WHY DECARBONIZE YOUR EVENTS?

Responsible events, which incorporate sustainable and eco-friendly practices, bring a number of benefits to businesses. Here are some key figures and sources that highlight these positive impacts:

Brand image & reputation

79%

of consumers change their purchasing preferences based on the social or environmental impact of their purchases (Capgemini Research Institute, 2020).

81%

of global consumers believe businesses should help improve the environment (Nielsen, 2018).

Attracting talent

58%

of candidates take into account a company's social and environmental commitments when deciding where to work (Cone Communication, 2016).

71%

of employees want their company to offer them the opportunity to have a positive impact on the company's social and environmental commitment (Cone Communication, 2016).

Customer loyalty

52%

of consumers feel an emotional connection with a product or company that is eco-responsible (Capgemini Research Institute, 2020).



Eco-friendly practices at a trade fair can have a **positive influence** on the loyalty of participants to the organising brand (Front Psychol, 2022).

Reducing operational costs

Eco-responsible events can reduce operational costs by **saving energy and resources, reducing waste**, and **limiting unnecessary spending**, which offsets the additional costs associated with organic catering, higher quality materials and more local sourcing, for example.

Return on investment



Participants who are **interested in environmental issues** and feel concerned by them in their daily lives will be **willing to spend more** to have greener services (Journal of Sustainable Tourism, 2014).

28%

Festival attendees will pay **28%** more for sustainable food if they feel the event is committed to the environment (Journal of Sustainable Tourism, 2014).

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