

**Green Sense Events  
23/24 Social & Environmental  
Annual Impact Report**



**GREEN SENSE**  
EVENTS

## THE WHO, WHAT, WHERE AND WHY

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Green Sense Events was set up to combine a background of 15 years in events management with a passion for sustainability.

Events are powerful, with the ability to educate, to entertain, to allow people to connect and create memories. However, this can come at a cost to the planet with increasing amounts of waste, and travel and transport contributing to 80% of an events carbon footprint, its vital that as an industry we collaborate to reduce our carbon emissions and to reduce waste, to operate responsibly and with good intention.

Green Sense Events, are a UK based Event Management Agency and Consultancy, with a mission to support, educate, and inspire Event Organisers, and Corporate clients to deliver Environmentally and Socially Sustainable Events.

Through this report we have set out our progress over the past year and our ambitions for the future.

**“WHAT DRIVES US FORWARD IS OUR MISSION TO DO GOOD. TO INSPIRE OTHERS, TO DO SOMETHING WE LOVE - EVENTS, BUT TO DO IT IN THE RIGHT WAY. TO MAKE BETTER SOCIAL AND ENVIRONMENTAL CHOICES, TO CREATE A BETTER FUTURE FOR OUR CHILDREN AND TO SUPPORT OTHERS TO DO THE SAME. LISA SWEETING, DIRECTOR & FOUNDER, GREEN SENSE EVENTS.”**



## A MESSAGE FROM LISA, OUR FOUNDER

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2023 - 2024 has been another busy year. The Partnerships for Forests project came to a close, but we started working with four new clients delivering a summer staff party, two conferences, two Christmas events and a new consultancy partnership.

The biggest achievement by far though this year was writing a carbon literacy course for events which is now certified by the Carbon Literacy Project this was one of our objectives outlined in our last report. We started rolling this out at the end of 2024 and its been fantastic to educate others and inspire people to take action.

Since gaining B-Corp status in the Autumn of 2023 we were recommended and went on to work with another new client in the Autumn of 2024 on their annual conference specifically because they wanted to work with another B Corp. Its great to be connected to other B Corp organisations.

Going forward we would like to continue the roll out of the Carbon Literacy Course for both individuals and corporate groups.

## WHAT INSPIRED US TO BECOME A CERTIFIED B CORPORATION

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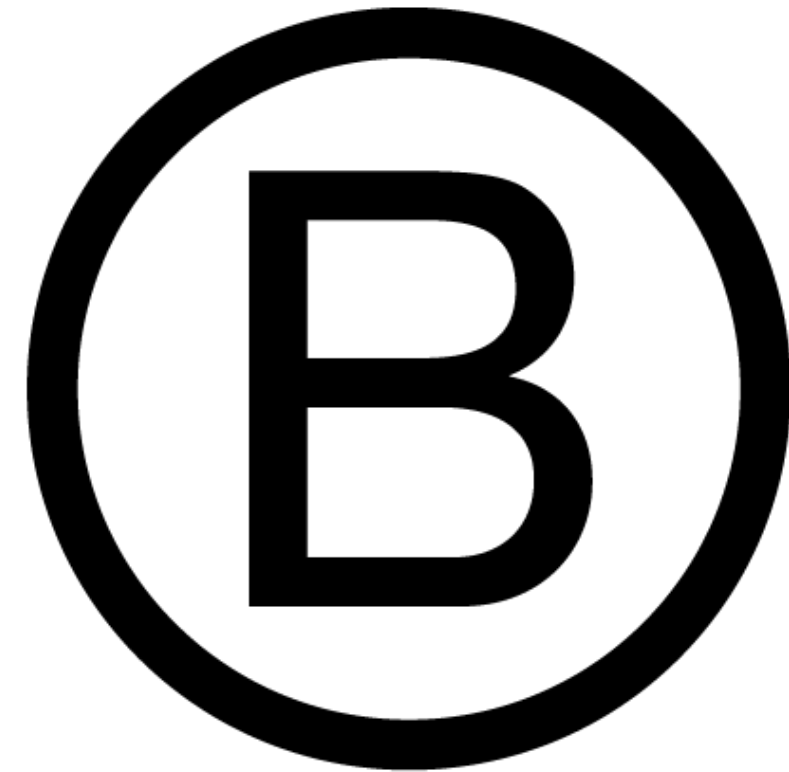
I've been aware of B-Corp for a few years now. I knew that I wanted to have the business certified. I chose B- Corp due to the strong emphasis on both environmental and social impact not just environmental.

