to 50% by 2030 and align with the Interpublic Group of Companies' Net Zero by 2040 goal, Momentum Worldwide made the leap to be the first global experience agency to invest in and launch TRACE.

Through TRACE, Momentum Worldwide could track, analyse and report for the first time ever on the environmental impact of their work and acutely address their clients' sustainability needs. Currently, over 300 projects (and counting) are being tracked, their employees are TRACE-trained and the software has been implemented into operational business processes across North America, Tokyo and UK.

Having data-driven software supports Momentum's people to ingrain sustainability into everything they deliver, from designers analysing the impact of materials at crucial design stages, producers tracking the transportation involved in each activation to see what can be reduced and business leadership tracking the data to help clients make informed decisions every step of the way.

“TRACE is now a valuable addition to Momentum Worldwide's offering, showcasing it really is what *we do* that matters.”

– **Donnalyn Smith, Global CEO**



# Highlights from our Community

## Embedding sustainability into projects and communication

### Amplify

GLOBAL CREATIVE AGENCY SPECIALISING  
IN EXPERIENCE AND CULTURE

#### Accountable event strategies

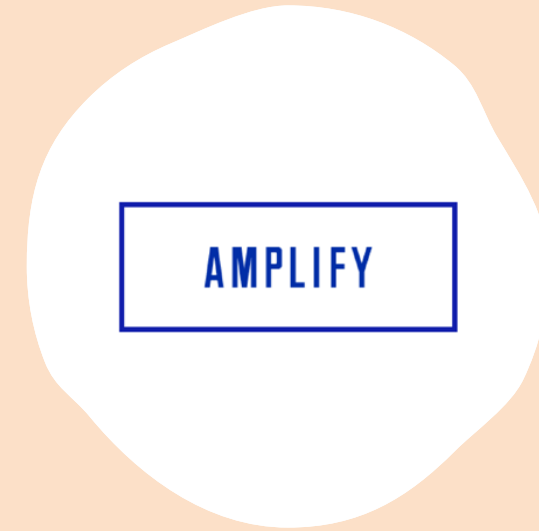
Amplify successfully created a new blueprint for sustainable brand experiences for the launch of Sky Glass, the world's first TV to be certified Carbon Neutral, which won the Best Sustainable Event award at Campaign Experience Awards.

They implemented a sustainability strategy to help with accountability and provided guidance on all aspects of the project, from design to delivery. TRACE was used to embrace the responsibility for change as part of the strategy and guided design and production decisions. Being able to report the carbon and waste footprint for the project meant the team and client could be provided with relatable, accessible insights into the project.

They outlined five goals and incorporated a number of specific KPIs and measurement points on each, inspired by the TRACE framework. Once the project was completed, they reviewed these with the team, suppliers and clients in order to define key areas of focus for the future, allowing Amplify to identify emission hot spots and therefore implement reduction methods.

“Carbon and waste measurement played a huge part of the strategy we implemented, and so we incorporated TRACE right from the start.”

– **Jennie Mossman, Sustainability Lead at Amplify**



### Global Infusion Group

GLOBAL CATERING, HOSPITALITY AND BRAND  
EXPERIENCE COMPANY

#### Creative approaches to business strategy

GIG is already implementing forward-thinking sustainable food choices within its everyday operations and delivery, putting them in a great position to further advance how to present, engage and market sustainability.

Adopting ‘Sustain-ABLE’ -‘Ability, Brave, Leader, Ethical’ as an in-house strategy, their team uses several tactics to promote sustainable food choices, especially:

1. **‘Nudging’ with menu design** – research shows that where a menu consists of over 75% vegetarian options, a meat-eater will be more likely to choose a vegetarian option
2. **‘Sustainable Swaps’** – replacing 50g of meat protein with 50g of plant-based proteins reduces carbon emissions by 25%
3. **Visual appeal** – using menu design, signage and food presentation in a way that makes sustainable options the most appealing
4. **Love food, hate waste** – GIG uses excess products or rolls over ingredients to the following menu days to minimise waste, for example, creating croutons from bread left-overs for salads and using still-good vegetables in soup.

“As a business, we are committed to delivering sustainable catering. It’s ingrained in everything that we do, and the entire team is encouraged to think creatively and take responsibility in reducing our environmental impact.”

– **Bonnie May, CEO of Global Infusion Group**



# Highlights from the isla team

Stand-out achievements and observations from working with our Community

## Ellie Ashton-Melia

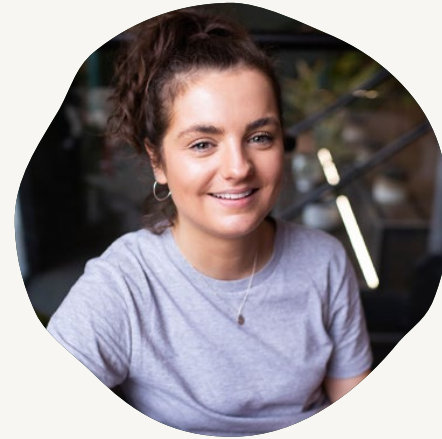
COMMUNITY LEAD

One of our major successes has been the fostering of an open and collaborative mindset within our diverse Community. Members have embraced a culture of transparency, freely sharing their learnings and experiences with each other. This culture of knowledge exchange was evident in a recent podcast with several members where an optimistic discussion about integrating sustainability into their businesses was had. It highlighted that the journey is not only a responsibility but also an opportunity for growth and innovation.

Our 2022 Member Forum also played a crucial role in bringing the isla Community together, providing a platform for members to share case studies, engage in open conversations, and collectively seek solutions. The insights and impact gained from these forums have been invaluable, shaping the future of our Community strategy.

