GES

GES EMEA
Roadmap to Net Zero

#GrowTogether

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Introduction

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We are GES EMEA

Sustainability is a core responsibility at GES. We are proud to support the Net Zero Carbon Events Pledge with a clear path to achieving Net Zero by 2050. Significant progress has been made, but our commitment to doing more remains unwavering.

Our EMEA operations span

08 COUNTRIES

10 OFFICES

335 SHOWS

453 STAFF MEMBERS

In 2024, we delivered 335 shows across the EMEA region on behalf of our clients from our 10 offices across 8 countries. A diverse group of 453 staff members is united in advancing meaningful change in the events industry.

GES offers end-to-end event solutions, from creative design to logistics and production, with a focus on sustainability. We empower our clients to create impactful, engaging experiences.

Committed to environmental sustainability, GES focuses on conserving natural resources, preventing pollution, and continuously improving environmental performance, all while respecting the ecosystems we impact.

This dedication is reflected in our certifications and achievements:

- Signed the Net Zero Carbon Pledge for the Events Industry, committing to deliver Net Zero emissions by 2050.
- Awarded Event & Supplier Services Association (ESSA) Sustainability Tier 5 Accreditation.
- First company to be awarded ISO20121:2024 by BSI, adhering to strict Sustainable Event Management processes and procedures.
- Members of the Active Association (ESSA) Working Group and the Crossmember of the Event Supplier and Services Association Sustainability Working Group (AEV, AEO, ESSA).
- Successfully met FESPA UK Waste Accreditation standards, advancing the circular economy by keeping materials in use for as long as possible.
- A Member of the Better Stands Supplier Working Group

Our mission and values

At GES, we lead the events and exhibitions industry by integrating sustainability into every aspect of our work. Our mission is to deliver extraordinary exhibition experiences through simple, user-friendly services and best-in-class execution, all while reducing our environmental impact.

We believe sustainable events are the future, and we're making them a reality by setting new standards for sustainability and inspiring others in the industry to join us in creating meaningful, positive change.

Our sustainability strategy emphasizes the three pillars of ESG—Environment, Social, and Governance. This report centres on the environmental aspect, showcasing our efforts to reduce our ecological footprint. We look forward to releasing a comprehensive report that covers all ESG areas in the near future.

Guided by our core values of Trust, Responsibility, Understanding, and Excellence (T.R.U.E.), we believe in building strong partnerships that empower us to act with integrity, deliver on our commitments, and put people at the heart of everything we do. These values drive us to continuously improve our environmental performance, take responsibility for our actions, and provide exceptional service with a focus on sustainability.

OUR CORE VALUES:

T R U E

TRUST
Trust each other to always be honest and do what's right.

RESPONSIBILITY
Be responsible for our actions and deliver on our commitments.

UNDERSTANDING
People come first. Be understanding and compassionate.

EXCELLENCE
Provide excellent service and execution.

A message from our leaders

Over the past 12 months, we've worked diligently across EMEA to develop a robust environmental management plan that aligns with our Net Zero pledge and our commitment to minimising our environmental impact. Our efforts are producing tangible and meaningful results, reflecting our genuine dedication to making a positive impact.

This report highlights the progress we've made and the initiatives we've implemented, such as removing emissions-intensive materials from our portfolio and replacing them with sustainable alternatives. Driven by our desire to do better, we are continually striving to be a positive influence in our industry and ensure that the events industry thrives in partnership with our people and the planet. **#GrowTogether**

"

"We're pleased to share the latest progress in our journey towards achieving Net Zero. As a proud signatory of the Net Zero Carbon Events Pledge, this commitment has been instrumental in accelerating our sustainability goals, pushing us to think bigger and act faster."

Jason Stead, President of GES EMEA

"

"Sustainability is truly embedded in GES' DNA, and we are proud of the milestones we've reached this year. GES has been awarded with ISO 20121:2024 by BSI, and the ESSA Sustainability Accredited Tier 5 certification. Producing this report in line with the Net Zero Carbon Events Pledge is another significant step forward on our journey."

Kate Holliday, Head of ESG, of GES EMEA

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Our Sustainability Strategy

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Our sustainability strategy

Our Environmental, Social and Governance Policy reflects our commitment to adopting practices that minimise our environmental impact, ensuring our business contributes to a healthier planet for future generations.

By leading the way in sustainable operations, we aim to set the standard for the industry, ensuring GES remains a valued leader and continuously improves the sustainability performance for the events we manage.

This report underscores our commitment to transparency and accountability in tracking and reducing greenhouse gas (GHG) emissions. It has been prepared using the best available data and methodologies at the time of compilation.

We recognise the significant footprint of the events industry and the responsibility we bear in driving positive, long-term change.

COMMITMENT

In 2021, GES proudly signed the Net Zero Carbon Events Pledge, committing to measure and reduce all carbon emissions associated with our EMEA operations and services. This commitment reflects our mission, values, and dedication to leading the events industry towards a more sustainable future.

MEASURE

To better understand the full scope of our emissions, we established baseline GHG estimates in 2023 using the widely accepted GHG protocol for scope 1, scope 2, and relevant scope 3 categories. We use reporting software to compile these estimates annually, ensuring consistency and comparability with our baseline year.

ACTION

Understanding our baseline helped us set ambitious, achievable objectives by prioritising innovation, collaboration, and training for continuous improvement. Over the past 12 months, we have worked diligently across EMEA to develop a robust environmental management plan to better understand and reduce our emissions effectively.

IMPROVE

We are on track to reduce our EMEA GHG emissions by 50% by 2030. To date, we've implemented carbon reduction measures between our baseline year (2023) and reporting year (2024), resulting in a 16% decrease in emissions. We will continue to update our reduction projects and emissions data accordingly.

*We acknowledge that GHG inventories inherently involve some degree of estimation and uncertainty. As data quality and methodologies evolve, future inventories may reflect improved accuracy and differ from current results. The information presented in this report is intended for informational purposes only and should not be used as the sole basis for business, legal, or financial decisions. We reserve the right to revise any part of this inventory should new information emerge or errors be identified.

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Our pledge and commitments

In 2021, GES EMEA proudly signed The Net Zero Carbon Events Pledge. By signing this pledge, we committed to reduce our greenhouse gas (GHG) emissions by 50% by 2030, to reach Net Zero GHG emissions by 2050, and to actively promote and advocate for industry efforts throughout the value chain.

This decision was driven by our desire to lead the events industry towards a more sustainable future, in alignment with our core mission and values. As a market leader, GES aims to not only embrace sustainability but also to become a recognised innovator, shaping the future of the industry with a continued commitment to positive change. We are determined to do more, to lead in this space, and to inspire others in events to adopt.

In shaping our sustainability strategy, we have carefully considered the United Nations Sustainable Development Goals (SDGs), aligning our efforts with these global objectives to ensure that our actions contribute to broader, meaningful change. Building on this, we are actively working towards our sustainability goals through a series of key commitments.

01
Minimising the use of **VIRGIN MATERIALS** for graphics while increasing the share of accredited sustainable materials in our portfolio.

02
Reducing **WASTE** by maximising reuse and recycling whilst implementing operational improvements to achieve zero landfill impact across EMEA.

03
Improving **ENERGY EFFICIENCY** and reducing the consumption of fuel, natural gas, and electricity in daily operations

04
Minimising our **TRANSPORT** carbon emissions by optimising logistics operations for greater efficiency and adopting more sustainable transport options for both our goods and global workforce.

05
Improving our **SUPPLY CHAIN** engagement by developing a Supply Chain Management Plan to help remove emissions at source.

06
Optimising data quality, **MEASURING, MONITORING,** and **MANAGING** our environmental performance in line with industry-leading standards and certifications, while advancing our ESG commitments.

Our Emissions

GES

Understanding our emissions

To meet our Net Zero pledge, we established our baseline GHG estimates in 2023, aligned with the Greenhouse Gas (GHG) Protocol, ensuring a comprehensive approach to assessing our carbon footprint across various categories.

Scope 1 | Scope 2 | Scope 3

Where data was unavailable, we made use of proxies, estimations, and assumptions. For example, commuting and homeworking data was extrapolated from a sample of employees, and site water consumption was estimated using proxies and averages. For purchased goods, emissions were calculated through a spend-based approach. Furthermore, any incomplete data for 2024 was extrapolated for the remaining months to ensure accuracy in our reporting.