The rigorous process that organisations go through to achieve B - Corp status is also well known and I wanted to be known as a company that shows commitment to its purpose rather than simply showing a label or stamp on the business name. So it was as much about the journey to get to this stage as it is to have achieved certification.

Becoming B Corp Certified opens the door to a world of like minded businesses which is essential when planning an event, its also a great community where people are constantly sharing ideas and offering support.

The B Corp framework is also extremely useful as a way to monitor our progress and clearly identify where we can make some improvements.

# Certified



®

# Corporation

# OUR B CORP VERIFIED SCORE BREAKDOWN

**GOVERNANCE** 18.3

Mission & Engagement	4.5
Ethics & Transparency	3.8
Mission Locked	10

**COMMUNITY** 31.8

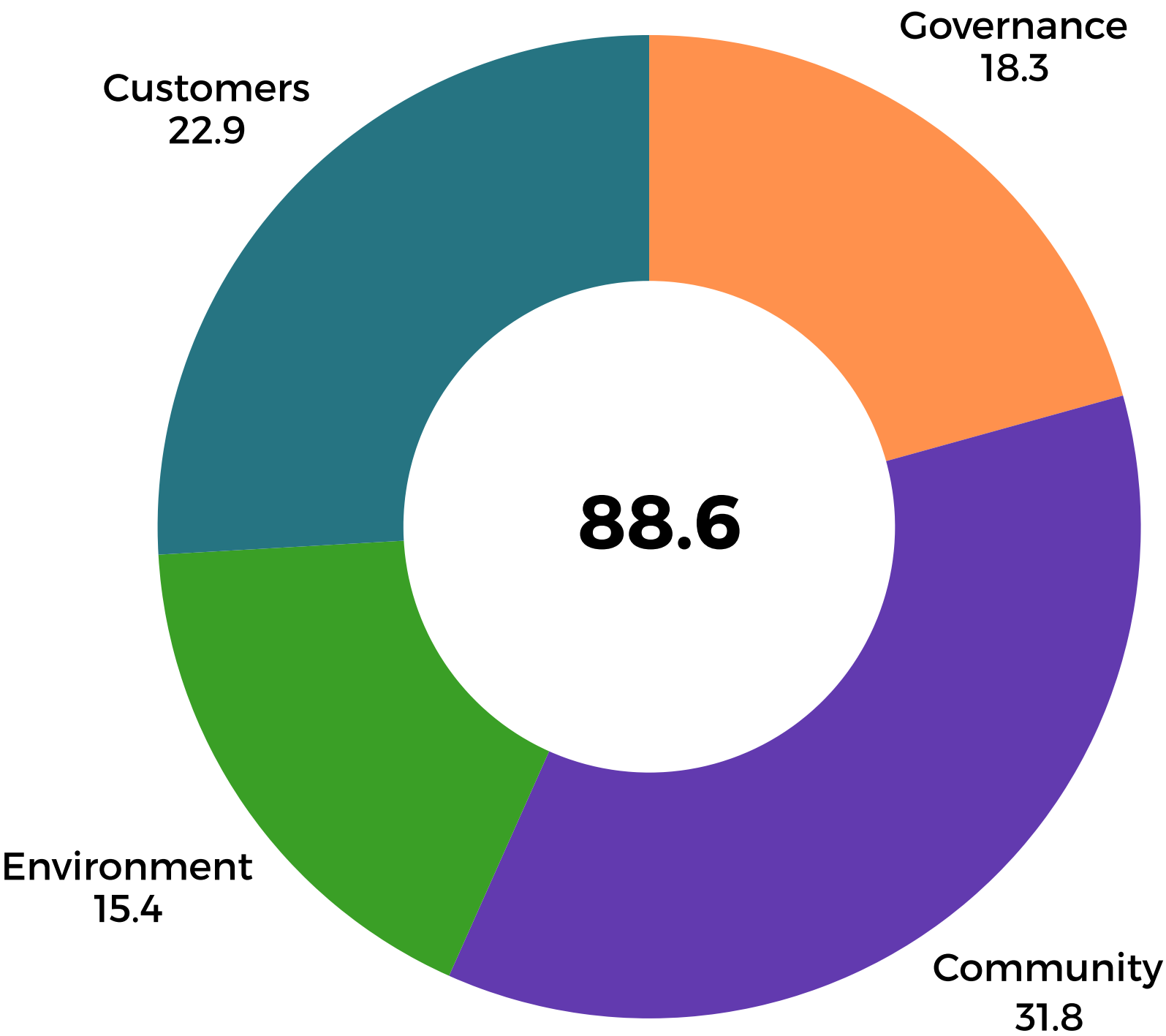
Diversity, Equity & Inclusion	16.8
Economic Impact	0.0
Civic Engagement & Giving	7.7
Supply Chain Management	3.7

