

2025

Impact Report

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Lee Hird
Director



Dominic Richards
Director

A Message from Our Founders

As we present our 2025 business impact report, we reflect on another year of remarkable progress in scaling the environmental and social solutions of our service and offering, all done through the partnerships with our team, clients, and communities.

The year marked a monumental milestone for Zentive – we became a B Corp. This milestone not only represents our impactful work but also serves as a testament to our agency commitment for championing climate action within our community and the events industry.

Our mission continues to be the same, to create unforgettable experiences, drive progress, and leave a greener world behind.

Despite a tumultuous year with climate change falling off the priority agenda of some countries, it's seeing what our team is capable of doing that allows us to continue to advocate for climate action and ensure our offering continues to protect what matters most, a livable planet, healthy communities, and lasting impactful progress.

In this report, you'll see how our partnership has helped strengthen our commitments to build resilience and continue to tackle the environmental challenges we face.



Our Vision

“To be a force for positive change, promoting a culture of advancement, innovation, and social responsibility through innovative and sustainable event solutions.”

Our Journey to B Corp Certification

Since February 2023, the team at Zentive Agency has carefully assessed every area of the business through the B Impact Assessment, with the goal of improving our impact and achieving a score of 80 points or more. Directors Dominic and Lee have led this process with dedication, working to build a truly responsible and purpose-driven business. Throughout this journey, we reviewed, created, and strengthened company policies and practices to ensure the foundations are in place for responsible growth. We dedicated time to discussing improvements, consulting sustainability experts, industry leaders, and stakeholders to gain diverse perspectives and challenge our thinking.

As a result of this work, we are proud to be a certified B Corp; committed to creating meaningful change within our organisation, for our clients, and across the wider events industry.



Creating Impact Through Our Work

As part of our B Corp commitment, we support businesses and organisations to improve their operational impact through the events they deliver. We help clients make more sustainable decisions and design events that are greener, more accessible, and more empowering for participants. Positive change not only benefits the planet and communities, it also drives measurable results. From stronger brand reputation and increased awareness to improved engagement and long-term business value, responsible practices create tangible impact. We believe the events industry needs more positive change and that change begins with us. From how we work internally, to the clients we partner with, and the events we deliver.

Why We're a B Corp

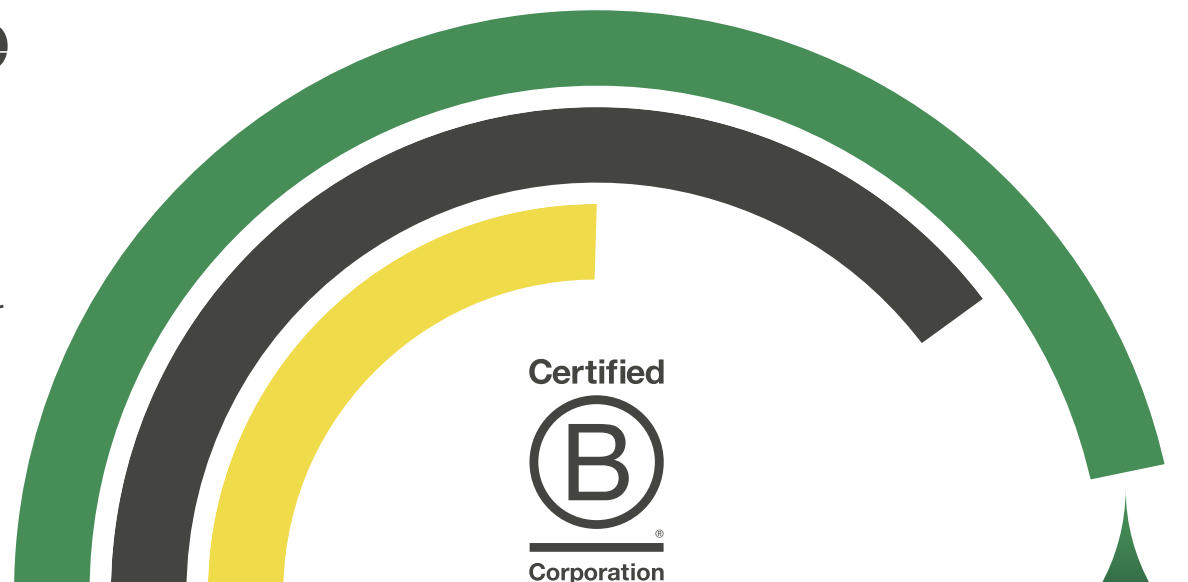
Our journey to certification has been both challenging and rewarding. Navigating the rigorous B Corp process pushed us to better understand our values and how we translate them into meaningful action. Becoming a B Corp provided a valuable benchmark for the work we were already doing as an agency and reflects our ambition to be a force for good, both within the events industry and beyond.

