



Carbon Reduction Plan for AOK Events

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Created by: Positive Planet



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Our Commitment

AOK Events is committed to achieving Net Zero emissions by 2040.

What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

SBTi recommends that organisations commit to near-term targets (that cover a minimum of 5 years/maximum of 10 years from the baseline year), as well as long-term targets.

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- To procure 100% renewable electricity by 2030.
- Reduce Scope 3 emissions by 42% by 2030.
- Measure all scope 3 categories by 2025.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2040.
- Neutralise any residual emissions using verified carbon offsets.

Scope 1 emissions: direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.

Scope 2 emissions: indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.

Scope 3 emissions: all other indirect greenhouse gas emissions that occur in an organisation’s value chain, including emissions from upstream and downstream activities.

Our Carbon Footprint

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured. We have chosen to set our baseline year as January - December 2024.

Baseline Year: 2024	
The current reporting year (January - December 2024) is the first year that we have measured and reported our carbon footprint and will serve as the baseline year for future measurements. We have used an operational control approach.	
Emissions	Total (tonnes CO ₂ e)
Scope 1	1.4
Scope 2*	Market-based: 0.3 Location-based: 15.7
Scope 3 including: - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Services - Business Travel - Transportation & Distribution (Upstream & Downstream) - Employee Commuting & Homeworking - Operational Waste & Water	251.8
Total Emissions*	Market-based: 253.5 Location-based: 268.9

*Purchased electricity can be measured in two ways. A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Intensity Metrics

Baseline year: 2024	Carbon intensity metric (tonnes CO ₂ e / unit)
Employees	6.9
Turnover (£)	15.6

Based upon 37 employees, and a £ 16.2 million turnover during the measurement period. We are using market-based emissions to calculate our intensity metrics.

