



Impact Report

2024



ZENTIVE



Our mission is to deliver sustainable events that connect and motivate people. By prioritising environmental responsibility, promoting work-life balance, and re-investing in innovative social and environmental projects, we aim to drive positive impact and contribute to a brighter future for all.

Our path forward.



ZENTIVE

01 Intro

- 4 A message from our founders
- 5 Our vision
- 6 Vision roadmap

02 Planet

- 8 2024 Event overview
- 9 Our clients
- 10 Impact change index: Zentive
- 11 Impact change index:
Project-related

03 Principles

- 13 Our principles
- 14 Our successes
- 15 Giving back
- 16 Community work

04 People

- 18 Meet our team
- 19 Team commitments
- 20 2025 Goals

A message from our founders



Since day one, Zentive has ignited positive change, blending innovation and social good into sustainable event solutions that captivate and inspire. We're not just event managers – we're impact makers, weaving sustainability and social purpose into every stage, from bold concepts to flawless delivery.

The events industry has its challenges and the environmental footprint is real. We've made strides, but there's more to conquer and we're all in. Our mission? To create unforgettable experiences that spark joy, drive progress, and leave a greener world behind. With passion, a sprinkling of humour, and relentless optimism, we tackle every project head-on.

This first Impact Report is our story so far – a candid look at where we've been, what we've achieved, and where we're charging next. We're not flawless, but we're fearless in our pursuit to learn, grow, and lead the way to a brighter, more sustainable future.



Dominic Richards

Director & Co-founder



Lee Hird

Director & Co-founder



Our vision...

“

To be a force for positive change, promoting a culture of advancement, innovation, and social responsibility through innovative and sustainable event solutions.

”



...and how we achieve it



2025

Adopotion

- Reduce waste by 10%.
- Use 100% renewable energy in offices, increase usage elsewhere.
- Adopt circular economy principles across all operations.
- Minimise single-use items, promote reusable and recyclable materials.
- Shift to a circular model for resource efficiency and minimal environmental impact.
- Partner with academic institutions for internships and graduate schemes.



2030

Implementation

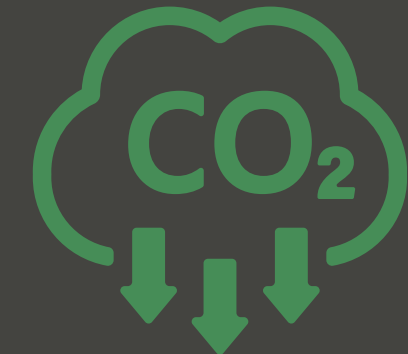
- Achieve Net Zero emissions for office internal operations while enabling work-from-home policies.
- Host collaborative zero-waste events with suppliers, enhancing waste segregation and recycling.
- Reduce and repurpose waste, diverting at least 90% of event waste from landfill.
- Drive circularity in event management.
- Invest 5% of profits in social and environmental projects.



2035

Net Zero

- Achieve Net Zero emissions for all events.
- Transform Zentive into a holistically Net Zero company
- Prioritise sustainable mobility solutions and reduce carbon emissions from transportation.
- Lead the conversation to educate other organisations on good practices for Net Zero and circularity.



2040

Carbon Negative

- Become a carbon-negative organisation across all business operations.
- Uphold zero-waste principles, continuously innovate, and adopt energy-efficient technologies.
- Utilise renewable energy sources.