We want to help set a new standard for agency culture. One that is progressive, supportive, and purpose-driven, where talented people can bring their whole selves to work, create exceptional experiences, and deliver meaningful results for our clients. We believe the events industry has the potential to drive real change, and that change starts with how we choose to do business.

Our B Impact Score

To achieve B Corp certification, businesses must score at least 80 points on the B Impact Assessment. We were delighted to earn a score of 93.5, well above the current median score of 50.9 for non-B Corp businesses.

For us, being a B Corp is more than a certification; it represents our commitment to using business as a force for good.



93.5

Zentive
B-Corp Score

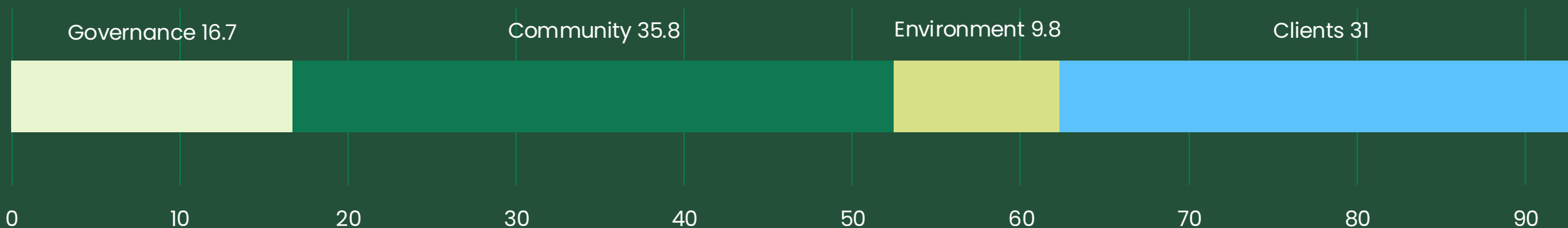
80

B-Corp
Qualification Score

50.9

Average
Business Score

Our B Corp score breakdown for each impact area is below – as we look toward recertification in 2028, we’re committed to enhancing performance across all areas and aligning with the updated B Corp standards.



Rooted in Progress

2025 Accomplishments

We became
B Corp certified



We won
micebook's Power30
**'Most Sustainable
Agencies'** award

micebook.

100%
of employees
utilising flexible
working



We grew
our client
base by
46%

60%
of our workforce is
female

We recruited
1 new member
– growing the
team to 4 FTE



We contributed
15 hours to
charity work and
university student
engagement talks



We donated
£624 to City
Harvest, and
thanks to their Big
Give campaign our
contribution doubled to £1,248



