

FIRST
EVENT



First Event Sustainability Strategy: 2025-2028

Digital Event
Awards
WINNER

event
technology
awards
Best Hybrid
Platform or Production

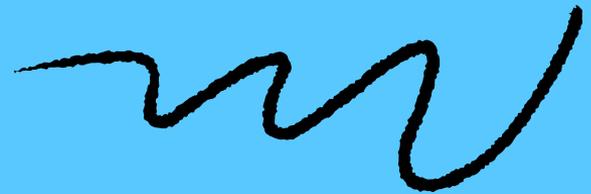
THE SUNDAY TIMES
**Best Places
to Work 2024**
MEDIUM ORGANISATION

THE SUNDAY TIMES
**Best Places
to Work 2025**
MEDIUM ORGANISATION

event:
decision
Impact partner
2025



For us, sustainability isn't a trend; it's a **responsibility.** It's about making better choices, ones that are good for people, kinder to the planet, and rooted in long-term thinking. We're here to create standout experiences that not only connect people but **respect the world we live in.**



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Welcome Note

Here at First Event, doing better business is in our DNA.

We care about our people, our clients, and our suppliers, and we believe in environmental sustainability because we care about the planet and the legacy we leave behind. Our world is facing growing environmental challenges, and these things matter, not only to us but to the people we work with.

We have a responsibility to push the boundaries of what is possible to make sure we not only avoid making things worse, but actively work to make things better.

We are working to do better within our own business and to do better for our clients, creating sustainable events and using our influence to encourage clients to think differently.

This is just the beginning of First Event's sustainable business journey. While we've focused on doing good for a long time, this is the first time we have formalised our ambitions and set out our goals in a single document.

We will openly report our progress annually, holding ourselves accountable to clients, suppliers, and our people, ensuring our commitment to better business is more than words.

This strategy reflects our best understanding at the time of writing. Sustainability is an evolving journey, and we are deepening our skills in the subject, so some details may change over time. We will always be open and transparent about any amendments that we make.

- *Richard Murphy*
Managing Director



STRONGER TOGETHER
MAKE IT MEANINGFUL

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Why now?

We want to keep building momentum around our sustainability principles. As organisations seek to demonstrate sustainability leadership, every aspect of how they meet, communicate, and engage is coming under scrutiny.

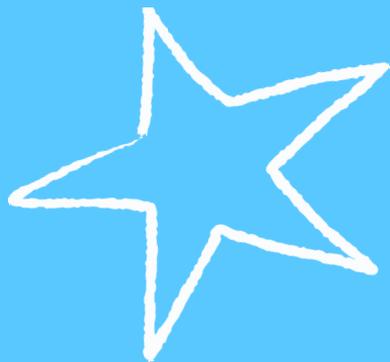
Regulatory demands, reputational considerations, and employee expectations are accelerating the shift towards events that are not only effective but also ethically and environmentally responsible.

For First Event, this presents both a duty and a strategic opportunity.

By integrating sustainability into our core offering, we can help our clients to meet their ESG targets, minimise the environmental impact of their events, and enhance their brand communications.

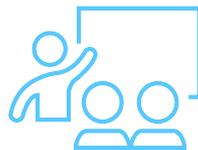
Credibility in this space demands a demonstrable commitment to walking the talk. This strategy embeds sustainability into our internal culture, from supplier relationships and office practices to employee engagement and governance. By aligning our internal behaviours with the sustainability outcomes we offer externally, we build trust, authenticity, and a culture of innovation and accountability.

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Strategic Objectives

Our strategy is framed around five core pillars:



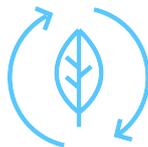
Understanding for all:

We will ensure all our people, clients and suppliers have a minimum level of understanding of sustainability so they can make informed decisions that are better for the planet and society.



Climate Leadership:

We are building a carbon reduction plan to set a realistic net zero target and are working to understand when we can achieve carbon-neutral operations. We aspire to be leaders in our industry and beyond.



Circular Events:

We will work towards eliminating event waste through circular design, reuse and partnerships. This involves designing processes that include end-of-life of items used during events.



Society & Community:

We will strengthen our positive impact beyond individual events by supporting local communities, championing diversity and inclusion, and contributing to wider societal goals.



Wellbeing:

We promote wellbeing at every level, from the physical and mental health of our team and event participants to the creation of safe and inclusive experiences.

Roadmap

Our Plan of Action

Year	Focus Area	Key Activities
Year One (2025-26)	Enablers of Change: Education, People, and Culture	<ul style="list-style-type: none">● Introduce sustainability training for all people, including Carbon Literacy training.● Start comprehensively tracking Scope 1, 2, and key Scope 3 emissions by partnering with a specialist organisation.● Review and reassess Key Performance Indicators (KPIs) to accurately measure sustainability commitments.
Year Two (2026-27)	Procurement and Accreditations	<ul style="list-style-type: none">● Conduct a strategic review of key suppliers to understand their sustainability credentials and ambitions.● Review appropriate accreditations for the business.● Create a nature garden at our Leeds premises to support biodiversity and team wellbeing.
Year Three & Beyond	Sector Leadership and Resilience	<ul style="list-style-type: none">● Develop initiatives to help clients reduce their own emissions through more considered events.● Ensure sustainability embedded in all business processes.● Become sector leaders in sustainable event management and build partnerships.● Work with suppliers to ensure they develop the necessary sustainability skills.● Proactively assess climate-related risks and build resilience across operations and event delivery.



