



WORLD'S BETTER

2023 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 20 years of delivering large-scale international events and seeing the negative impact the events industry had, I realised that a much-needed transition towards a more environmentally, socially and economically friendly events industry, was not happening quickly enough.

I started Worlds Better to influence global, positive change across the traditionally unsustainable events industry and we won't rest until positive impact events become the norm rather than the exception.

Last year was the hottest year ever recorded and the World Health Organisation has declared climate change as the biggest threat currently facing humanity. The time for a complete transformation of how we produce, consume, and move about, is now!

And we're not alone in thinking this, 2023 was our first full year of operating and we experienced substantial growth in all areas of the business demonstrating increasing demand for sustainability consultancy within the events industry.

We were proudly shortlisted for two awards including edie's SME of the year (winners announced later in 2024) and I was named a Power 50 Green Champion by micebook and isla. We submitted our B Corp application and at the time of writing, are currently in the verification stage.

We know that our industry is still towards the beginning of a journey that we know will be challenging. But along with my amazing team of experts in their respective fields we have been supporting our clients to achieve incredible things.

We've written this impact report to share our achievements, but also the not so good stuff, things that otherwise most people would never see.

Chrissie Beck, Worlds Better Founder & Senior Sustainability Consultant



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11.7
tCO₂e

carbon emissions from business operations (all scope 3)

2.34

tCO₂e emissions emitted per employee



2023 IN NUMBERS

What 2023 looked like for us at a glance

119
hours

of training received by the Worlds Better team, improving their environmental sustainability knowledge



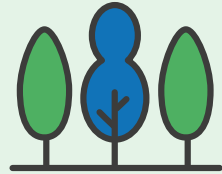
80+
hours

of training delivered by the Worlds Better including workshops, masterclasses and coaching sessions provided to event industry professionals

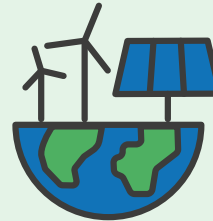


0.06
kg
CO₂e

emissions emitted per £ of turnover



VOLUNTEERING HOURS COMPLETED
27



1 power 50
GREEN
CHAMPIONS WIN



FINALIST

for Start Up of the Year at the **Sussex Business Awards**



17.55

tCO₂e offset through

Ecologi

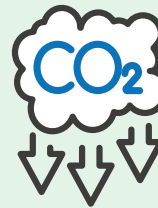
MORE THAN

1%

OF PROFITS DONATED



to providing food for local people in crisis



NOMINATION
for SME of the Year at the **edie Awards**





Planet

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Measuring our impact.



Carbon Footprint

11.7 tCO₂e

Total Carbon Footprint

2.34 tCO₂e

Average Carbon Footprint per employee



Waste Footprint

90 kg

Total Waste Footprint

18 kg

Average Waste per employee

What does this mean?

We measured the total waste and carbon emissions from across our complete business operations throughout 2023, the total amount of CO₂e (11.7 t) is equal to the amount of carbon sequestered by 59 seedlings grown for 10 years.

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Emissions by scope and intensity.



Scope 1

0.00 tCO₂e



Scope 2

0.00 tCO₂e



Scope 3

11.7 tCO₂e

Worlds Better is a consultancy business with 5 staff. We have 1 small office in Brighton, that uses a renewable energy source, and no gas. All our emissions fall under Scope 3 (see next slide for more detail).