We onboarded
9 new clients

Average client
satisfaction:
9.3/10



/02

Planet



ZENTIVE

Impact Change Index: Zentive

Carbon emissions based off all Zentive's related business activities

	2023	2024	2025	Differential
Total Carbon Emissions (Scope 1, 2, and 3)	7,847 kgCO ₂ e	9,239 kgCO ₂ e	11,852 kgCO ₂ e	↑
Purchased Goods & Services	2,893 kgCO ₂ e	4,371 kgCO ₂ e	6,154 kgCO ₂ e	↑
Capital Goods	186 kgCO ₂ e	426 kgCO ₂ e	1,150 kgCO ₂ e	↑
Business Travel	2,536 kgCO ₂ e	3,300 kgCO ₂ e	2,000 kgCO ₂ e	↓
Employee Commuting / WFH	2,232 kgCO ₂ e	1,142 kgCO ₂ e	2,548 kgCO ₂ e	↑
Carbon Intensity by Employee	2,615.7 kgCO ₂ e	3,080 kgCO ₂ e	3,950 kgCO ₂ e	↑
Carbon Intensity by Revenue	0.042 kgCO ₂ e	0.015 kgCO ₂ e	0.016 kgCO ₂ e	↑
Business Trips	23	27	35	↑
Carbon Offset	9.0 tCO ₂ e	11.0 tCO ₂ e	12.0 tCO ₂ e	↑

Total Carbon Emissions
(Scope 1, 2, and 3)

Scope 3 Category

- Purchased Goods & Services
- Capital Goods
- Business Travel
- Employee Commuting / WFH

Carbon Intensity by
Employee

Carbon Intensity by
Revenue

Business Trips

Carbon Offset

Impact Change Index: Project-related

Carbon emissions based off all Zentive’s related business activities

	2023	2024	2025	Differential
Total Project Emissions	204.46 tCO2e	166.80 tCO2e	346.79 tCO2e	↑
Scope 1	2.83 tCO2e	0.43 tCO2e	0.99 tCO2e	↑
Scope 2	1.26 tCO2e	0.16 tCO2e	0.49 tCO2e	↑
Scope 3	200.37 tCO2e	166.21 tCO2e	345.31 tCO2e	↑
Energy	13.63 tCO2e	5.86 tCO2e	16.86 tCO2e	↑
Production	0.08 tCO2e	-	0.03 tCO2e	↓
Food & Drink	6.26 tCO2e	7.81 tCO2e	14.34 tCO2e	↑
Crew Travel	29.44 tCO2e	9.55 tCO2e	5.06 tCO2e	↓
Attendee Travel	155.06 tCO2e	143.55 tCO2e	307.40 tCO2e	↑
Carbon Intensity by Annual Projects	1.69 tCO2e	33.34 tCO2e	38.53 tCO2e	↑

Total Project Emissions

- Scope 1
- Scope 2
- Scope 3

Project Key Areas

- Energy
- Production
- Food & Drink
- Crew Travel
- Attendee Travel

Carbon Intensity by Annual Projects

2025 Event Overview

In comparison to 2024, we have increased our project work by 55%, increasing emissions by 180.00 tCO₂e. We recognise that as our business grows, so too can our operational and event-delivery impact.

We remain committed to continuously analysing our event processes and identifying opportunities to better manage and reduce our footprint. Focusing on key areas for improvement to ensure we work as responsible as possible.

