



Summary Report

GES EMEA

Impact Report & Roadmap to Net Zero 2025

#GrowTogether



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Leadership Message

“2025 has been an exciting and pivotal year for GES. Under Truelink ownership, we’ve expanded into new markets and grown our global presence, embedding ESG from the outset of this new chapter. As we’ve scaled, we’ve focused on innovation, efficiency, and building future-ready facilities like our new Paris site. This ensures our business is sustainable, resilient, and aligned with long-term commitments. I’m incredibly proud of our teams, whose dedication and hard work have made this progress possible.”

Jason Stead – President, EMEA

“This year has delivered meaningful environmental and social progress for GES, with ESG embedded across our strategy, operations, and partnerships. Highlights include Rewind®, the expansion of Show Build Live, and partnerships with the National House Project and Connection Crew, all turning sustainability into practical action. Despite significant growth, we achieved an 8.5% emissions reduction, proving growth and sustainability go hand in hand. We’ve built strong foundations and are excited for what’s ahead in 2026.”

Kate Holliday – Head of ESG, EMEA



We Are GES EMEA

GES EMEA is a leading exhibition and live event services provider, delivering end-to-end solutions across the UK, Europe, Middle East and India. Working with organisers, exhibitors, agencies and venues, we combine operational excellence with a strong commitment to sustainability, helping clients deliver impactful events while reducing environmental impact and creating positive social value.

In 2025, we delivered **374 shows**, supporting clients through exhibition build, graphics, event operations, logistics and digital services. Sustainability is embedded throughout our operations, supply chain and service delivery, ensuring measurable progress towards a lower-carbon events industry.

2025 Highlights

2025 was a pivotal year for GES under new ownership of Truelink, marked by continued business growth, international expansion, and meaningful progress on our Net Zero and social impact commitments, building on ESG principles that have been embedded across the business.

Our Environmental Performance

**↓23%**

emissions vs 2023 baseline

**↓8.5%**

YoY emissions despite growth

**↓19.4%**

YoY emissions intensity per employee

Total emissions:
5,904.79 tCO₂e**Scope 1:**
472.72 tCO₂e**Scope 2:**
249.00 tCO₂e**Scope 3:**
5,183.07 tCO₂e

Key Emissions Highlights - 2023 vs 2025

**↓29%**
(from 2,366.6 to 1,685.0 tCO₂e)**↓42%**
(from 896.3 to 519.4 tCO₂e)**↓11%**
(from 868.1 to 776.4 tCO₂e)**↓19%**
(from 334.7 to 272.0 tCO₂e)**↓66.1%**
(from 1,012.7 to 343.8 tCO₂e)**↑62%**
due to expanded operations and improved data collection

Our Social Performance

**41.5%**
female representation**30+**
nationalities**1,143.5**
training days delivered**↑15.5%**
employees (453 to 523)**↑12%**
shows delivered
(335 to 374)Office footprint expanded to
15
locations across 8 countries

Community Partnerships

**Connection
Crew****NHP**
Living connected and fulfilling lives

Our Environmental Performance

At GES, sustainability is embedded into how we deliver events. In 2025, we continued to demonstrate that business growth and environmental responsibility can go hand in hand, achieving significant emissions reductions while expanding our operations across EMEA.

Despite a **15.5% increase in employees**, an expansion to **15 locations across 8 countries**, and a **12% increase in shows delivered**, we reduced our total emissions by **8.5% year-on-year** and achieved a **23% reduction against our 2023 baseline**. As a signatory to the **Net Zero Carbon Events Pledge**, we remain on track to achieve our target of reducing emissions by **50% by 2030** and reaching **Net Zero by 2050**.

See our case studies [here](#).

Our Commitments



2050 Target:

NET ZERO



2030 Target:

↓50%

vs. baseline.

NET ZERO
CARBON EVENTS



Annual pathway
to 2030:

8%

per year
576.2 tCO₂e ahead of
schedule

Our Certification



ISO20121:2024



ESSA Sustainability
– Level 5



In 2025, we delivered a significant decoupling of growth and emissions.



Reducing total location-based emissions by

↓8.5%

year-on-year.

Achieving a

↓23%

reduction against our 2023 baseline.

This progress was delivered alongside significant business growth, including a 15.5% increase in our global workforce and continued international expansion, supported by improved data quality, targeted initiatives and more representative emissions reporting in 2025 and operational changes.

Emissions intensity fell to 11.29 tCO₂e per employee, representing a

↓19.4%

year-on-year reduction.