**ENVIRONMENT** 15.4

Environmental Management	2.0
Air & Climate	4.9
Water	0.5
Life & Land	1.7

**CUSTOMERS** 22.9

Customer Stewardship	3.2
Impact Improvement	19.6





# OUR COMMITMENTS

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We publicly support a **1.5°C future** and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest.

We recognise that most of our event activities are Scope 3 as they are contracted services. Therefore, we **commit to measuring emissions from event activities where possible across energy, travel and transport, catering and production.**

We will mitigate our operational emissions by offsetting these through **Ecologi** who fund a variety of projects such as renewable energy, tree planting and reforestation, community carbon projects and carbon capture.

- We commit to reducing waste across both our operations and event services diverting 90% from landfill and incineration
- We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach
- We strive to educate through panel discussions, thought leadership pieces, and by sharing our own journey as a business.
- We pledge to donate on a monthly basis to charities that work to protect our planet and create a better future for all.

## Future goals

- Continue learning and collaborate through courses and industry led events
- Continue to look at ways to reduce impact through events. commit to measuring or estimating the carbon footprint of **EVERY** event.
- Knowledge sharing through speaking engagements, networking and development of a carbon literacy programme

# What we said we'd do

**Score 18.3**

We are focused on improving stakeholder engagement and actively recording the results of this engagement. We will look to increase research and the circulation of our questionnaire

**Score 31.8**

Continue to donate to SAS and Plan on a monthly basis.

**Score 15.4**

We will switch to an electric vehicle for our company owned vehicle.

**Score 22.9**

Director Lisa Sweeting to continue learning, complete the IEMA Practitioner level course, in order to impart knowledge to our customers and support them even further.

## What we did

We do send out a customer feedback form following the delivery of an event or consultancy project

At the end of 2023 we announced our B Corp certification and our journey to get there.

We have now leased an electric car for the company owned vehicle and this will be included in our environmental reporting as part of scope 1.

The IEMA course is paused currently due to other priorities of running the business but membership continues.

# PILLAR 1: GOVERNANCE

*Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.*

## What we said we'd do

Despite having a sustainability policy in place we don't have a robust strategy to reflect the actions we are taking as a business to reduce our environmental and social impact. We are focused on creating and sharing an improved strategy in 2024 which sets out our targets and commitments going forward, and tells the story of who we are as a business

We are focused on improving stakeholder engagement and actively recording the results of this engagement. We will look to increase research and the circulation of our questionnaire

## What we did

We continued to monitor progress via the action plan but haven't yet created an external facing strategy.

We do send out a customer feedback form following the delivery of an event or consultancy project

## Plans for 24/25

The impact report created as part of the B Corp commitment to showcase our commitments has almost replaced the need for a strategy. We will continue to share this publicly as part of our annual accounts submission and update progress internally via the action plan.





## PILLAR 2: COMMUNITY

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***Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.***

### What we said we'd do

We are going to commit to 1 day of volunteering per month for social and / or environmental projects and charities

We will continue to send out the supplier questionnaire to understand more about our suppliers.

We will increase speaking engagements in 2024

We will start sharing our event reports and other blogs via our news page in 2024.

We will continue to donate to SAS and Plan on a monthly basis.

### What we did

We didn't manage to do any volunteering but we are connected with the 'Reimagining the levels' organisation and are planning to get out tree planting in Spring of 2025.

We did increase our speaking engagements in 23/24. Lisa Sweeting spoke at Confex in February 2024 and will be speaking again at Event Sustainability Live in November in Excel.