346.79 tCO₂e

Total Emissions

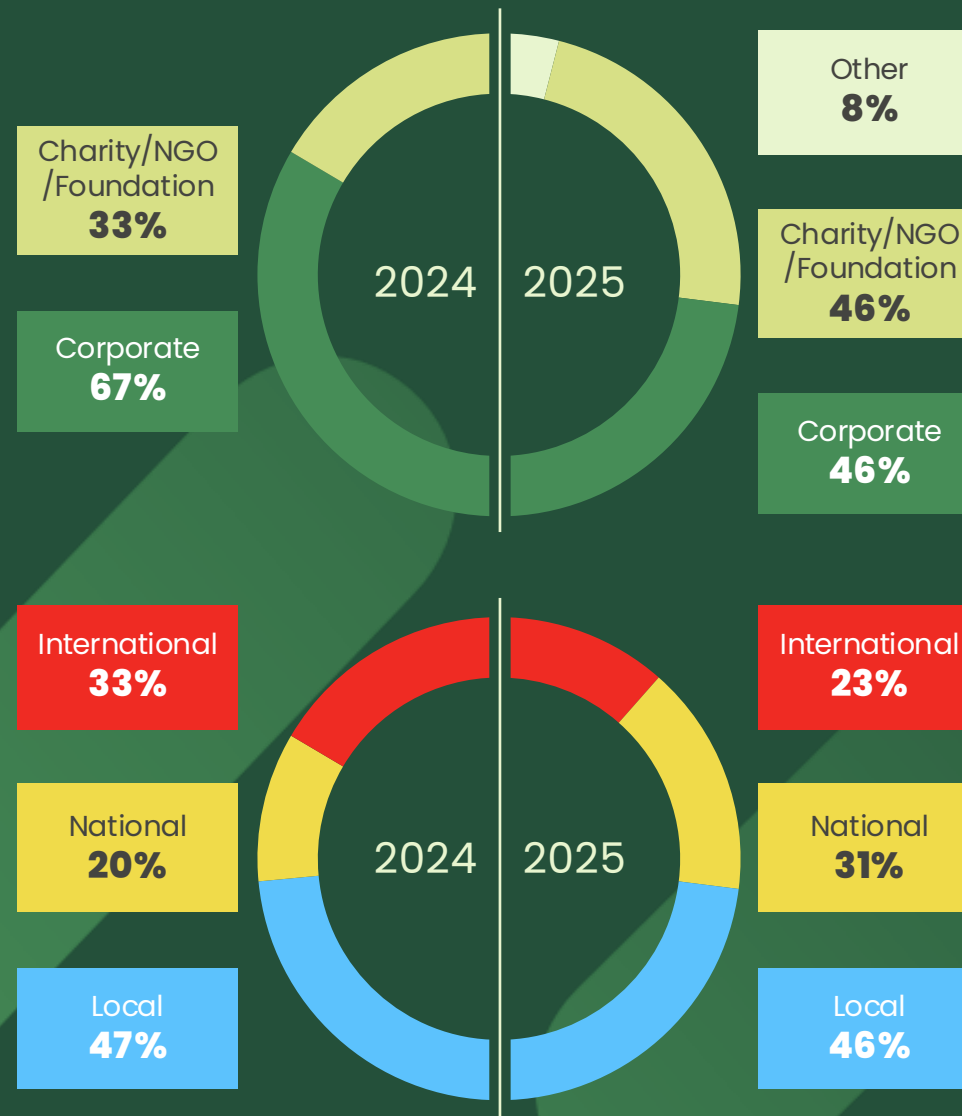
282.49 kgCO₂e avg. per attendee

0.92 tonnes

Waste Footprint

0.75 kg avg. waste per attendee

Client Diversity



What we've achieved in 2025

We successfully exceeded our target of achieving a 40% contribution to charity-focused work, reaching an even split of 46% between corporate and charity projects.

What we planned to do next

Increase charity-focused work to 50% of total projects, maintaining a balanced and purpose-driven portfolio between corporate and charity projects.

What our clients are saying

Strong organisation, responsive communication, collaborative approach, and detail-driven delivery, with a clear focus on sustainability.



Fast responses and flexible, always proactive.



Proactive, attentive, with lots of creative ideas, and highly responsive. I really felt heard. Superb service!

FläktGroup

Value the team's adaptability and flexibility, even when coordination was complex, as well as their strong organisation and attention to detail.



Average client satisfaction

9.3/10!

/03

Principals



ZENTIVE



Our Principles

At Zentive, our principles drive sustainable, inclusive, and ethical events that inspire change.

We weave environmental responsibility, diversity, and transparency into every action for a positive impact. Discover how these values shape our future!

Environmental Responsibility

Zentive commits to minimising the environmental impact of events by promoting sustainability and responsible resource management, while encouraging energy efficiency and waste reduction in virtual offices (e.g. minimising printing, supporting remote work to cut carbon emissions).