02 Planet



2024 Event Overview

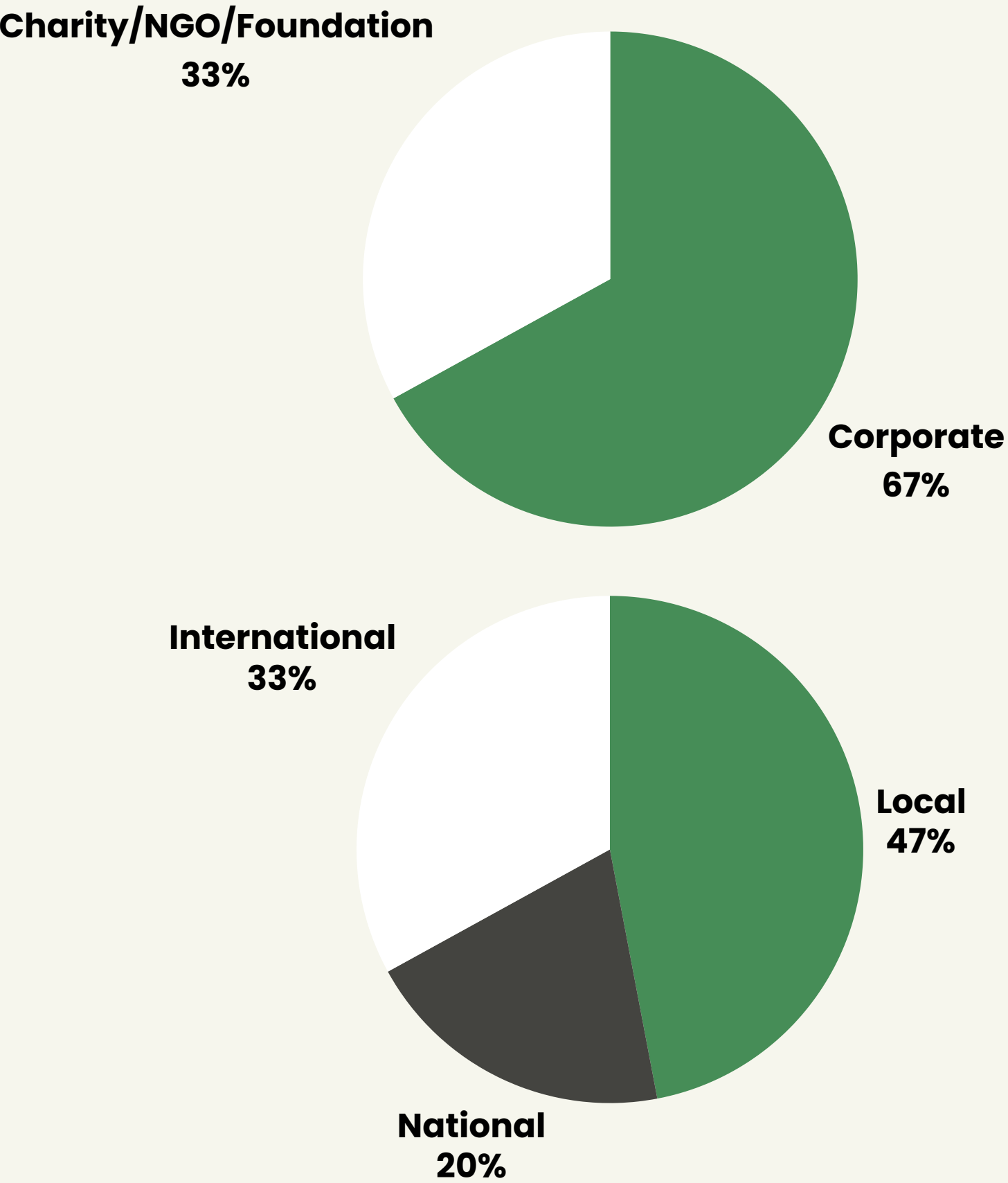
At Zentive, we're leading sustainable events with a focus on reducing emissions for a greener planet. Our 2024 lineup showcases this dedication - explore the numbers driving our greener future!

399.30 tCO2e
Total Emissions

582 kgCO2e avg per attendee

0.06 tonnes
Waste Footprint

0.09 kg avg per attendee



What our clients are saying...



Great responsiveness and problem-solving abilities, as well as organisational skills and direct costumer interaction.

King



9.3

Satisfaction Rating

Surveyed from a 1-10 scale.

Remained calm in all situations, always very friendly and nice to work with. Always tried to find a solution to changing situations.

