CARBON IMPACT REPORT

POSITIVE EXPERIENCE
FEB 25 - JAN 26

WE CREATE PLANET-POSITIVE EXPERIENCES

THAT LEAVE PEOPLE SMILING.

OVERALL RESULTS

INTRO

- This report sets out our carbon footprint for 2025–26, providing a transparent and comprehensive view of our environmental impact across all areas of the business.

- This year marks a **significant step forward** in how we measure and understand our emissions. Using a bespoke carbon calculator, we are now capturing a far more complete picture of our footprint, covering nearly 100% of our measurable emissions for the first time, and we are assured by our consultants that this is far more than most other businesses in our industry.

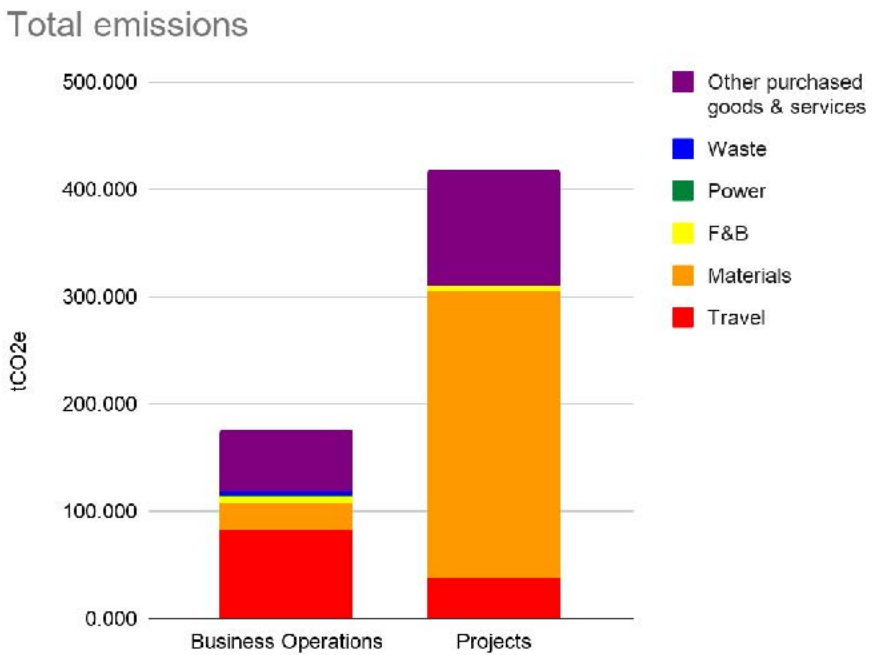
- Our total footprint for the year is 594.3 tonnes CO_2e, with the majority sitting within Scope 3 emissions, driven by purchased goods and materials, as we build display units and pop up activations for our clients.

- While total emissions have risen, this reflects both substantial business growth and improved data capture. Importantly, our **carbon intensity remains significantly lower than our baseline year,** demonstrating continued progress in decoupling emissions from growth.

- This report not only tracks where we are today, but also highlights the key areas where we can take action to reduce our impact moving forward as we prepare our **Net Zero Roadmap**.

FEB 2025 - JAN 2026 - TOTALS

Total Carbon Footprint		
Scope 1	16.7	tonnes CO2e
Scope 2	0.0	tonnes CO2e
Scope 3	577.6	tonnes CO2e
Total:	**594.3**	tonnes CO2e