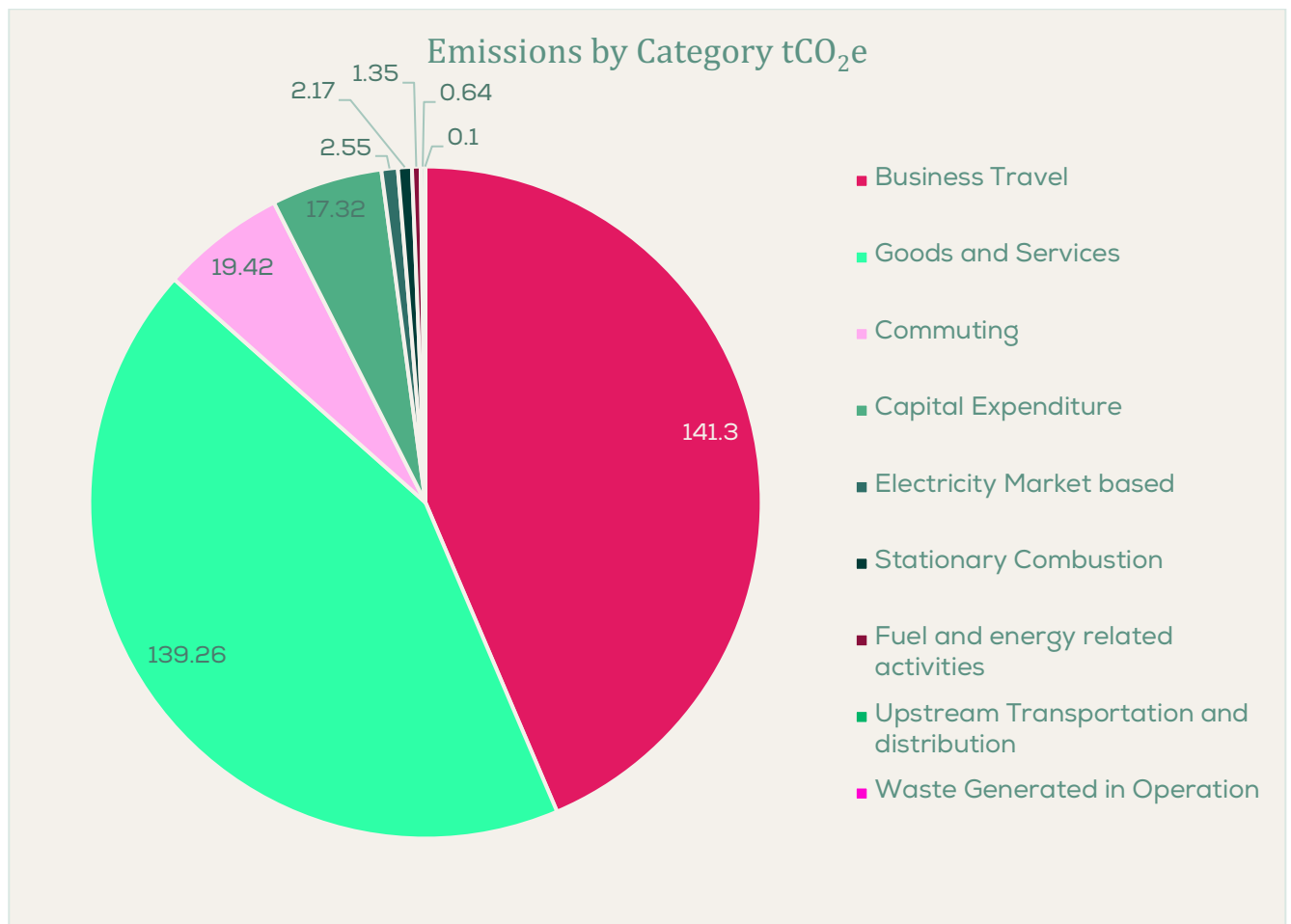
Current Year Emissions 2025

Current Year: 2025	
The current reporting year (January - December 2025) is the second year that we have measured and reported our carbon footprint and will serve as a comparison to our year 1 baseline measurement.	
Emissions	Total (tonnes CO ₂ e)
Scope 1	2.2
Scope 2*	Market-based: 2.6 Location-based: 2.6
Scope 3 including: - Purchased Goods & Services - Capital Goods - Fuel & Energy Related Services - Business Travel - Transportation & Distribution (Upstream & Downstream) - Employee Commuting & Homeworking - Operational Waste & Water	319.4
Total Emissions*	Market-based: 324.1 Location-based: 324.1

Year: 2025	Carbon intensity metric (tonnes CO ₂ e / unit)
Employees	7.91
Turnover (£)	20.1

Based upon 41 employees, and a £ 16.2 million turnover during the measurement period. We are using market-based emissions to calculate our intensity metrics.

Carbon Emissions Breakdown 2025



The largest contributor to emissions was Business Travel Goods & Services, which accounted for 141.3 tCO₂e covering emissions from reimbursed employee travel via road, rail and air as well as hotel stays. The second largest category includes emissions from Goods and Services which include key purchases to run the business including insurance fees, advertising and market- research. Commuting contributed 19.42 tCO₂e, reflecting emissions from employee travel to and from work, as well as emissions from energy use whilst working from home. Capital Expenditure accounted for 17.32 tCO₂e, reflecting the embodied carbon in purchases of longer-term assets including electronic items.

**Fuel- and Energy-Related Activities emissions are those that occur upstream of energy use. In the other energy use categories, e.g. business travel, we are accounting for the generation of electricity used or the combustion of fuels used. But these calculations do not consider the other emissions that occur, e.g. the generation emissions of electricity lost in the transmission and distribution system or the well-to-tank (extraction, processing and transportation) emissions of fuels. To ensure we are measuring our full impacts, we have included these emissions for all scope 1, scope 2 (mandatory) and upstream scope 3 (optional) energy use activities.*

Comparison to baseline

Emissions	Total Carbon Footprint (tonnes CO ₂ e)		
	Baseline Year: 2024	Current Year: 2025	% Change (Baseline vs current)
Scope 1	1.4	2.1	+50%
Scope 2	0.3	2.5	+733%
Scope 3	251.8	319.39	+26.8%
Total emissions	253.5	324.12	+27.9%