These achievements have laid a strong foundation for ongoing progress. Our community commitment to a green future will undoubtedly propel us towards even greater accomplishments in the future, and I am excited to witness the continued transformation.

**Members have embraced a culture of transparency, freely sharing their learnings and experiences with each other.**



## Alex Camacho

COMMUNITY AND STAKEHOLDER ENGAGEMENT MANAGER

Over the past year, I've witnessed great progress in the isla Community, guiding over 100 organisations through our comprehensive training, and have seen their knowledge and skills expand beyond initial expectations. Businesses have embraced feedback and evolved their policies, project planning, and data collection processes, and have established the foundations for starting or moving forward their Net Zero journeys.

I'm particularly proud of being able to provide tailored support to address the diversity of businesses in our membership.

We've worked hard to respond to the needs of specific stakeholder groups. Through scenario-based workshops, we address their unique service offerings and sustainability challenges, delivering enhanced membership benefits and deepening our collective knowledge.

isla's commitment to collaboration enables me to extend my work beyond the immediate membership. Engaging with academia, government bodies, and industry working groups, allows me to draw upon a broad range of expertise for the benefit of our members. This two-way exchange enables us to positively influence stakeholders while enriching our own knowledge base.

**Businesses have embraced feedback and evolved their policies, project planning, and data collection processes, and have established the foundations for starting or moving forward their Net Zero journeys.**



## Megan Harris

LEARNING AND ACTION GROUPS MANAGER

As the Learning and Action Group Manager at isla, I have had the opportunity to engage with our community in various ways, from delivering sustainability modules to facilitating community events. This wide scope of work has provided valuable insights into the needs and desires of our members, which we aim to address through the development of our action groups.

Developing our Action Group strategy has been a key highlight. Through talks, surveys, and training sessions, we engaged with the community to identify knowledge gaps and areas requiring more support. These insights have guided our strategy, aiming to facilitate strategic knowledge sharing among the isla Community, leveraging the extensive knowledge and expertise of our members.

One notable achievement was the successful development and delivery of a webinar for the international event logistics sector. The webinar created collective awareness of the journey to Net Zero in event logistics. After the session, 91% of attendees expressed an increased eagerness to align with Net Zero.

By fostering collaboration and providing valuable resources, I'm excited to support continued positive progress in the event industry's sustainable transition.

**Developing our Action Group strategy has been a key highlight. Through talks, surveys, and training sessions, we engaged with the Community to identify knowledge gaps and areas requiring more support.**



# Give a little to get a lot

Together we rise or fall

isla is moving steadily forward with our Theory of Change. But we can't deliver it on our own. Innovation is better with a range of perspectives, voices and brains involved, and we know that the events industry is stacked with creative, brilliant people who 'get' that climate change is a problem for us all.

With the collaboration of a growing number of others in the industry, we will be in an even better position to provide insights that will shape a clear path for the industry, and with more organisations engaged, we can have impact at the scale needed for true transformation.

As a non-profit, isla is committed to ongoing investment in the resources and solutions our industry needs. We are driven by our values and our wish to enable our industry to have optimal positive impact on our shared planet.

## Ongoing data insights from TRACE will enable us to:

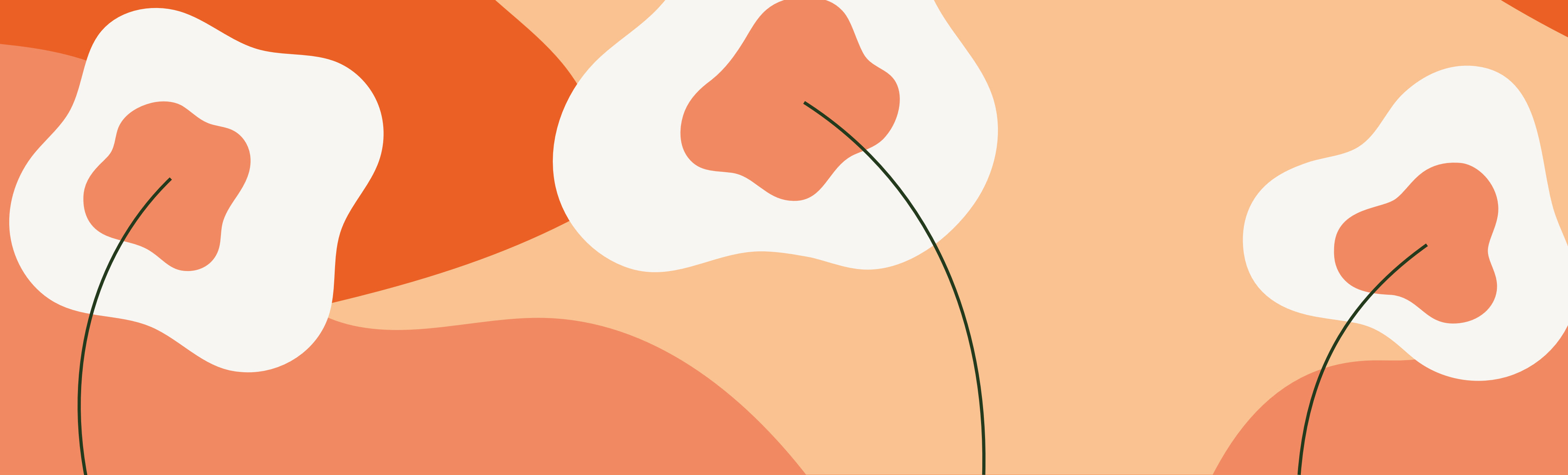
- Develop an industry-led strategy to reduce the carbon footprint of our events, including across business operations.
- Introduce sustainable standards and practices across the supply chain with the right support and incentives in place to deliver in an impactful way.
- Raise awareness across stakeholder groups about specific actions that can be taken and facilitate industry-level stakeholder-led actionable solutions.
- Invest in technologies, projects and organisations that promote sustainability and reduce emissions.
- Partner with government, other businesses, and civil society organisations to advocate for functional policies and regulations that promote sustainability and address climate change with our industry in mind.
- Continue to raise awareness around risk and risk-management strategies to support the industry in preventing, preparing for and responding to emerging threats.

