3 REASONS TO MEASURE AND REDUCE THE CARBON FOOTPRINT OF OUR EVENTS!

1. Setting an example and improving brand image

- **Product and innovation exposure:** Events are crucial platforms where companies showcase their products, innovations and services. Measuring the carbon footprint of its events demonstrates the company's commitment to integrating sustainability into all aspects of its activities, including the design and presentation of its products. This can reinforce the positive perception of green innovations and sustainable practices associated with the company's products.

- **Representation of corporate culture:** Events reflect the company's culture and values to customers, partners, investors and the media. By organising environmentally responsible events and measuring their carbon footprint, companies demonstrate their commitment to sustainability, social responsibility and innovation. This not only strengthens the company's culture, but also its credibility and reputation, both internally and externally, showing that sustainability values are deeply rooted in the organisation.

- **Consistency between the form and content of messages:** Events are the showcase and sounding board for your messages. Low-carbon events guarantee consistency between sustainability messages and the format used to deliver them, and prevent accusations of greenwashing.
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2. Regulatory compliance and environmental leadership

- **Corporate Sustainability Reporting Directive (CSRD):** By measuring the carbon footprint of their events, companies can more easily comply with the requirements of the CSRD. This involves providing reliable and verifiable data on carbon emissions, demonstrating their transparency and commitment to sustainable practices.

- **Environmental leadership**: By measuring the carbon footprint of their events, companies can not only comply with current and future regulations, but also position themselves as proactive leaders in event sustainability for investors.

3. Stakeholder engagement and loyalty

- **Employee engagement**: Initiatives to reduce the carbon footprint of events can increase employee involvement, creating a sense of pride and belonging to a responsible company. Participation and awareness programmes can be put in place to get employees involved in these efforts.

- **Customer and partner loyalty**: Customers and partners are increasingly sensitive to sustainable practices. By demonstrating a clear and measurable commitment to reducing their carbon footprint, companies can strengthen the loyalty of their customers and partners, who are more likely to continue working with companies that are aligned with their values.

- **Public relations and communication**: Sustainability efforts can be widely communicated through reports, press releases and media events, reinforcing the positive perception of the company within the public and media.