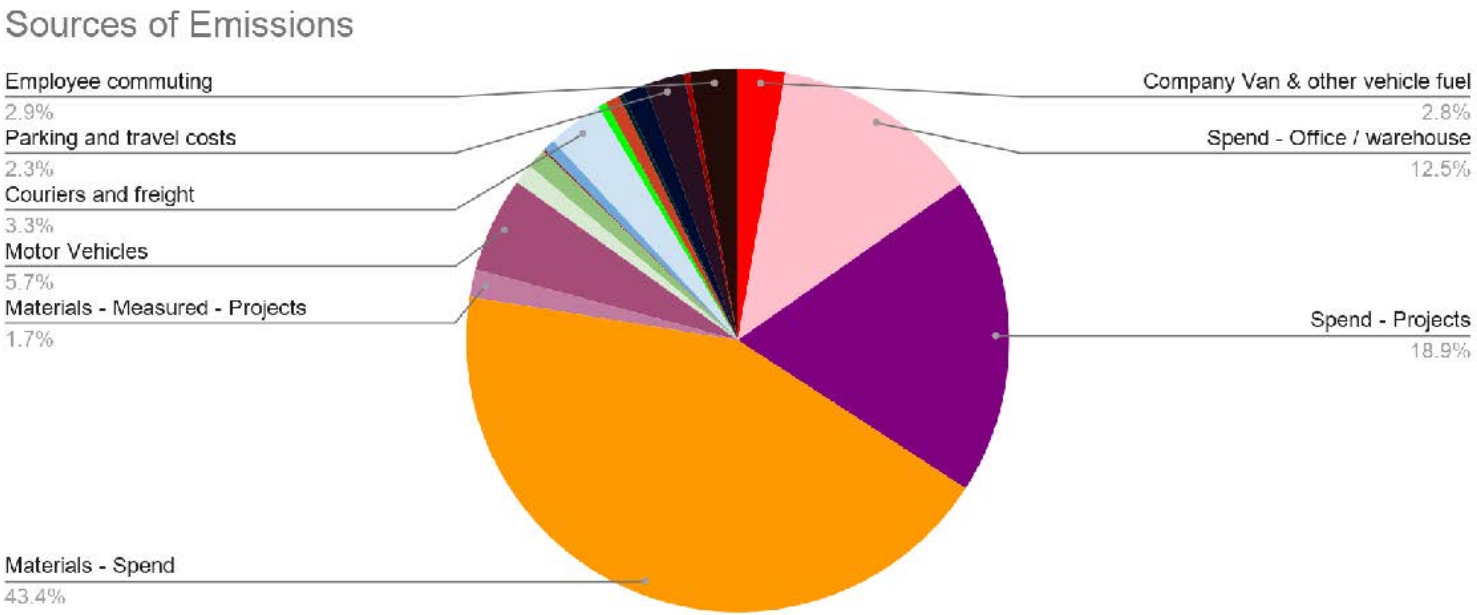
This is the equivalent of:			
	297		**2972**
	Cars on the road for a year		Tree seedlings grown for 10+ years

BUSINESS INTENSITY

Business Intensity			
Emissions (tonnes CO2e)	**Year 2023/24**	**Year 2024/25**	**Year 2025/26**
Scope 1	0.21	0.2	16.69
Scope 2	0.96	1.4	0.01
Scope 3	446.96	396.25	577.62
Total	**448.13**	**397.9**	**594.31**
Turnover (£m)	1.4	2.8	3.69
Carbon intensity (tonnes CO2e / £m turnover)	322.3	143.8	160.96
FTE Staff numbers	N/A	6	15.72
Carbon intensity (tonnes CO2e / FTE)		66.32	37.81
% total change 12 months	N/A	-11.22%	49.36%
% total change since baseline	N/A	-11.22%	32.62%
% intensity change 12 months	N/A	-55.39%	11.93%
% intensity change since baseline	N/A	-55.39%	-42.98%

This latest year is the first year using our new carbon calculator which captures 100% of our emissions, so much more is measured and included in 2025/26 than in previous years. **The company has also grown with 162% more FTE staff** and 32% higher turnover than the previous year.

EMISSION BREAKDOWN



The above pie chart shows our main sources of emissions for the year.

CHANGES SINCE PREVIOUS YEARS

- The increase in total emissions this year is driven by a combination of business growth and improved measurement.

- Since our last report, the company has expanded significantly, with a 162% increase in full-time equivalent staff and a 32% rise in turnover. This naturally leads to higher emissions across activities such as commuting, business travel, and materials use.