This is where you can make a difference. By signing up to use TRACE, you'll be contributing to a more sophisticated, robust picture on carbon impact, underpinned by data.

## A snapshot of TRACE usage



# Next steps



# Addressing industry challenges

We rise or fall together...

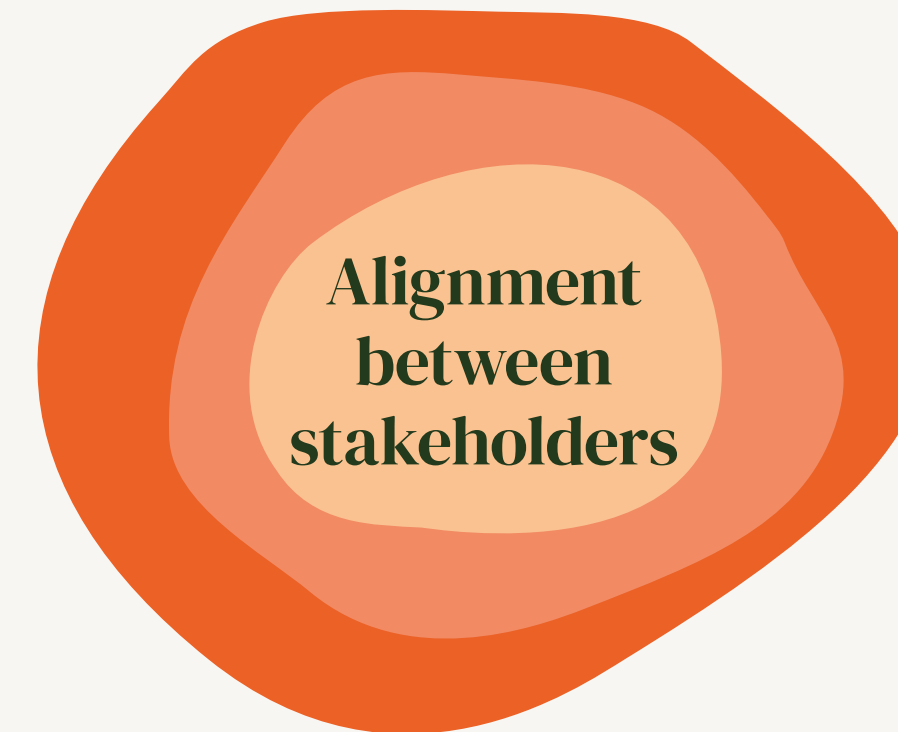
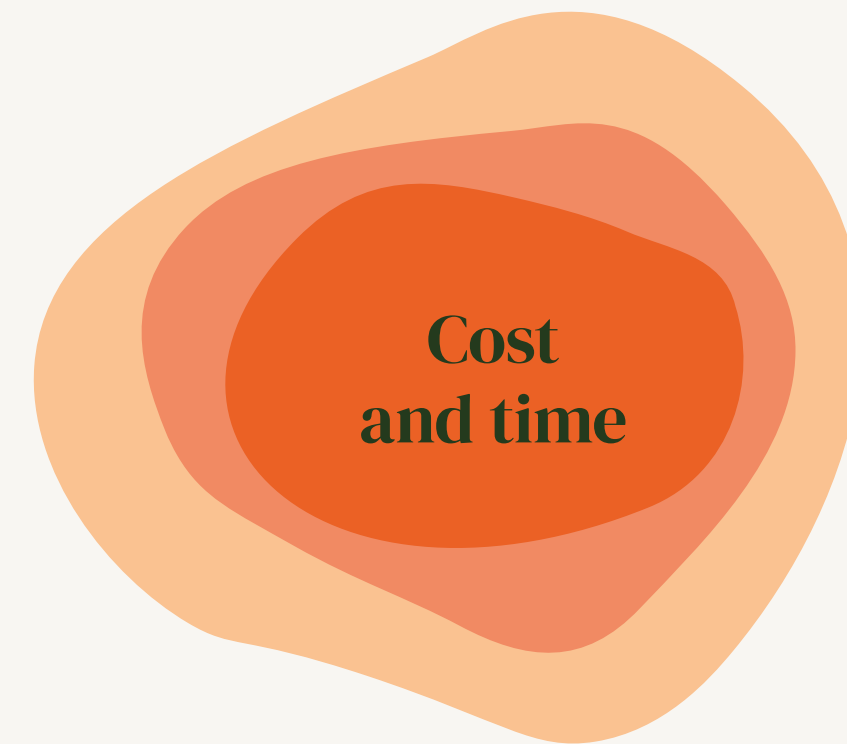
Through our diverse community of brands, agencies, venues and event service businesses we have found that there are three recurring themes which present as barriers to implementing sustainability in events:

- cost and time
- alignment between stakeholders
- quality and availability of data.

These barriers are experienced at company level, which means they impact across the industry. Lack of policy and legislation means that there is often low confidence, or conflicting information, when it comes to assessing potential solutions.

Aligning our industry behind impactful, data-led solutions, informed by the science and industry needs, is central to our Theory of Change and our overall strategy.

The following pages highlight key areas of opportunity to address the challenges identified sharply, openly, and fiercely – together.



## At company level:

Teams are squeezed by 'extra work' on top of their familiar workload.

Effectively communicating sustainability efforts to influence change.

