



# WORLD'S BETTER

2025 Impact Report

# Introduction.

Four years into Worlds Better, our growth continues to be entirely organic – a reflection of a wider shift across the events industry.

Sustainability is no longer a side conversation; it's a core expectation at both business and event level; shaping strategy, decision making, and how events are planned, delivered, and measured.

Worlds Better exists to accelerate that shift.

Our mission is simple: *to drive global change across the events industry by educating, implementing, and normalising sustainable practices that protect the future of our planet.*

In 2025, our focus has been on turning ambition into measurable action. We've supported clients across the world to embed sustainability into real delivery – from strategy and governance through to on the ground implementation and impact measurement.

As we look ahead, our direction is *to drive measurable, positive impact and continue advancing the events industry towards a more sustainable future.*

Progress is happening, but there is still more to do.

This report shares where we've made an impact, and where we will continue to push further.

*Chrissie Beck, Worlds Better Founder & Sustainability Director*





**REDUCED OUR  
CARBON  
EMISSIONS**  
by  
**44%**  
compared to our  
2023 baseline

# 2025 IN NUMBERS

What 2025 looked like for us at a glance

We consulted on the  
**NAT GALA  
PROJECT17**  
with Harrison Ford,  
Billie Eilish and  
Jane Fonda in  
attendance



**NEW  
LARGER  
OFFICE**



Achieved  
**ISO 14001**  
Certification



recognised as one  
of the UK'S  
**TOP 50  
MOST INFLUENTIAL  
PEOPLE**  
in the Events Industry  
by the Eventex Powerlist

**CHRISSIE**



Delivered  
**SUSTAINABILITY  
TRAINING**  
to over  
**1,000**  
people



Participated in  
the documentary  
**CLEAN SLATE:  
RETHINKING  
EVENTS**



**GREW TO  
24  
CLIENTS**  
in 2025



**ARIELA**  
became  
**UK B LEADER**  
and  
**BRIGHTON B LAB  
CO-CHAIR**

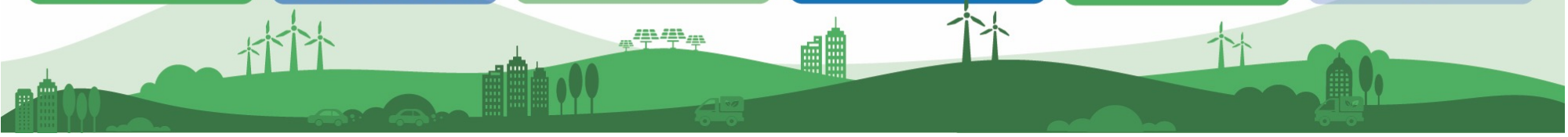


Launched  
UK Event  
Industry  
**B CORP  
ACTION  
GROUPS**

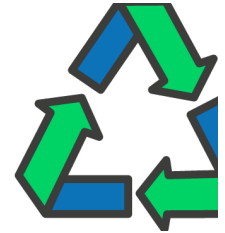
We joined the 2025  
**CREATE SOUTH EAST  
MENTORING COHORT**



Started Corporate  
Event Manager  
**SUSTAINABILITY  
WORKING  
GROUPS**



# So, how did we do against our targets?



2025 target	Did we achieve it?
Maintain our low company operational emissions	Achieved. We reduced our emissions by 44% from 2023.
Move to a bigger, more comfortable office to support our growing team.	Achieved. We moved to a bigger office with 6 desk spaces.
Gain ISO 14001 certification	Achieved. We achieved organisational ISO 14001 certification in June 2025.
Develop a sustainable procurement toolkit to ensure that we and our clients can source the most carbon-conscious suppliers.	In progress. Our sustainable procurement toolkit is currently under development, but throughout 2025 we have supported several clients in developing the processes and tools needed to procure sustainably.
Launch our <u>Sustainability Audit</u> product to help our clients measure and improve their environmental and social impact.	Achieved. We have conducted successful Sustainability Audits for a number of our clients.
Invest in internal development to strengthen our team's expertise.	Achieved. See slide 13 for a breakdown of our internal professional development.
Forge strategic partnerships to expand our reach and influence within the industry.	Achieved. We forged strategic partnerships throughout the year.



**Planet**

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# Measurement boundary & reporting detail.