Scope One

Our Scope 1 emissions include those from forklift fuel, natural gas, and company vehicles.

Scope Two

Scope 2 emissions are primarily derived from electricity and electric vehicle usage.

Scope Three

Scope 3 emissions have been measured in a range of categories, including purchased goods for sites, modular systems, graphics, and flooring, as well as water use and treatment, waste, personal mileage claims, and commuting (including Well-to-Tank (WTT) emissions). Additionally, we account for business travel emissions, including air and land travel (also factoring in WTT), hotel stays, deliveries, and transmission & distribution (T&D) emissions.

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Our 2023 emissions

In 2023, GES EMEA completed its first full year of emissions accounting, offering a detailed view of our carbon footprint across all scopes.

Our total emissions were measured at **7,658 tCO$_2$e**, with

Scope 1 accounting for 483 tCO$_2$e **(6%)**
Scope 2 for 154 tCO$_2$e **(2%)**
Scope 3 for 7,021 tCO$_2$e **(92%)**

The primary sources of emissions were:
• purchased goods for flooring **(31%)**
• business travel by air **(12%)**
• purchased goods for modular systems **(12%)**
• purchased goods for graphics **(11%)**

This detailed data has enabled us to work diligently over the past 12 months across EMEA, developing a robust environmental management plan to better understand and effectively reduce our emissions.
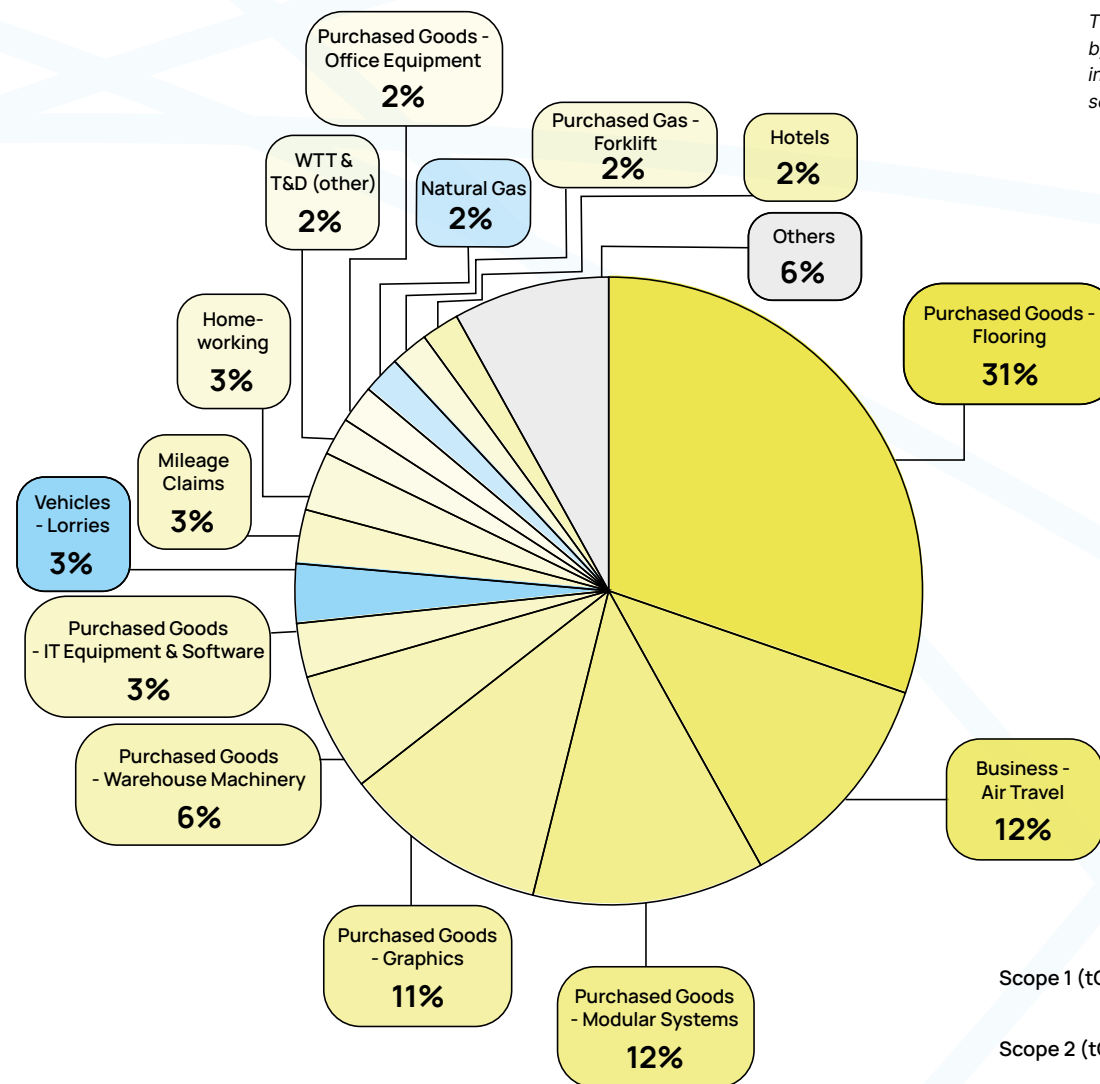
The graph categorizes emissions by source rather than by scope. "Others" include all other categories under 2%, including some Scope 1 (1%), some Scope 2 (2%) and some Scope 3.

Purchased Goods - Office Equipment **2%**
WTT & T&D (other) **2%**
Natural Gas **2%**
Purchased Gas - Forklift **2%**
Hotels **2%**
Others **6%**
Purchased Goods - Flooring **31%**
Home-working **3%**
Mileage Claims **3%**
Vehicles - Lorries **3%**
Purchased Goods - IT Equipment & Software **3%**
Purchased Goods - Warehouse Machinery **6%**
Purchased Goods - Graphics **11%**
Purchased Goods - Modular Systems **12%**
Business - Air Travel **12%**

2023

Scope 1 (tCO$_2$e)	483
Scope 2 (tCO$_2$e)	154
Scope 3 (tCO$_2$e)	7,021
Gross emissions (tCO$_2$e)	7,658

Intensity Ratio per Employee 2023: **20 tCO$_2$e**

Our 2024 emissions

Building on the baseline GHG estimates established in 2023, 2024 marked another year of emissions reporting, allowing us to measure progress and compare results against our initial baseline.

Our total emissions were **6,453 tCO$_2$e, down 1,205 tCO$_2$e from 2023 - a 16% drop** from our baseline year.

**Scope 1** accounting for 455 tCO$_2$e **(7%)**
Scope 2 for 158 tCO$_2$e **(2%)**
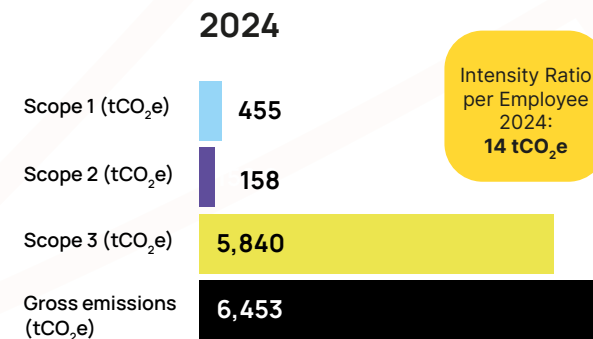**Scope 3** for 5,840 tCO$_2$e **(91%)**

The primary sources of emissions were:
• purchased goods for flooring **(27%)**
• business travel by air **(17%)**
• purchased goods for Graphics **(15%)**
• purchased goods for modular systems **(12%)**