Inconsistent data gathering processes which make reporting more challenging.

## At industry level:

Quick turnarounds prevent proposition or execution of sustainable solutions.

Navigating conflicting priorities of different stakeholders.

Absent or inconsistent reporting standards preventing benchmarking.

## At policy level:

No incentives to promote the switch to sustainable business practice.

Inconsistencies in practice within the supply chain.

No regulation on Scope 3 reporting preventing access to consistent data.

## Solutions to explore:

- [Carbon Instinct](#)
- [Investing in People and Planet for business success](#)

- [Climate literacy](#)
- [A change of perspective - tell your story bravely](#)

- [Measurement principles](#)
- [Five things you can do now](#)

# Introducing carbon instinct

## Quick wins to align an industry

At isla, we believe in something we call 'carbon instinct': the idea that emissions can be thought about in the same way as event budgets. Event professionals all have a rough idea of how much something should cost and can 'instinctively' find areas to reduce spend and bring down a budget.

We think the same is possible for carbon - to instinctively know where on a project carbon can be 'cut' to bring down the overall footprint.

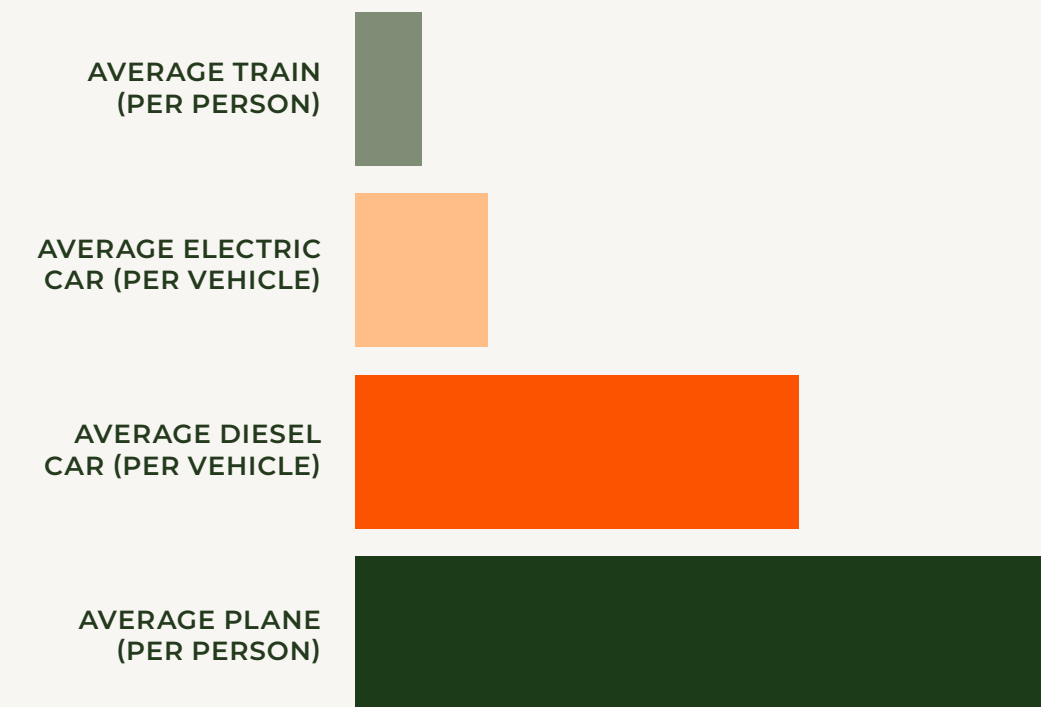
Becoming carbon instinctive is an exciting prospect - if you already know what has the least impact on the environment wouldn't it help you make better decisions for your next event?

Measuring emissions with a platform like TRACE provides a comprehensive overview of your areas of high impact. Over time it enables you to spot your patterns and trends and become carbon instinctive. This means you can start making smarter, more strategic choices about activities relating to your specific events and activities.

We've shared some stats here to start building carbon instinct universally across the industry. It doesn't matter where you are - some choices are always better than others!

