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Sustainability in Practice: A Pathway for Venues

In Partnership with



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Foreword

VisitBritain Business Events is delighted to partner with isla on the production of this guide: Sustainability in Practice: A Pathway for Venues

The UK Government has legislated to achieve a 50% emission reduction by 2030 and Net Zero by 2050 in line with the Paris Climate Agreement.

The events industry has a critical role to play to drive behavioural, operational and policy adoption, led by our fantastic event venues across the UK.



Each journey to Net Zero is different but wholly dependent upon ambition, collaboration and interdependence to implement the changes needed across direct and indirect supply chains. Many venues have already demonstrated excellent progress towards energy conservation, the transition to renewables, reducing or eliminating waste sent to landfill and local sourcing operations. We need to continue to deepen and accelerate wider adoption during this decade.

We are delighted isla continues to provide leadership and excellent resources to the UK events industry to support us on our journey to Net Zero. This Pathway will support event venues' focus on key areas to address and then implement, with indicative markers across this critical journey.

Alongside growing cross-industry collaboration, we are hugely appreciative of the support of our industry associations to promote and distribute this framework to their memberships. Our thanks to the Association of Event Venues (AEV), the Meetings Industry Association (mia) and beam.

Together we can help shape the future of events.

Paul Black

Head of Business Events, VisitBritain

About this guide

Net Zero might seem overwhelming, but it's a catalyst for **transformation.**

Business as usual is no longer working, so it's time to fix it!

This guide is exactly that. A guide.

It's something to refer to over and over again to help you familiarise yourself with your destination (Net Zero) and plan your journey (your pathway), with the unmissable "see and do's" (your progress markers) along the way.

It's not a detailed journey planner as there are lots of different ways to get from A to Z. You'll need to find the solutions that work for you, but with this guide in hand you'll know if you're heading in the right direction and stopping off at the key sights along the way.

Across this guide we provide indicative markers of progress. These are plotted out in an approximate 'reasonable' timeframe which is balanced between

the capability for change within complex infrastructures (it's slow!) and our global need for rapid adaptation.

This guide also serves as a good basis for working towards sustainability accreditations or certifications. Many of the objectives outlined will be expectations in schemes that award progressive businesses and venues.

Each venue has different needs and resources available to them, so each journey will progress differently. We actively encourage venues to push themselves in their ambitions and always strive for progress and the 'next' level of success.

This guide is divided into five sections:

- **Company Operations** →
- **Commitments & Communications** →
- **Event Deliveries** →
- **Measurement & Reporting** →
- **Value Chain Engagement** →

“What might genuine progress look like”

Examples of what you might have achieved or undertaken within your venue are included at the beginning of each section under this heading, to give an idea of what genuine progress looks like.

Baseline / Basic / Better / Brilliant...

Progress is indicated across these four areas, showing what you might undertake at the start of the journey (**baseline**) through to being a leader in the industry (**brilliant**).

Case Studies

Case studies of venues who are progressing in their journey towards Net Zero and a transformed UK events industry can be found at the rear of the guide.

Supplementary information

A glossary is provided to support you with any terms that may be unfamiliar.



What You're Aiming For

Commitments & Communications

Regularly renewed commitments are turned into action and recognised through awards, certifications and/or accreditations with consistent climate communications that support the Net Zero transition.

Event Deliveries

Working actively with clients, contractors and the supply chain to deliver events with low environmental impact across energy use, production, travel and F&B.

Company Operations

Low emission facilities with a Senior Leadership team in place that is accountable for progressing forward Net Zero goals.

Measurement & Reporting

A public annual report disclosing progress towards Net Zero, transparently reporting on carbon and waste, and demonstrating absolute carbon reductions over time..

Value Chain Engagement

Using your influence to actively engage and collaborate with industry to accelerate behavioural, infrastructure and overall sector transformation.

Company Operations

The journey to Net Zero starts at home – getting your house in order and taking an overarching view of your company operations.

Starting small and keeping your ambitions big will help to ensure a manageable transition for your venue towards a climate-resilient future.

What you're aiming for:

Low emission facilities with a Senior Leadership team in place that is accountable for progressing forward Net Zero goals.



What might genuine progress look like?

You are fully resourced across the business with budget, people and time allocated to delivering your Net Zero commitment and working in-line with your progressive sustainability policy.