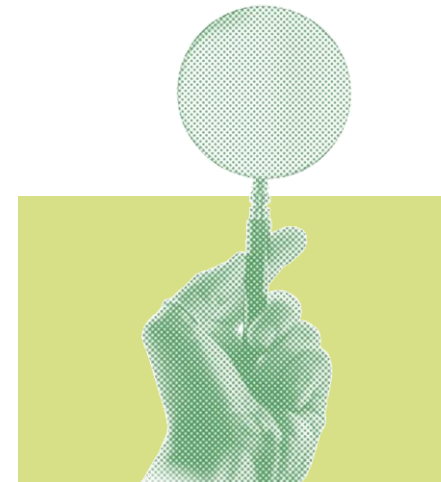
Diversity & Inclusion

Zentive values diversity in the workplace and events, ensuring equal opportunities and accessibility, while targeting 20% of purchases from diverse-owned suppliers (women, minorities, veterans, etc.) by 2025.



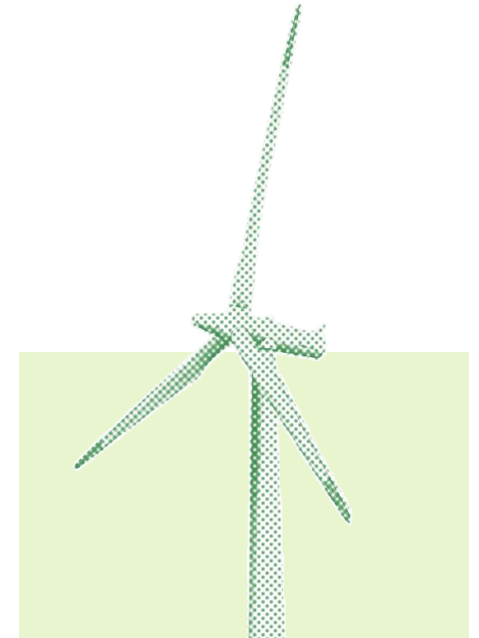
Ethics & Transparency

Zentive upholds honesty, integrity, and fairness in all dealings, avoiding conflicts of interest and encouraging confidential reporting of unethical behaviour without retaliation.



Sustainable Sourcing

Zentive leads with sustainable sourcing, using a supplier evaluation form to assess partners while boosting the local economy with 33% local staff hires.



Our Governance

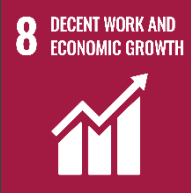
As we expand, so does our ability to listen, learn, and offer meaningful support.

In 2025, we enhanced our sustainability policies and aligned our Environmental Sustainability policy with advancing four of the United Nations' Sustainable Development Goals (UN SDGs).

Along to contributing to the SDGs, we developed our Responsible Procurement policy to ensure we source our goods and services in a way that supports environmental stewardship, social responsibility, and ethical business practices. We'll continue to align with our principles and processes to be a purpose-driven business.



We are committed to safeguarding the health, safety, and well-being of our employees, clients, and communities.



We strive to foster sustainable economic growth by creating decent work opportunities and promoting ethical business practices.



We recognise the importance of reducing our environmental footprint and promoting responsible use of resources.



We commit to urgent climate action to reduce emissions and build resilience against climate risks.

Giving Back

Carbon Offsets & Charity

Every year, we take responsibility for the carbon footprint created by our internal business operations.

This year, we've offset 12 tonnes of CO₂e by supporting the Upper Tana Agroforestry Project.

We chose a project in Kenya because it's a destination we've delivered events in for the past two years, and it's important that we invest in the communities and environments connected to our work.

The project works with thousands of smallholder farmers to plant trees and integrate agroforestry into their farms, restoring soil, improving biodiversity, and capturing carbon while strengthening local livelihoods.

While offsetting isn't a substitute for reducing emissions, it plays an important role as we continue working to lower our impact and contribute to meaningful climate and community outcomes.