These insights provide a clear understanding of where our environmental impact is most significant, helping us prioritise actions to reduce emissions effectively.
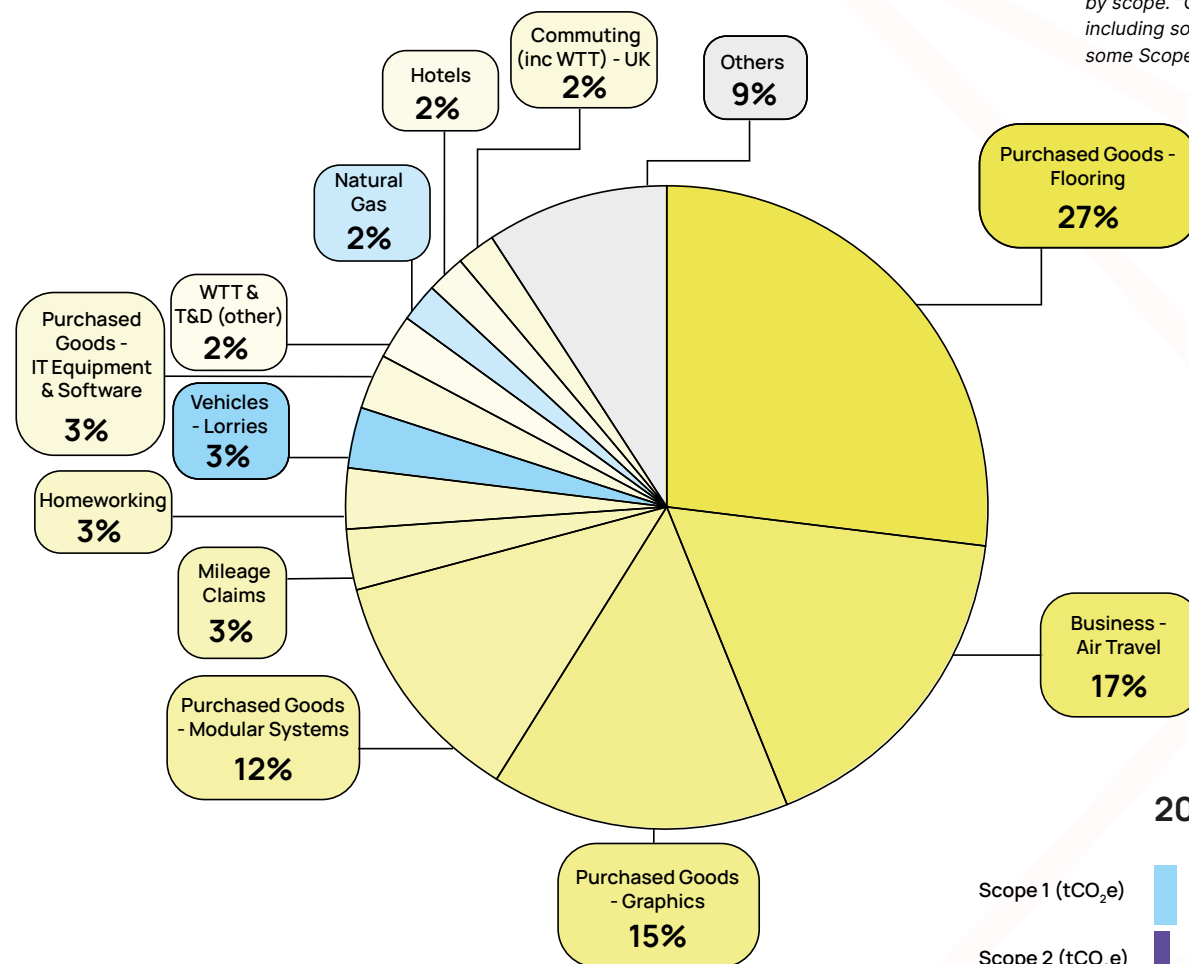
The graph categorizes emissions by source rather than by scope. "Others" include all other categories under 2%, including some Scope 1 (1%), some Scope 2 (2%) and some Scope 3.

Hotels **2%**
Commuting (inc WTT) - UK **2%**
Others **9%**
Natural Gas **2%**
Purchased Goods - Flooring **27%**
WTT & T&D (other) **2%**
Purchased Goods - IT Equipment & Software **3%**
Vehicles - Lorries **3%**
Homeworking **3%**
Mileage Claims **3%**
Purchased Goods - Modular Systems **12%**
Business - Air Travel **17%**
Purchased Goods - Graphics **15%**

2024

Scope 1 (tCO$_2$e) — 455
Scope 2 (tCO$_2$e) — 158
Scope 3 (tCO$_2$e) — 5,840
Gross emissions (tCO$_2$e) — 6,453

Intensity Ratio per Employee 2024: **14 tCO$_2$e**

Our emissions reduction 2023 -2024

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Our emissions reductions

Over the past year, we implemented key carbon reduction measures across EMEA,

**achieving a** **16%** **emissions decrease from our 2023 baseline.**

We are on track to reduce our global GHG emissions by **50%** **by 2030**

We also tracked emissions intensity to align progress with business growth. In 2023, emissions intensity was 20 tCO_2e per employee, decreasing to 14 tCO_2e per employee in 2024, representing a **30% reduction.**

GES regularly updates its reduction projects and emissions data to stay aligned with this goal. The focus remains on continuous improvement and collaboration with partners, employees, and stakeholders to drive meaningful, measurable change.

	2023	2024
Scope 1	483	455
Scope 2	154	158
Scope 3	7,021	5,840
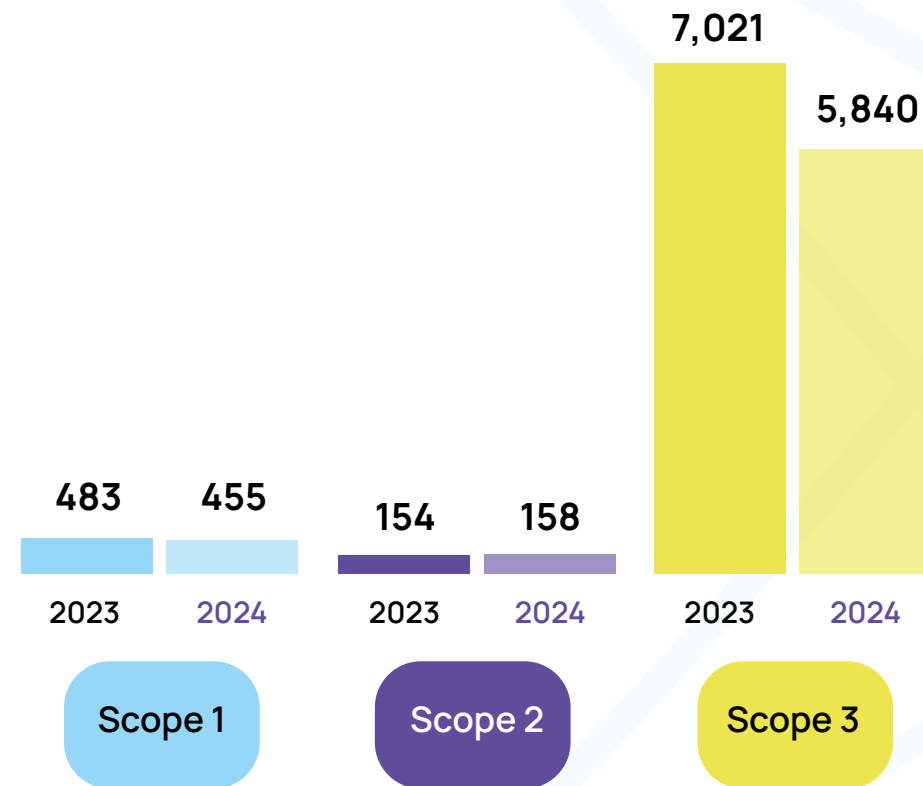
Emissions	Base Year 2023 (tCO_2e)	Reporting Year 2024 (tCO_2e)	%Diff
Total Emissions	**7,658**	**6,453**	**-16%**
Intensity Ratio	**20 tCO_2e per employee**	**14 tCO_2e per employee**	**-30%**

Our emissions reductions

We've achieved measurable reductions in our total emissions in 2024 compared to our 2023 baseline.