- Worlds Better is an event sustainability consultancy business with 7 staff (3 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 (market based)	2
Purchased goods and services	3
Waste	3
Business Travel (air, rail, accommodation)	3
Staff Commuting	3
Home working	3

# Measuring our impact.



## Carbon Footprint

6.6 tCO<sub>2</sub>e

Total Carbon Footprint

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0.9 tCO<sub>2</sub>e

Average Carbon Footprint per staff member



## Waste Footprint

0.5 kgCO<sub>2</sub>e

Total Waste Footprint

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14.9 kg

Average Waste per staff member

## What does this mean?

We measured the total waste and carbon emissions from across our complete business operations throughout 2025, the total amount of CO<sub>2</sub>e (6.6 t) is equal to:

- 1.5 cars on the road for one year
- The carbon sequestered by 109 tree seedlings grown for 10 years

## Emissions by scope and intensity / year.

 **Scope 1**  
0.0 tCO<sub>2</sub>e

 **Scope 2**  
0.0 tCO<sub>2</sub>e

 **Scope 3**  
6.6 tCO<sub>2</sub>e

Emissions type	2023	2024	2025
Absolute total emissions (kg CO <sub>2</sub> e)	11,700	4,636.4	6,557.5
Emissions / £ of turnover (kg CO <sub>2</sub> e)	0.06	0.015	0.02
Emissions / staff (kg CO <sub>2</sub> e)	2,340	662.3	936.8

Our carbon emissions have increased by 41.4% from 2024 to 2025 due to our growth in staff numbers and increased business travel. However, our emissions are still 44% lower than our 2023 baseline.

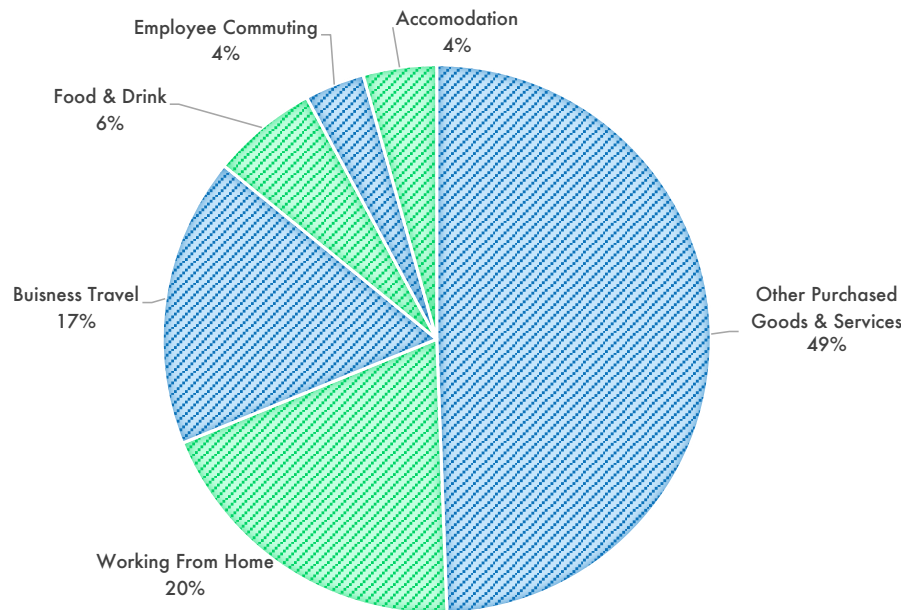
0.02 kg CO<sub>2</sub>e per £ of turnover in 2025

Our carbon emission intensity per £ of turnover has reduced by 66% from 2023

936.8 kg CO<sub>2</sub>e per staff member in 2025

Our carbon emission intensity per staff member has reduced by 60% from 2023

# Emissions by category.



Travel emissions, including business travel (17%) and employee commuting (4%), accounted for a combined 21% of our total footprint. While all staff commute by public transport or on foot, occasional long-distance travel to and from Brighton remains a notable contributor to travel related emissions.

As our electricity tariff is sourced from 100% renewable energy, our market-based Scope 2 emissions are reported as 0 tCO<sub>2</sub>e.

Purchased goods and services, including marketing, advisory services, and IT software, represented the largest share of emissions at 49%. Within this category, we also assessed our use of AI tools, which contributed 44 kgCO<sub>2</sub>e to our footprint; in response, we have introduced an internal AI policy to promote secure, efficient, low impact usage.

Food and drink for staff socials accounted for 6% of total emissions, while staff accommodation represented 4%.

Waste related emissions were extremely low at 0.5 kgCO<sub>2</sub>e and have therefore been excluded from the pie chart due to their negligible contribution.

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 was used to calculate emissions from purchased goods and services.