At the end of 2023 we announced our B Corp certification and our journey to get there.

### Plans for 24/25

We still plan to roll over our commitment to more volunteering and hope to get out tree planting in spring 2025.

Lisa will be speaking at Event Sustainability Live as part of a panel discussion around managing event waste and championing the circularity in events. We are also looking to re-introduce a newsletter so that we can share more top tips for sustainability in events.





# PILLAR 3: ENVIRONMENT

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**Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels**

## What we said we'd do

We will collate more actual data for the head office ops.

We will look to improve the waste data records through our event delivery.

We will switch to an electric vehicle for our company owned vehicle.

## What we did

We have now leased an electric car for the company owned vehicle and this is included in our environmental reporting as part of scope 1.

Accuracy of reporting is mixed across event delivery for 2024. We were involved in the WWHGE conference in Oxford as a subcontractor which means we were not able to oversee or implement any sustainable initiatives for this event or record the data to calculate the carbon footprint accurately.

We have estimated the amount of carbon emitted from audience travel using the data we had.

For the staff summer party however, as this was completely managed by Green Sense Events we were able to provide a full report which we have used as one of our case studies.

## Plans for 24/ 25

Going forward we plan to continue capturing data where we can across event delivery.



# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA

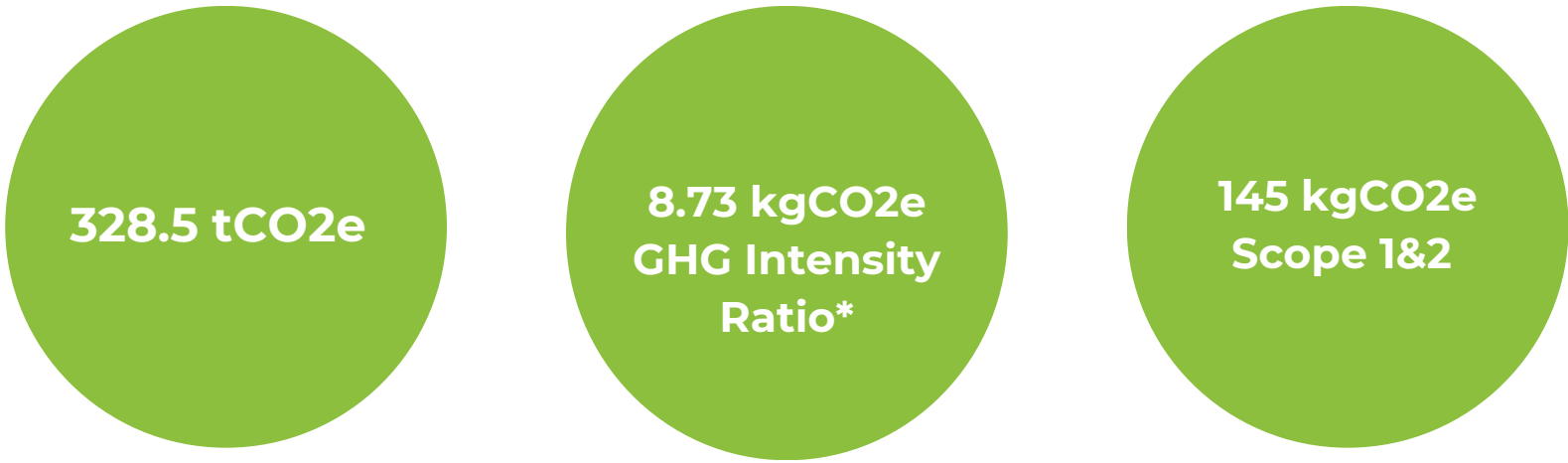
.Green Sense Events are committed to reach net zero by 2050.  
We set our baseline Carbon Footprint at the end of our 2022 financial year (end of September 2022)

## Baseline Year Emissions

Emissions	Total CO2e (kg)
scope 1	0
Scope 2	144.89
Scope 3	328,412
Total	328,556

### Scope 1, 2 and 3 explained

- Scope 1: We have no company owned vehicles and the heating in the office runs off electric which falls into scope 2.
- Scope 2: Purchased Electricity (through Octopus energy).
- Scope 3: Any purchases made for the business, all emissions associated with event delivery, any staff travel, estimated business waste and water.