Scope One

Direct emissions from fuel combustion and company vehicles **decreased by 6%**, from 483 tCO_2e in 2023 to 455 tCO_2e in 2024.
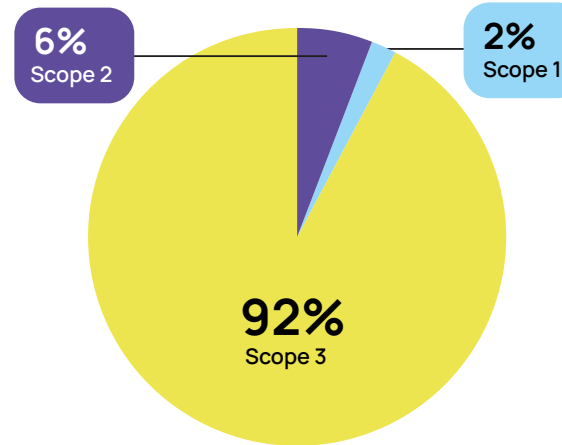
Scope Two

Indirect emissions from purchased electricity **increased slightly by 3%**, rising from 154 tCO_2e to 158 tCO_2e.
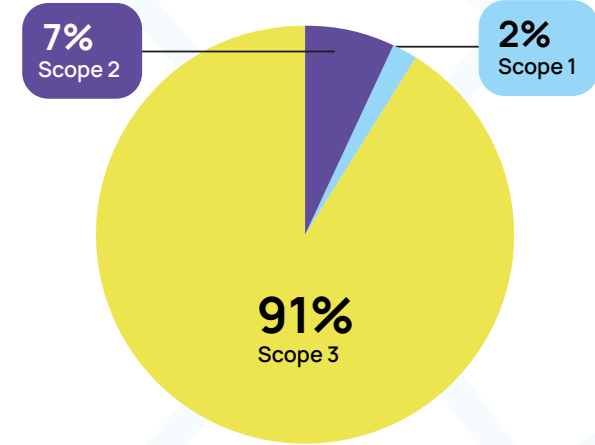
Scope Three

Emissions across our value chain, including purchased goods, logistics, and business travel, **fell by 17%**, from 7,021 tCO_2e to 5,840 tCO_2e.

2024
Emissions by scope

6% Scope 2 — 2% Scope 1

92% Scope 3

2023
Emissions by scope

7% Scope 2 — 2% Scope 1

91% Scope 3

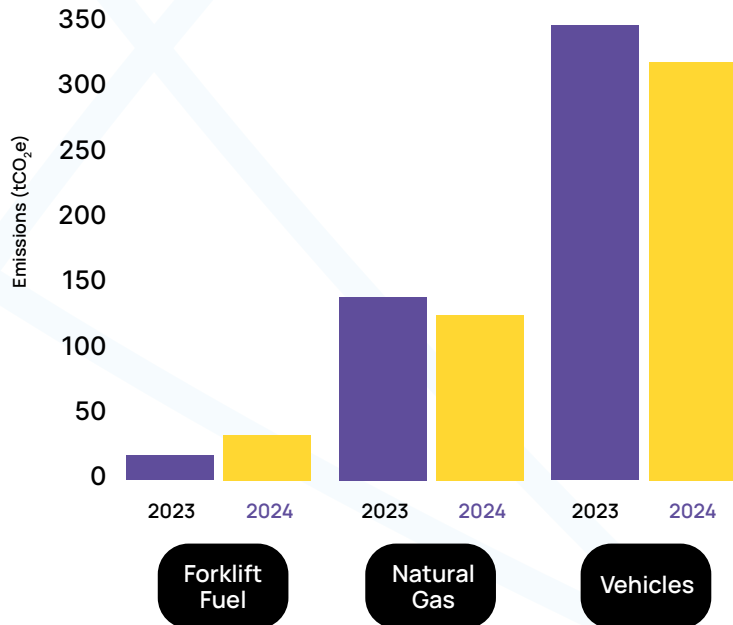| Scope	2023	2024	Reduction
Scope 1 (tCO_2e)	483	455	-6%
Scope 2 (tCO_2e)	154	158	3%
Scope 3 (tCO_2e)	7,021	5,840	-17%
Gross emissions (tCO_2e)	7,658	6,453	-16%
Intensity Ratio (tCO_2e per employee)	20	14	-30%

Scope 1
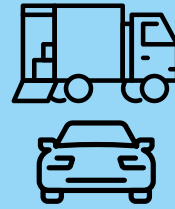# emissions reductions

In 2024, Scope 1 emissions reduced by

6%

from the 2023 baseline, targeting key sources like fuel combustion and company vehicles.

Scope 1 emissions

Emissions (tCO$_2$e)

350
300
250
200
150
100
50
0

2023 | 2024 | 2023 | 2024 | 2023 | 2024

Forklift Fuel | Natural Gas | Vehicles

Key contributors include:

Vehicles: Emissions from vehicles in 2024 showed mixed trends. **Cars decreased by 26%** (50 tCO$_2$e to 37 tCO$_2$e), and **lorries by 9%** (211 tCO$_2$e to 191 tCO$_2$e), driven by relocating offices and warehouses to the NEC Birmingham and ExCeL London, **reducing HGV road miles by 50%.** However, **van emissions increased by 7%** (73 tCO$_2$e to 79 tCO$_2$e). A phased strategy is being implemented to **reduce emissions from company vehicles by 3% annually.**

27% ↓

Natural Gas: Emissions **decreased by 8%**, from 129 tCO$_2$e to 119 tCO$_2$e, due to targeted efficiency measures in facility heating systems. To further reduce these emissions, we are exploring options to transition to fully electric systems or upgrade to more energy-efficient boilers.

8% ↓

Forklift Fuel: Emissions **increase by 45%**, increasing from 20 tCO$_2$e in 2023 to 29 tCO$_2$e in 2024. This increase was driven by operational changes and increased business, necessitating greater forklift usage. To address this, we are aiming to **transition to 100% electric forklifts** in our operations.
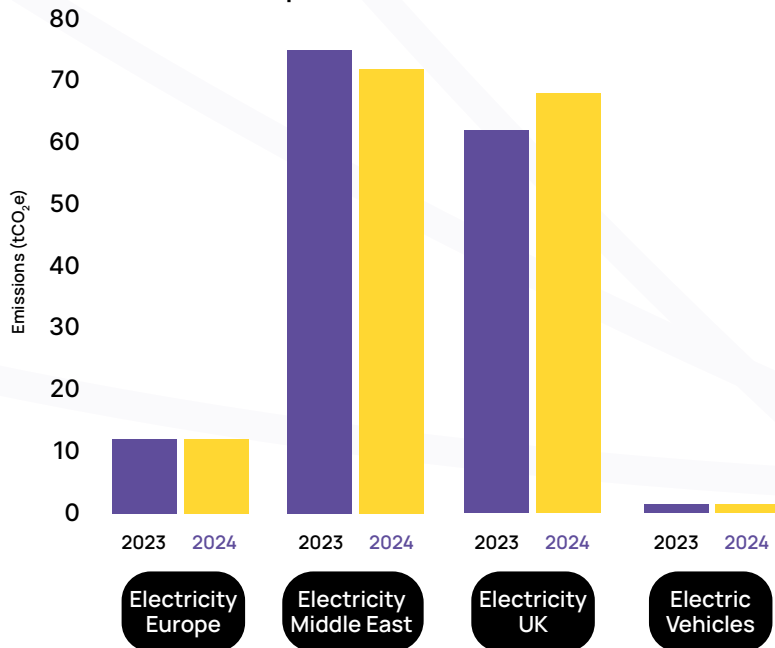
48% ↑

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Scope 2 emissions reductions

In 2024, emissions from purchased electricity increased by 3%, rising from 154 tCO_2e to 158 tCO_2e.

Electricity is the main source of our Scope 2 emissions, making up over

99%

of the total.

We are working on reducing emissions by switching to renewable energy where we directly manage utilities and working with landlords to adopt greener energy in leased properties. We have also improved energy efficiency by installing motion-sensor LED lighting in offices, using LEDs for shows, and upgrading to energy-efficient large format printers with LED technology.

Scope 2 emissions reduction

Emissions (tCO_2e)

	2023	2024
Electricity Europe		
Electricity Middle East		
Electricity UK		
Electric Vehicles		

14%

Emissions in Europe stayed the same at 14 tCO_2e, while the **Middle East saw a small 1% drop** due to operational changes. However, the **UK recorded an 8% increase**, from 63 tCO_2e to 69 tCO_2e. On a positive note, **emissions from electric vehicles dropped by 14%**.

