4 in 5 UK businesses are not running sustainable meetings & events according to their employees

- Gen Z and Boomers calling for reducing carbon footprint travelling to work events
- Reduction of waste and environmental impact are key factors for event attendees in 2022
- Event industry lagging on sustainable events compared to other industries

23rd March 2021, London: A new report released today by event tech scale-up, HeadBox, reveals a whopping **80% of workplaces are not running sustainable meetings and events** according to their employees.

Additionally, **44% of those aged 18-24** say the **reduction of carbon emissions** from travelling to an event is their top reason for preferring certain meetings and events to be held virtually. This is closely followed by Boomers (43%).

This view isn't just limited to eco-conscious Gen Zs, either. **Over a quarter of Millennials and Gen-X believe their company doesn't think about sustainability at all,** let alone for their meetings and events, according to the HeadBox 2022 Event Trends Report survey of 2000 UK workers.

The HeadBox research reveals that East Midlands businesses are falling short of their sustainability targets as just 10% of employees think their employer considers sustainability in everything they do. Whilst Newcastle businesses are ahead of the rest, with 45% of employees saying the company they work for has sustainability front of mind across the business.

Despite this demand for environmentally-friendly events, **the hospitality and event sector appears to be lagging** behind compared to other industries, as **26% of employees working in event management don't think their companies are thinking about sustainability at all.**

"With increased pressure from stakeholders and attendees to embrace an environmentally-friendly approach to event planning, sustainability is no longer a nice-to-have, it's a top priority", says Gemma Bassett, HeadBox Head of Client Services. "However, it's a little bit embarrassing that our industry is falling short when we should be the leaders in this field. Fortunately, in 2022, with proper planning, an amazing sustainable event doesn't need to cost the earth."

The full report, including which industry is the least/most sustainable in their events, can be found here.