*\*Our total emissions divided by our total turnover*

# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA

.Green Sense Events are committed to reach net zero by 2050.  
We set our baseline Carbon Footprint at the end of our 2022 financial year (end of September 2022).

Emissions	Total CO2e (kg) 2021/22	Total CO2e (kg) 2022/23
scope 1	0	0
Scope 2	144.89	170
Scope 3	328,412	498,927
Total	328,556	499,097
Offsets through Ecologi		6 tonnes CO2e avoided & 25 trees planted

## Scope 1, 2 and 3 explained

- Scope 1: We now have one company owned vehicles the heating in the office runs off electric which falls into scope 2.
- Scope 2: Purchased Electricity (through Octopus energy).
- Scope 3: Any purchases made for the business, all emissions associated with event delivery, any staff travel, estimated business waste and water.

The GHG intensity ratio has decreased by 1.17 kgCO2e



*\*Our total emissions divided by our total turnover*

# PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA

.Green Sense Events are committed to reach net zero by 2050.  
We set our baseline Carbon Footprint at the end of our 2022 financial year (end of September 2022).

Emissions	Total CO2e (kg) 2021/22	Total CO2e (kg) 2022/23	Total CO2e (kg) 2023/24
scope 1	0	0	48.29
Scope 2	144.89	170	328.6
Scope 3	328,412	498,927	518,892
Total	328,556	499,097	519,268
Offsets through Ecologi		6 tonnes CO2e avoided & 25 trees planted	10 tCO2e carbon avoided through nature based solutions

## Scope 1, 2 and 3 explained

- Scope 1: We now have one company owned vehicles the heating in the office runs off electric which falls into scope 2.
- Scope 2: Purchased Electricity (through Octopus energy).
- Scope 3: Any purchases made for the business, all emissions associated with event delivery, any staff travel, estimated business waste and water.

Scope 1 & 2 data is 377kg CO2e



*\*Our total emissions divided by our total turnover*



## PILLAR 3: ENVIRONMENT: CARBON EMISSIONS DATA SUMMARY

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### Carbon Data:

Overall both the absolute carbon footprint and the intensity figure has seen an increase, this is due to additional events delivered in 2023 and an increase in the number of international delegates for these events which has by far the biggest impact overall.

Scope 1 and 2 however has also seen an increase this is due to the the purchase of an electric vehicle and the increase in electric now being counted as part of the readings which previously fell into scope 3.

### Waste:

We don't have accurate waste quantities for all events delivered in 2024 but we do know that the event that was measured accurately equated to 1.4 tCO<sub>2</sub>e in total. With 72% of waste recycled, 10% composted and 17% incinerated with zero waste going to landfill. This is really where we want to be with all events, accurate data, where we are in control of the processing and the ability to report on this post event. Unfortunately where we are brought into an existing team and don't have full control this is where it makes it difficult to track progress and make a difference. Going forward we will strive to oversee the whole process or use our influence to measure and report on these areas.

### Offsetting through Ecologi:

We signed up to Ecologi in 2023. Investing in the planting of 25 trees and 'avoiding' 6 tonnes of carbon through their projects this goes against our 2022/2023 data. Since then it has not been financially viable to invest in the entire output of CO<sub>2</sub>e so we chose to offset Scope 1 and 2 with a contribution to Scope 3 and this is our commitment moving forward. For 2023/2024 we offset 10 tonnes of CO<sub>2</sub>e via Ecologi and their nature based carbon avoidance project.



# PILLAR 4: CUSTOMERS

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**Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.**

## What we said we'd do

Develop an online Carbon Literacy course designed for event professionals, accredited by the Carbon Literacy Project. Continue to monitor customer impact through follow up emails with previous clients to understand the longer term impacts they have made as a result of our work together.

Director Lisa Sweeting to continue learning, complete the IEMA Practitioner level course, in order to impart knowledge to our customers and support them even further.

## What we did

Our biggest achievement in 2024 was the development of a Carbon Literacy Course, designed for Event Professionals. This took some time to create but we finally finished this and had this accredited by the carbon literacy project in August. It's a great way to share knowledge and start people off on their journey of understanding how they can make a difference on both an individual and group basis. We have now started rolling this out and have already had some fantastic feedback.