By focusing on renewable and energy efficiency, we are making strong progress toward cutting Scope 2 emissions and meeting our climate goals.
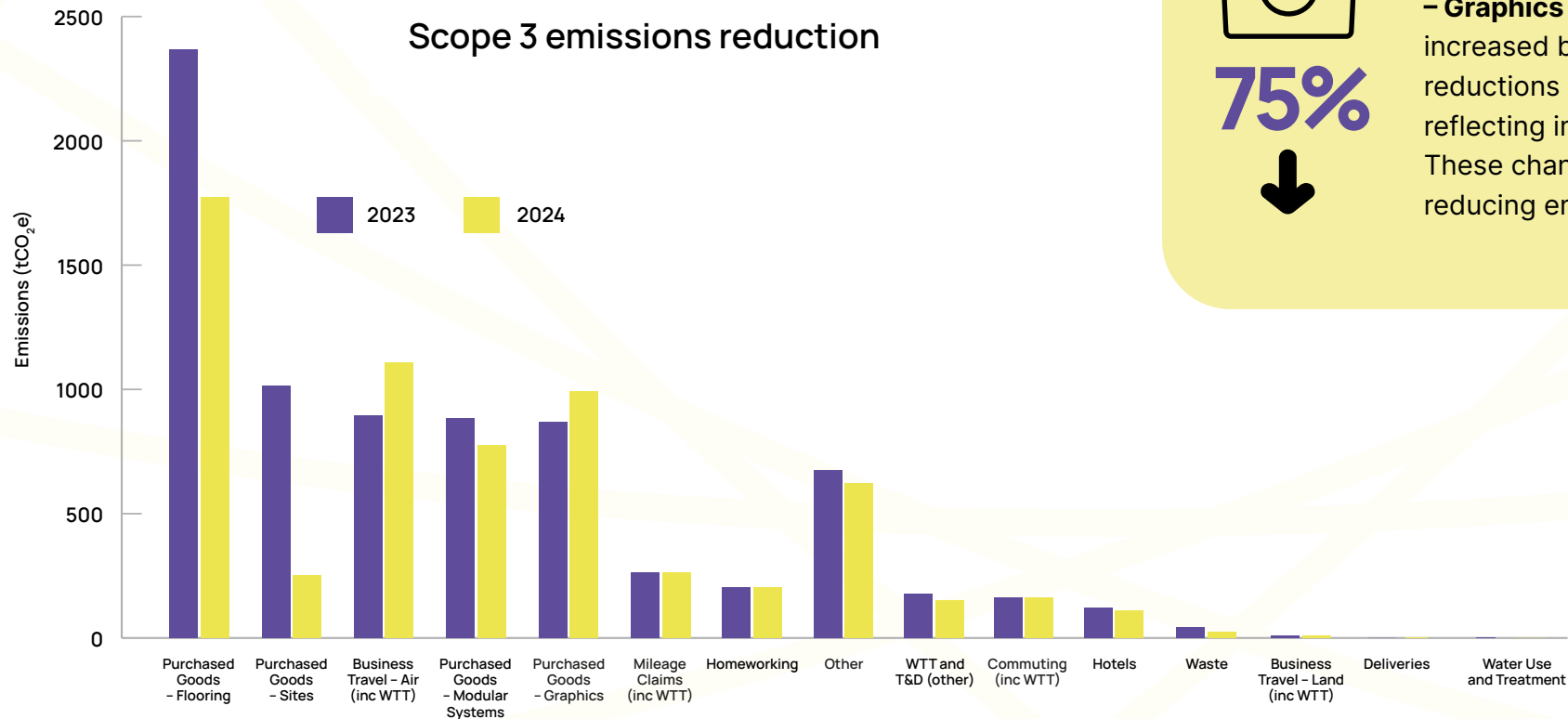
18

Scope 3 emissions reductions

In 2024, we reduced Scope 3 emissions by

17% from 7,021 tCO$_2$e in 2023 to 5,840 tCO$_2$e, by addressing emissions from purchased goods, business travel, and transport logistics.

Scope 3 emissions reduction

75%

Key reductions were seen in **Purchased Goods – Sites,** which dropped by 75%, and **Purchased Goods – Flooring,** which saw a 25% reduction. However, emissions from **Purchased Goods – Graphics** rose by 14%, and **Business Travel – Air** emissions increased by 23%. On a positive note, we also achieved reductions in **Waste** as well as **Transport & Distribution,** reflecting improvements in waste management and logistics. These changes demonstrate our ongoing commitment to reducing emissions across our value chain.

Emissions (tCO$_2$e)

2023 2024

2500

2000

1500

1000

500

0

Purchased Goods – Flooring | Purchased Goods – Sites | Business Travel – Air (inc WTT) | Purchased Goods – Modular Systems | Purchased Goods – Graphics | Mileage Claims (inc WTT) | Homeworking | Other | WTT and T&D (other) | Commuting (inc WTT) | Hotels | Waste | Business Travel – Land (inc WTT) | Deliveries | Water Use and Treatment

Scope 3 emissions reductions: Purchased goods

Purchased goods remain the largest Scope 3 emission source, accounting for **3,795 tCO$_2$e (65%)** in 2024, down from **5,133 tCO$_2$e (73%)** in 2023—a reduction of 26%. This reduction was driven by a cradle-to-gate assessment of high-carbon materials, enabling more informed purchasing decisions. We are reviewing our product portfolio to phase out certain materials and replace them with sustainable alternatives, aiming for 50% more sustainably accredited materials.
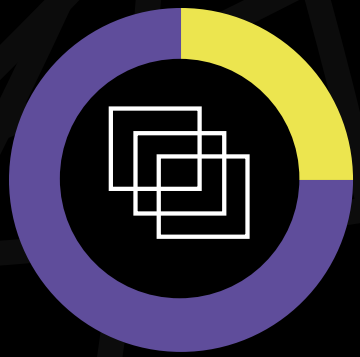
25% in Flooring ⬇

Flooring emissions were reduced by 25%, from 2,367 tCO$_2$e to 1,772 tCO$_2$e, through the use of Rewind®, a fully recyclable polypropylene carpet that cuts CO$_2$ emissions by 55% and energy use by 85%.

75% in Sites ⬇

Site emissions dropped by 75%, from 1,013 tCO$_2$e in 2023 to 252 tCO$_2$e, driven by operational improvements and streamlined warehousing processes. This category covers forklift equipment, IT and software, warehouse machinery, storage, vehicles, and office equipment.
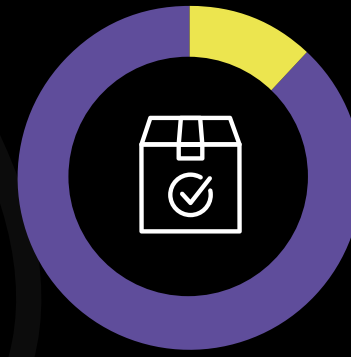
12% in Modular Systems ⬇

Modular systems emissions reduced by 12%, from 885 tCO$_2$e to 777 tCO$_2$e, through improved supply chain engagement and material efficiency.
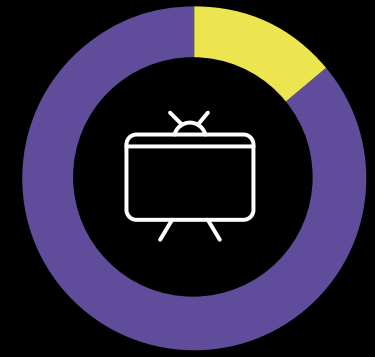
14% in Graphics ⬆

Graphics emissions increased by 14%, rising from 868 tCO$_2$e to 994 tCO$_2$e. In response, GES is actively developing sustainable solutions, including recycled graphic panels and the use of Greenguard-certified inks. We continue to collaborate closely with graphics suppliers to test and adopt more sustainable materials. Looking ahead, we already have plans in place for 2025 to further reduce our environmental impact.

Scope 3 emissions reductions:
Business travel

15% ↑ Business travel remains a significant contributor to Scope 3 emissions, rising from 1,296 tCO$_2$e (**18% of Scope 3**) in 2023 to 1,496 tCO$_2$e (**26% of Scope 3**) in 2024 due to increased travel activity.

