

The background of the entire image is a photograph of a beach. In the foreground, there is a dense layer of small, smooth, brown and tan pebbles. In the background, the ocean waves are visible, with white foam from the surf. The sky is a clear, pale blue.

WORLD'S BETTER

2024 Impact Report



Worlds Better is on a mission to accelerate global change across the events industry, protecting the future of our planet through the education, implementation and normalisation of sustainable event practices.

Introduction.

After two decades in the events industry, witnessing its significant environmental and social impacts firsthand, I founded Worlds Better to drive the urgent transformation toward a more sustainable, responsible, and future-proofed events sector.

In 2024, the need for action became even clearer.

The past year saw record-breaking global temperatures, reaffirming the World Health Organisation's warning that climate change is the greatest threat to humanity. The events industry has a part to play, and we are here to support it.

This past year has been one of growth, impact, and momentum. Our client base has expanded, our sustainability initiatives have deepened, and our commitment to positive change has never been stronger.

From major milestones to bold internal commitments, we've achieved incredible things; and our trajectory continues to rise. As we move forward, we remain focused on scaling impact, cultivating innovation, and collaborating with industry partners to make sustainable events the standard, not the exception.

But we know this is just the beginning of the journey. True impact means transparency, and this report shares not only our achievements but also the challenges we've faced.

With our incredible team and forward-thinking clients, we will continue pushing the industry forward; until sustainable events become the norm.

Chrissie Beck, Worlds Better Founder & Sustainability Director



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REDUCED OUR CARBON EMISSIONS

by
60.4%
from 2023

MENTORED
for
Elevate
MENTORING



GAINED B Corp certification

Certified



Corporation

with a score of

97.5



9 clients in **2023**
21 clients in **2024**

2024 IN NUMBERS

What 2024 looked like for us at a glance

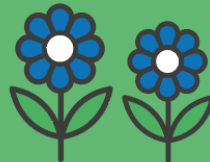


WE WON

a **Micebook award** for best
sustainable event with
HP Industrial

WE WON

a **Dynamic award**
for Sustainability Champion



INCREASED
TURNOVER BY **23%**

Delivered
27 hours
of training for
657
attendees



We offset

10 tCO₂e
that's

208%
of our annual
emissions



Gave
172,125
delegates a sustainable
event experience



Carbon emissions
per £ of turnover has **reduced** by
73% from **2023**



Made
Carbon Savings of
432.4 tCO₂e
from
6 EVENTS

(94 times our total 2024 carbon footprint)



Consulted on **2**
events attended by

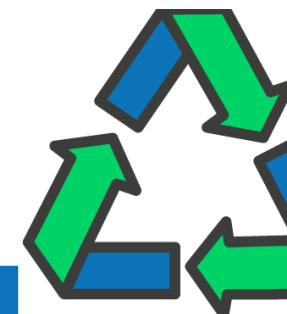
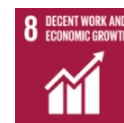
**HRH
KING
CHARLES**

Had
1
**WORK
EXPERIENCE**



placement for
10 WEEKS

So, how did we do against our 2024 targets?



Commitment to achieve in 2024	Achieved?
Reduce our carbon emissions by 25% by end of 2025	Achieved. We reduced our emissions by 60.4% from 2023
Empower our team with Carbon Literacy and Carbon Literacy Train the Trainer training	Achieved. 2 of our full-time team completed Carbon Literacy Train the Trainer training
Gain ISO 14001 certification	Not achieved. Projected to achieve this by June 2025
Develop a sustainable procurement toolkit to ensure that we and our clients can source the most carbon-conscious suppliers.	Not achieved. Development of this will be in 2025
Reduce our overnight accommodation emissions by 5%	Achieved. Reduced emissions by 94.6% in this area
Offset 150% of Worlds Better's annual emissions for the next 10 years.	Achieved. We offset 10 tCO ₂ e, which totals 208% of our annual emissions.