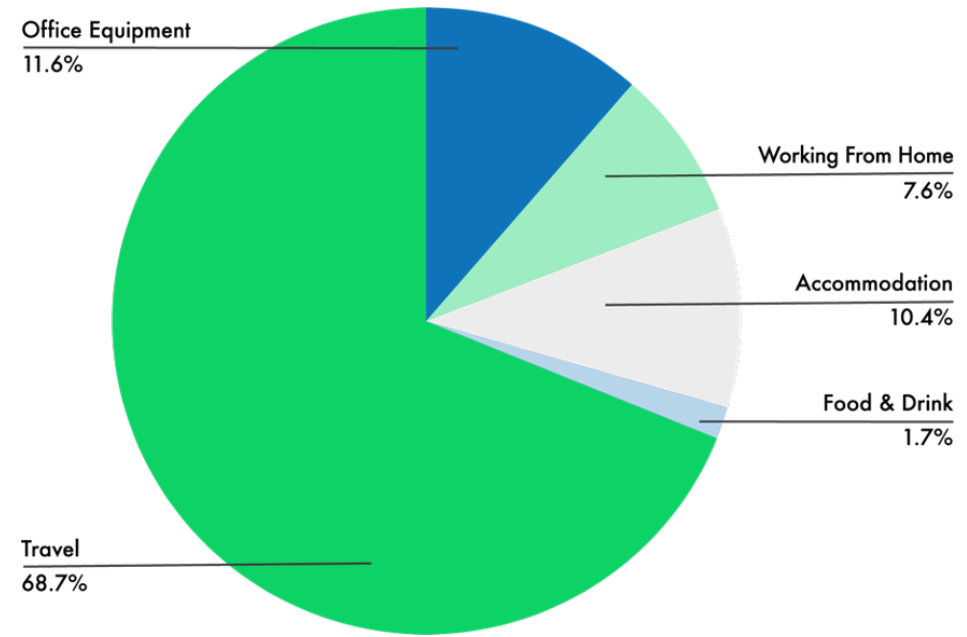
0.06 kg CO₂e per £ of turnover in 2023

0.36 kg CO₂e per £ of turnover in 2022

Our carbon emission intensity per £ of turnover has reduced by 83.3% from 2022.



Emissions by category.



Staff travel made up of flights, train and car journeys accounted for 68.7% of our overall emissions in 2023.

Office equipment, namely laptop and monitor purchases accounted for 11.6% of our overall emissions.

Energy consumption from overnight stays accounted for 10.4% of our emissions, whilst energy consumption from working from home accounted for 7.6%. Energy use from our office produces 0 emissions, as we use a renewable energy source.

Office snacks and team meals out accounted for 1.7% of our overall emissions.

Emissions are calculated using activity and accounting-based methodology. Estimations have been used where actual data was unavailable. DEFRA factors were used to calculate working from home emissions and information provided by technology sellers was used to calculate emissions from IT purchases.





A closer look at our travel emissions.

Transport Type	Emissions (tCO2e)	Percentage of Transport Total	Journeys	Emissions per journey (kgCO2e)	Mileage	Emissions per mile (kgCO2e)
Staff Travel - public & non-emitting transport	0.76	9.44%	240	3.15	10675.50	0.07
Staff Travel - motor vehicles	0.0028	0.03%	5	0.56	8.22	0.34
Staff Flights	7.25	90.52%	4	1812.91	13594.60	0.53

In 2023 we avoided flying at every opportunity, including travelling 774 miles between Brighton and Glasgow by rail, reducing travel emissions from that journey by 97% compared to if we had flown.

Still over 90% of our staff travel emissions came from unavoidable long-haul flights between London and Dubai.



Emissions summary by year.

Worlds Better's scope 1, 2 and 3 emissions summary.



Emissions type	2022	2023	% Change	2024 % target
Absolute total emissions (kg CO2e)	12,000*	11,700	- 2.5	- 12.5
Emissions / £ of turnover (kg CO2e)	0.36	0.06	- 83.3	Maintain
Emissions / employee (kg CO2e)	12,000	2,340	- 80.5	Maintain

*2022 was Worlds Better's founding year and we traded for only six months. In those six months we produced 6,260 kg CO2e. We have used the trading data to estimate the annual amount shown in the table.

Planet: offsetting 2023 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.



We offset 17.55 tCO₂e, totalling 150% of our total emissions in 2023 and 30.59 tCO₂e in total.



We offset our emissions with Ecologi, a reputable provider, verified with the Gold Standard for the Global Goals, Verified Carbon Standard (Verra), and meeting the Climate, Community & Biodiversity Standards.

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Accelerating change

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Accelerating change in the events industry.

It's no secret that the events industry by its very nature is unsustainable. It's our mission to use our unique knowledge of sustainability, event delivery and behavioural change communications to embed sustainable practice through the heart of the industry and drive critical change.

Beyond working with corporates, brands, suppliers and event agencies, we collaborate with industry educators, media and acceleration programmes to extend the reach of our impact, sharing ideas, knowledge and experience for a brighter future.

Highlights in 2023.



FastForward15 Mentorship.

Our founder, Chrissie Beck, dedicated one year as a mentor on the FastForward15 programme - an annual events industry scheme matching 15 female event professionals with best-in-the-industry mentors. Launched in response to the industry's gender inequality - a 75% female workforce, but only 20% of top-level positions held by women, Chrissie took this opportunity to pass on a wealth of event production knowledge with sustainability as the north star.

Accelerating change in the events industry.