23% ↑ The primary driver was a **23% rise in air travel emissions**, from 896 tCO$_2$e to 1,106 tCO$_2$e. **Land travel emissions dropped slightly by 7%**, from 14 tCO$_2$e to 13 tCO$_2$e, while **personal mileage claims remained stable at 5%**. **Hotels emissions saw a 9% decrease**, from 123 tCO$_2$e to 112 tCO$_2$e.

To address these challenges, we are interrogating the data and developing a comprehensive **sustainable travel policy** to improve data accuracy and travel practices, ensuring meaningful reductions in our business travel footprint.

Emissions (tCO$_2$e)

1200
1000
800
600
400
200
0

Mileage Claims | Mileage Claims WTT | Business Travel - Air (inc WTT) | Business Travel - Land (inc WTT) | Hotels

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Our Priority Action Areas

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Priority action areas

Aligned with our Net Zero Carbon Events pledge, we have identified key priority action areas to achieve ambitious carbon reduction goals. These initiatives are designed to deliver tangible emission reductions while supporting our business growth plans.

The temporary nature of events means that a significant impact of our operations are materials used, and waste generated. This priority action area is focused on initiatives that support the integration of 'greener' materials into our event delivery that can either be recycled or reused. We also plan to develop a Supply Chain Management Plan to engage with our supply chain and target emissions reduction at the source. We are already collaborating with key suppliers on reduction initiatives and intend to broaden the scope of our engagement. Additionally, we will conduct workshops to support and guide more suppliers in adopting sustainable practices.

Electricity, fuels, and gas power our operations and events. This priority action area is focused on optimising energy use and transitioning to clean, renewable energy sources, such as renewable energy adoption and fleet electrification.

Event Materials & Waste

Business Travel

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Priority action areas

Energy Efficiency

Logistics & Transport

Due to our global footprint our staff are required to travel significantly. This priority action area is focused on ensuring access to more sustainable travel options and improving the measurement of our travel footprint to identify areas of optimisation.

We host events all over the world. Logistics and transport is an important action area as it makes up a significant portion of our carbon footprint. This priority action area is focused on initiatives that optimise the movement of our goods to and from events.
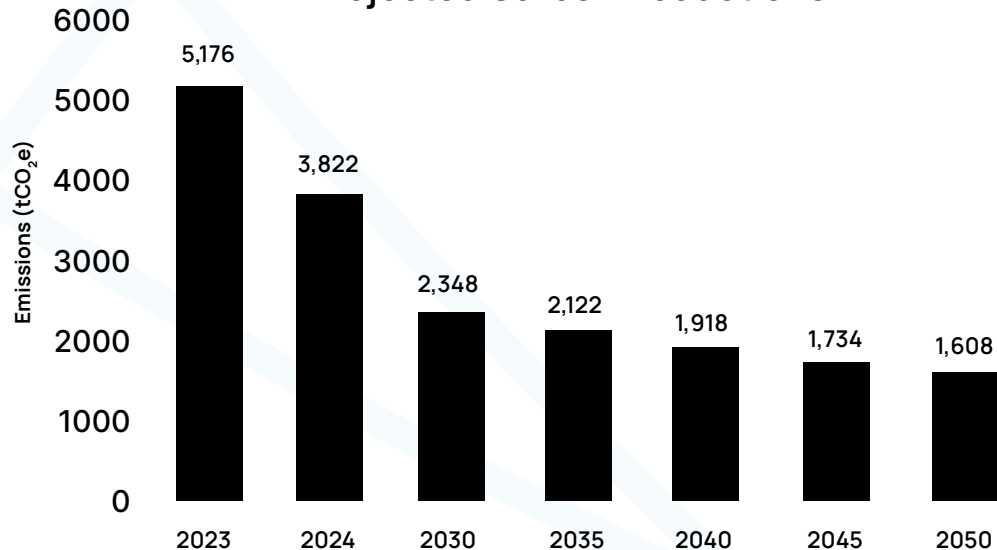
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Event Materials & Waste

Priority Action Area

Commitments

Due to the temporary nature of events, significant materials are used and waste is generated. GES is committed to redesigning event inputs with sustainable materials, aiming for a long-term goal of being 'waste-free'.

Projected Carbon Reductions

Emissions (tCO$_2$e)

Year	Emissions
2023	5,176
2024	3,822
2030	2,348
2035	2,122
2040	1,918
2045	1,734
2050	1,608

Action Plan

Short-term

- We've partnered with waste providers to divert waste from landfill, reducing emissions, and will continue tracking landfill, recycling, and combustion data.
- Conduct regular waste audits at operational sites.
- Launch 'Show Build Live', an interactive floorplan that improves operational efficiencies and eradicates the need to print floor plans and other documents.
- Reducing the size of name boards and fascias for event signage is expected to cut material usage by 15%.
- By the end of 2025, we will transition to sustainable carpet brands for UK clients, aiming for a 41% reduction in flooring emissions by 2030. We will also conduct a cradle-to-gate analysis of main Middle East materials in order to drive more sustainable choices.

Medium-term

- Supply Chain Management Plan developed and implemented to engage with suppliers and reduce emissions throughout the supply chain.
- Source event uniforms made from sustainable materials with a defined end-of-life plan.
- Partner with our material suppliers to include and select sustainable and reusable materials across our portfolio.
- Work with EU and Middle East flooring providers to transition to more sustainable materials.

Long-term

- Implement long-term policies to prioritise materials in event delivery that can be reused, hired, or recycled for a waste-free approach.
- Only offering sustainable flooring options throughout EMEA.

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Business Travel

Priority Action Area

Commitments

Business travel by air makes up 19% of our scope 3 emissions and is a substantive part of our core business. We're committing to developing a sustainable travel policy that will support more accurate activity data collection and an uplift in travel practices to achieve sustainable reductions in our business travel footprint.

Projected Carbon Reductions

Emissions (tCO₂e)

Year	Emissions
2023	1,296
2024	1,496
2030	919
2035	831
2040	751
2045	679
2050	629
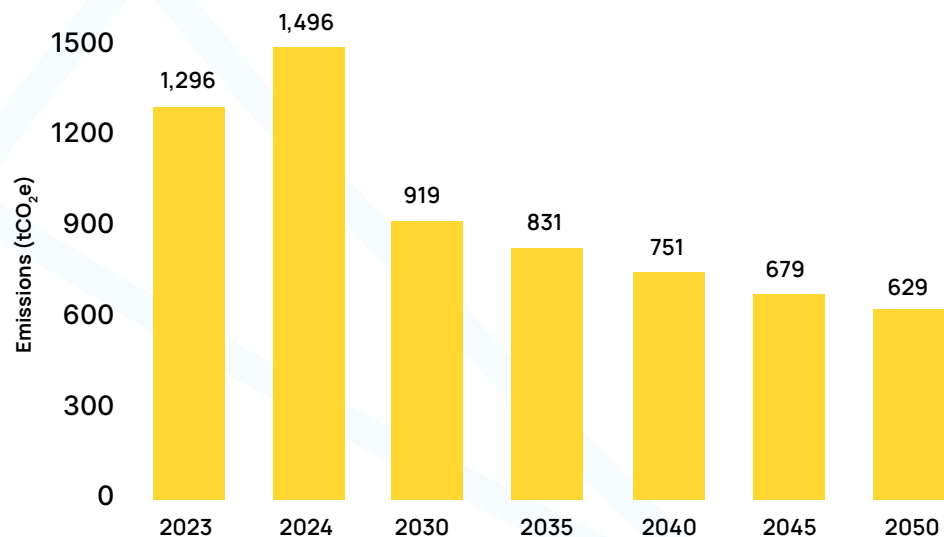
Action Plan

Short-term

- Undertake a materiality assessment of our business travel data to analyse the purpose, transport modes used by staff, and the resulting emissions impact.
- Develop a sustainable travel policy that outlines practices, targets and detailed action plan.
- Develop materials for promotion of sustainable travel options.

Medium-term

- Engagement with travel provider to prioritise more sustainable travel options i.e. point to point travel, rail travel, and economy class air travel.
- Implement and track sustainable travel policy and reduce unnecessary travel.

Long-term

- Explore investment in Sustainable Aviation Fuel credits for airline business travel footprint.
- Exclusive use of electric vehicle road transport for business travel.