## Plans for 2024/25

Going forward we plan to deliver the Carbon Literacy Course to clients as part of our consultancy work and to individual event professionals.

We are adapting our consultancy offering slightly whereby the partnership will be over a slightly longer term where we can support clients in their first year to embed their strategy and ensure that they feel comfortable instigating the changes they need to make before we step back.

At the moment the IEMA course that Lisa Sweeting started is on hold whilst we focus on shaping the business.



# CUSTOMERS CASE STUDY: SUMMER SHINDIG 2024

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## Background

Green Sense Events were delighted to be approached by a private client based in Devon to plan and manage their Summer Shindig. The event took place on 20th July at River Cottage in Axminster and welcomed 380 children and adults to enjoy fun, food, good music and good company.

## Brief

Addressing the climate crisis and making healthier, more sustainable choices is really important this client. So it was important that this ran through every decision that was made in the planning process of the event.

We were led by a set of guiding principles that ran throughout our decision making and were highlighted to all suppliers, staff and stakeholders to accept collective responsibility for an environmentally and socially sustainable event.

These guiding principles are:

- **MINIMISE POTENTIAL IMPACTS ON THE ENVIRONMENT**
- **ENCOURAGE MORE SUSTAINABLE BEHAVIOUR**
- **PROMOTE THE USE OF RESPONSIBLE SOURCES AND USE OF RESOURCES THROUGHOUT THE SUPPLY CHAIN**
- **PROVIDE AN ACCESSIBLE AND INCLUSIVE EVENT**



# CUSTOMERS CASE STUDY: SUMMER SHINDIG 2024

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## What we did

### Measures taken to reduce environmental impact / encourage sustainable behaviour

- Chose a venue who could provide all food onsite to avoid bringing in external food providers.
- Chose a venue who embrace organic sustainable farming methods
- Chose a venue who source energy from renewable sources
- Chose a venue who minimise waste, compost onsite and have good recycling facilities in place
- Sourced suppliers who were local to the venue where possible
- Encouraged car sharing and travel via public transport
- Used a local electric taxi company to transport guests from the train station to the event.
- Asked guests to bring their own water bottle and coffee cup
- Hired reusable plastic cups and serveware suitable for outdoor use to reduce waste and encourage reusable behaviour instead of promoting a throwaway culture
- Favoured cooking over a wood fire instead of using gas
- Designed workshops around the use of natural materials, educated people about food and farming.

### Measures taken to support inclusivity and accessibility across the event

- Included questions in the invite around accessibility and dietary requirements.
- Had a vehicle available to take anyone with mobility issues down to the event site from the car park
- Invited staff and their family to join them at the event
- Communicated information about the terrain/ ground condition prior to the event



# CUSTOMERS CASE STUDY: SUMMER SHINDIG 2024

## The outcome

Following the event we created a report to outline how we performed against the principles and strategy for this years event and also reflect on whether there were any learnings from last year and whether we were able to reduce the carbon impact of this event any further. The intention was that this information will inform any future events for the project and wider organisation and which can be used to continue to make further improvements moving forward.

### Summer Festival 2024

This years Summer Festival was held at River Cottage HQ and ran from 1pm on Saturday 20th July through until Sunday 21st July. 380 guests attended the event on the Saturday and approximately 30 people stayed overnight.

We have taken both the accurate and estimated data provided by the venue, the guests who submitted their travel data, and suppliers that were used for the event.

The carbon calculations include the following:

- Guest Travel & any accommodation (on and offsite for the event)
- Supplier Transport, Staff Travel
- Catering: Food and Beverages served. Food data was calculated using Klimato with the drinks data entered into TRACE
- Waste: food and recycling.
- Energy used onsite at the venue: wood fuel for cooking, electricity and gas.

We have not included any production items as everything was hired in, which results in '0' emissions, only the transportation of the hire items have been included.

- Energy
- Catering
- Travel
- Waste





# CUSTOMERS CASE STUDY: SUMMER SHINDIG 2024

## The Outcome

The total footprint of the summer Shindig equated to

**7.74 tCO2e / 20.37 kgCO2e per attendee (Based on 380 guests)**

### Breakdown

The biggest impact overall was from audience and supplier travel to and from the venue and the catering served at the event.