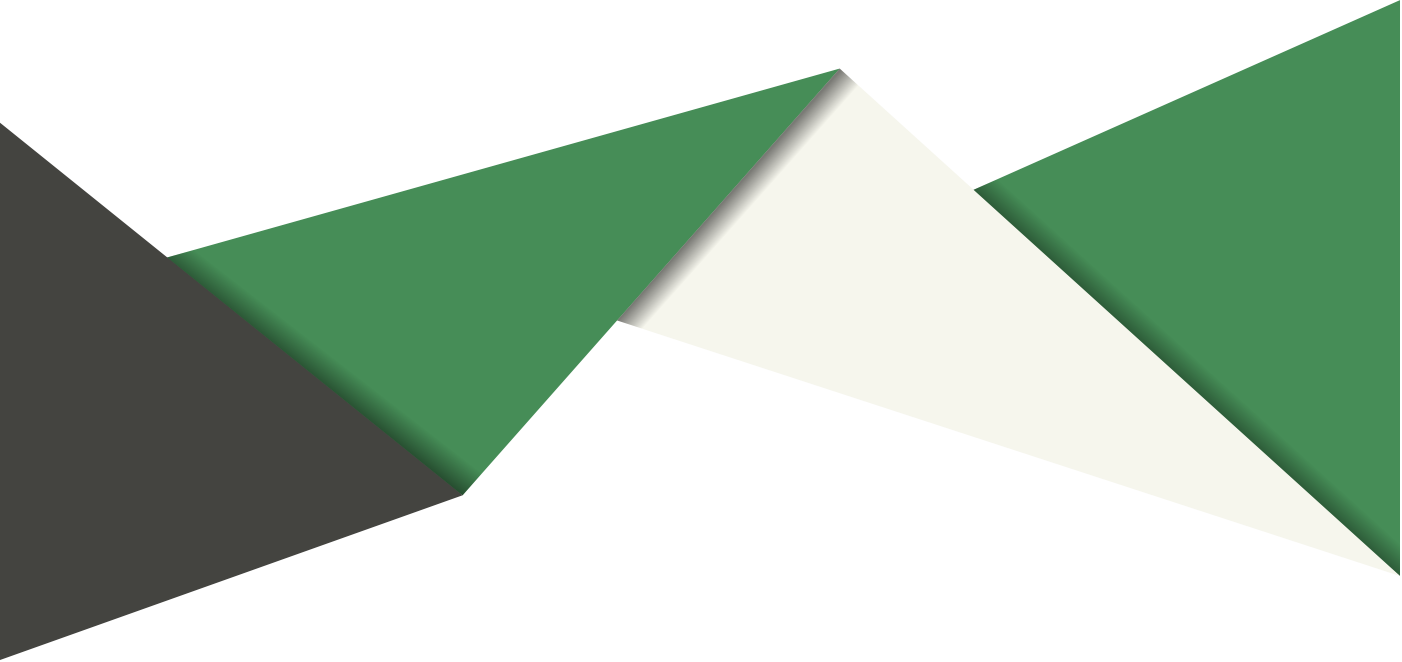
Wellcome

Impressed with the team's hard work and dedication; also how easy they are to get along with!

Foster Denovo

Listened to all requirements, professional, great response times, knowledgeable.

