

**Green Sense Events
21/22 Social & Environmental
Annual Impact Report**



GREEN SENSE
EVENTS

THE WHO, WHAT, WHERE AND WHY

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.”

IMPACT GOALS: ENVIRONMENTAL

Net-zero Goals

Our aim as a responsible business is to create a future fit for everyone. We therefore 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 across our company operations.

We also 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 aim to reduce event emissions from activities we deliver and contract, in line with a 1.5°C pathway.

We will mitigate both our operational emissions and event delivery 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.

The Circular Economy

In addition, we are committed to becoming a Circular Economy business. This means we will reduce waste across all company owned operations with a view to diverting 90% from landfill and incineration.

We are also committed to running “Circular Events” across all event deliveries. This means we will divert 90% from landfill and incineration.

Monitoring and Reporting

We commit to monitor, review and report on our progress on an annual basis and use the ongoing learnings to inform our approach to reducing emissions and waste across our operational and event activities.

IMPACT GOALS: SOCIAL

Social:

Sustainability is not just about protecting the environment it is also be about being socially responsible as well. Health and Wellbeing, Diversity and Inclusion and Accessibility are all part of being sustainable and we try to include these aspects through our own operations and our event delivery and services.

Our mission to support and educate not only runs through our consultancy services and event delivery we also strive to educate through panel discussions, thought leadership pieces, and by sharing our own journey as a business.

Our Code of Ethics outlines our commitment to:

- Build Trust & Credibility
- Respect the Individual
- Create a Culture of honest and open communication

Through our events and consultancy services we commit to sharing our values:

- Supportive
- Inspire Change
- Continue learning
- Educate
- Collaboration
- Transparency
- Integrity
- Ethical
- Respect
- Diversity and Inclusion

Charitable Giving

We also pledge to donate on a monthly basis to charities that work to protect our planet and create a better future for all.

HOW DID WE DO? ENVIRONMENTAL IMPACT

For the financial year 2021/22 we measured Scope 1 and 2 for Green Sense Events operations which included water & electricity

We also included some of scope 3 as follows:

- All business travel via public transport and own vehicle
- All office waste
- Any purchases for the business

100% of this was offset through Ecologi

Case Study: Partnerships for Forests Forum 2022

We delivered the Partnerships for Forests forum in June last year. We worked with the client to create a carbon neutral event. This was an international event which meant the carbon footprint would be quite high but where we could we put plans in place to utilise hire over purchased materials, utilising local suppliers, focus on recycling materials, carefully looking at food sourcing and donation and ensuring the event was accessible and inclusive. we calculated the carbon footprint and this was then offset through their own forestry projects.



**We offset 6t Co2e
and planted 25 trees.**



**Saved 0.2 tonnes of PVC ending
up in landfill by using a
recyclable material**

HOW DID WE DO? ENVIRONMENTAL IMPACT

Through our Consultancy work we created a number of policies for our clients which looked at procurement, social impact, and environmental sustainability

We delivered small bite size workshops to educate on the importance of sustainability and climate change, and to identify barriers to implementing ideas.

We provided resources for continued learning and supported organisations in creating sustainability champions within their business to continue driving change throughout their own organisation.

HOW DID WE DO? SOCIAL IMPACT

We donate on a monthly basis to two charities as well as carrying out some ad hoc fundraising. These charities reflect our social values and the importance of protecting our planet.

Plan international

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls. They strive for a just world, working together with children, young people, supporters and partners.

Green Sense Events donate £10 per month to Plan International.

In September 2022 Director and Founder Lisa Sweeting cycled from Lands End to John O'Groats to raise money for Plan. Her entry was sponsored by Green Sense Events and she raised a whopping £2,000 for the organisation.



Surfers against Sewage (SAS)

For people to thrive and live life to the fullest, the ocean must thrive too. And so we need to confront all that threatens it. SAS are a campaigning charity made up of water lovers who protect the ocean and all it makes possible. Taking action on the ground that triggers change at the top. Action from the beachfront, to the front-bench

WHAT'S NEXT:

Electrify

One of our biggest impact areas as an organisation is through travel. Whilst most of our employee travel is via public transport there is an amount of unavoidable travel via car, which at the moment is petrol. Therefore we are looking to switch any business owned vehicles over to electric by the end of the next financial year (sept 2023) .

B-Corp

We will work towards becoming B-Corp certified so that we can showcase our commitments and collaborate with the B-Corp community. We are currently going through the assessment process working with other like minded businesses to do the same. Working toward B-Corp is something we have wanted to do since we started the business and is really important to us.

IEMA

Founder and Director Lisa Sweeting will continue to improve her knowledge by studying Environmental management in order to achieve IEMA practitioner level (PIEMA)

Continue reducing our impact through events

We will continue to look at ways of reducing our impact through event delivery. We have committed to measure our carbon footprint at every event and whilst this may not be exact due to the clients wishes on every event we will still apply the same principles to reducing our impact and we will estimate the carbon footprint so that we can offset this amount through Ecologi.

We will continue to be thought leaders in the industry collaborating with and educating others through our consultancy work, attending events and participating in panel discussions and documenting our learnings.



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