Inspiration



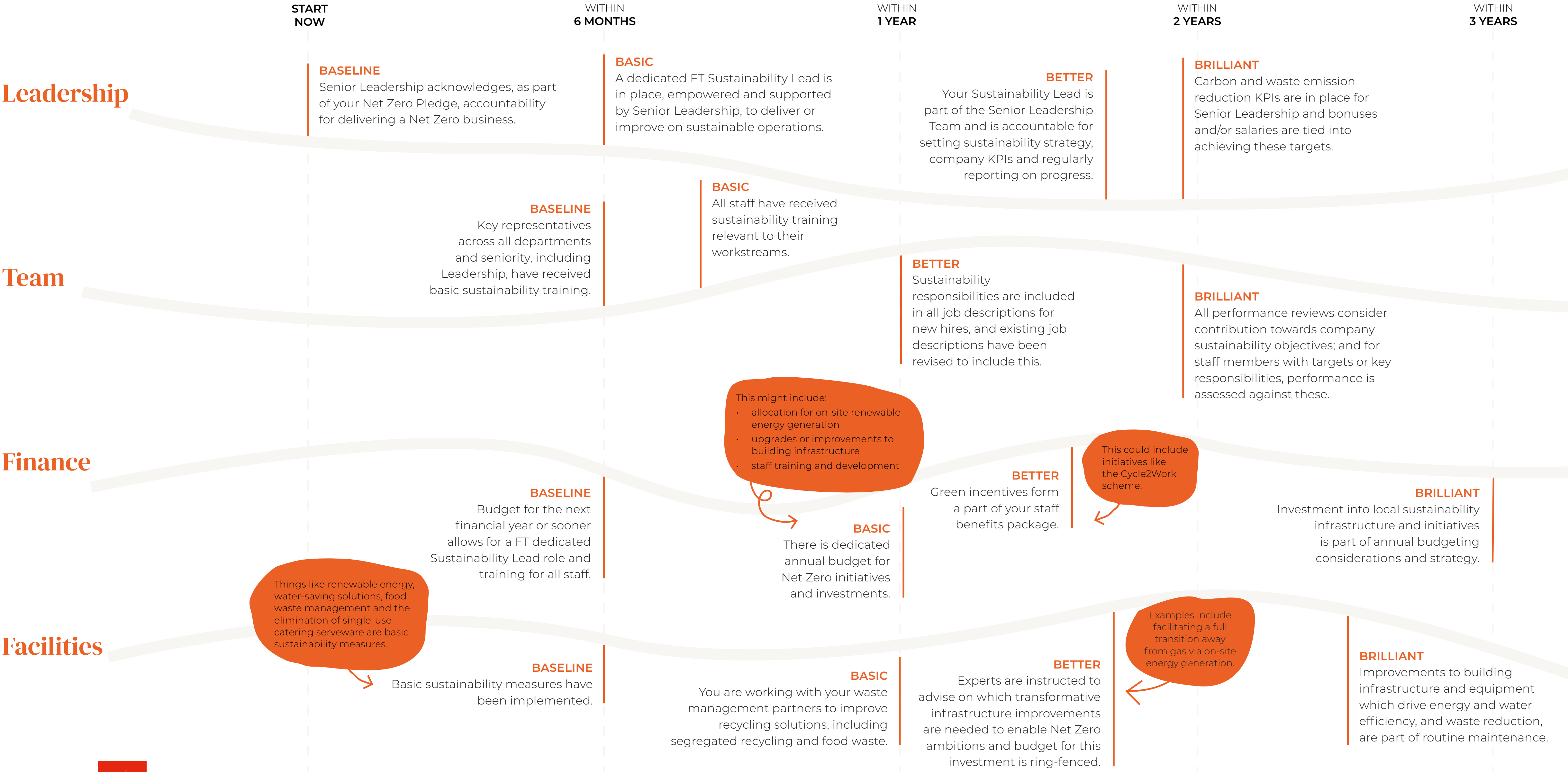
Infrastructure and/or technical improvements have been implemented that support low-emission and circular economy practices with regular review, focusing on further opportunities to innovate.



Active engagement and alignment with local authority sustainability and climate action plans is embedded in strategy, positioning the venue as an enabler of transformation within the local area.



Senior Leadership have environmental KPIs with fixed timelines and outcomes, and are held accountable for delivering these.



Commitments & Communications

We can't change what we don't acknowledge, so it's crucial that venues make a firm commitment to implementing sustainable measures across all areas of their business.

What you're aiming for:

Regularly renewed commitments are turned into action and recognised through awards, certifications and/or accreditations with consistent climate communications that support the Net Zero transition.



What might genuine progress look like?

All external marketing and communications show you are backing up intent with concrete, measurable, action. This is also demonstrated in internal comms, culture, learning and development.

