

INTERACTIVE

Sustainability

We're embracing this moment to accelerate our climate action and set high standards for sustainability in the live event space.

**The Climate Emergency
requires immediate action.
Deloitte is calling this
the decisive decade.**

Why?

Because it's the right thing to do; for our planet, people and generations to come.

Our clients have ambitious sustainability goals and we are uniquely positioned to help them translate these into an events context, inspiring them with sustainable solutions and best practices.

INTERACTIVE Commitment

The time for talk is over, and as we strive to enact real change we are holding ourselves accountable by auditing our progress against our targets, upskilling our teams and suppliers, and working with clients to deliver their ambitions in the most sustainable ways.

We're focusing on the key areas of education, communication, travel, design and project deliveries with the launch of our **Better Choices** programme.

Better Choices

INTERACTIVE



PAUSE



THINK



ACT



MEASURE

Better Choices Better Experiences Better Planet

Better Choices is about moving from intention to action. Deeds not words.

As a business, we have made the conscious decision to change our own operations, but we know the biggest impact we have is with the events we deliver for our clients.

Our sustainability strategy is best expressed by **Better Choices**, which is about reducing our footprint at the source through data, planning and creativity, as well as giving event elements more than just one life.

Education

We have trained everyone in the agency delivery team in event sustainability.

And we have trained all relevant team members on carbon measurement using the TRACE carbon calculator.

We have also educated our clients and will continue to do so, providing training for relevant client contacts, sharing our learnings with them, and giving them the knowledge they need to make a practical difference in their event experience.

Communications

We share our progress every year, with an honest and transparent sustainability report that celebrates our successes and acknowledges where we need to improve.

Sustainability is a core content stream and we create at least one piece of content quarterly.

We are consistent and honest, offering real and viable solutions to our clients. No greenwashing.

And we are in the process of establishing an internal sustainability award, celebrating the achievements of our people who push the agenda furthest.

Travel

Interactive people do not take any internal UK flights.

All journeys that can be completed in six hours or less will be made by train rather than plane.

We are currently working on stronger criteria for determining whether flights are needed (different crewing models, etc).

Design

We design with sustainability at the forefront; making it a core part of our creative process to implement circular economy principles.

We include sustainability criteria when making design choices and communicate this to our clients.

We reduce, re-use and adopt a from-recycled-to-recycled approach, looking to reduce carpet, eliminate PVC, re-use assets and design with reclaimed and recycled materials.

And we track our progress as we go, setting further reduction targets based on our benchmark data.

Project Deliveries

We research sustainable alternatives across our projects. When the cost is neutral or less than 10%, we present only the sustainable option to our clients. When the cost is more than 10%, we present both options.

Engaging with suppliers is essential. We ask them what they need from us to be more sustainable, and we include sustainability requirements in our RFPs.

We dedicate time to ongoing research into best practices, sharing the most effective sustainable solutions with suppliers and clients.

We measure and reduce food waste. We also use less red meat and continue to increase plant-based options in our food offerings (e.g. red meat-free crew catering, meat-free Mondays crew catering).

Accountability is key.

It's all about measuring, reporting, and reducing.

Measuring progress

We measure the carbon footprint of 50% of our events. And we ensure our time spent measuring our footprint and implementing sustainable solutions is cost-neutral to clients.

By 2030, we'll reduce our emissions by 50%
from a 2019 baseline, on an event-by-event basis.

“Transitioning to a net-zero* world is one of the greatest challenges humankind has faced. It calls for nothing less than a complete transformation of how we produce, consume, and move about.”

[United Nations Climate Action, 2023](#)

*net zero: cutting emissions to as close to zero as possible, with remaining emissions re-absorbed from the atmosphere through “offsetting”.

Better Choices

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