Agroforestry Upper Tana, Kenya

The Upper Tana-Nairobi Water Fund (UTNWF) project is the first water fund in Africa, which aims to use green infrastructure such as forests and wetlands to address the root cause of diminishing water quantity and quality in the region. The project is using a combination of agroforestry techniques (including fruit orchards, alley cropping and boundary planting) to restore forest habitat and prevent further agricultural expansion that damages water supplies. They have worked with over 165,000 local farmers to plant over 3 million trees to stabilise soils, sequester carbon, and improve the income security of local farmers.

Carbon

153,078

Hectares of agroforestry systems implemented

Biodiversity

3,000,000

Trees planted

Social

53,273

Farmers employed to do soil and water conservation on farmland



Sustainable development goals



Giving Back

City Harvest

In addition to our carbon offset efforts, Zentive proudly contributes a percentage of annual revenue to City Harvest London, supporting local food security.

Through this partnership, we contribute to providing nutritious food to communities across London experiencing food poverty. In 2025, we dedicated 10 hours of volunteering and donated £624 to City Harvest, our contribution was doubled to £1,248 through their Big Give campaign, helping to support efforts that bring food, hope, and opportunity to those who are unable to access or afford nutritious food.



£1

=

3 MEALS



5.6 tonnes

Food Provided



To city harvest's food
rescue operation

13,247

Meals Delivered



To community partners
feeding people in need

13.8 tonnes

**GHG Emissions
Prevented**



By rescuing food for
human consumption

Leading the Way

Community Initiatives

We continue to place communities at the heart of what we do. Using our time, skills, and resources to give back, whether by supporting the communities we work in or contributing to causes and organisations we care deeply about.

In 2025, this included:

Volunteering 15 hours of our time to charitable causes.

Delivering a student workshop on “Strategically Designing Sustainability for Events” with Sheffield Hallam University.

Engaging with students at Wyke College, sharing insights into the events industry and our experience as a service provider.

Our team annually volunteers with City Harvest as warehouse assistants, helping to rescue surplus food and redistribute it to those in need.

What we planned to do next:

We plan to kick start a student work placement programme to provide hands-on experience for a young person in the events industry.

Our charity support will continue in the year ahead with our charity partner, City Harvest, bringing together our team for collective volunteering efforts.

Strengthen relationships with industry peers and organisations to support the events community and drive positive change across the sector through speaking panels, conferences, or industry events or initiatives.

Continue to build our partnerships with universities by creating opportunities for students through talks, training, and mentorship.



/04

People



ZENTIVE



Meet the Team

We've grown



Lee Hird

Director



Jett Kirwin

Project Coordinator



Rose Tholen

Project Manager



Genevieve Wale

Project Coordinator



Dominic Richards

Director



Ingrid Garzon

Sustainability
Consultant



Cooper

Chief Wellbeing
Officer



Committed to Each Other

Across 2025 and beginning of 2026, our team grew to 6! A milestone we are incredibly proud of. Our people are at the heart of everything we do, and creating a strong, engaged team is essential to delivering on our purpose.

We recognise that for our business to thrive, our people must feel supported, valued, and fulfilled. That's why we prioritise wellbeing and professional growth. Through targeted learning opportunities, nurturing support, and meaningful wellbeing initiatives, we continue to foster a culture built on care, development, and opportunity.