Logistics & Transport

Priority Action Area

Commitments

Transporting equipment and materials contributes significantly to our Scope 1 and Scope 3 emissions. We are committed to electrifying our fleet, including warehouse forklifts and vans, to reduce fuel usage and Scope 1 emissions. For contracted logistics and freight, we are aligning with Net Zero solutions to move products and equipment efficiently for event delivery.

Projected Carbon Reductions

Emissions (tCO_2e)

Year	Emissions
2023	537
2024	492
2030	302
2035	273
2040	247
2045	223
2050	207
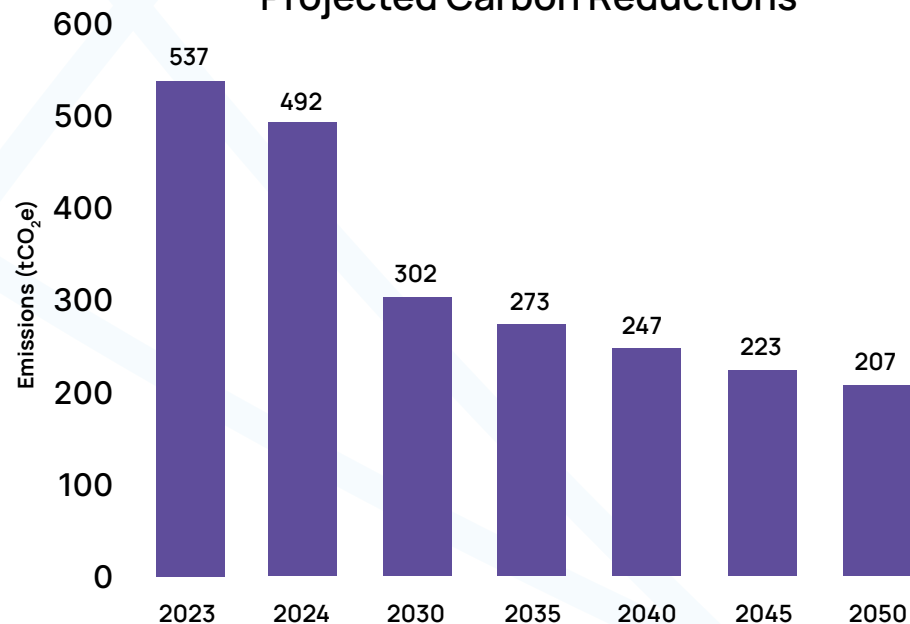
Action Plan

Short-term

- Since 2019, we've collaborated with freight providers to consolidate loads and shipments, ensuring vehicles are fully utilised.
- Put in place shipping consolidation rules to optimise space and freight sent to and from events.
- Prioritise more emissions-efficient shipping methods such as road and sea freight over air freight.

Medium-term

- Begin process of fleet electrification starting with our warehouse forklifts as they come to end of life.
- Offer incentives for staff to switch to electric vehicles.
- Improve data collection on transport and freight activity to better track usage.

Long-term

- Electrification and low carbon fuel options for company owned fleet of vehicles and forklifts.
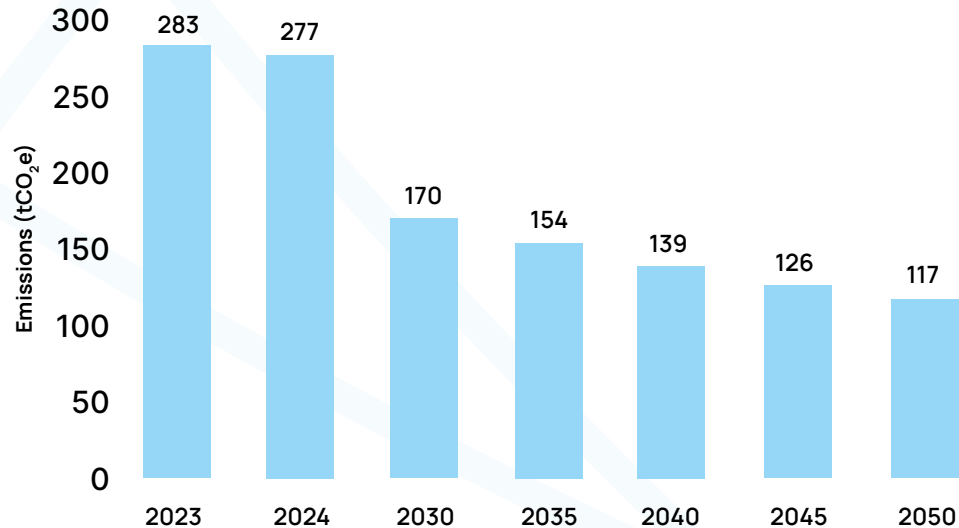
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Energy Efficiency

Priority Action Area

Commitments

Electricity and gas use made up 4% of our carbon footprint in 2024. A key focus of our reduction plan is optimising energy consumption and transitioning to renewable energy sources across our operational sites and event delivery.

Projected Carbon Reductions

Bar chart — Emissions (tCO$_2$e):
- 2023: 283
- 2024: 277
- 2030: 170
- 2035: 154
- 2040: 139
- 2045: 126
- 2050: 117

Action Plan

Short-term

- Conduct energy audits at key operational sites under our control to identify energy efficiency improvements.
- Implement renewables and green energy onsite.
- Install new automatic warehouse shutter doors to prevent heat loss.
- Implement employee-led training to optimise heating and cooling usage at office locations.
- Where we do not have direct control, we are working with landlords to include energy efficiency projects in contract renewals.

Medium-term

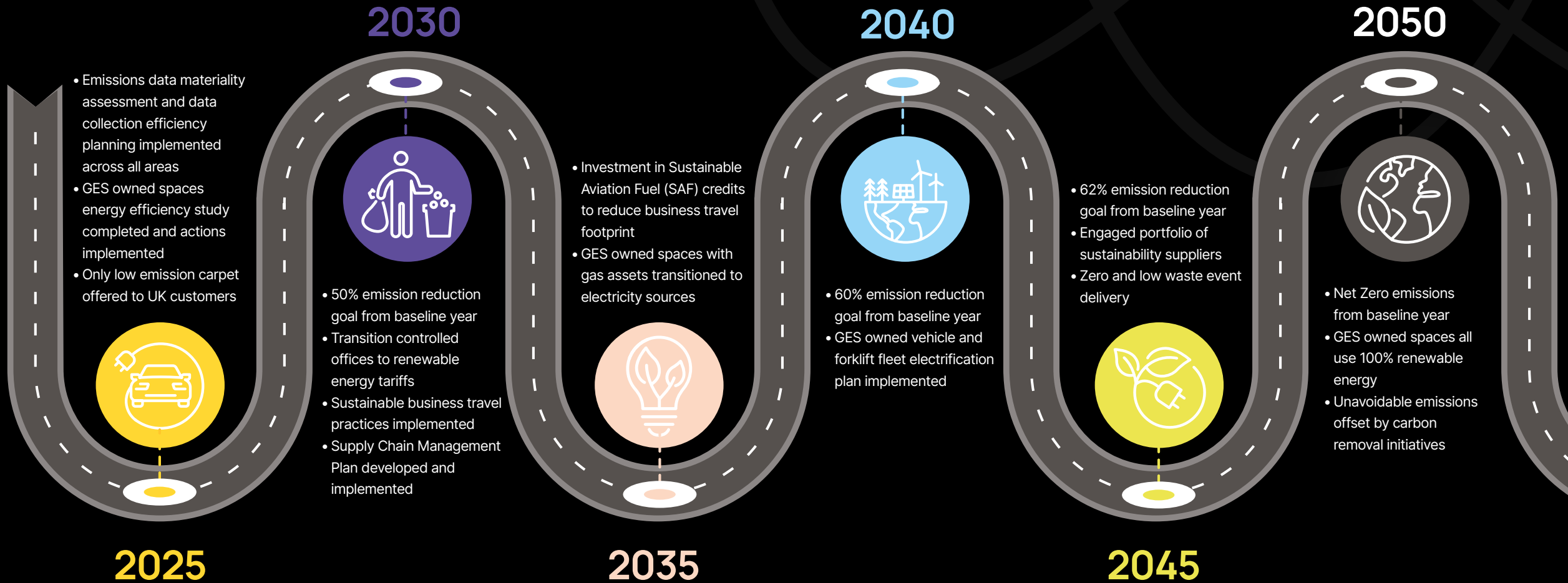- In GES managed sites, gas assets will be transitioned to electricity sources.
- Procure renewable energy tariffs across operational sites.
- Put in place energy demand reduction targets for site managers.