Planet

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Measurement boundary & Reporting Detail

- Worlds Better is an event sustainability consultancy business with 6 staff (2 full time and 4 freelance).
- We have 1 small office in Brighton, that uses a renewable energy source, and no gas.
- Data collection was completed for every category where we have had impact. The table here outlines areas which were included in this reporting period.

Emissions area	Scope
Energy usage (location based)	2
Purchased goods and services	3
Waste	3
Business Travel (air, rail, accommodation)	3
Employee Commuting	3
Home working	3

Measuring our impact.



Carbon Footprint

4.8 tCO₂e

Total Carbon Footprint

0.8 tCO₂e

Average Carbon Footprint per employee



Waste Footprint

0.5 kgCO₂e

Total Waste Footprint

116.6 kg

Average Waste per employee

What does this mean?

We measured the total waste and carbon emissions from across our complete business operations throughout 2024, the total amount of CO₂e (4.8 t) is equal to:

- 2 cars on the road for one year
- The carbon sequestered by 46 tree seedlings grown for 10 years

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Emissions by scope and intensity / year.



Scope 1

0.0 tCO₂e



Scope 2

0.9 tCO₂e



Scope 3

3.9 tCO₂e

Emissions type	2023	2024	2024 % target	% 2024 actual
Absolute total emissions (kg CO ₂ e)	11,700	4,636.4	- 12.5	- 60.4
Emissions / £ of turnover (kg CO ₂ e)	0.06	0.015	Maintain	- 75
Emissions / employee (kg CO ₂ e)	2,340	662.3	Maintain	- 71.7

0.016 kg CO₂e per £ of turnover in 2024

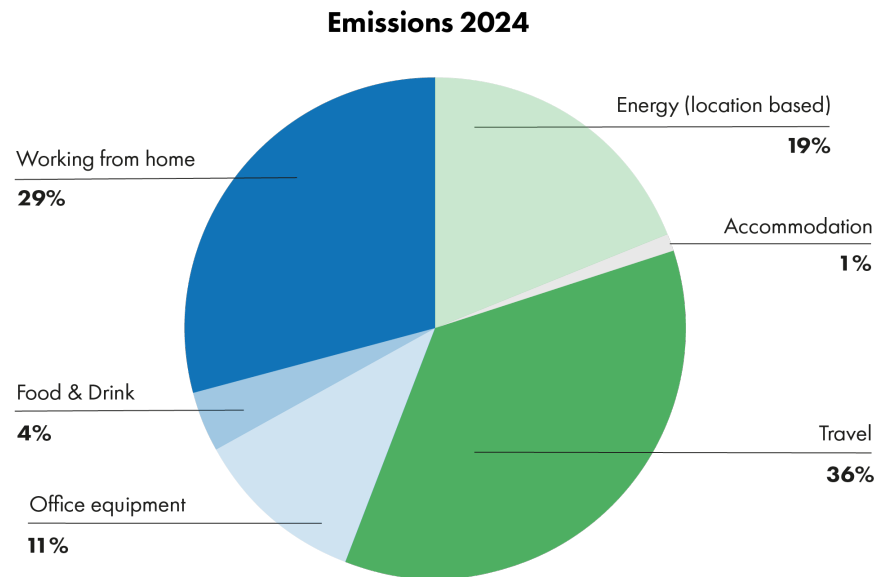
Our carbon emission intensity per £ of turnover has reduced by 73% from 2023

0.06 kg CO₂e per £ of turnover in 2023

Despite increasing our team of staff and freelancers, we reduced our emissions by 60.4%.

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Emissions by category.



Travel emissions, including business travel and employee commuting, made up 36% of our total footprint. Although all employees commute by public transport or on foot, the need for periodic travel to and from Brighton significantly contributed to our commuting emissions.

Location based emissions contributed 19% of the total emissions.

Office equipment such as refurbished laptops and furniture accounted for 11% of our overall emissions. We needed laptops for new employees and office furniture as we moved into a bigger office space in January 2025. According to research, we would have saved 632 kg CO₂e and 380,000 litres of water by purchasing 2 x refurbished laptops over brand new (*source: [Circular Computing](#)*).