### PASSENGER TRAVEL

FIGURE 1.1 - Travel methods carbon emissions per mile



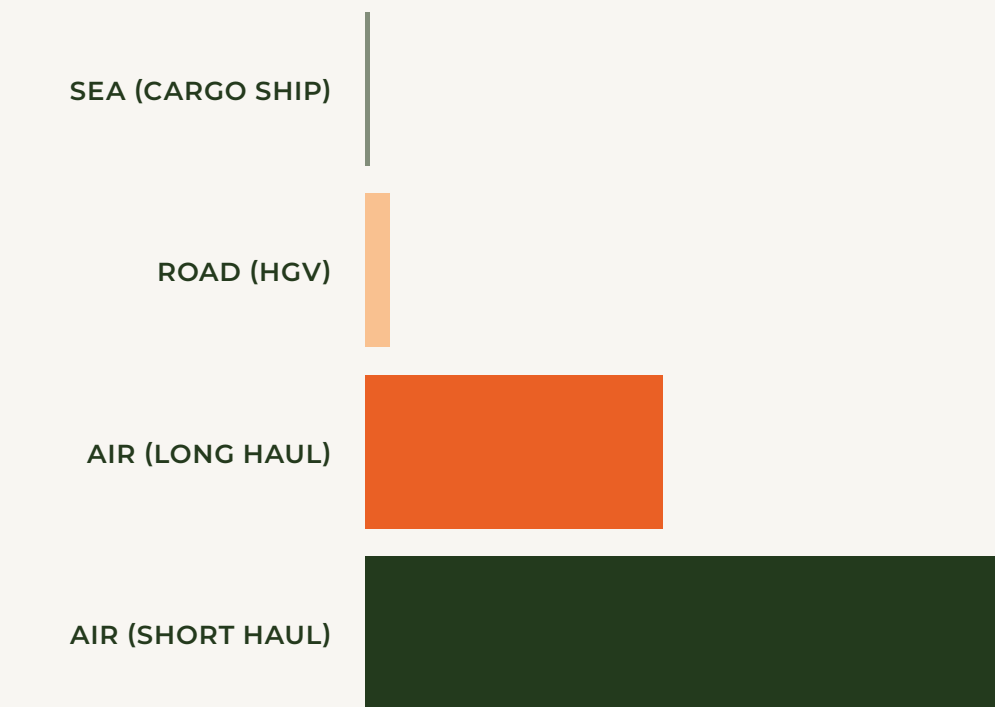
### AIR TRAVEL

FIGURE 1.2 - Flying class carbon emissions per mile



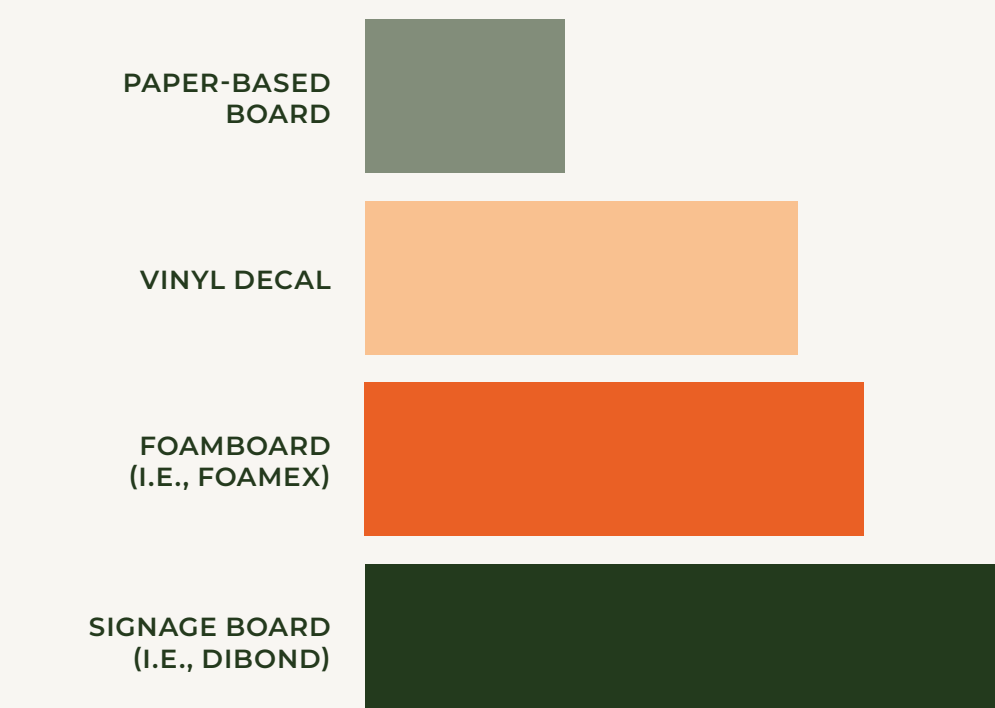
### PRODUCTION TRANSPORT

FIGURE 2.1 - Goods transport carbon emissions (kgCO<sub>2</sub>e/kg.mile)



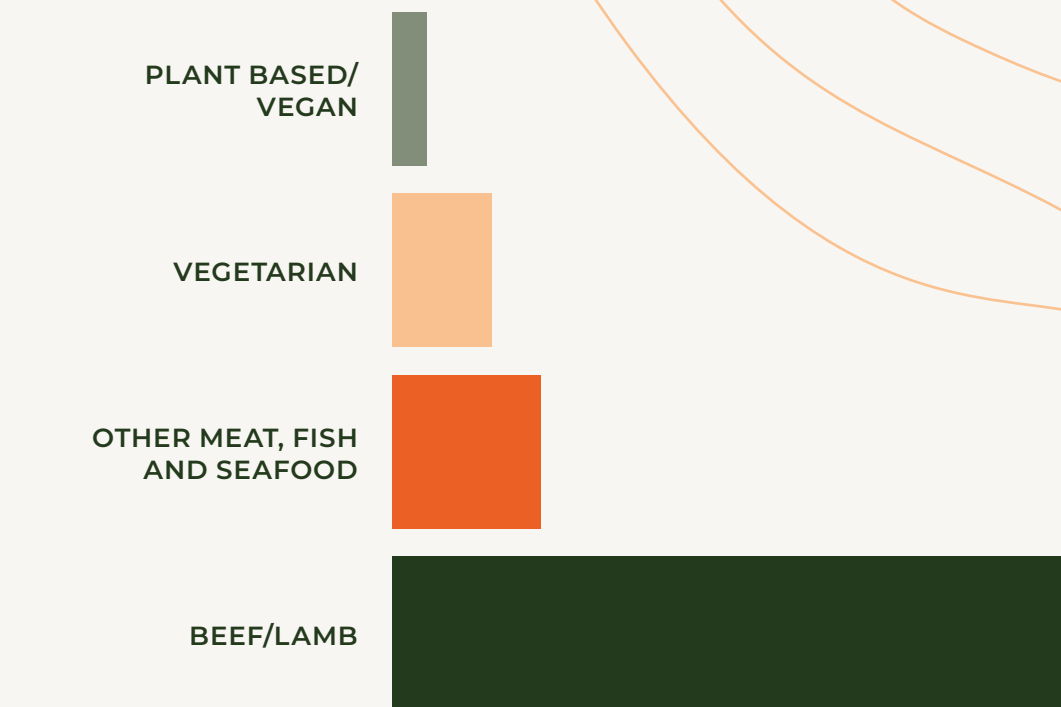
### SIGNAGE MATERIALS

FIGURE 2.2 - Cradle-to-gate materials emissions (kgCO<sub>2</sub>e/kg)