KPIs and Reporting

This year we are implementing a robust impact measurement and reporting framework, including clear, outcome-based KPIs aligned to each strategic pillar (e.g., emissions, waste, wellbeing, inclusivity, and supply chain practices).

Internal Progress:

Monitored through quarterly reviews and annual reporting cycles.

External Transparency:

We will share progress with clients and stakeholders through impact summaries, project-specific reporting, and an annual sustainability report.

How We're Doing This: Enablers of Change

Delivering our goals requires strong foundations in our culture and people.



People & Culture:

We are integrating sustainability into our values, recruitment, performance reviews, and recognition systems to give every team member ownership over the impact of their work.



Learning & Development:

All employees will receive core sustainability training, with advanced learning tailored to specific roles to build internal capability.



Leadership & Role Modelling:

Our leaders will model sustainable behaviours, hold the organisation accountable, and be transparent about our progress.



Employee Wellbeing:

We prioritise a healthy, balanced working environment, offering flexible working practices and promoting a culture of openness.

Introduction to the UN Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all. At the heart of "Agenda 2030" are the 17 interlinked Sustainable Development Goals (SDGs). Fulfilling these ambitions will take an unprecedented effort, and business must play a very important role.

As part of our sustainability strategy, and following consultation with our people, we have chosen to focus our efforts on supporting and contributing to the following three SDGs:



3 Good Health & Wellbeing



12 Responsible Consumption & Production



13 Climate Action

(All underpinned by strong and transparent governance, and the principle of partnership. Learn more at unsdgs.org)

What We're Already Doing

Our foundations are solid, and we are proud of the progress we've made across several key areas:

Key Area	Action Taken	Aligned UN SDG	Icon
Carbon & Operations	<p>Offsetting unavoidable staff travel through the First Event Forest.</p> <p>Powering premises with renewable energy and switching to LED lighting.</p> <p>Actively working to reduce consumption of water and energy, and committed to preventing pollution and emissions.</p>	<p>13 Climate Action,</p> <p>12 Responsible Consumption & Production</p>	 
Workplace & People	<p>As an employee-owned business, we prioritise team wellbeing.</p> <p>We pay the real Living Wage and offer sustainability training to our people.</p> <p>Considering the communities where we operate, to reduce disruption.</p>	<p>3 Good Health & Wellbeing</p>	
Sustainable Procurement	<p>We prioritise sourcing goods and services locally wherever feasible and encourage suppliers to avoid unnecessary waste.</p>	<p>12 Responsible Consumption & Production</p> <p>13 Climate Action</p>	 
Governance & Ethics	<p>We operate to strong ethical and legal standards, with a Code of Ethics and Whistleblower Policy.</p>	<p>17 Partnerships</p>	
Client Impact	<p>We offer clients sustainable options and can provide the carbon footprint data relating to their events.</p>	<p>12 Responsible Consumption & Production</p> <p>13 Climate Action</p>	 

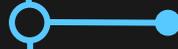
Why Choose First Event?

Sustainability is not a limitation; it's a source of creativity, innovation, and long-term value. We help organisations deliver unforgettable, responsible events that drive progress toward their sustainability goals.



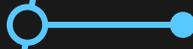
Emissions Reduction:

By embedding sustainability into every stage of design, delivery and evaluation, we can reduce your event emissions.



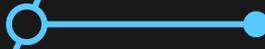
Practical Progress:

From greener travel and local suppliers to inclusive, low-waste design, we're continually developing our sustainability capabilities, turning learning into creativity and long-term value.



Embedded Culture:

We are embedding Sustainability into our culture: from induction training and an agency-wide ESG charter to processes and continuous development. We are building a team with experts ready to answer your questions.



Collaborative Approach:

We meet clients where they are, guiding with fresh perspectives and practical solutions that respect their goals while helping them to meet their sustainability targets and ambitions.



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First Event Sustainability Strategy 2025-2028

Strategic Partnerships

We recognise that we cannot deliver our sustainability ambitions in isolation; collaboration will be critical. We view our clients as strategic partners in change.

We will work closely with suppliers, venues, and technology partners who share our sustainability values. We need partners who can demonstrate clear commitments to low-impact materials, fair labour practices, and emissions reduction.

If you are a client, supplier, or partner, we want to hear from you. 

We will work collaboratively with you to explore sustainable solutions, pilot new ideas, and embed long-term thinking into event strategies. Together, we can create shared value for all stakeholders involved in delivering responsible, future-fit events.

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Creating Lasting Value

This strategy sets out a clear direction of travel towards a more sustainable future for us and the clients we support.

We recognise that we are not perfect, and that becoming a truly sustainable business is an ongoing journey, one that requires learning, listening, and adapting over time.

By embedding sustainability into the heart of our operations and client work, we aim to create lasting value for our business, our industry, and the wider world.



This strategy sets out our
ambitions for

2025-2028

We will

Update this document annually

To share progress against our
commitments.

Our success depends not only on
strong leadership but on

**Open
collaboration,
honest reflection,
and a willingness
to improve.**

Let's keep in touch.



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