Long-term

- Procure carbon free electricity for 100% of operational sites and event delivery.
- Expectation that energy demand targets are on track to reduce overall demand by 50%.
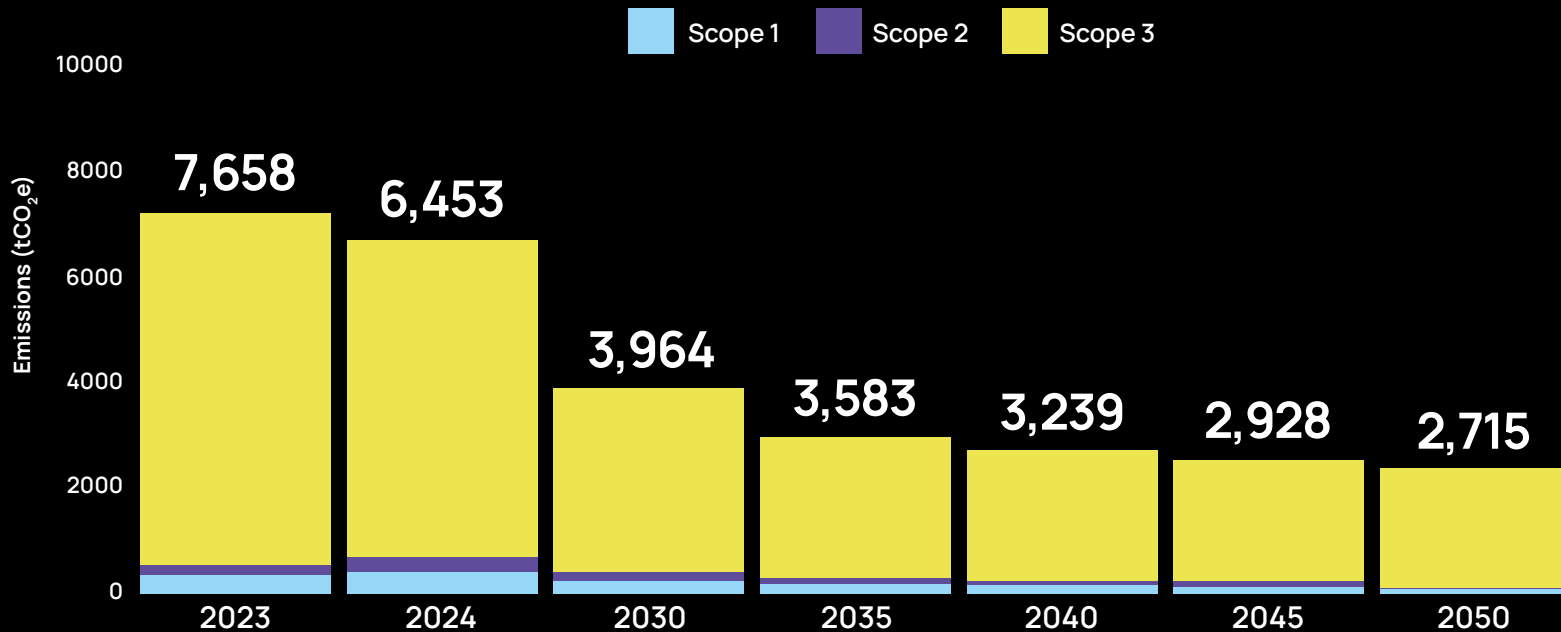
Our Net Zero Roadmap

GES

GES Net Zero Roadmap

2025

- Emissions data materiality assessment and data collection efficiency planning implemented across all areas
- GES owned spaces energy efficiency study completed and actions implemented
- Only low emission carpet offered to UK customers

2030

- 50% emission reduction goal from baseline year
- Transition controlled offices to renewable energy tariffs
- Sustainable business travel practices implemented
- Supply Chain Management Plan developed and implemented

2035

- Investment in Sustainable Aviation Fuel (SAF) credits to reduce business travel footprint
- GES owned spaces with gas assets transitioned to electricity sources

2040

- 60% emission reduction goal from baseline year
- GES owned vehicle and forklift fleet electrification plan implemented

2045

- 62% emission reduction goal from baseline year
- Engaged portfolio of sustainability suppliers
- Zero and low waste event delivery

2050

- Net Zero emissions from baseline year
- GES owned spaces all use 100% renewable energy
- Unavoidable emissions offset by carbon removal initiatives

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Emission Reduction Projections to 2050

Predicted Reduction

Legend: Scope 1, Scope 2, Scope 3

Emissions (tCO_2e)

Year	Value
2023	7,658
2024	6,453
2030	3,964
2035	3,583
2040	3,239
2045	2,928
2050	2,715

Our emissions projections are based on achieving an 8% YoY reduction goal to 2030 to meet our 50% reduction goal as part of our Net Zero Carbon Events Pledge.

Emission reduction projections will be monitored and revised on an annual basis in line with actual reductions achieved and technological advancements that become available to reduce residual emissions.

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Our Additional Initiatives

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Our collaboration with clients and suppliers

Supply chain workshops

Our company initiatives are only made possible by working in collaboration with our suppliers and clients alike. Between now and 2030 we will be replicating this approach across our value chain in order to find workable solutions that also support our mission.

This will be achieved by:
- Developing a clear supply chain strategy and Supply Chain Management Plan
- Hosting workshops to support our suppliers on their Net Zero journey
- Remaining active members of industry groups that drive change
- Sharing our insights and experiences across the events industry

Transition to Rewind carpet

In collaboration with our value chain we have taken the bold decision to eradicate emission intensive flooring from our range. By the end of Q1 2025 we will no longer be offering Earth Cord or Sky Velour flooring options for UK Events with the aim to roll this out EMEA wide by 2027. This will reduce our material emissions by approximately 36%.

Transition to more sustainable graphics
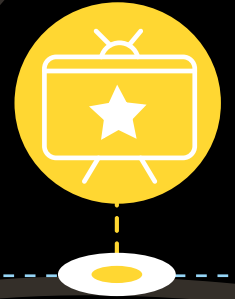
We recognise that graphics have a huge influence on the environmental impact across our value chain and so we are collaborating with stakeholders to introduce more sustainable options.

Examples include:
- Developing new packing methods that do not require plastic wrapping
- Using ECO Backlit material (made from plastic bottle waste) instead of virgin polyester material from January 2025
- Undertaking continuous research, development and testing of new sustainable materials

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Other event industry initiatives

As an active member of the Association of Events Organisers (AEO), we partner and sponsor their core events in the market (awards and conferences). The AEO partnership allows us to promote best practice, recognising best in class achievements and celebrate talent within GES and the wider event industry.

We take our Event Service and Suppliers Association (ESSA) membership seriously, with our President on the board, as well as our Head of ESG being a part of the ESSA Sustainability Workshop, Better Stands Working Group, and the Cross Association Sustainability Group.

The Federation of European Screen Printers Associations (FESPA) UK community brings together businesses in the graphic, signage and specialist print industries. By entering this community, we're able to share the work we've been doing to make our own designs and products more sustainable and find ways of creating materials that create more powerful events and exhibitions.

Our Head of ESG, Kate Holliday, plays an active role in the Better Stands programme, serving on the service providers steering group. With 11 key partners across the events industry, this initiative aims to reduce single-use disposable stands at exhibitions by promoting reusable structures and identifying practical ways for organisations to adopt a sustainable approach.

Customer service is at the heart of everything we do, and we understand it's important to excel in this area in every way. We are members of the Institute of Customer Service and take part in their business benchmarking process to improve our overall service.

Our HR Director, Katrina Rowbury, currently chairs the Events Industry HR Working Group. This group consists of HR professionals who share best practices and work together through sector challenges and updates in legislation.

We support Women in Exhibitions (UK Chapter) to provide networking and development activities for both GES-employed and wider female talent in the sector, with our Commercial Director, Natalie Wing, now serving on the board.

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Have a question?

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