# A closer look at our travel emissions.

Business Travel Miles Travelled							
Travel Type	Train	Tube	Taxi	Car	Bus	Plane	Total Emissions (kg CO <sub>2</sub> e)
Total miles travelled	5,067	41	14	51	346	3,636	1,173.2

Business Travel (Accommodation)		
Hotel Country	Hotel Nights	Total Emissions (kg CO <sub>2</sub> e)
UK	3	38
Germany	2	16
Morocco	4	229

- Travel accounted for just 21% of our overall emissions, up from 4.2% in 2024 but still significantly less than 68.7% in 2023.
- Our team maintained avoidance of air travel where possible in 2025, in line with our business travel policy, with only two return flights taken for important industry events in Frankfurt, Germany and Casablanca, Morocco. A non-flying transport option was considered for the Germany trip but was unfeasible given the short duration of the trip.
- In 2025, our team travelled around 4,500 miles between Brighton and London by rail. This choice reduced travel emissions for those journeys by 80% compared to driving.



# Offsetting our 2025 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 tCO<sub>2</sub>e, totalling 150% of our annual emissions. In 2024, we offset 10 tCO<sub>2</sub>e, totalling 208% of our annual emissions



For 2025 we have offset 10 tCO<sub>2</sub>e which is 151% of our annual emissions.

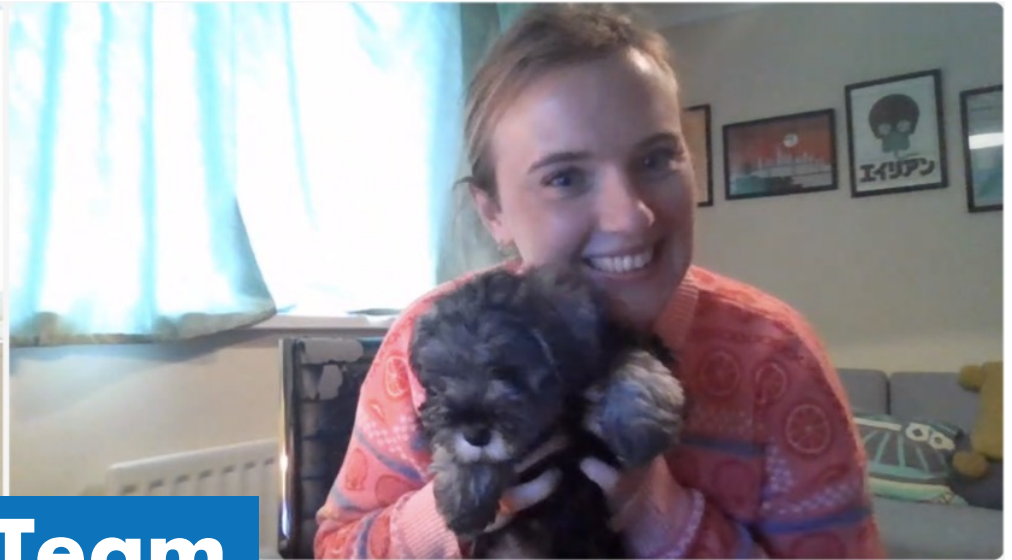


We offset our emissions with Ecologi investing in projects such as:

- 2 x tonnes of Blue Carbon Removal
- 2.5 tonnes of Nature Based Carbon Avoidance
- 2.5 tonnes of Premium Nature Based Carbon Avoidance
- 3 x tonnes of Community Based Carbon Avoidance



Christianne Beck



# Our Team



Eve Morrison



Ariela Schnitman

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# Professional development.

In 2025, 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, our team obtained the below qualifications:

- ✓ 3 of our staff completed their ISO14001 Lead Auditor Course.
- ✓ 2 of the team completed their ISO 20121 Lead Auditor Course.
- ✓ 2 of the team completed their ISO 14001 Implementation Training.
- ✓ 1 of the team completed their ISO 20121 Implementation Training.
- ✓ 1 of the team became an EcoVadis Practitioner.