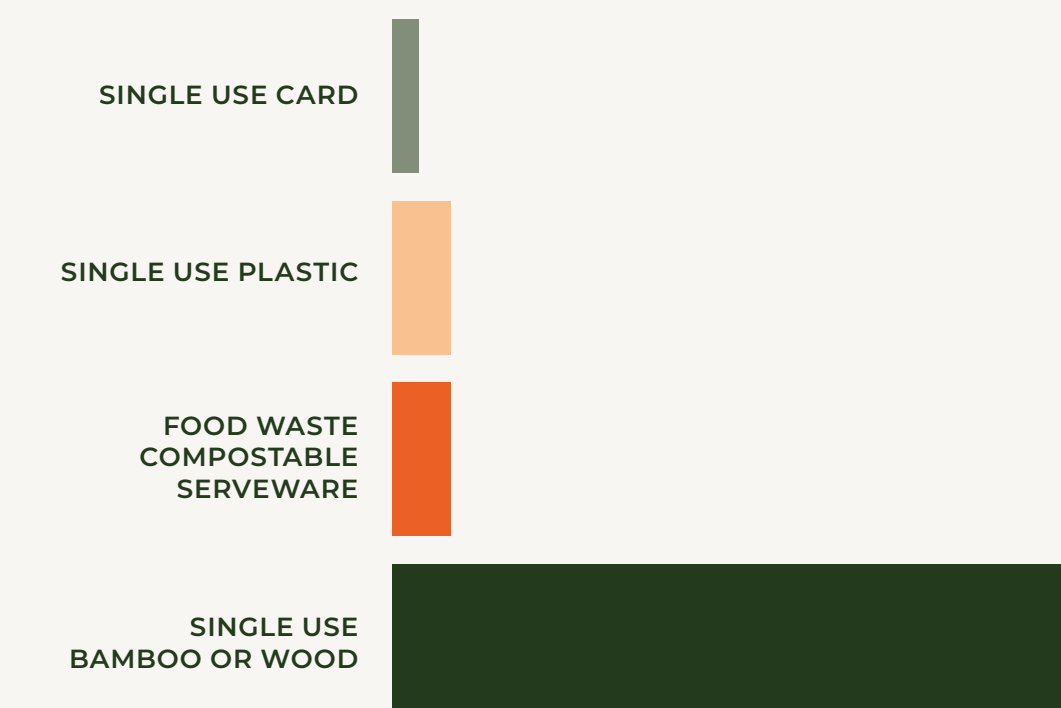
### DIETARY TYPES

FIGURE 3.1 - Emissions per meal type (kgCO<sub>2</sub>e/100g)



### SERVEWARE

FIGURE 3.2 - Packaging and serveware emissions (kgCO<sub>2</sub>e/kg)





# Climate literacy

## Engaging hearts and minds

Climate literacy refers to the knowledge, skills, and action needed to understand the causes and impacts of global warming and the measures that can be taken to mitigate and adapt to its effects. This is important because it helps individuals and communities make informed decisions about their actions, to design effective climate policies and strategies to reduce environmental impact, and mitigate the risks of a changed climate.

Climate literacy can also help individuals understand and appreciate the intersectionality of environmental, economic, and social issues related to climate change, and empower individuals to take action, both individually and collectively, to reduce their carbon footprint and favour policies that promote sustainability.

**Business leaders must understand the complexities of the climate landscape in order to manage, mitigate and minimise risks to business, team and clients resulting from a changing climate. But also to seize the opportunities in business transformation and communicate strategy and actions effectively to a range of audiences.**

### The data speaks for itself, so why are we so slow to take action?

The impacts of climate change are widely known, so why has it taken so long for meaningful action to be taken? The answer is that climate action is a complex area. It requires knowledge and capacity building, and we often struggle to see our place in the solution. Capturing hearts and minds is a critical step in creating impetus and continued motivation to drive change.

When people understand the underlying purpose or belief behind a task or goal it motivates them to act. When participants are given a clear reason for why a task is important they are more likely to complete it than those who are simply told to do it without explanation.

Beyond the 'why', climate literacy is an enablement tool. Those who understand the issue are better able to devise strategies and solutions in their particular area of activity. Climate literacy creates a better equipped team, who are enabled to find solutions.

Our community has confirmed the need for education to help build confidence and shift mindsets, with 95% of respondents feeling greater confidence after completing isla training.

At the 'Introducing Net Zero for Logistics Business' webinar we ran for the [International Events Logistics Association](#), 91% of participants said the session encouraged them to participate in the Net Zero Carbon initiative.

### In a nutshell

- Climate literacy is an empowerment tool. It helps individuals to understand climate change, which is required to devise informed, action-focused strategies.
- It helps individuals appreciate the intersectionality of environmental, economic, and social issues related to climate change.
- Business leaders benefit from climate literacy as they are better able to understand and manage risks, seize opportunities, and effectively communicate strategies.
- Teams that understand the 'why' behind the tasks they're given have greater motivation and capacity to take these tasks on, enabled to find their own effective solutions.

2,000

Event professionals  
trained by isla across  
2021 - 2022

# Climate literacy in real terms

## How climate literacy benefits different stakeholders



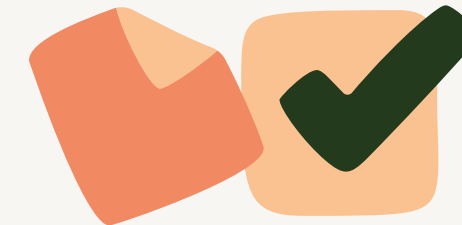
### For the leaders

#### Minimise risks and maximise opportunities

Climate-literate leaders will better engage with clients, teams, investors and industry peers. They are more empowered to take advantage of the opportunities sustainability presents to their business and industry.