The amount of waste equated to 1.4 tonnes however the actual emissions produced from this waste is only 0.03 tCO2e, this is due to food waste being composted and excess food used by the client and the recycling that took place.

For this event we did not include the production element (for example, marquee, furniture, AV equipment) as all items were hired stock therefore there were no items actually created for the event. Only the transportation of these items were included.

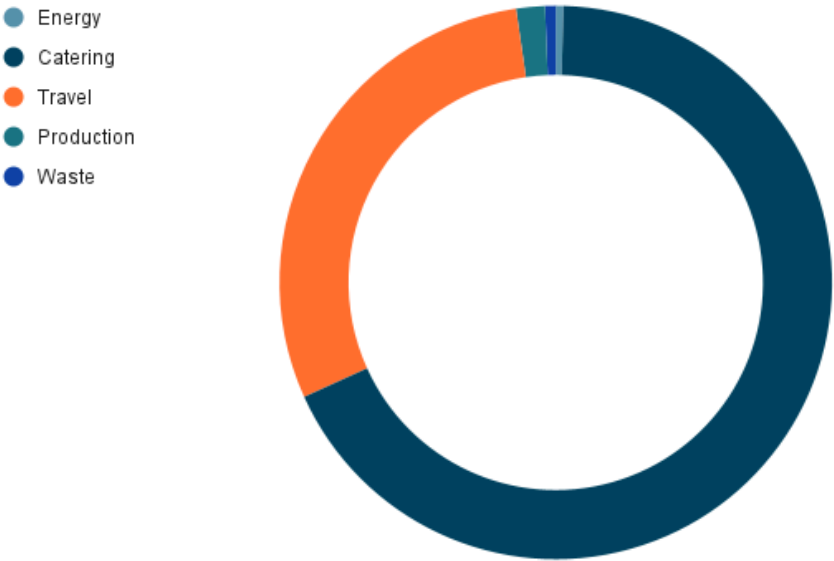
### Comparison to previous years

**Summer Shindig 2024 7.74tCO2e / 20.37 kgCo2e per guest**  
**Previous events (2022/ 2023) 17.87 tCO2e / 32.27 kgCo2e per guest**

We cannot directly compare the total overall footprint to previous years as there were 554 guests across the weekend. Whereas this year saw 380 guests across one day with only 30 people camping overnight. However the amount of CO2e per attendee shows that there is a saving of 10kg Co2e per guest, based on the actual number attending the event.

Areas to note are the travel impact which has increased due to the fact that the venue was further away than the previous year and the catering impact has decreased this is due to an increase in vegetarian/ plant based food served at this years event compared to 2023.

2023 Summer Festival



2024 Summer Shindig



# 2024 / 2025 GOALS

- We publicly support a 1.5°C future and are aligning our climate mitigation targets to reach Net Zero Global emissions by 2050 at the latest.
- We commit to measuring emissions from event activities where possible across energy, travel and transport, catering and production.
- We commit to reducing waste across both our operations and event services diverting 90% from landfill and incineration
- We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach
- We strive to educate through panel discussions, thought leadership pieces, and by sharing our own journey as a business.
- We pledge to donate on a monthly basis to charities that work to protect our planet and create a better future for all.

**Governance**

The impact report created as part of the B Corp commitment to showcase our commitments has almost replaced the need for a strategy. We will continue to share this publicly as part of our annual accounts submission and update progress internally via the action plan.

**Community**

Going forward we plan to deliver the Carbon Literacy Course to clients as part of our consultancy work and to individual event professionals.

We are adapting our consultancy offering slightly whereby the partnership will be over a slightly longer term where we can support clients in their first year to imbed their strategy and ensure that they feel comfortable instigating the changes they need to make before we step back.

At the moment the IEMA course that Lisa Sweeting started is on hold whilst we focus on shaping the business.

**Environment**

Going forward we plan to continue capturing data where we can across event delivery.

We commit to investing in projects through Ecologi and offsetting as a minimum scope 1 and 2 with a contribution to Scope 3.

**Customers**

Going forward we plan to deliver the Carbon Literacy Course to clients as part of our consultancy work and to individual event professionals.

We are adapting our consultancy offering slightly whereby the partnership will be over a slightly longer term where we can support clients in their first year to imbed their strategy and ensure that they feel comfortable instigating the changes they need to make before we step back.

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