Food & drink for staff socials made up 4% of the total emissions.

Staff accommodation made up 1.25% of emissions.

Waste emissions came to 0.5 kgCO₂e, therefore have not been included in the pie chart due to being insignificant.

Emissions are calculated using activity and accounting-based methodology. Estimations have been used where actual data was unavailable. DESNZ factors were used to calculate working from home emissions and information provided by invoices/receipts were used to calculate emissions from purchased goods and services.



A closer look at our travel emissions.

Business Travel (Land) KM Travelled							Business Travel (Accommodation)		
Travel Type	Q1	Q2	Q3	Q4	Total KM travelled	Total Emissions (kg CO2e)	Hotel Country	Hotel Stays	Total Emissions (kg CO2e)
National Rail	2,431.41	2,523.21	3,320.34	3,918.6	3,320	117.74	UK	6	64.70

- Business travel accounted for just 4.2% of our overall emissions, down from 68.7% in 2023. This significant reduction is due to our team avoiding air travel in 2024, in line with our business travel policy. In contrast, multiple long-haul and short-haul flights were taken for event travel in 2023.
- In 2024, we avoided flying altogether, including traveling 774 miles between Brighton and Glasgow by rail. This choice reduced travel emissions for that journey by 97% compared to flying.
- Q3 and Q4 had an increase in business travel due to our team travelling to and from events for site visits and audits.
- All of our business travel emissions came from domestic rail and UK hotel stays.



Planet: offsetting 2024 emissions.



We pledge to offset 150% of our annual business emissions for the next 10 years to ensure that we are playing an active role in supporting climate crisis solutions.



In 2023, we offset 17.55 tCO₂e, totalling 150% of the total emissions in and 30.59 tCO₂e in total.



This year, we offset 10 tCO₂e, totalling 208% of our annual emissions



We offset our emissions with Ecologi investing in projects such as:

- Supporting high-quality and verified Afforestation, Reforestation and Revegetation including projects that sequester and lock up carbon and support biodiversity (5 tonnes)
- Supporting a range of nature-based carbon avoidance projects including projects that protect rainforests and restore habitats of threatened species (3 tonnes)
- Blue carbon removal which locks away carbon in coastal and marine habitats supporting biodiversity (1 tonne)
- Regenerative agriculture, a natural carbon removal approach that focuses on restoring soil health and biodiversity through practices like cover cropping, reduced tillage, and rotational grazing (1 tonne)

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Our Team

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Professional development

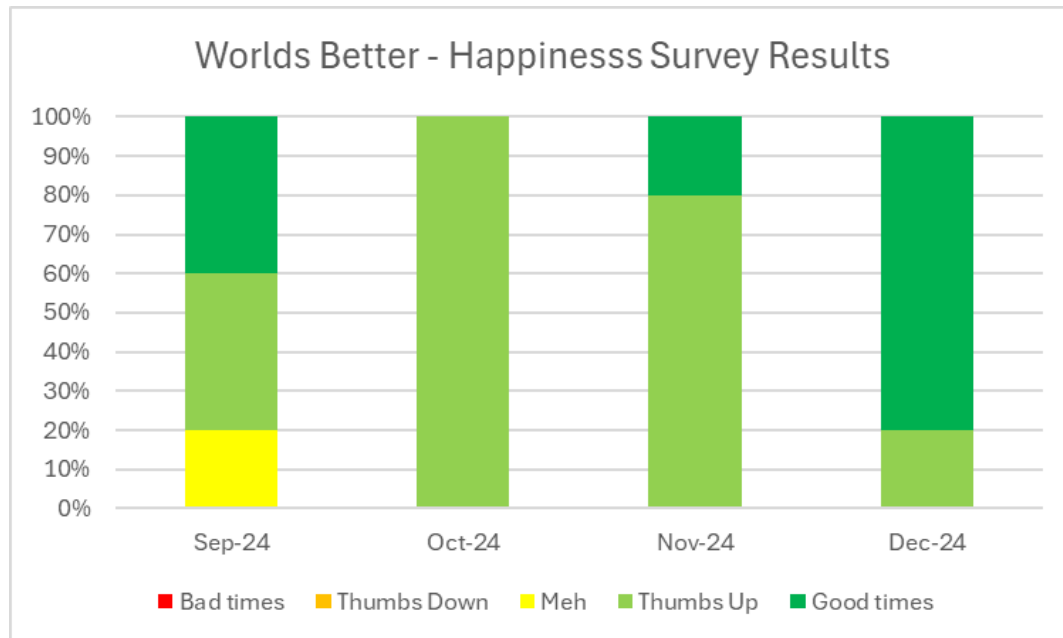
In 2024, we made it a priority to support the professional growth of our team, recognising that empowering our people is key to driving impactful change.