#### What might this look like?

- A solid handle on the rapidly changing sustainability landscape and greater ability to respond accordingly.
- Ability to adjust business practices to comply with regulations and understand how to communicate this to teams and stakeholders.
- Better equipped to identify opportunities and develop strategies to leverage these, using data to achieve investor and decision maker buy-in.
- Demonstrate to clients that the skills and capabilities exist within the business to address their needs.
- Ability to articulate sustainability strategies both internally and externally to the business.



### For the planners

#### Develop your strategies

Climate-literate managers and team leaders will be better placed to deliver impactful strategies and ensure their teams are optimally resourced to deliver this across work streams.

#### What might this look like?

- Increased ability to execute company sustainability ambitions through greater understanding of the subject matter.
- Greater capability to identify opportunities to support and guide clients on their sustainability journey, increasing client confidence in the business.
- Improved ability to use company sustainability data to identify focal areas for action in line with regulation, stakeholder demands and business strategy.
- Growing capability to empower teams to grow their own capacity, and equip them with the tools they need to excel in this fast-changing area.
- Simplified decision-making through a greater understanding of the problem, freeing up time to focus on addressing impact areas.



### For the do-ers

#### Prioritise action for maximum impact

Event teams are natural problem solvers. With the right information and resources, they will be able to devise efficient and workable solutions to address the day-to-day challenges experienced on the ground.

#### What might this look like?

- Able to discern between the 'good' and 'bad' information available. Applying critical thinking and reasoning to deliver more effectively for the planet and clients.
- Better equipped to engage with the supply chain to devise workable solutions by asking the 'right' questions to get the best solutions.
- Ability to collect the data that businesses need to build a picture of their impact in order to take action in problem areas.
- Greater ability to embed impact and emission reduction into client services from the start of a project (see [Carbon Instinct and Measurement Principles](#)).

# A change of perspective

## Reframing challenges as opportunities

In today's rapidly changing business and climate landscape, staying ahead of the curve is essential. Businesses that fail to act may find themselves struggling to keep up with the pace of change. It is essential to continuously evaluate risks, update strategies and adapt to changing conditions and emerging trends.

But we know that every barrier and challenge can be reframed as an opportunity. Behind every challenge is a risk to be addressed, and the cost of inaction can present the greatest risk of all.

We believe a shift in mindset can dismantle the idea of sustainability-related 'barriers' and turn perceived challenges into opportunities.

We've outlined how some of the identified industry challenges can be reframed, creating impetus to proactively respond to them, instead of playing catch up once it's too late!

**We suggest that businesses conduct an internal audit to understand what teams identify as key challenges and how these can be reframed as business opportunities.**

## Expense vs investment

### Investing in climate solutions as a business enabler

#### The Challenge

Cost of climate spending is commonly cited as a barrier. But a focus on short-term profit maximisation, as opposed to mid-to longer-term good business is a common missed opportunity.

#### The Opportunity

Direct spend to address and highlight your approach and impact as a responsible business is proven to improve reputation and increase brand value. It also creates an attractive working environment, increasing employee engagement and retention by showing a commitment to sustainability, which is often important to younger generations in the workforce.

#### Positive impact on business

- Improved resilience to climate-related disruptions.
- Enhanced reputation and increased brand value through responsible business practices.
- More informed decision-making as employees and leaders consider climate change and sustainability issues.
- Improved recruitment, employee engagement and retention by demonstrating a commitment to sustainability.
- Increased innovation and creativity in problem-solving as teams are enabled to find sustainable solutions to challenges.

#### Risk of inaction

- Falling behind competitors, with loss of market share and revenue.
- "Late costs", including penalties or fines, from delayed action in business adaptation
- Perceived as 'lagging behind' may damage brand value.
- Potential loss of talent resulting in a loss of expertise.

## Tell your story bravely

### From fear of greenwashing to inspiring business journeys

#### The Challenge

Fear of greenwashing means some businesses are afraid to talk publicly about sustainability efforts. Sharing activity around sustainable practices is a key recommended step in addressing and responding to industry challenges.

#### The Opportunity

Openly sharing sustainability challenges, aspirations, and progress - both good and bad - demonstrates authenticity and awareness, which may enhance brand image - attracting new clients and strengthening existing relationships.

#### Positive impact on business

- Expanded market reach through attracting new business and strengthening relationships.
- Enhanced brand perception and reputation, potentially leading to increased revenue and client loyalty.
- Improved transparency and accountability, helping to identify areas for improvement and driving continuous progress.
- Improved ability to attract and retain talent who value sustainable business practices.
- Improved stakeholder engagement and relationships, leading to better outcomes and shared learning opportunities.

#### Risk of inaction

- Missed opportunities for growth and innovation.
- Reduced market competitiveness and relevance.
- Damage to brand reputation and loss of customer loyalty.
- Difficulty in attracting and retaining talent who aren't aware of business values.

# Investing in people and the planet for business success

## MacroArt – Case study



MacroArt embarked on a holistic approach to improve every aspect of their operations, from top-down initiatives to environmental, social, and governance (ESG) commitments. Matt Phipps, Group Account Director, shares: “We started looking at how we could make our business better in every sense.”

This sentiment was not solely driven by financial gains but rather focused on enhancing the well-being of employees and overall business performance. By embracing these principles, they have not only transformed their business operations but also achieved demonstrable success in their environmental impact.