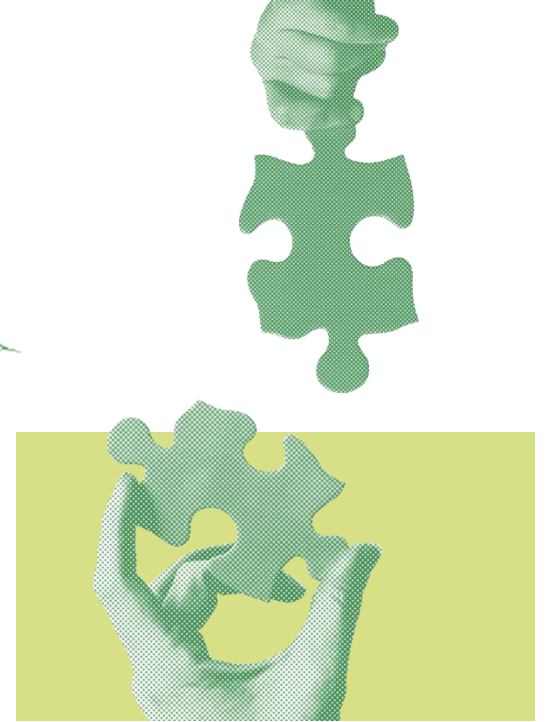
Education

- Sustainable cohorts through isla.
New employee was sent for further education and training.
- Sustainable Events Course – provided by the Meeting Show and isla.
- Both directors became Carbon Literate via The Carbon Literacy Project.



Wellbeing

- This year, our team took part in three away days—exploring historic Edinburgh in April, visiting stunning coastal Folkestone in July, and heading to Center Parcs in September.
- Our employees have 1 wellbeing day annually.
- We continue to provide flexible work hours, allowing our team to WFH.



Nurturing Collaboration

- Nine freelance workers supported our business operations.
- As a Living Wage employer, our salaries reflect the actual cost of living in the UK.
- One talk at Sheffield Hallam University to final year students.

Supplier Diversity

Transparency & Collaboration

We recognise that approximately 80% of our Scope 3 carbon footprint sits within our supply chain, making supplier engagement critical to reducing our overall environmental impact. Strengthening open communication and collaboration is essential to driving meaningful improvement across the industry.

To support this, we have developed a *Supplier Sustainability Questionnaire*, which regular suppliers must complete. This enable us to better understand key impact areas, assess environmental and social commitments, and track performance against their environmental and social commitments.

What we've achieved in 2025:

56% of our services and materials are sourced from suppliers with diverse ownership

What we plan to do next:

- Identify and categorise key suppliers based on spend and strategic importance
- Strengthen collaboration and transparency by encouraging suppliers to report their progress, challenges and successes
- Build long-term partnerships in mutual learning, accountability, and continuous improvement

Supplier Diversity

44% of suppliers are majority owned or led by women



12% of suppliers are majority owned or led by ethnic minorities

Supplier Sustainability Questionnaire Scoring Criteria



Green

- Hold recognised sustainability accreditations or awards
- Have established sustainability initiatives or net zero goals
- Maintain formal sustainability policies

Amber

- Hold some accreditations or awards
- Demonstrate partial sustainability practices, but lack a clear net zero roadmap
- Have emerging commitments that are not yet fully embedded in governance

Red

- Do not hold sustainability accreditations or awards
- Have no formal sustainability commitments or policies in place
- Provide limited or no information on environmental or social practices

Looking Forward to 2026

We've done lots of progress in aligning our business to be responsible and purpose-driven. The focus now is on continuing that momentum and ensuring we uphold our B Corp commitments and embed them into everything we do.

As we move forward, we stay committed to reducing our emissions and working closely with our supply chain partners to explore more innovative ways and a circular approach to procurement and responsible business practices.

This is an ongoing journey and we're bringing our team, suppliers, and clients along with us.

2026 Priorities

Business & Project Impact

Continue to analyse and assess our business and event processes to identify opportunities to reduce our footprint and achieve our net zero goals by 2035.

Increase charity-focused work to 50% of total projects, maintaining a balanced and purpose-led portfolio.

Supplier Collaboration

Strengthen supplier partnerships by categorising key suppliers to improve transparency on performance, and fostering long-term collaboration focused on accountability and continuous improvement.

Community Initiatives

Launch a student work placement programme.

Continue our partnership with City Harvest through team volunteering.

Expand engagement with universities and industry peers through training, mentorship, collaboration, and talks.



Say hello!



zentiveagency.com



Click here

Certified



Corporation