Emissions	Carbon Intensity Metric (tonnes CO ₂ e / unit)		% Change (baseline vs current)
	Baseline Year: 2024	Current Year: 2025	
Employees	6.9	7.9	+14.5
Revenue	15.6	20.1	+28.8

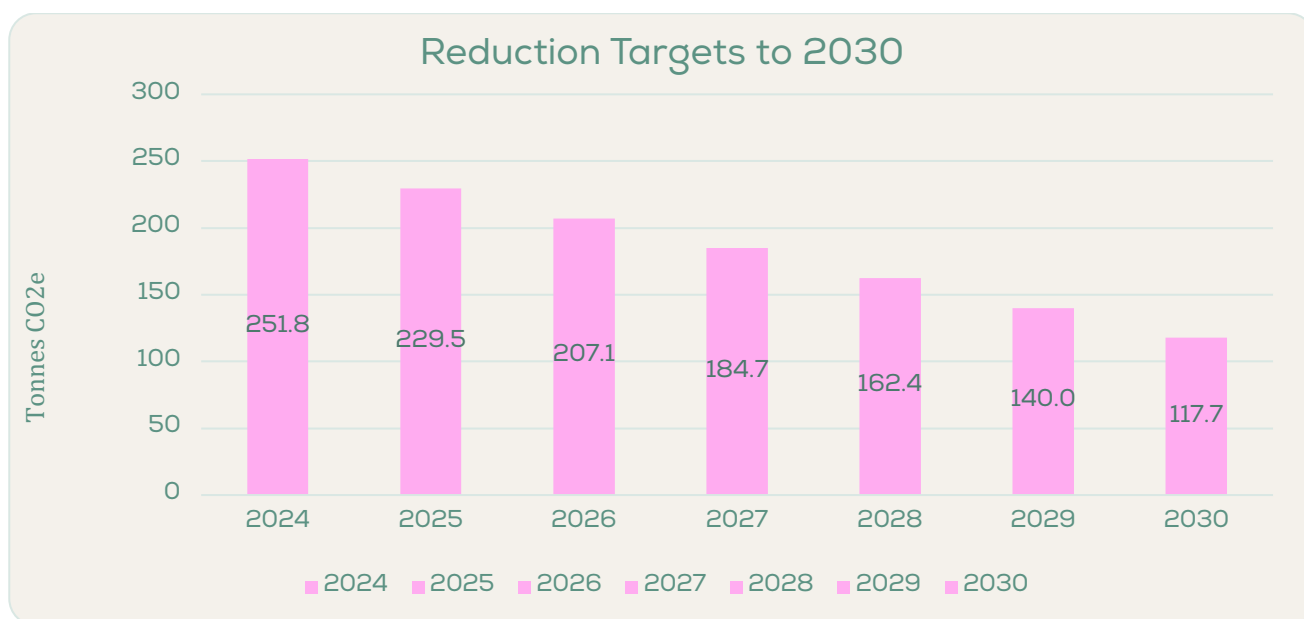
Carbon Reduction

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- To procure 100% renewable electricity by 2030.
- Reduce Scope 3 emissions by 42% by 2030.
- Measure all scope 3 categories by 2025.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2040.
- Neutralise any residual emissions using verified carbon offsets.



The graph above shows our targets for scope 3 to 2030 based on baseline emissions. To achieve a linear reduction we would need to reduce our emissions by 7% each year which would be an annual reduction of 29.90 tCO₂e and this would keep us on track to meet our 42% reduction by 2030.

Completed Carbon Reduction Initiatives

The following emissions management measures and projects have been completed or implemented.