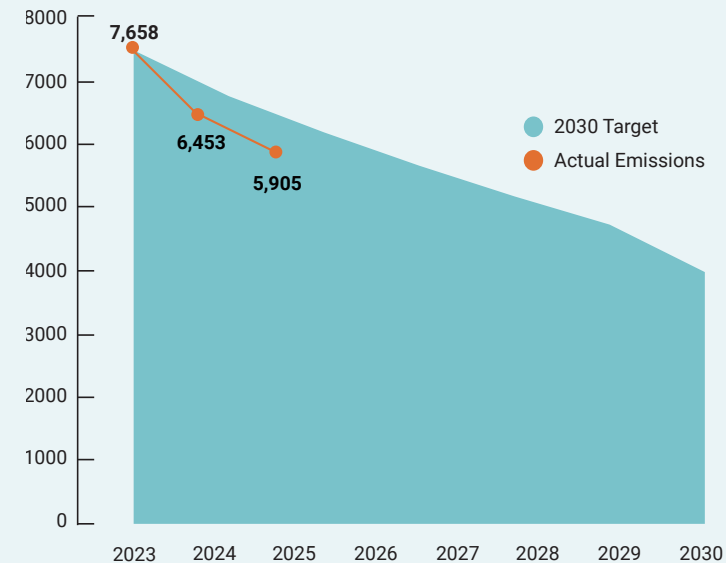
That's a decrease of

↓44%

versus 2023.

Emissions Reductions Progress

Actual vs Target Pathway to 2030 (tCO₂e)



Our People & Social Impact

Employee Wellbeing & DEI



Wellbeing Support

Employees receive health checks, holistic treatments, medical insurance and EAP



Human Rights & Compliance

TRUE Compliance Policy in place, grounded in Trust, Responsibility, Understanding and Excellence. This covers fair labour practices, anti-slavery, equal opportunity, harassment prevention and ethical conduct



Volunteering

Volunteering Policy and training is in place, encouraging community engagement and providing up to 2 paid volunteering days annually



Employee Engagement

Our Culture Club provides employee voice and connection

NHP: National House Project

Supporting Pathways To Independence

What We Did

Built a long-term partnership with National House Project and Sandwell Local House Project to support young people leaving care through skills development, experience and financial support.

The Impact



Improved confidence, employability and life skills



Mentoring and real-world exposure to professional environments



One Sandwell participant secured a part-time apprenticeship with GES



~£25,000

Total value contributed through employee-led fundraising and in-kind support



Jason Stead, GES President serves as Trustee of the NHP

Connection Crew

Inclusive crewing in action

What We Did

GES partnered with Connection Crew - a social enterprise who provide skilled event crew and create access to work that pays the London Living Wage for people affected by homelessness. We worked together to deliver skilled event crewing whilst embedding measurable social and environmental impact into live event delivery.

Connection Crew

The Impact



2,132
total hours delivered by Connection Crew



London Living Wage work, skills development and progression



515

social impact hours (paid work supporting skills development and progression)



1.63
tCO₂e

from unavoidable crew activity, offset via Connection Crew's Carbon Levy

Contractor Health & Safety

What We Did

GES introduced a mandatory, role-specific contractor training and reporting programme, supported by digital systems.

The Impact



25%
reduction in onsite incidents (2024 to 2025)



75 to 90%
compliance range, depending on onboarding cycles



100%
onsite trained contractors



0
Reportable Health & Safety Incidents (RIDDOR)

Faster, easier reporting = better data and visibility

Looking Ahead: Reducing Carbon Emissions

Primary Reduction Initiatives



Scale adoption of Rewind® beyond 80% in the UK and Europe by end of 2026, with expansion across the Middle East by 2027.



Reduce emissions from Graphics through supplier collaboration and a transition to more sustainable alternatives.



Reduce emissions from modular stand systems in 2026 and beyond. Rollout of the Edit; a Better Stands, Gold Accredited, reusable system; a high-spec, designed collection of stands, with sustainability and innovation at their core.



Build on reductions in Business Travel through a comprehensive sustainable travel policy, improving data accuracy, travel practices and exploring sustainable hotel options.



Advance EV uptake through the launch of a Vehicle Salary Sacrifice Scheme in 2026, encouraging adoption alongside car-sharing, virtual meetings and local recruitment to reduce Commuting-Related emissions.

GES EMEA Wide Initiatives

Improved Data Quality & Reporting

Continuously improve the quality, consistency and coverage of emissions data across all categories, strengthening lifecycle data collection and carbon reporting to better inform decision-making and target reductions.

Supply Chain & Client Collaboration

Work more closely with key suppliers, contractors and clients to strengthen data sharing, drive innovation and accelerate emissions reductions across events through aligned sustainability practices.

Internal Engagement & Capability Building

Embed sustainability through internal engagement, ESG training and onboarding, empowering teams across the business to accelerate delivery and support emissions reductions through day-to-day decision-making.



Have A Question?

For the details behind the report please click [here](#) for the full impact report.

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