Inspiration



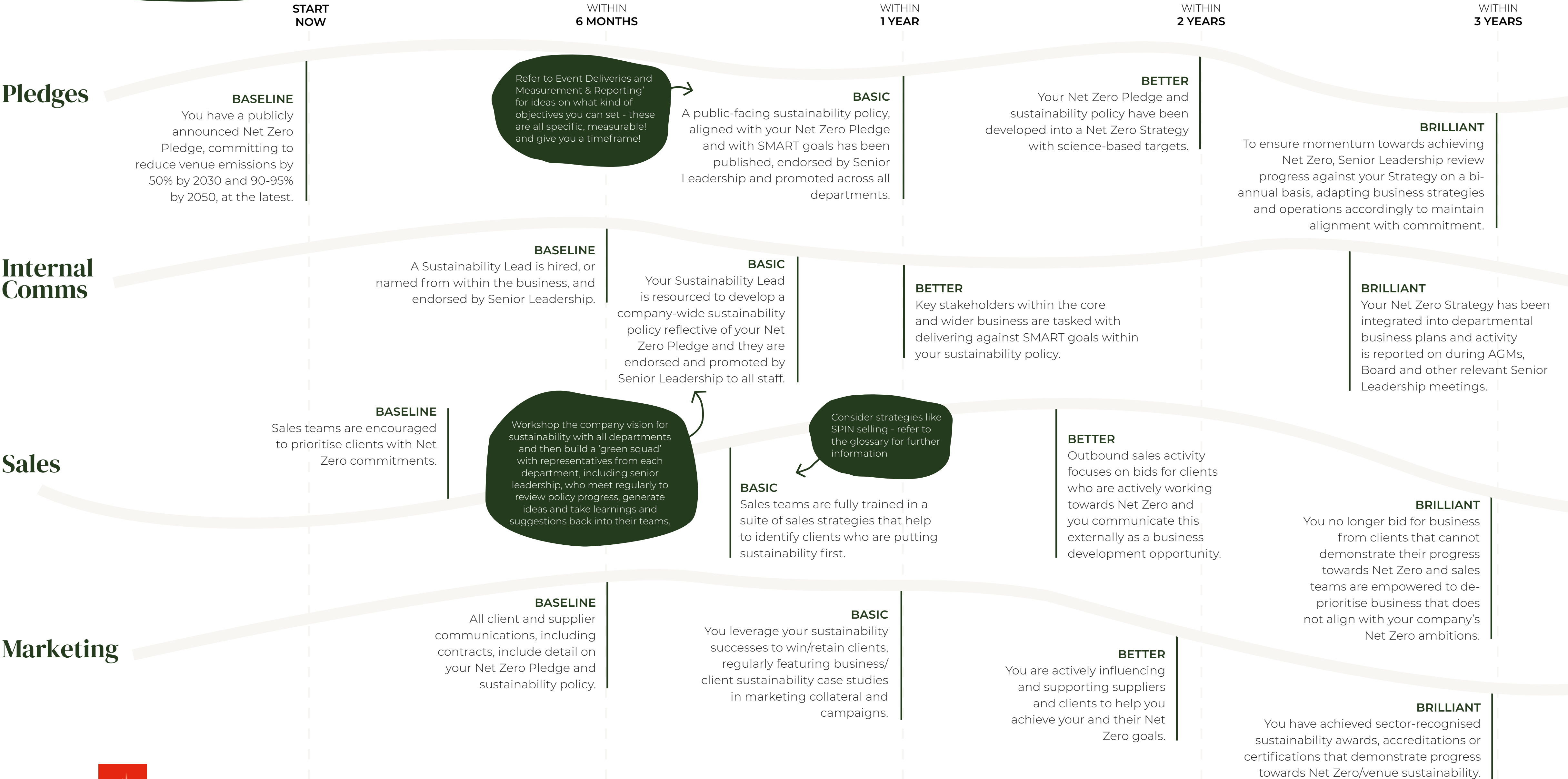
You are able to demonstrate overall carbon reductions in line with your commitment to Net Zero and a 50% reduction by 2030.



You are recognised for your progress through awards, certifications or accreditations that confirm your transformational business practices.



You are investing a fixed percentage of your profits into climate-positive projects (both locally and internationally) as well as investing in peer-to-peer education within the venue industry. These investments are embedded in strategy.



Event Deliveries

As the impact you will have on the planet will largely centre on the events that go on within your venue, event deliveries play a focal role in your strategy and influence your sustainability policy.

What you're aiming for:

Working actively with clients, contractors and the supply chain to deliver events with low environmental impact across energy use, production, travel and F&B.



What might genuine progress look like?

Events with a low environmental footprint that conserve resources, produce little waste and low emissions are the norm within your venue. Event sustainability plans are embedded as part of event design and planning, are actually delivered during build, live and de-rig and impact is reflected in post-event reporting.

Inspiration



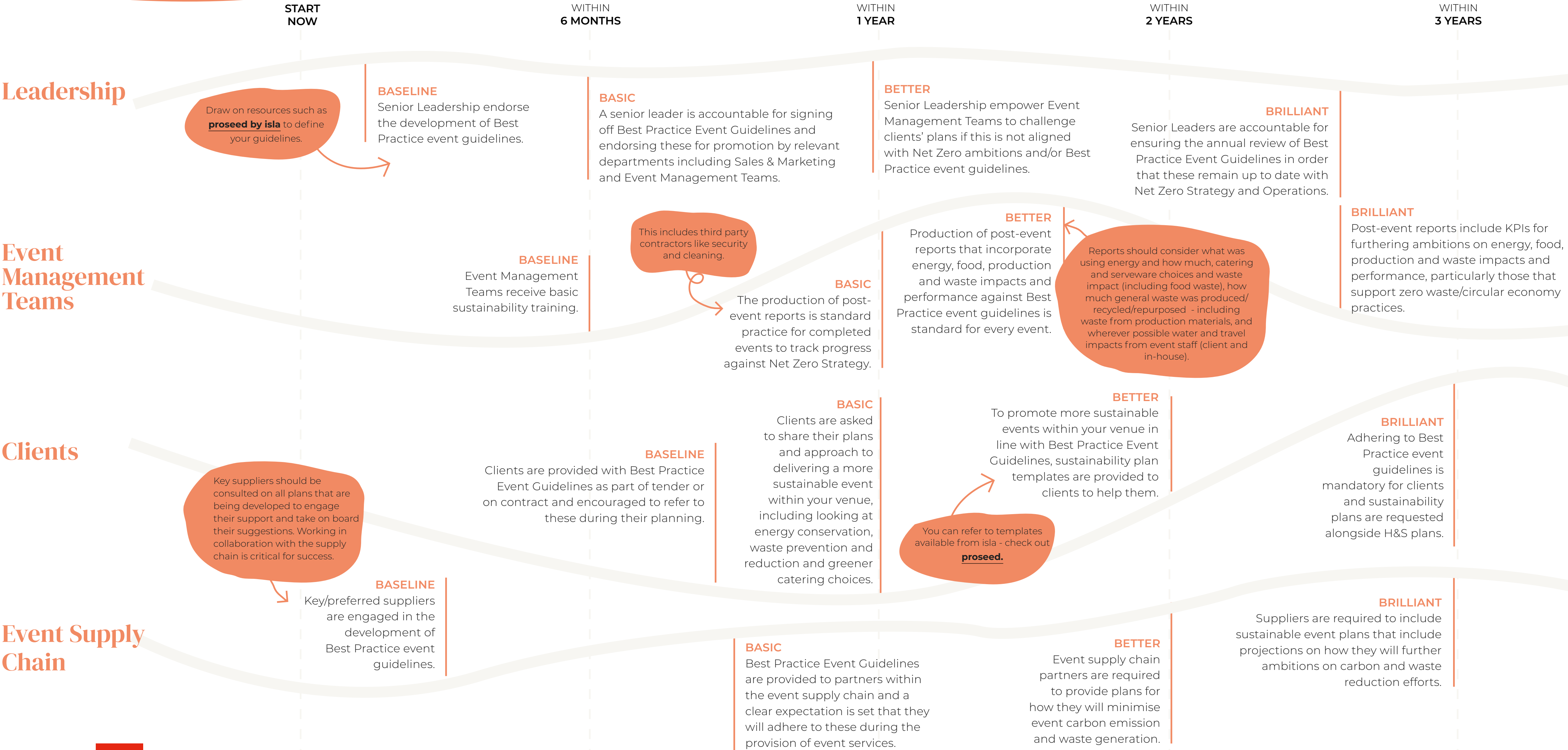
Leveraging existing resources and the brilliant brains within the organisation, you have clear objectives for improving your event deliveries across energy, waste, catering and travel (whenever relevant) and you measure and report on your progress towards these. Find out more about how you can achieve progress in these areas with [proseed](#).