### Business overview

MacroArt, a forward thinking print and graphics production business, places a strong emphasis on sustainability and environmentally friendly practices. In 2019, they embarked on a mission to become a “better business”. They believed that investing in their people and the environment would drive positive change, foster employee engagement, and position them as leaders in their industry.

### Challenges and objectives:

MacroArt’s objectives were twofold: to create a thriving workplace and to make a meaningful contribution to environmental stewardship. Covid notwithstanding, the company has had to overcome a number of obstacles which required time and financial investment, including the need to improve operational efficiency, reduce their environmental footprint, and align their business practices with sustainability goals.

### Strategy and Implementation:

A crucial component of the company’s improvement strategy was streamlining processes and investing in technology. To achieve their goals, the company undertook a comprehensive strategy review.

A number of fundamental structural changes took place as a result to drive the goals of: improved customer experience, exceptional operational performance, increased sustainability knowledge and reduced environmental impact.

The introduction of a Continuous Improvement Manager, Technology Development Specialist and Customer Experience Manager provided focus and drive in different areas, whilst working collaboratively to achieve the desired outcomes. All were recruited from existing staff base.

In 2019 they invested in a carbon baseline report to understand exactly where their current position was and to identify priority areas for the team to work

on. Simultaneously, they prioritised their commitment to environmental sustainability by measuring and reducing their CO2e emissions per square metre of material and introduced a Sustainability team to create and drive ideas throughout the operation. The team is made up of people from all departments of the business.

### Employee Engagement and Empowerment:

Central to their transformation was the active involvement of their employees.

MacroArt established an open dialogue and provided platforms for every member of the MacroArt team to have an input into how their business operates.

“One of the best and most overlooked resources for strategic planning in an organisation is its people. By providing platforms for them to feel involved in how the business grows and develops, but more importantly open and consistent feedback to all of them on every aspect, we have witnessed incredible levels of involvement and investment by each and every member of the team.”

– **Mark Rose, Operations Director**

Through the introduction of a continuous improvement programme with a project lead outside of the senior management team, employees have the opportunity at regular intervals to offer suggestions on how the company can improve and have felt empowered to propose their personal suggestions for enhancing various aspects of the business. This approach has fostered a sense of ownership and collective responsibility for driving positive change.

# Carbon measurement

## A basic, better, best framework

There are different ways to approach defining your measurement boundaries and these will vary from business to business. As measurement practices become more established within teams and businesses, measurement capabilities will improve.

As they do, insights will also grow, enabling organisations to improve their operating practices and reduce their emissions - the primary and most important reason for measuring!

At isla, we take a Basic / Better / Best approach when addressing challenging transitions, and this page explores measurement principles in this way.

Carbon measurement should be compliant with the Greenhouse Gas Protocol which means emissions need to be reported as Scope 1, 2 or 3. As Scope 1 and 2 are mandatory reporting areas, we have considered this 'Basic' alongside the easy-to-access Scope 3 data.

Better encourages further measurement within the supply chain and Best encourages full accountability for the impact of your activities.

Wherever you sit, when it comes to measurement, the more the better. More data means more insights, which means more chance of developing meaningful impact reduction strategies.

If it isn't measured, it's a business blind spot.

### Basic

#### Easily accessible information

Scope 1 and 2, and some of Scope 3

Data from easily accessible financial records or internal project planning / operating documents

#### Examples

- An event planner's expense receipts, or team travel-tracker.
- A venue's energy bills, or meter readings.
- A production company's waste and recycling bill, or stock report.

### Better

#### What your supply chain manages

Scope 3

Data linked to areas of financial and/or operational control, but rely on third parties to supply a service

#### Examples

- As a planner, the materials used by your supply chain partners.
- As a venue, the food waste generated on your premises.
- As a production company, the logistics support purchased to deliver your services.

Collaboration between event partners to receive this and communicate requirements **at the beginning of a project** is required.

### Best

#### What you are responsible for

Scope 3

This is the 'equity share' approach, where full accountability is taken for the full breadth of one's activity

#### Examples

- As an event owner, areas like audience travel data, material use, food choices and waste impacts would be included.
- As a venue, things like energy used by tenants, waste generated on-site and from any additional services offered.
- As a production company, things like production and packaging materials, equipment and other sold services.

This requires proactivity to improve data capture systems to incorporate measurement needs. This area is also ripe for collaboration as the same data is often required to meet the different reporting needs of each stakeholder.

# Five things you can do now

Engage with our work

Be part of industry change and explore ways you can give a little, to get a lot.

1

## Attend a TRACE demo

See how TRACE can benefit you, and start your measurement journey.

2

## Become an isla member

Our membership addresses the varying needs of businesses across the industry.

3

## Sign up for our newsletter

Keep up to speed with isla and our community.

4

## Get climate literate

Attend our Foundations of Event Sustainability training.

5

## Watch our Measurement webinar

On demand content on the principles of event measurement.

# Closing statement

## Thanks for your time and attention

We like to express our appreciation to all those who have contributed to bringing the event industry this far. Your dedication, enthusiasm and collective efforts have laid the foundation for positive change.

At isla we strive to be a trusted resource, providing valuable insights, tools, and guidance to empower you to make a difference and support you on your journey.

But we can't do this without you! We encourage you to become part of the Community, engage with peers, explore the opportunities to collaborate and learn, and give a little to get a lot!

By working together, we can create a more sustainable and thriving future for the event industry.

Let's make a lasting impact together.



# Acknowledgements & bibliography

Thanks to everyone who made this report possible

## Thanks to

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## Acknowledgements

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You can access our methodology for calculating emissions by contacting [trace@weareisla.co.uk](mailto:trace@weareisla.co.uk).

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Reports and articles referenced in this report

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