Activity	Completion Date	Scope
Commit to measuring carbon footprint of business activities year on year to gain an understanding of pinch points and regularly be making efficient and direct improvements to reduce these emissions. Year 1 appointed Positive Planet to support with calculating baseline carbon footprint and reduction recommendations.	2024	1,2,3
Created a Green Team to lead initiatives. This team has been made up of members from different departments to support the roll out of initiatives and management of data, this includes sharing and collaborating throughout the organisation.	2024	1,2,3
As part of our commitment to responsible business and climate action, we are implementing an Environmental Policy that guides how we operate, procure, and engage for our business. Our policy is designed to reduce our environmental footprint across energy, water, waste, and our supply chain, while improving efficiency and aligning with our Net Zero targets. Key areas of focus include: Procurement & Supply Chain: We prioritise suppliers who demonstrate low-carbon operations and sustainable practices. Environmental considerations are now integrated into our purchasing decisions. Energy & Utilities: We are committed to reducing electricity consumption through efficiency measures and transitioning to 100% renewable electricity. Waste Reduction: We aim to minimise waste through reuse, recycling, and responsible disposal, while actively working toward circular practices.	Ongoing	1,2,3

Travel & Commuting: We promote low-emission travel options and will continue to implement policies that reduce business travel and commuting-related emissions. Continuous Improvement: This policy will be reviewed annually, and its outcomes monitored through regular carbon assessments and publicly reported progress. We recognise the urgent need for climate action and believe that responsible environmental stewardship is essential to our long-term success and the wellbeing of our guests, employees, and communities.		
Staff have completed Carbon Literacy Training with Positive Planet and new staff have also been allocated to take part in the training.	2026	1,2 3

Future Carbon Reduction Plans

We are committing to action the following emissions management measures and projects in line with our Net Zero targets.

Reduction Plans – Scope 1 & Scope 2				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	Encourage the facilities management company at the office to procure a 100% renewable electricity tariff. This change will reduce market-based emissions (from chosen tariff) from the office to 0 tCO ₂ e.	2030	100% (market-based)	Purchased Electricity
2	Total location-based electricity emissions (National Grid energy mix) are still 15.67 tCO ₂ e so there is an opportunity to reduce energy use. We will implement behaviour change initiatives within the workplace for reduction of emissions, including clear messaging for turning off lights, monitors, computers, and other electrical appliances where appropriate. We will assign roles and responsibilities to Green Team members. High-level monitoring of energy use is key to understanding further pinch points.	2030	20% (location-based)	Purchased Electricity

3	To completely reduce market and location-based energy emissions to zero, install on-site renewable energy generation technologies such as solar PV panels, solar heating, heat pumps (following an energy audit to assess feasibility and payback periods), to generate 100% of heating and energy demand. Consider removing on-site stationary combustion (gas) heating. Alternatively, encourage the landlord to do the above or consider moving site. If the UK Grid is 100% powered by renewable energy before this point, your Scope 2 location-based (and market-based) electricity emissions will already be zero. You would still need to consider gas emissions unless removed (or better technology is available).	2030	100% (location and market-based)	Stationary Combustion Purchased Electricity
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Based upon the above completed and planned initiatives, it is projected that Scope 1 & 2 carbon emissions will decrease to **0 tCO₂e** by 2030.

We also aim to implement the further initiatives below to reduce Scope 3 emissions:

Reduction Plans – Scope 3				
Activity No.	Activity	Target Date	% Reduction Target	Category
1	Commit to measuring the remaining downstream Scope 3 categories, meaning that year's carbon emissions measurement will be a full picture of AOK Events' carbon impact. Currently, the largest missing category is customer travel, meaning that once these are measured, reduction activities targeted at these categories will be able to be created.	2028	-	Travel
2	Commit to improving the quality of data in the next reporting year. For business travel, implement processes to better capture detailed expenses data, particularly for rail and flight travel, including start and end locations, number of tickets booked, and whether journeys are return trips. For hotel stays, ensure that relevant information is collected, such as location, number of nights stayed, and number of rooms booked. Ensure that this is then collected regularly throughout the year.	2027		All categories
3	Continue to train and upskill the Green Team and new employees who have joined AOKAY events to put them through Carbon Literacy Training. On average, certified learners reduce their carbon footprints by 5-15%, of which ~50% are work-related. Once complete allocate key roles to members of the green team to support with carbon reduction.	2026	2.5 - 7.5%	Commuting & Home Working Business Travel