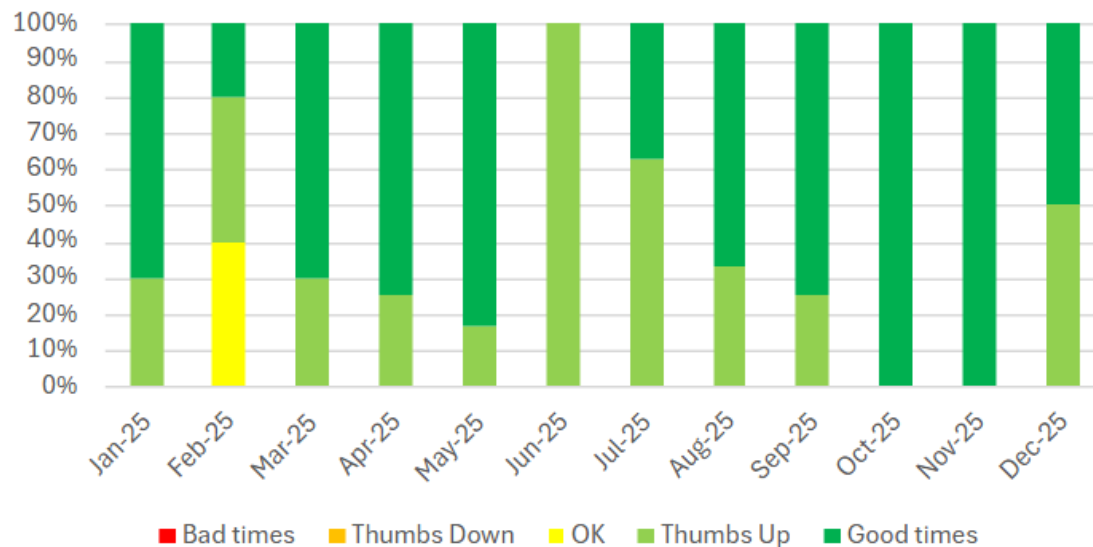
We have also hosted internal training sessions, to share knowledge between us including

- ✓ Standardising Sustainable Event Consultancy Processes and Templates
- ✓ Event Measurement, Deep Data Analysis and Impact Reporting
- ✓ Event Sustainability Management Plan Development and Implementation
- ✓ Implementation of ISO 20121 Sustainable Event Management



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# Measuring our happiness at work.



At Worlds Better, we know that our success depends on the wellbeing of our team. That's why we measure how our team members are 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 are encouraging. For 2025, our team's average happiness rating was 4.6 out of 5. An improvement from 4.3 out of 5 in 2024. We're proud of this, but we know there's always room to grow.

In 2026, 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.





**Accelerating change**

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# Accelerating change in the events industry.

## Amplifying the message of sustainable events.

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

We spoke at World Cup World Climate, CVENT Connect, Conference News Sustainability Summit, Good Future Festival, EY's Supplier Diversity Showcase, Sustainable Breakfast Briefing, Sustainable Event Show, Bird & Blend's SustainabiliTEA and International CONFEX 2025. Our team also participated in a new event sustainability documentary – [Clean Slate: Rethinking Events](#).

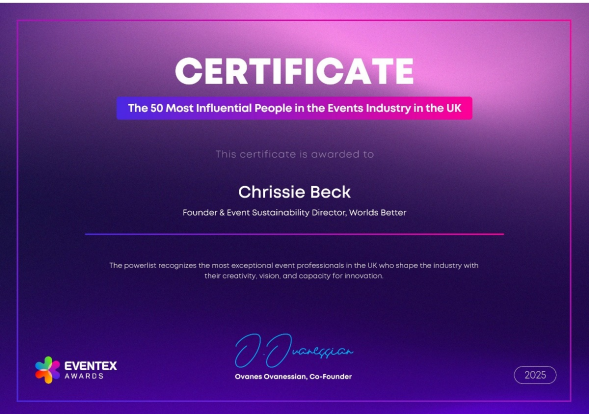
Whatever the topic of our discussions, our goals are always the same; give everyone in the room practical ways of creating immediate, tangible change and empower the audience to commit to sustainability long term through their event design and operations.



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# Other achievements, awards & certifications.

- ✓ Chrissie achieved top 50 most influential people in the UK events industry.
- ✓ Worlds Better achieved ISO 14001 certification
- ✓ Chrissie mentored a student from the American Hotel Academy
- ✓ Worlds Better joined the Create South East Mentoring Cohort – receiving mentoring from Siobhan Kenny
- ✓ Chrissie received a mentoring session from The Rt Hon Lord Debden (John Selwyn Gummer)





**What next?**

# Our 2026 goals.



In 2026, we have pledged to:

- Measure and monitor company emissions (reduce 50% by 2030 and net zero by 2050)
- Offset 150% of annual emissions for the next 10 years
- Measure baselines and make savings of 7,500 tCO<sub>2</sub>e by 2028 from our operations and work completed from our clients' events and operations
- Maintain our B Corp and ISO 14001 certifications
- Increase internal knowledge & resource
- Continue to build our Delivering Sustainable Events course learning community
- Host 3 x Corporate Event Manager working groups
- Create industry wide collaboration and partnerships
- Deliver consultancy in at least 3 x new countries



**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!

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Certified



Corporation

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



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