Client engagement plays a focal role in helping you achieve your objectives and you provide Best Practice Guidelines for clients which enables their own sustainability progress.



You collaborate with peer venues to share learnings and insights. Wherever, and as far as possible, you work with peer venues to align best practice, making it easier for clients, suppliers and contractors to deliver consistently across venues.



Measurement & Reporting

In order to differentiate where we are now from where we want to be, venue professionals will need to adopt the measurement, measurement, measurement mantra. This will help to give a complete, and more importantly accurate picture, across the key measurement areas.

What you're aiming for:

A public annual report disclosing progress towards Net Zero, transparently reporting on carbon and waste, and demonstrating absolute carbon reductions over time.



What might genuine progress look like?

Measurement and reporting is a core activity across your operations and event deliveries and you have clear boundaries and strategy in place for measuring Scope 1, 2 and 3 emissions. Measurement is aligned with your Net Zero Strategy ([see Commitments & Communications: Pledges](#)) and reporting is against science-based targets.

Inspiration



Teams have gone through carbon literacy training and all teams understand how they contribute to the measurement and reporting of emissions and waste, moving this from a 'one person' job to a 'whole company' approach.



You consider audience travel as part of your Scope 3 reporting requirements.



You can demonstrate reductions in emissions across Scopes 1, 2 and 3.



Value Chain Engagement

This is all about extending your sphere of influence when it comes to sustainability beyond your own in-house operations to encompass all the companies within your value chain.

What you're aiming for:

Using your influence to actively engage and collaborate with industry to accelerate behavioural, infrastructure and overall sector transformation.



What might genuine progress look like?

Using your position and influence to effect change amongst clients, stakeholders and supply chain partners so that their decisions support your Net Zero commitments.

Inspiration



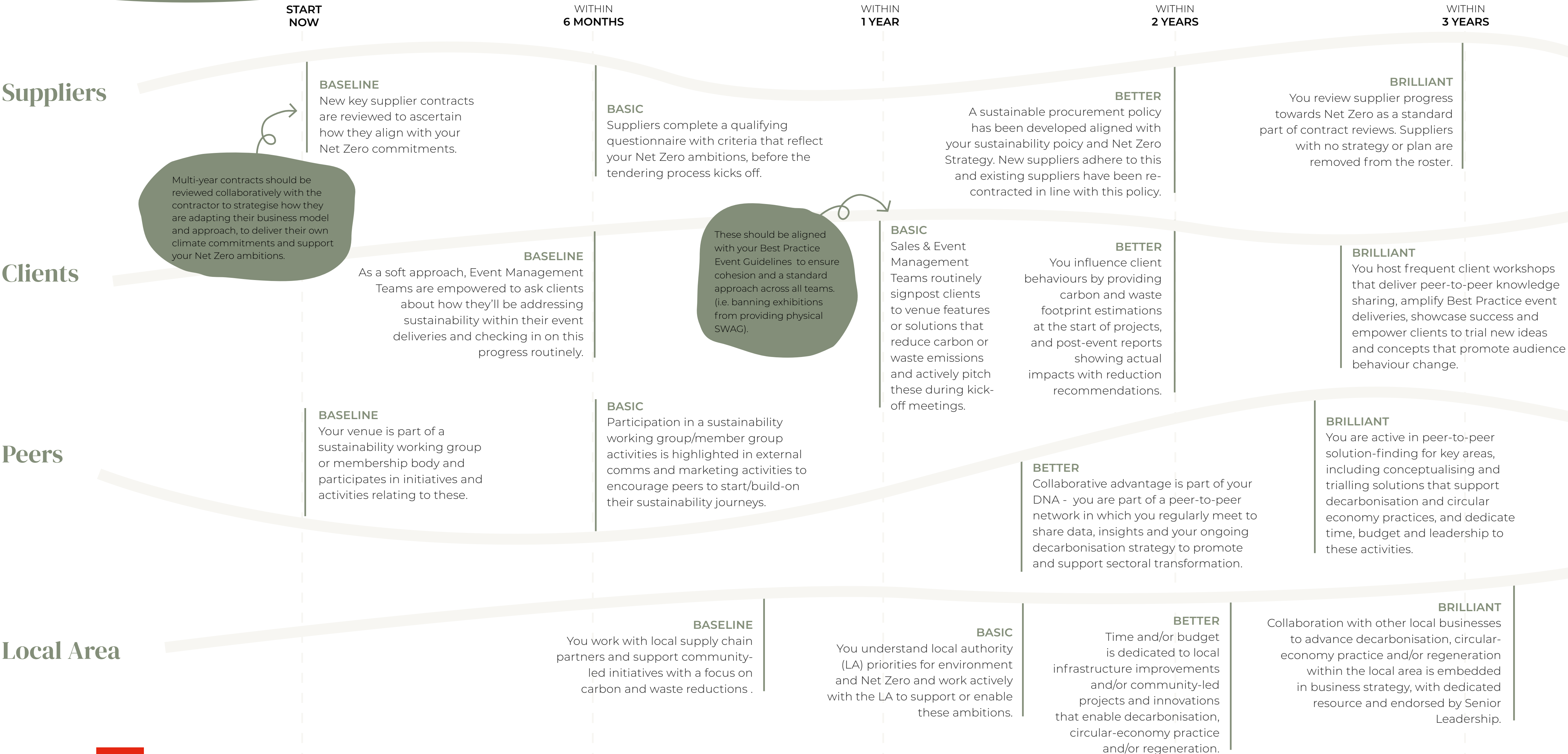
You are active in your local area, working across private and public sector initiatives designed to improve infrastructure, protect the environment and improve the lives of and opportunities available to local residents.