As such, we implemented the below professional development initiatives:

- 2 of our full-time employees successfully attended Carbon Literacy's Train the Trainer, ensuring we can pass on knowledge to the events industry to support a lower carbon future.
- 2 of the team completed a Business Sustainability diploma at the Institute of Sustainability Studies
- We had 1 student work experience placement who was working for Worlds Better for 10 weeks
- 2 of the team passed on their knowledge, and mentored through Elevate's Mentoring Scheme



Happiness survey



At Worlds Better, we know that our success depends on the wellbeing of our team. That's why, starting in September, we began measuring how our team members were feeling each month using a simple but effective scale....

Every month, we send out an anonymous happiness survey to understand how our team is doing and identify any support they might need. This feedback helps us take proactive steps to maintain a positive and supportive work environment.

The results so far have been encouraging. Over the past four months, our team's average happiness rating was 4.3 out of 5. We're proud of this, but we know there's always room to grow.

In 2025, we'll continue these monthly check-ins and share the feedback with our team to find new ways to boost morale and ensure that Worlds Better remains a great place to work.

Because when our team is thriving, so is our impact.

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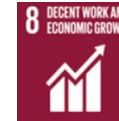
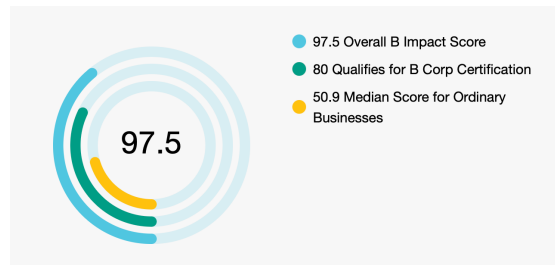


Accelerating change

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Our awards & certifications

- We won a Dynamic Award for Sustainability Champion
- We gained B Corp certification with a very high scoring (97.5)
- We won a Micebook award for best sustainable event with HP Industrial



Certified



Corporation



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Accelerating change in the events industry

Amplifying the message of sustainable events.

Our team took to various stages repeatedly throughout the year at various industry events panels, reaching thousands of event professionals with our message of making events more sustainable.

We spoke at Conference News Sustainability Summit, Event Sustainability Live, Sustainable Event Show, Sustainable Breakfast Briefing and International CONFEX.

Whatever the topic of our discussions, our goals are always the same – give everyone in the room practical ways of creating immediate, tangible change and empower the audience to commit to sustainability long-term through their event design and operations.



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What next?



2025 goals



In 2025, we have pledge to:

- Maintain our low company operational emissions.
- Move to a bigger, more comfortable office to support our growing team.
- Gain ISO14001 certification.
- Develop a sustainable procurement toolkit to ensure that we and our clients can source the most carbon-conscious suppliers.
- Launch Our Sustainability Audit Product (ASAP) to help our clients measure and improve their environmental and social impact.
- Invest in internal development to strengthen our team's expertise.
- Forge strategic partnerships to expand our reach and influence within the industry.



As we continue to grow at Worlds Better, we're committed to increasing our industry collaborations and knowledge sharing in support of radical global change, empowering so many people that sustainable, positive impact events become the norm rather than the exception.

Thank you!

www.worlds-better.co.uk

christianne@worlds-better.co.uk

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This company is part of the global movement for an inclusive, equitable, and regenerative economic system.



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