Spacehouse



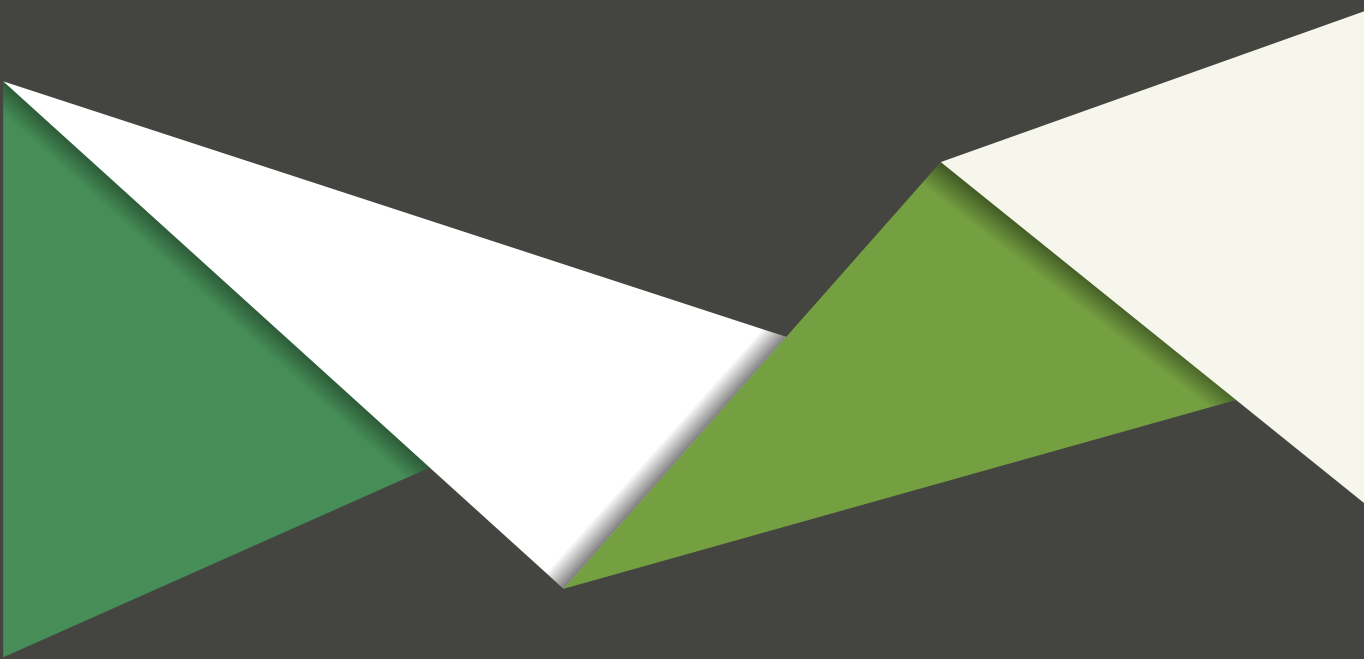
Impact Change Index: Zentive

Carbon emissions based off all Zentive’s related business activities.

	2023	2024	Differential	
Total Carbon Emissions (Scope 1, 2, and 3)	7,847 kgCO2e	9,239 kgCO2e	17.6%	↑
Purchased Goods & Services	2,893 kgCO2e	4,371 kgCO2e	33.8%	↑
Capital Goods	186 kgCO2e	426 kgCO2e	56.3%	↑
Business Travel	2,536 kgCO2e	3,300 kgCO2e	23.1%	↑
Employee Commuting / WFH	2,232 kgCO2e	1,142 kgCO2e	51.1%	↓
Carbon Intensity by Employee	2,615.7 kgCO2e	3,080 kgCO2e	17.6%	↑
Carbon Intensity by Revenue	0.042 kgCO2e	0.015 kgCO2e	35.7%	↓
Business Trips	23	27	17%	↑
Carbon Offset	9.0 tCO2e	11.0 tCO2e	22%	↑

