

Better Choices

INTERACTIVE

Sustainability Offering
For Brands

Who we are

We are a global brand experience agency that prides itself on delivering the exceptional. We understand that the events we deliver have a significant carbon and waste footprint and are determined to address this.

We aspire to become one of the most sustainable event agencies in the UK. We've set a target to reduce our emissions by 50% by 2030 on an event-by-event basis and our sustainability trained staff are here to help our clients make a difference.

We are members of isla, have been reporting our emissions to CDP since 2020 and have set our Net-zero target with the Science Based Targets Initiative.

isla.



Why now?

Attendees care

A large percentage event content usually focuses on sustainability and events themselves need to catch up.

We've noticed attendees calling this out more and more.



Employees care

Retaining talent is a key drive for any successful company. Surveys show talented people care about the environment and want to work for companies that also care.



Events are your public face

Events are a chance to demonstrate your commitment to Net-Zero and the most powerful way to change perceptions.



The events industry is moving

Some big tech brands are leading the way and over 500 event-industry organisations have signed the Net-Zero carbon events pledge.

The solutions exist today.



We understand your challenges

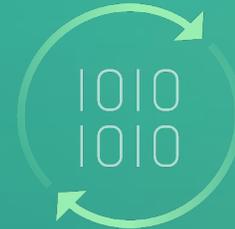
We know clients have historically found it difficult to translate these goals and numerical targets into events specific actions



You have tight budgets, a lack of time and overstretched teams and need a solution that is scalable across your full conferences programme.



It can be very difficult to know where to start and easy to get overwhelmed: so much jargon and a lack of clear expertise



Very little existing data, precedent, use cases and history in our industry... we're all having to jump at the same time together



You must continue to deliver world class events in the face of these challenges

This is a journey, but we have to start somewhere

Our approach

MEASURE

Measuring impact for continuous improvement

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THE RESULT

Your events are lower impact
Your actions match the words of your Net Zero commitments
You are able to confidently sing your successes and inspire others across your communications

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PAUSE

Pause for thought to set off on the right foot

>

ACT

Follow through with meaningful actions

+

THINK

Design for long term goals & short term wins in mind

How we help

We are event and communications experts with the sustainability expertise required to provide you with simple, digestible and practical solutions. 100% of our staff have been sustainability trained and are ready to advise on the most effective, affordable and innovative solutions.



PAUSE

Pause for thought to set off on the right foot

Assessing your goals with a Better Choices workshop: setting clear objectives that can be tracked against throughout planning.

+ measuring the impact of your events to establish your baselines.



THINK

Design for long-term goals & short-term wins in mind

Translating corporate sustainability targets into an event sustainability strategy and action plan.

+ implementing quick win that many attendees expect to see at events in 2023.



ACT

Follow through with meaningful actions

Weaving the sustainability story into event communications.

+ Supplier auditing and management.
+ Implementing sustainable solutions across your events that reduce your carbon footprint and cut down on waste.



MEASURE

Measuring impact for continuous improvement

Carbon measurement of events, with digestible impact reports that shape future progress as we target the biggest causes of emissions.

+ We drive reductions down with a clear audit trail provided.

A strategic approach

Company objective:

Net Zero



**We can implement solutions
to reduce your environmental
impact straight away.**

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PAUSE



THINK



ACT



MEASURE