Amplifying the message of sustainable events.

We took to the stage repeatedly throughout the year at various industry events, reaching thousands of event professionals with our message of making events more sustainable. Our presentations covered a range of topics from practical ways of implementing sustainability and social value for live events, to sustainability storytelling and using data to influence stakeholders.

Whatever the topic of our talk, 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.



Accelerating change in the events industry: Case study.

The Event Academy.

Lecture & Workshop Development & Delivery.

The Event Academy is a prestigious Event Management school that has taught over 2,000 students courses, and is officially accredited by the globally recognised Chartered Institute of Marketing. For the past 2 years we have worked with them to develop and teach their Sustainability in Events module and build out engaging workshops and activities for their students to engage and learn about sustainability when applied to live event delivery.

"Christianne is our resident Sustainability Lecturer here at the Event Academy. There are a few people you meet that tick all the boxes - professional, skilled, wise and personable. Christianne from Worlds Better is one of those people. Her talent for training and development of our Event Academy students means that she has gained their trust and admiration in equal measures. Working with her on projects is a joy and her zest for a sustainable event industry is infectious. I highly recommend her as a Sustainability Consultant and Lecturer; cherish her and never let her go! She will repay you by delivering the best possible service to your organisation."

Claire Derrick - Principal and Founder at The Event Academy

"I've just finished listening to your sustainability lecture for the Event Academy. I just wanted to let you know how much I enjoyed it! Your passion shines through the whole lecture. You've reignited my enthusiasm and really spurred me on to keep sustainability at the forefront of all of my events. Thank you!"

Louise Martin student at The Event Academy

4 QUALITY EDUCATION

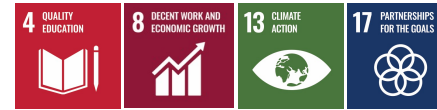


What next?



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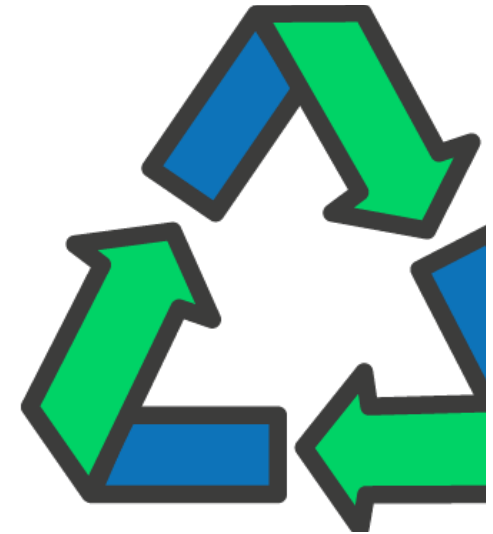
Worlds Better in 2024.



From inception we were committed to reducing our carbon emissions in line with the Paris Agreement, by 50% by 2030 and net zero emissions by 2050 but we don't think that's good enough.

For 2024 we have introduced the following commitments:

- Reduce our carbon emissions by 25% by end of 2025, 50% by 2028 and net zero by 2040.
- Offset 150% of Worlds Better's annual emissions for the next 10 years.
- Full-time employees will attend Carbon Literacy Project's course Carbon Literacy as well as Train the Trainer, ensuring we can pass on knowledge to the events industry to support a lower carbon future.
- Gain ISO 14001 certification, support in us identifying where we can make ambitious reductions in our business operations to support our reduction commitments.
- Develop a sustainable procurement toolkit to ensure that we and our clients can source the most carbon-conscious suppliers.
- Reduce our emissions from overnight accommodation by 5%, by the Worlds Better team only staying in hotels with sustainability certifications.



Accelerating change in the events industry.



We have an opportunity to make a wider impact in the reduction of emissions and waste, beyond our immediate operations. For the work on behalf of our clients, we have pledged to:

- Measure baselines and make savings of at least 7,500 tCO₂e by December 2024 for the work we complete on behalf of our clients.
- Provide at least 750,000 delegates with a sustainable event experience by December 2024.
- Develop an educational library of content to provide training for the event industry on carbon literacy and the implementation of sustainable practices. This will include tools to influence stakeholders and specific sustainable practices relevant to a selection of event areas including venue, AV, printing, staffing, and catering.



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.

A photograph of two hands holding white disposable coffee cups with black lids. The hands are positioned as if clinking the cups together. The background is a blurred crowd of people at an outdoor event.

Thank you!

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