Impact Change Index: Project-related

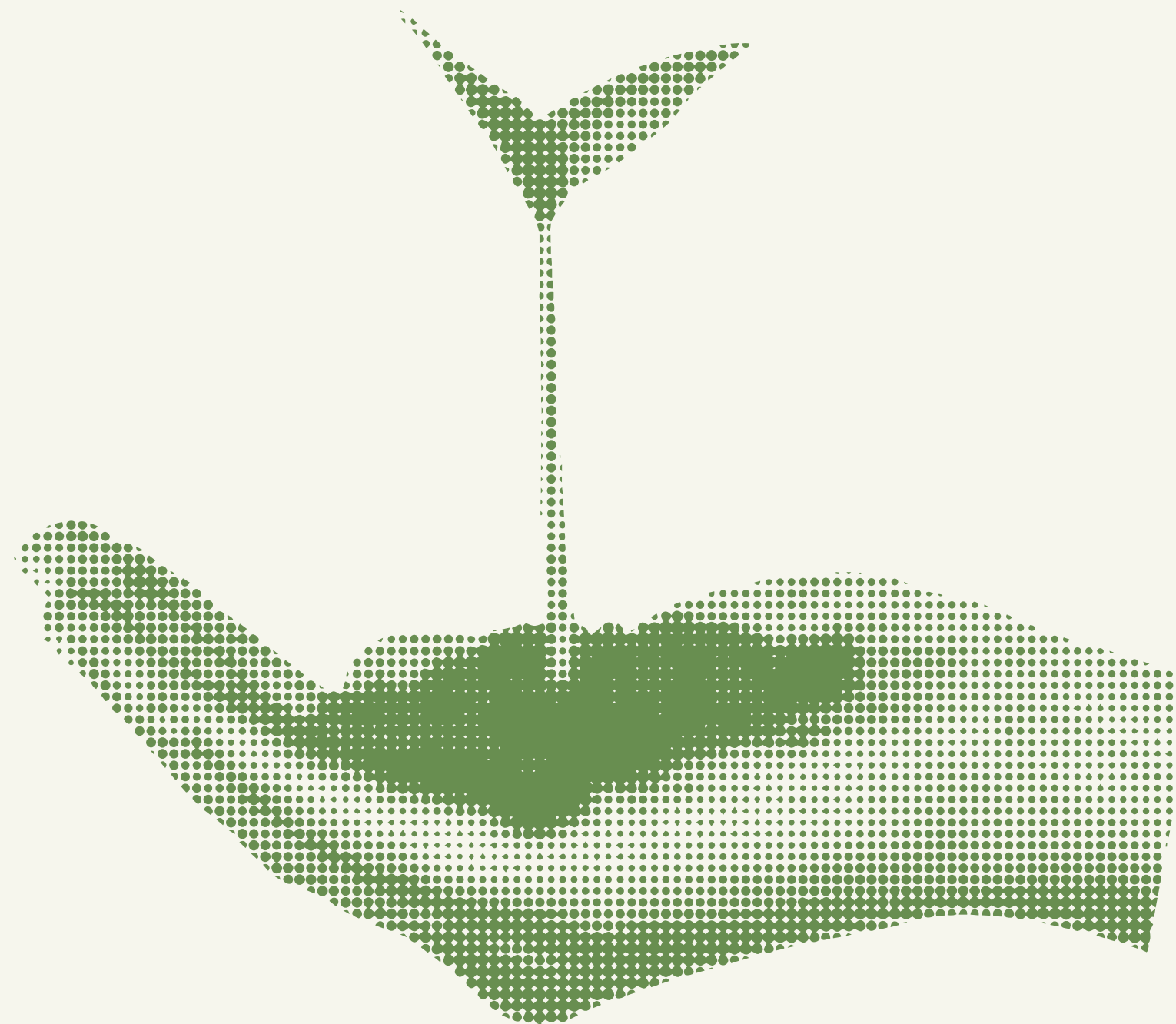
Carbon emissions based off all our business and collaborative related projects.



	2023	2024	Differential
Total Project Emissions	228.68 tCO2e	399.3 tCO2e	74.6% ↑
Scope 1	1.59 tCO2e	0.41 tCO2e	74.2% ↓
Scope 2	0.81 tCO2e	0.08 tCO2e	90.1% ↓
Scope 3	226.28 tCO2e	398.81 tCO2e	76.3% ↑
Project Key Areas	16 events	8 events	50% ↓
Energy	11.72 tCO2e	7.06 tCO2e	49.6% ↓
Food & Drink	6.40 tCO2e	9.29 tCO2e	36.8% ↑
Crew Travel	29.50 tCO2e	28.87 tCO2e	2.1% ↓
Attendee Travel	180.74 tCO2e	354.03 tCO2e	64.8% ↑



03 Principles



Our Principles

At Zentive, our principles drive sustainable, inclusive, and ethical events that inspire change. We weave environmental responsibility, diversity, and transparency into every action for a positive impact. Discover how these values shape our future!



ENVIRONMENTAL RESPONSIBILITY

Zentive commits to minimising the environmental impact of events by promoting sustainability and responsible resource management, while encouraging energy efficiency and waste reduction in virtual offices (e.g. minimising printing, supporting remote work to cut carbon emissions).



DIVERSITY & INCLUSION

Zentive values diversity in the workplace and events, ensuring equal opportunities and accessibility, while targeting 20% of purchases from diverse-owned suppliers (women, minorities, veterans, etc.) by 2025.



ETHICS & TRANSPARENCY

Zentive upholds honesty, integrity, and fairness in all dealings, avoiding conflicts of interest and encouraging confidential reporting of unethical behaviour without retaliation.



SUSTAINABLE SOURCING

Zentive shines with sustainable sourcing, using a supplier evaluation form to assess partners while boosting the local economy with 33% local staff hires.