- However, the most significant factor behind the increase is the introduction of a new carbon calculator. This updated methodology captures a much broader and more accurate range of emissions, including categories that were previously unmeasured or only partially accounted for. These include capital goods, employee commuting, waste, and more detailed material usage.

- In addition, some emissions have shifted between categories due to improved classification—for example, materials previously included under purchased goods and services are now reported more accurately.

- As a result, this year's footprint should be viewed as a more complete and robust baseline rather than a direct like-for-like comparison with previous years. Encouragingly, despite the increase in total emissions, **carbon intensity remains significantly lower than our original baseline**, showing **improved efficiency** as the business grows.

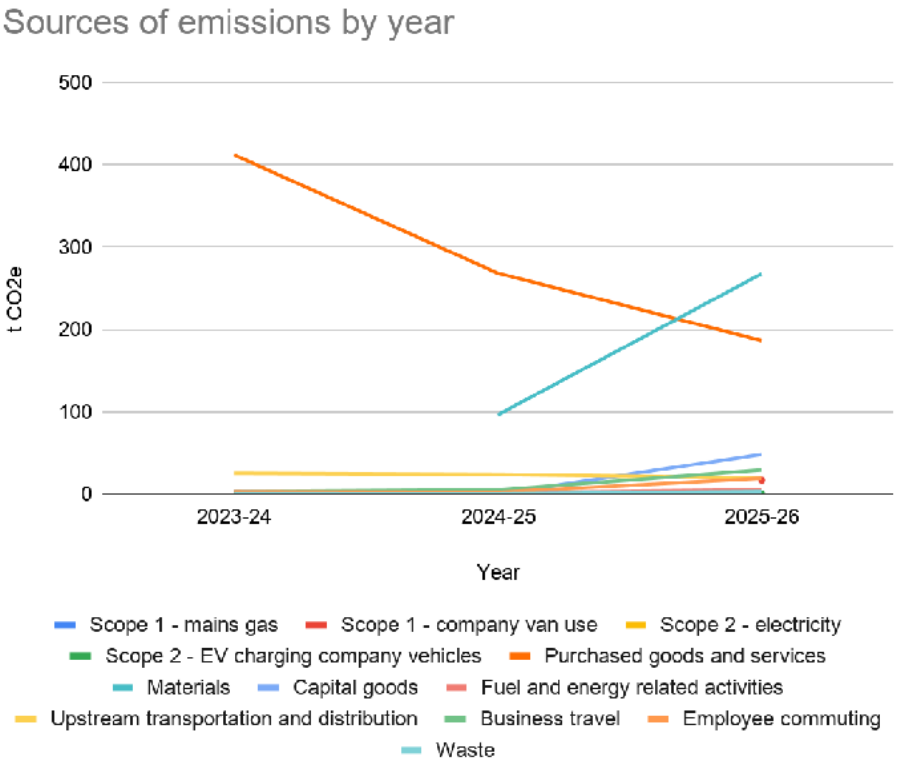
THIS YEAR VS LAST YEAR

	2024-25 tCO2e	2025-26 tCO2e	NOTES
Gas (heating / hot water) - Scope 1	0.24	0.00	No mains gas is used
Company van - Scope 1		16.69	This was not previously captured
Electricity - Scope 2	1.37	0.00	Electricity is 100% renewable
Company EV charging - Scope 2		0.01	New category for electric company vehicles
Purchased goods and services	268.29	186.39	Spend on materials may previously been classed into Purchased Goods and Services. Overall the increase is driven primarily through more areas being measured.
Materials	96.2	267.60	
Capital goods	0	48.07	Not previously measured
Fuel and energy related activities	1.37	4.81	This increase is from company van fuel
Upstream transportation and distribution	23.6	19.62	
Business travel	4.88	28.99	
Employee commuting	1.89	19.06	This was previously not fully measured with only WFH emissions included
Waste	0.03	3.06	Additional spend on waste services has driven this up
TOTAL	**397.83**	**594.31**	

Overall, whilst the company has grown, both in terms of FTE and turnover, most of the emissions increases are as a result of a new calculator tool which aims to capture 100% of the companies emissions for a more thorough picture of our impact.