4	Commit to a Sustainability Survey to request further information regarding credentials – Plan to send these to the top 10/20 suppliers by spend. This data collection will support reduction journey by gathering important data for year two measurement & encourage supply chain integration towards Net Zero. Complete this audit within two phases: 1. Identify suppliers for engagement 2. Formulate and collect data (survey/scoring) Once completed prioritise suppliers with lower carbon footprints as part of the above phased approach. This may also involve purchasing second hand/refurbished (furniture, IT equipment) and extending the lifespan of purchased items. Develop and monitor procurement policy for all new suppliers to align to Net Zero goals.	2026	20%	Purchased Goods & Services
5	Prioritise working with sustainable procurement partners and develop a preferred supplier list to share with clients, supporting a more sustainable approach to event delivery. • Partner with venues that use 100% renewable energy and operate effective waste and recycling systems. • Work with food vendors that increase plant-based menu options, minimise food waste, and promote circularity initiatives • Source recycled, reusable, and low-impact materials wherever possible • Eliminate single-use plastics across event operations and supplier activities • Design exhibitions and event builds to minimise waste and	2027-2035	20%	all scopes

	reduce unnecessary material usage • Reuse staging, signage, furniture, and event materials wherever possible • Encourage suppliers to demonstrate measurable sustainability commitments and continuous improvement practices • Consider sustainability principles throughout planning, procurement, delivery, and post-event evaluation stages			
6	Review logistics partners/couriers and utilise the above Sustainable Procurement Policy. Work with providers to gather their emissions data, and/or switch to lower-carbon providers. For example if you have an account with UPS or DHL they should be able to supply you with specific emission data. Prioritise purchasing from local suppliers to limit delivery mileage.	2026-2028	20%	Upstream Distribution Downstream Distribution
7	Revisit the Sustainable Travel Policy to support environmental impact of choices when travelling, staying in hotels and commuting. The priorities within this policy will support active travel and low emission travel options where appropriate. Monitor and consider alternatives to air-based travel as a priority and commit to offering support to workforce with options for active travel schemes, such as bike to work or car sharing opportunities. Utilise the emissions travel hierarchy: - Digital communication - Walking and cycling - Public and shared transport	2026-2028	15%	Business Travel Commuting

	- EV's and car sharing/clubs - ICE vehicles and car sharing/clubs - Air travel Consider creative ways to engage and support the workforce to influence change. Examples include setting an internal organisation carbon credit scheme (limit that to a number of tCO₂e per year), extra holiday days for low emission travel choice, bonuses, subsidised travel, equal mileage payments for diesel/petrol/EVs/cycling.			
8	Work with Positive Planet to measure the emissions of 3 different live client events across the year, including key impact areas such as travel, accommodation, catering, energy usage, freight and waste. This will provide an initial baseline for participating clients to help measure the environmental impact of their events and identify the highest-impact operational areas. Use the findings and sustainability data to provide clients with practical recommendations to reduce emissions, minimise waste, improve resource efficiency, and increase sustainable event practices at future events	2026-2027	20%	All scopes
9	Look at ways you can work with your clients to measure and reduce audience travel emissions which will be a large proportion of the total event emissions. Prioritise venues with strong public transport links. Provide attendees with low-carbon travel guidance, including public transport routes, shared travel options, cycling access, and incentives such as discounted public transport, shuttle services, carpool schemes, or rewards for choosing low-carbon travel methods.	2027-2030	15%	Travel

10	Develop and promote sustainable event packages as a dedicated service offering on your website, clearly outlining the sustainability measures, benefits, and impact reporting included. Use client case studies and real event examples to showcase successful sustainable event delivery, highlighting measurable outcomes such as emissions reductions, waste diversion, sustainable sourcing, and attendee engagement.	2027-2030	10%	All scopes
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Declaration and Sign Off

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

This Carbon Management Plan has been reviewed and approved by AOK Events Executive Team.

Signed on behalf of AOK Events:



Name: Charlie Tanner

Position: Operations Director

Date: 12th May 2026

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>