Rooted in progress

2024 Accomplishments

Awarded Power 30 Most Sustainable Agencies

Launched Sustainability Essentials Guide to help educate the industry

Net Zero Carbon Events Signatory

SME Climate Hub Member

Initiated BCorp Certification
(In process for 2025 completion)

8 case studies & 7 blogs published

GIVING BACK

CARBON OFFSETS & CHARITY

At Zentive, we're proud to take bold steps toward a greener future by partnering with Earthly to offset our 2024 carbon footprint. Having delivered three events in Kenya, we chose to invest in two impactful projects in the region, ensuring our carbon credits directly support the communities where we've worked. By accounting for business operations like travel and food & beverage, we're not only reducing our environmental impact but amplifying sustainability to create stronger, more resilient communities.



In addition to our offsets, Zentive proudly contributes 1% of its annual profits to City Harvest London, supporting local food security.



Upper Tana – Nairobi
Water Fund



Agroforestry – Mount
Kenya, Kenya



Leading the way

57 hours

Giving back to the community is a core tenet at Zentive, and we're proud to say that we've invested 57 hours this year spreading & teaching our knowledge to those who need it.

Bournemouth & Sheffield Hallam University

We gave lectures that shared our insight on the events industry, it's best practices and how to incorporate sustainability.

St. Thomas Moore Primary School

We supported Year 3 students in developing their reading and writing skills.

Power of Events Programme

Zentive has been an active partner since 2024!

04 People



Meet the squad.

Directors



Lee Hird



Dominic Richards

Core Team



**Genevieve
Wale**

Project
Coordinator



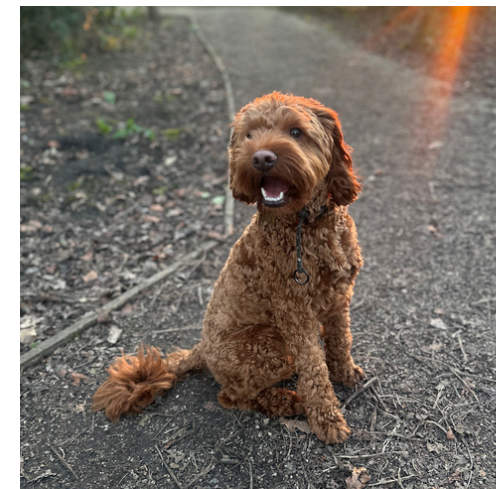
**Jett
Kirwin**

Project
Coordinator



**Ingrid
Garzón**

Sustainability
Consultant



Cooper

Chief Wellbeing
Officer

COMMITTED TO *EACH OTHER*

At Zentive, we believe that thriving people power thriving events, which is why we prioritise the wellbeing and growth of our employees and community. Through targeted education, nurturing support, and meaningful wellbeing initiatives, we foster a culture of care and opportunity.



01 - Education

- Sustainable event management cohorts through isla
 - 3 employees were sent for further education/training
- Carbon Literacy Course
 - Leadership undertook further education/training, made pledges, and now certified carbon literate!



02 - Wellbeing

- 1 wellbeing day annually
- 4 getaways – 1 each quarter within the UK or Europe
- Flexible work hours, allowing all employees to WFH



03 - Nurturing collaboration

- 5 freelance workers supported in our business operations
- Hired locally for event execution rather than outsourcing
- Set up a volunteer program through Leeds Beckett University to support post-grads with their degrees



Looking Forward to 2025

At Zentive, we are unwavering in our commitment to drive continuous growth in sustainability, setting bold yet achievable goals for 2025. These initiatives reflect our dedication to reducing our environmental footprint and fostering a more responsible event industry.

Policy making

Pescatarian catering: All offsite meals/catering controlled by Zentive will be pescatarian (lowering emissions greatly)

Train travel: Travel within 5 hour radius will be mandated to be taken by train

Green taxi: All taxi rides will be electric (when available)

Green searching: Zentive employees will utilise Ecosia search engine

Internships and student placement collaborations with Bournemouth & Sheffield Hallam and other UK universities

Reduce inhouse carbon emissions by 15% by end of 2025

Achieve EcoVadis & BCorp certification

To source at least 20% of Zentive purchases from suppliers with diverse ownership by 2025

Reach a 60 / 40 percentage goal of corporate and charity work.

UN Sustainable Development Goals alignment

Offset all inhouse emissions



ZENTIVE