SOURCES OF EMISSIONS

	2023-24	2024-25	2025-26
Scope 1 - mains gas	0.21	0.24	0.00
Scope 1 - company van use			16.69
Scope 2 - electricity	0.96	1.37	0.00
Scope 2 - EV charging company vehicles			0.01
Purchased goods and services	412.1	268.29	186.39
Materials		96.2	267.60
Capital goods	2.91	0	48.07
Fuel and energy related activities	1.48	1.37	4.81
Upstream transportation and distribution	25.07	23.6	19.62
Business travel	2.57	4.88	28.99
Employee commuting	2.74	1.89	19.06
Waste	0.09	0.03	3.06
Turnover £million	**1.40**	**2.80**	**3.69**
FTE staff	**6**	**6**	**15.72**



Overall, whilst the company has grown, both in terms of FTE and turnover, most of the emissions increases are as a result of a new calculator tool which aims to capture 100% of the companies emissions for a more thorough picture of our impact.

KEY INSIGHTS

- Taking a closer look at our emissions reveals clear opportunities for improvement and more targeted action.

- Travel data shows excellent use of public transport for business operations and events, helping to keep emissions relatively low in this area. However, employee commuting tells a different story, with the majority of staff travelling by car, making it a disproportionately large contributor to overall emissions. Hotel stays also present an opportunity, as the majority of emissions come from venues that are not powered by renewable energy.

- Materials are another key area of impact. The majority of emissions have been calculated using spend-based estimates, which tend to overstate actual impact. Where materials have been measured directly, emissions per pound spent are significantly lower, highlighting the importance of improving data accuracy and supplier transparency.

- Waste contributes only a small proportion of total emissions, and it is positive to note that no waste is sent to landfill. However, here too, spend-based calculations may be inflating the reported impact.

- Overall, these deeper insights reinforce a clear direction: better data, more precise measurement, and targeted behaviour change will be critical in reducing emissions in the years ahead.

POWER

Power breakdown	Usage kwh	Emissions kg CO2e	Energy Use Intensity (EUI)
Mains Gas	0	0.00	
Electricity (market based)	7931.10	0.00	
Electricity (location based)	*7931.10*	*1642.13*	*39.66 kwh/m2*
Scope 3 from energy use	7931.10	540.66	
On-site power (generators, mains)	0	0.00	

As the Positive Experience office and facilities are powered by 100% renewable electricity the Market Based Approach has been used to reflect zero Scope 2 emissions.

Nevertheless, total kwh usage and Energy Use Intensity is tracked in order to encourage a lowering of our overall energy use and demand on the grid, which will reduce our scope 3 emissions from electricity transmission and distribution.

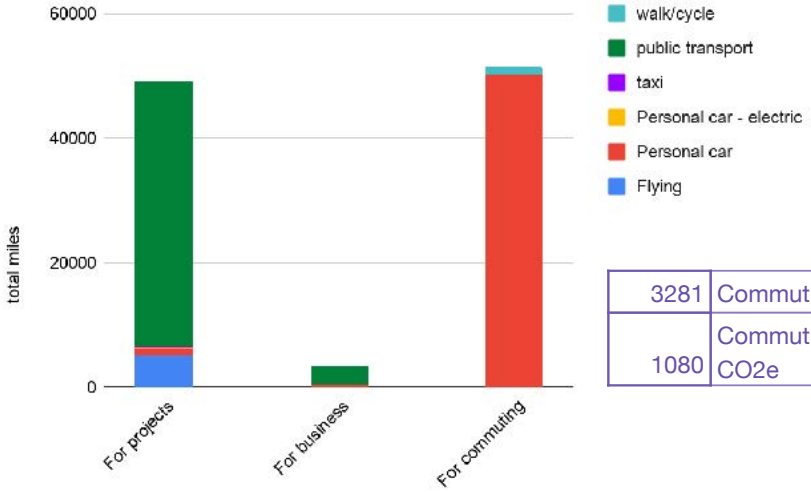
TRAVEL

Business Travel breakdown	kg CO2e	Usage	Unit	Split of usage	Split of emissions
Hotels (renewable energy)	415.33	148	room nights	32%	8%
Hotels (standard)	4686.86	319	room nights	68%	92%
		For projects		For business operations	
Company van / fuel	miles	6432	11.7%	48465	88.3%