Your supply chain and partners are demonstrating their own successes in transition towards Net Zero operations and circular economy practices and you work together to find innovations and solutions for ongoing shared challenges.



You are actively divesting and/or disengaging from activities and/or clients that delay a Net Zero transition or create 'lock-in' effects ([see glossary](#)).



A decorative white line graphic on a dark green background. It starts from the left edge, curves upwards, forms a loop, and then continues as a long, flowing wave that spans across the width of the page.

Case Studies

Value Chain Management

CASE STUDY



Working Together, Thriving Together

As a new venue launched in 2019, sustainability was a high priority in the design and construction of ICC Wales which is committed to representing best practice in all areas of sustainable service delivery.

In partnership with The Celtic Collection, we are looking to establish a sustainable DNA in everything we do. We also have an appetite to encourage and support our clients in creating and delivering sustainable events.

VENUE:	ICC Wales
LOCATION:	Newport, Wales
OPENED:	2019
SIZE:	26,000 sqm
CAPACITY:	5,000
SPECIAL FEATURES:	Woodland walking trail connected directly to the venue.
FLAGSHIP EVENTS:	Green Party Autumn Conference; UK Space Conference; Cyber UK
AWARDS INCLUDE:	Gold – Best Tech-Forward Venue, M&IT Awards 2021; Royal Institution of Chartered Surveyors Social Impact Awards Winner 2020 (Commercial category for Wales).
CERTIFICATIONS:	Green Dragon Level 3 (Welsh Government), Green Tourism Gold Green Key international standard.





Working Together, Thriving Together

● Challenges

While many clients and supply chain partners are keen to join us on our sustainability journey, the biggest challenge is finding the time and money to invest in sustainable solutions.

As with most things in life, the best intentions are often overtaken by the most practical solutions when the cost or the time available becomes the most pressing priority. Sustainable alternatives usually offer cost efficiency in the long term – energy savings and waste reduction are just two examples – but it is sometimes difficult to persuade event organisers and suppliers to change their behaviours and make the original capital outlay to bring about these savings.

● Solutions

Our new Energy and Sustainability Manager, Fitzroy Hutchinson, has been working with our clients to understand what a sustainable event looks like to them and how we can work collaboratively to achieve those goals.

Some examples of how organisers make greener choices include:

- Looking at sustainable travel options – including working with Newport City Council to provide electric bus routes and discounted tickets for delegates on Great Western Railway
- The use of electronic signage and digital marketing (QR codes to avoid printouts)
- Use of our rehydration station (reusable and compostable cups provided)
- Encourage locally-sourced ingredients and plant-based menus
- Undertake a post-event review, to understand what went well and what, if anything, can be improved

Looking forward to 2023, we are working to formalise an agreement within our contracts which will ask exhibitors and organisers to be responsible for their own event waste and to educate them to have the mentality of reduce, reuse and recycle. There are a lot of organisers who already do this but, we want to encourage the entire industry to take on this approach.

● Impact

Working with like-minded suppliers and clients has helped us with a synergy of ideas to improve our own sustainability credentials. We are a new venue, but we work in close partnership with The Celtic Collection of hotels and venues which have reduced CO2 emissions by 25% since 2017 and saved 20 million litres of water annually.

Many of the sustainable elements, including natural ventilation and daylight and a sophisticated building management system, we factored into building ICC Wales bring huge cost efficiencies and energy savings which are particularly important as energy prices continue to rise.



“ Whilst no-one can say what the ‘ultimate’ sustainable event is, a good starting point would be to look for suppliers, including a venue, which has a strong green offering and a similar ethos to your business goals. If you can’t find a venue that ticks all of your boxes, it is about having an honest conversation and working collaboratively to understand what can be achieved. Don’t be scared of the sustainable journey, just make small changes and build upon them over time.”

