



IMPACT REPORT 2021

OUR MISSION:

Inspire a 50% reduction
in the emissions of the
UK events sector by 2025

VISION2025

Outdoor Events • Climate • Action

OVERVIEW

It has been another challenging year in the live events industry, but also very productive for Vision:2025 due to engagement as a result of COP26. In early 2021 the festival pledge was updated and re-launched in line with net zero targets. We have continued to produce monthly newsletters with original blogs and green leader profiles, with increased reach due to a syndication partnership with Access All Areas. The Vision:2025 'Journey to Net Zero' conference at the Showmans Show was a success, attracting sponsorship and increased attendance. Perhaps most significantly, Vision:2025 have pioneered a green code for the industry, which could establish minimum standards.

The project is in a strong position to support and inspire climate action in the outdoor events sector but requires more funds to realise its full impact.

ACHIEVEMENTS IN 2021



Worked as part of the LIVE Green group to create a Declaration and Charter for UK music



Secured a media partnership with Access All Areas to syndicate content in newsletter, present news in magazine, and host panels at Event Production Show



Developed a Green Code of Practice for the Outdoor events Industry



Launched new YouTube channel with 3 webinars



Launched a new website with expanded 'knowledge Hub', members area and assets



Delivered Journey to Net Zero Conference at Showmans Show attracting sponsorship



Expanded the steering group members - group represents over 600 businesses



Developed Sustainable Supplier Directory packages and grew income stream



Conducted annual Industry Green Survey and published results



Delivered a high-quality monthly newsletter with blogs and Green Leaders Q&A

IMPACT

We have successfully built more media profile and direct engagement in the sector in 2021 through the monthly newsletter, AAA media partnership, a monthly green column in Standout, and participation at industry events.

In 2021 we continued to increase our engagement:

- The Show Must Go On report has been downloaded over 1,000 times
- Newsletter open rate 30%
- Event membership has grown by 10%

Our challenge in 2022 is engage 50+ new members to take the pledge to **measure and report** emissions.

PLAN FOR 2022

1. **Establish** a Green Code of Practice for the UK outdoor event industry
2. **Engage** 50+ new event members in the pledge
3. **Expand** the Green Supplier Directory
4. **Increase** impact through media partnerships, events and newsletter
5. **Diversify** the membership – create and implement a diversity strategy

STEERING GROUP MEMBERS



Vision: 2025 work in 2020-2022 is also supported by a Purple Guide Grant from the Event Industry Forum