Two thirds of hotel nights were in those that were not confirmed as renewable energy powered, which created 92% of emissions from hotels.

The majority of fuel for company vehicle use has been logged under “general use” rather than specific projects. This may not reflect actual split of usage.

Travel methods (other than company owned/leased vehicles)



3281	Commuting miles per staff member
1080	Commuting Emissions per staff member kg CO2e

As shown on the graph to the left most travel miles for projects and business operations is via public transport. There were very few flights, and these were to Europe in economy class. However, commuting tells a different story, where most staff currently drive to work, generating more emissions than all other business travel (except that in the company van).

MATERIALS BREAKDOWN

	Spend	Emissions kg CO2e	Average emissions per £		% of materials by £
Non measured materials	£459,522.68	283452.63	0.62	kg CO2e	86.18%
Measured materials	£73,702.15	9809.50	0.13	kg CO2e	13.82%

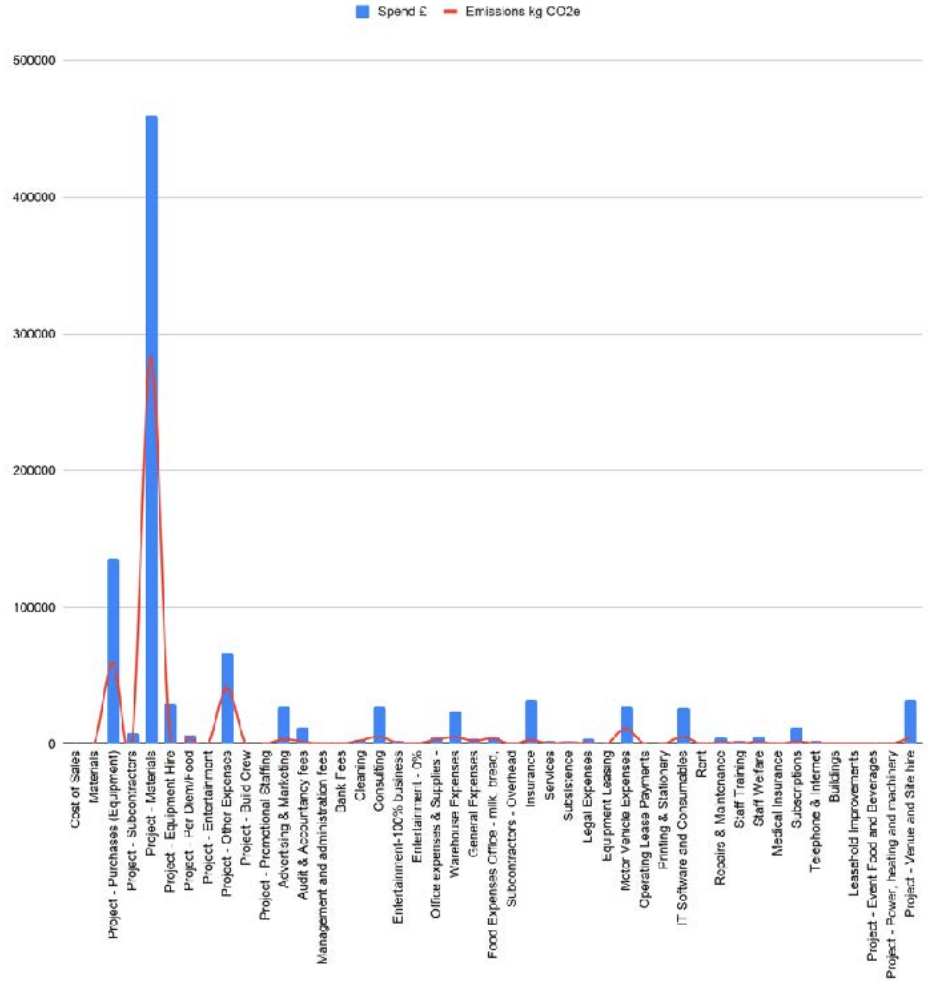
TOP 10 MATERIALS USED

kg CO2e	Material	kg of material
2821	MDF	3295
2174	Foamex (PVC)	487
1277	Steel	444
1109	Plywood, hardwood faced / oak	1628