Fitzroy Hutchinson

Energy and Sustainability Manager
ICC Wales

Company Operations

CASE STUDY



From Carbon Neutrality to Net Zero

BDC became certified CarbonNeutral® in 2010, under the CarbonNeutral® Protocol.

Since then continuous reductions and improvements have been made in tackling the company's environmental impact, leading up to 2022, when the business launched its commitment to reaching Net Zero before 2030 and submitted its initial assessment to B Corp.

VENUE:	Business Design Centre (BDC)
LOCATION:	Islington, London
OPENED:	1986 (The former Royal Agricultural Hall, opened in 1862)
SIZE:	6,000 sqm
CAPACITY:	5,300
SPECIAL FEATURES:	Grade II Listed Historical Building
FLAGSHIP EVENTS:	London Art Fair, New Designers, Country Living Christmas, Surface Design Show, HIX Event, Droidcon and Devoxx
AWARDS INCLUDE:	Exhibition News Awards: ECO Award 2016, CSR Award 2018, 2019, ESG Award 2022, AEO Awards (Venue of the Year 2019, 2020)
CERTIFICATIONS:	Certified CarbonNeutral® since 2010 Investors in People Gold





From Carbon Neutrality to Net Zero

● Challenges

BDC has been working on its environmental impact since 2008 when the company's first Sustainability Group was formed. Made up of BDC staff at all levels and suppliers, its key purpose was to make innovative changes and support clients and stakeholders on our sustainability goals.

Examples of this in practice include our event managers in delivering initiatives such as diverting reusable waste to our charity partners and ensuring the correct waste streams are available according to differing event needs.

Over the years that followed many of the changes we've made across the business and have had an early impact on the venue's carbon footprint and the Group has been central to steering this. From modifying lighting to low energy (both across the venue and for events) and removing/ reducing the size of general waste bins to adding motion sensors in common areas, it soon became a challenge to find impactful ways to continue reductions. This is particularly difficult in not being able to alter the fabric of a Grade II Listed building.

● Solutions

Looking externally helped to expand on the venue's plans and in 2019 the BDC made the switch to renewable electricity.

We were motivated by knowing that this was the right next step for a business which is conscious of its environmental impact. We worked with a business energy supplier to explore our options in relation to cost, and with an understanding that this was a long-term investment that will support us in meeting our Net Zero target.

The BDC also took its environmental discussion to the top, with the Board discussing the next steps needed. This involved support from carbon consultants ecollective who measured our footprint and found areas to make the next large investments such as finding an alternative to the use of gas in the venue.

In terms of smaller-scale investments, the availability and costs of truly environmentally-friendly products is still a factor. Compostable or biodegradable products come at a premium and it's still taking time to source and get an affordable price on some products for our clients. Where

we have been successful in doing this, we have to factor in how we will transition to the use of these at a client level.

In addition, while our impact has always been listed as a key corporate objective, this year for the first time, we published an ESG Strategy, [Being the Change](#). 2022/23 environmental targets included:

- Increase electric vehicle charging points in the car park and loading bay (we now have 20 points compared to 4 previously)
- Increase recycling and composting to reduce waste sent to recovery by 10%
- Look into alternative ways to generate our own energy on site
- Build relationships with environmentally focused businesses such as isla to support our events on their journey to Net Zero
- Deliver our route to Net Zero by the end of 2023

● Impact

Opening the challenge up across the business has also seen more people actively participate in our sustainability journey.

Members of the team have come forward with ways to support and drive change in their own areas. For example our Property Team implemented crockery collection points around the venue for BDC residents to reduce the takeaway packaging required in the on-site restaurant.

Event organisers may have been initially attracted to our venue via big statements on sustainability such as the fact we're using 100% renewable electricity or sending nothing to landfill, but once with us we have been able to support them on smaller, but still significant, sustainability shifts, such as adopting vegetarian menus, diverting reusable items from waste to charity partners and using compostable cups or food packaging where needed to taking the dates off show branding to reuse again.



“For those starting out on their venue's environmental impact journey, concentrate more on the steps that you are taking rather than worrying about getting it perfect. Open the challenge up to other members of the team, as it is not one easily faced or driven forward alone.

Most importantly engage with and take reassurance from other venues that are also striving to be better – everyone has to start from somewhere, the important thing is to start.”

Kate Vandenburg

Marketing and Communications Director
Business Design Centre

Commitment & Comms

CASE STUDY



Telling the Story of Sustainability

At Manchester Central, we're committed to supporting our clients, customers, team members and stakeholders on their own sustainability journey, as we believe this is the key to making meaningful, collective progress as an industry.

Our sustainability strategy, [Our Central Future](#), sets out our commitments, in line with the Net Zero Carbon Events Pledge, which includes reducing our emissions by 50% by 2030, collaborating with partners, suppliers and customers to drive change across the value chain, measuring and tracking our scope 1, 2 and 3 greenhouse gas emissions according to industry best practice, and reporting on our progress at least every two years. We believe having a committed and engaged workforce is the first step to achieve these commitments.

VENUE:	Manchester Central
LOCATION:	Manchester, UK
OPENED:	1986
SIZE:	23,000 sqm
CAPACITY:	10,000
SPECIAL FEATURES:	Grade II listed status, a former Victorian Railway station
FLAGSHIP EVENTS:	Housing, BIBA, CIPD, BSAVA, Political Party Conferences, Hyrox, Ninja Warrior UK
AWARDS INCLUDE:	MIA Team of the Year 2022 (Events and Operations), Best Venue Customer Service (Conference & Event Awards 2022)
CERTIFICATIONS:	Real Living Wage Employer, Disability Confident Committed Employer, AIM accredited, Vegan & Vegetarian Society accredited





Telling the Story of Sustainability

● Challenges

With sustainability increasingly becoming a key theme, we recognised a need to ‘take a reading’ of where we are, as a business and an industry, to better understand areas for improvement and opportunities for progress.

Sustainability touches on every aspect of our businesses. It can be difficult to know where to start, to make sustainable gains at a personal level, within businesses and across the industry.

With teams operating in a variety of different roles, and on different shift patterns, some desk-based and many not, we needed to find creative ways to engage our people, if we were to achieve our commitments.

● Solutions

This year, we embarked on a research project with Mash Media to understand the current state of play for sustainability within the events sector, the challenges faced, and explore success stories we can all take inspiration from.

The work culminated in the [Shaping a Sustainable Future whitepaper](#), sharing the key findings from the research that will help to shape both our collective and individual sustainability journeys. The areas for focus that have emerged from our findings are: Education and Training, Investment, Procurement and Governance and Guidance.

At the same time, we surveyed our people to gather insights and better understand how different people across different roles within the business prefer to receive information, to ensure we are reaching and engaging as many employees as possible, with the aim of achieving our sustainability goals. This resulted in a multi-channel marketing and communications approach, including:

- Monthly team briefings led by representatives from the sustainability steering group — which is made up of representatives from across the whole business from operational and business support staff to our service partners (the cleaning team and AV partners)
- Monthly staff e-newsletters
- Attention-grabbing noticeboards

● Impact

One of the most significant takeaways from our research was the need for more training and a clarity of understanding across our workforces. Therefore we plan to further enhance sustainability knowledge and understanding across the business, via sustainability awareness training, and collaborate with our service partners, contractors and organisers to ensure sustainability is embedded into all day-to-day workplace activities.

In addition, we continue to develop and implement a programme of ongoing internal and external sustainability communications, utilising our staff portal, team meetings, and internal ‘Central Times’ newsletter, as well as it being a core theme across our social media output, stakeholder e-communications and a dedicated area on our website, to keep sustainability at the forefront of people’s minds. We consistently seek feedback to help us refine our approach, and encourage new, innovative ideas to help us improve.



“

Whilst

Manchester Central

and many other venues

have made significant sustainable

improvements, collaboration with all stakeholders is the key to ensure events are run as sustainably as possible.

There are several ways we can make small changes to the way we do things, which can make a huge difference, but these changes will only happen if we work together and pull in the same direction. Having an engaged workforce that feel empowered to bring solutions forward in a bid to achieve shared commitments, is critical to achieving success and this sits at the heart of everything we do.”

Lauren Hudson

Sustainability and Safety Advisor

Manchester Central

Event Deliveries

CASE STUDY



Making nature the main event

Each year we have thousands of delegates stay with us for two nights or more, and realised many didn't want their room cleaned/didn't request fresh linen daily.

We saw this as a huge opportunity to save energy and be more sustainable and as a result introduced our Room2Grow scheme in June 2022. This not only gave delegates choice in the above but also put back into the environment.

VENUE:	Wyboston Lakes Resort
LOCATION:	Bedfordshire, UK
OPENED:	1982
SIZE:	380 acres spread over 3 venues: Waterfront Hotel, The Willows Training Centre and The Woodlands Event Centre
CAPACITY:	Up to 620 theatre style
SPECIAL FEATURES:	An inclusive resort, with nature reserve, team building, 18-hole golf course, spa, health club, serviced offices and co-working
FLAGSHIP EVENTS:	ASRA (Association for Student Residential Accommodation) Annual Conference, Ambition Holdings (Paddy & Scott's) Annual Strategy Meeting
AWARDS INCLUDE:	MIA Best Sustainable Venue, IACC Community Service Award and Best Sustainable Innovation Award, Eventwell; Best Mental Health Champion and Best Mental Health First Aider, 43rd place in the UK's Top 100 Best Large Companies to Work For
CERTIFICATIONS:	Greengage EcoSmart Platinum, Green Tourism Gold and IACC Greenstar





More Sustainability, No Apology

Challenges

The challenge was in how to communicate this scheme – which aims to reduce energy usage and ultimately the carbon footprint of the resort – effectively. We wanted to opt everyone out of the nightly clean and just ask delegates to hang the room service hanger on the door when a clean was required. This is a change in behaviour from the norm. Usually by default a room will be serviced each day, and now we're saying we won't clean the room, unless you let us know.

We also didn't want delegates to view this as a way for us to save money, so we decided to plant trees on the resort instead.

Solutions

It took two months for our Green Team – made up of Senior Leadership – to take the scheme from concept to reality, and it was officially launched in June 2022 with an ambitious target to plant 5,000 trees on the resort's 380 acres by the end of 2022.

We have plenty of space and are also keen to re-wild a lot of the resort to nature.

We communicated to delegates pre-arrival, putting the scheme on the delegate information issued to them by the event booker. It was also communicated at check-in and we had plasma screens and light boxes in each venue also sharing this message.

The room information also told the delegate all about the scheme and door hangers with instructions were left on the pillow, so hopefully the comms were clear and we didn't disappoint our delegates in any way.

Impact

Wyboston Lakes Resort will by far exceed its Room2Grow scheme target for 2022 as the total number of trees to be planted stands at 9,000 as of November 2022. Our staff are among those helping to plant trees, so it's a real team effort.