954	Aluminium composite (Dibond, often 3mm)	156
207	Xanita (Paper based board)	107
143	Acrylic or Perspex	43
143	Vinyl flooring (e.g. 3.2mm)	45
141	Plywood, hardwood, printed	189
103	Cardboard (e.g. 2mm = 1200 gsm, 1.5mm =900 gsm)	58

The majority of emissions from materials were from those calculated by spend.

When we analyse the spend on materials that we were able to measure the kg of exact materials used, the emissions per £ spent is nearly 5 times lower. Therefore **measuring more of our materials more precisely will lower our impact.**

PURCHASED GOODS & SERVICES



This calculator has aimed to include as close to 100% of emissions from the business as possible, by using spend factors for all areas not measured by activity metrics.

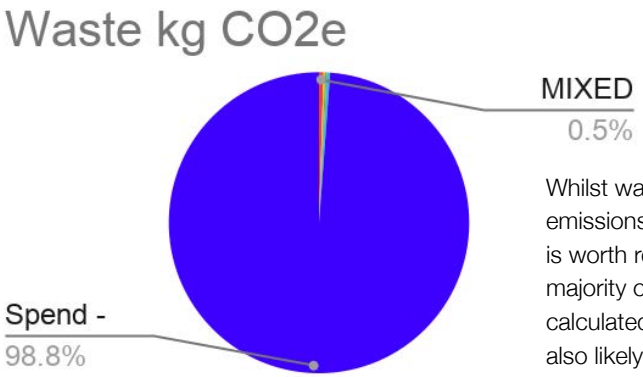
Event staff and subcontractors have not been included in purchased goods and services, as their emissions are primarily from travel and so captured via their expense reclaims.

However, it is recognised that there may be some supplier travel missing from those that did not expense for it and instead charged for it within wider invoices.

This is a rare occurrence but will be examined more closely next year.