What's more, Room2Grow has become an award-winning sustainability initiative picking up the innovation award from the IACC (International Association of Conference Centres) at their 'IACC Europe Knowledge Festival' held in The Netherlands in September 2022 and the MIAList Award for Sustainability in November 2022.

Room2Grow is just one part of Wyboston Lakes Resort's approach to sustainability that makes the most of the resort's extensive natural resources. The resort has also launched several more environmental and wildlife enhancements. For example, with the decline in the bee population, the site welcomed four bee colonies in August 2022. These are being managed in an eco-friendly way by a keen beekeeper.

The resort is also home to a nature reserve with all kinds of flora and fauna and this is now being enhanced with the addition of a large wildflower meadow.



Here at Wyboston Lakes Resort sustainability gives us the opportunity to bring our diverse efforts under one umbrella and create a culture of conscience in what we do, and how we do it. Our slogan is quite simply, 'More Sustainability, No Apology'.

But bringing this to life wouldn't be possible without setting clear objectives. These have included reducing our 2022 energy usage per £100k of revenue by 7.5%, ensuring we have a plan to generate our own renewable energy and eradicating all food waste taken from site by 100%. It's also important to continually look forward and we are always searching for ways to level up on ambition for all areas across the resort including event deliveries.

We hope that venues reading this guide can take inspiration from our approach and the approach of many other venues."

Louisa Watson

Director of Marketing
Wyboston Lakes Resort

Glossary

Carbon balancing/offsetting

Carbon Balancing is where the carbon impacts of a product or service have been estimated and an equivalent amount of carbon dioxide is either prevented from being released into, or is absorbed from, the atmosphere. Preventative measures include renewable energy financing and energy efficiency improvements (e.g. lighting upgrades, insulation, heat pump technology). Carbon sequestering projects include those which protect existing natural habitats/ecosystems from destruction, and rewilding projects to restore or create new natural habitats/ecosystems.

Carbon Neutral

When the total amount of carbon emissions produced are balanced by an equal number of carbon offsets. There are specific parameters around certifying carbon neutral (the best standard is PAS 2060) and an effort to reduce emissions, before offsetting, must be demonstrated.

Circular Economy

The circular economy is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended. In practice, it implies reducing waste to a minimum. When a product reaches the end of its life, its materials are kept within the economy wherever possible. These can be productively used again and again, thereby creating further value.

KPIs

Key (K) Performance (P) Indicators (I). These are quantifiable measures of how successful an organisation has been at performing a particular activity/ies.

Lock-in effects

These are essentially stop-gap activities that don't support transformation. Instead they make things 'less bad', for example waste to energy (WtE) prevents waste-to-landfill, which is good, but it doesn't encourage producing less waste in the first place (see circular economy).

Net Zero

Reducing the greenhouse gas emissions of your organisation's entire value chain to as close to zero as possible, whilst offsetting any remaining unavoidable emissions. To achieve Net Zero, companies will need to reduce 90%-95% of their emissions by 2050 at the latest, with an interim reduction target of 50% by 2030. These science-based targets are designed to limit global warming to within 1.5°C. It is not possible to achieve Net Zero without assessing and reducing Scope 3 emissions - the majority of your organisation's impact.

Scope 1 Emissions

Direct emissions - the actual burning of fossil fuels in facilities or assets you own or control.

Scope 2 Emissions

Indirect emissions - associated with the purchase of electricity, steam, heat or cooling for your owned or controlled assets.

Scope 3 Emissions

Everything else!

- Emissions from vehicles which are used as a result of your organisation's activities, but not owned or controlled by your company. Including: supplier transport, shipping/deliveries, crew travel, delegate travel, your staff journeys via personal vehicles, your staff journeys via public transport (buses, trains, planes).
- Energy consumption as a result of your organisation's activities, but occurs in facilities not owned or controlled by your company. Including energy used in: external permanent venues, temporary venues/structures, hotels/accommodation, and your staff working from home.
- Production emissions from all supplier materials and catering ingredients which are used as a result of your organisation's activities.
- Emissions from all waste generated as a result of your activity - including: incineration, landfill and recycling

SPIN Selling

A sales technique that uses questions under four categories: **S**ituation, **P**roblem, **I**mplication, **N**eed-Payoff to guide customer conversations.

SMART

A set of goals that are **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-Bound.

SWAG

Something **W**e **A**ll **G**et - Branded event merchandise in the form of bags, stationery, coupons, samples and more given away to event attendees.

Value Chain Engagement

This looks at the way organisations share knowledge and expertise with key external stakeholders, including suppliers and clients, working to foster engagement, trust and mutual growth.

Zero Waste

The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.

In practice this means diverting 90% of waste from landfill and/or incineration - which is also known as waste to energy (WtE). Most waste in the UK does not go to landfill but is incinerated. This is not Zero Waste. Diversion from landfill is a good thing, but WtE does not constitute Zero Waste.

Thank you

Many thanks for your partnership!

The UK events industry is not just an industry, but a network and community of passionate, committed and hardworking people. We thrive on a challenge and we pull together to deliver world-leading experiences (and we manage a few laughs along the way!).

Transforming our sector requires that same kind of passion, commitment and hard work. Plus a good dose of resilience - something we demonstrate daily and in abundance.

Anna Abdelnoor

Anna Abdelnoor
isla CEO & Co-Founder

For more information please contact our team
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isla.