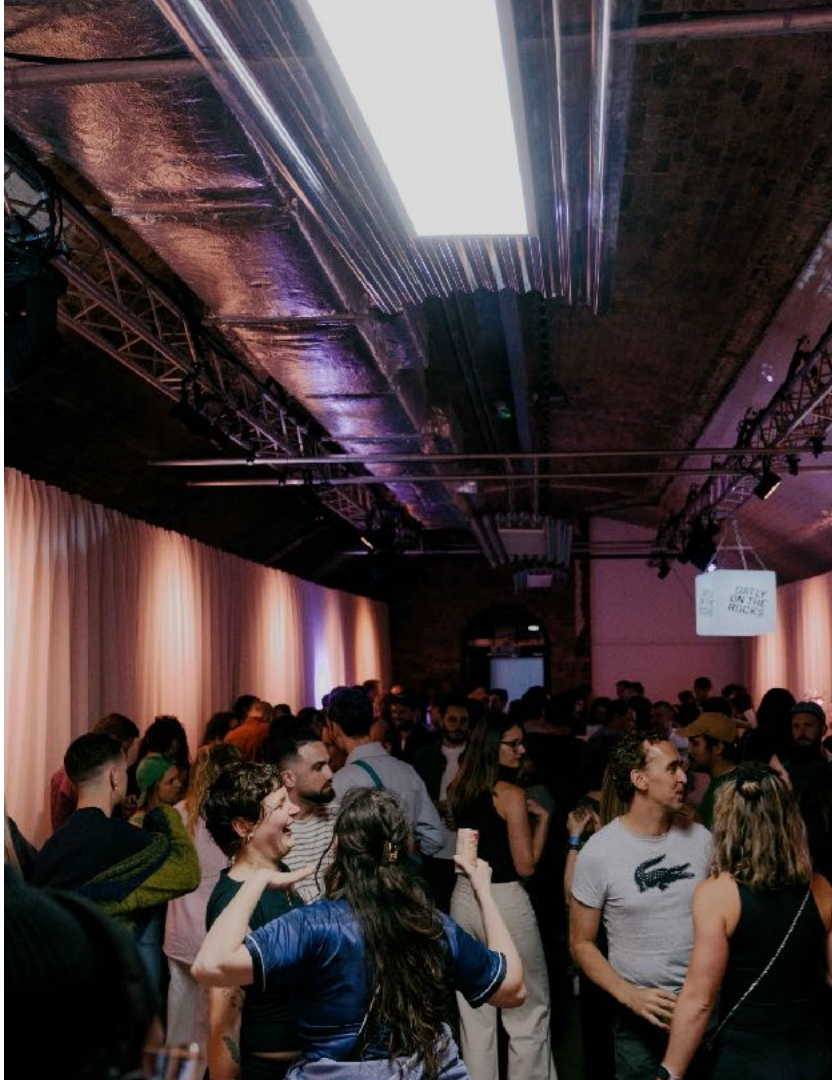
WASTE

Waste Breakdown	kg CO2e
MIXED COMMERCIAL WASTE - Landfill	0.00
MIXED COMMERCIAL WASTE - Incinerated	14.71
MIXED RECYCLABLES	6.06
FOOD WASTE	4.09
Projects - Waste	0.00
Water treatment	11.55
Spend -Waste	3025.14



Whilst waste generates very little emissions to our overall impact, it is worth recognising that the majority of these have also been calculated via the spend method, also likely inflating their impact.

All waste from our office operations is recycled or incinerated, with zero waste to landfill.



MOVING FORWARDS

SUMMARY

- This year represents an important milestone in our carbon reporting journey. By adopting a more comprehensive measurement approach, we now have a clearer, more accurate understanding of our environmental impact than ever before.

- While this has resulted in an increase in reported emissions, it provides a stronger foundation for meaningful action. With a fuller picture of our footprint, we are better equipped to identify hotspots, engage suppliers, and prioritise the changes that will have the greatest impact.

- Looking ahead, our focus will be on improving data quality, reducing reliance on spend-based estimates, and driving down emissions in key areas such as materials, commuting, and travel. As this is the first year of fully comprehensive reporting, it will also serve as the baseline for more consistent, like-for-like comparisons in future reports.

- We are committed to continuous improvement and to embedding sustainability into every aspect of how we operate ensuring that as we grow, we do so responsibly.

This report and carbon calculator were created by Sustainability Simplified Ltd, third party consultants specialising in sustainability and the events industry.

They are founding members of the Carbon Accounting Alliance, experienced with carbon calculator builds, and previously developed TRACE for isla, as the leading emissions calculator for individual events.

All emissions have been calculated using a robust and industry-aligned methodology, in line with leading international standards, including the Greenhouse Gas Protocol and GRI Standards for environmental reporting.

The most accurate and up-to-date emissions factors available at the time of calculation have been applied, with the tool created at the start of the reporting year i.e. February 2025. These include UK government sources such as the Department for Energy Security and Net Zero (DESNZ), Department for Business, Energy & Industrial Strategy greenhouse gas conversion factors, and DEFRA spend-based factors.

For materials, a combination of methodologies has been used to improve accuracy, including life-cycle analysis (LCA) and data from the Inventory of Carbon and Energy (ICE).

Together, these approaches ensure that the report reflects a comprehensive, credible, and best-practice assessment of our carbon footprint.

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