

DRIVEN BY PURPOSE,  
UNITED BY SPORT

**BENCHMARK IMPACT REPORT 2023**



BENCHMARK  
— —  
DRIVEN BY PURPOSE, UNITED BY SPORT



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## AN INTRODUCTION FROM OUR FOUNDER AND CEO

**At Benchmark, everything we do is geared towards using the powerful platform of sport and entertainment to create deep lasting impact. We do that through collaboration with our partners, clients and most importantly, our team.**

2023 was a critical year for us, as we strived to build our business and our impact on the world, amongst a backdrop of geopolitical uncertainty and deepening societal issues.

We set up Benchmark with the fundamental belief that sport has an unparalleled ability to make a positive impact in an uncertain world. 2023 did nothing to change that belief.

In partnership with the biggest brands and names in sport and entertainment, we have continued to create positivity and to help communities, individuals and businesses thrive.

The companies that make up Benchmark are focused on continuously improving and developing sport and entertainment in all its forms. Whether it's TrybWorld and the Sport Industry Group delivering industry-leading, purpose-led events, or it's Think Beyond building its position as the leading advisor in the social and sustainability space, Benchmark continues to work at the cutting edge of our brilliant industry.

The progress of NSE is remarkable, and in 2023 the team established NSE as a positive disruptor within the growing esports industry. NSE's role in driving diversity in this industry is truly unique.

Through these companies, we also support Beyond Sport – the global foundation that uses sport to provide effective solutions to the most pressing social issues of our time. In 2023, Beyond Sport contributed \$2.85m to 139 NGO's programming which collectively reached 500k young people. Beyond Sport aims to reach 1.5 million young people by 2026.

Benchmark has seen significant organic growth. Our turnover continues to grow year on year, with over 60 people working across our London and New York offices, including the Beyond Sport Foundation and its team.

We believe strongly in the concept of stakeholder capitalism. We have created a business that works for progress, people and planet, as we feel this is the right model for us to create long-term impact.

Through building profitable, sustainable businesses, we continue to increase and improve the impact we have on the communities we work in. It also enables us to deliver our ambitions and objectives.

In 2023, one of those ambitions was to become B Corp Certified and I'm delighted to say that we delivered against that promise. This is our first public impact report, and we are committing to transparently reporting our business impact moving forward. Across Benchmark, our businesses are delivering in a way that exemplifies our B Corp commitments, and in this report, we will cover the 'now' (what we've achieved) and 'next' (what we plan to do next).

*Thank you for taking the time to learn about what Benchmark stands for and the impact we create alongside our partners and teams.*

**NICK KELLER**  
CEO, Benchmark & Founder, Beyond Sport Foundation



## WHY WE'RE HERE

**From our inception in 2001, we have recognised the power of sport to create societal impact. Over the past twenty years, Benchmark has delivered ground-breaking events, partnerships and programmes, bringing together the communities, people, businesses, and institutions needed to drive that impact forward.**

Our vision is to unleash the power of networks & communities. Our mission is to make this a reality through investing in people and ideas that inspire and deliver experiences, connections, and social impact.

Benchmark's journey is defined by constant innovation, and a passion for sport and social change. Our ambition is to become the world's most effective purpose-driven network. We invest in people and ideas that use the potential of communities and networks to inspire, create movements, and deliver change across society and business.

Today, Benchmark is seen as a leader in the field; inspiring and delivering positive change while delivering social and commercial value to every stakeholder, organisation and investor.

# United by sport, driven by purpose.

Everything we do is underpinned by our values:



### Earned Trust

We are experienced and come prepared. We deliver world-class work. We exceed expectations. We do what we say.



### Healthy Restlessness

We are captivated by our work. We push beyond the present and hope to create a better future. We infuse energy and invention into everything we do.



### Human Connection

We thrive on collaboration, we share, we support, and we are honest about our successes and challenges.



### Power of Autonomy

We take responsibility and ask the necessary questions.

# BENCHMARK SPORT: A CERTIFIED B CORP

## What is B Corp certification?

**A highlight of 2023 was our achievement of B Corp Certification. It is a distinction that demonstrates an organisation is meeting high standards of performance, accountability and transparency, which is verified and re-certified every three years.**

Certification is wide-ranging and crosses many other management system standards, from employee benefits and charitable giving to supply chain practices, quality and environmental aspects.

To become a B Corp, organisations must: Demonstrate high social and environmental performance; make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders; and exhibit transparency by allowing information about their performance measured against B Lab’s standards, and for this information to be publicly available.

One of Benchmark’s promises was to become a B Corp, and this is our first annual report. Producing an annual report is part of the requirements of becoming a B Corp, along with re-certifying every three years and delivering progress, improving on our previous scores.




Across Benchmark, our businesses are delivering impact that support our B Corp commitments across governance, community, workers, environment and customers. In our annual reports, we will cover the ‘now’ (what we’ve achieved) and ‘next’ (what we plan to do), and more about our ‘why’ (what motivates us to make a positive impact on the world).

**Our Key Performance Indicators (KPIs)** are what we measure and report on. Each KPI will be built out in 2024 and reported on in our next update.

### Our Key Performance Indicators (KPIs):



**Building strong, sustainable communities**



**A catalyst for positive change**



**Nurturing and supporting talent**



**Delivering excellence through accountability**



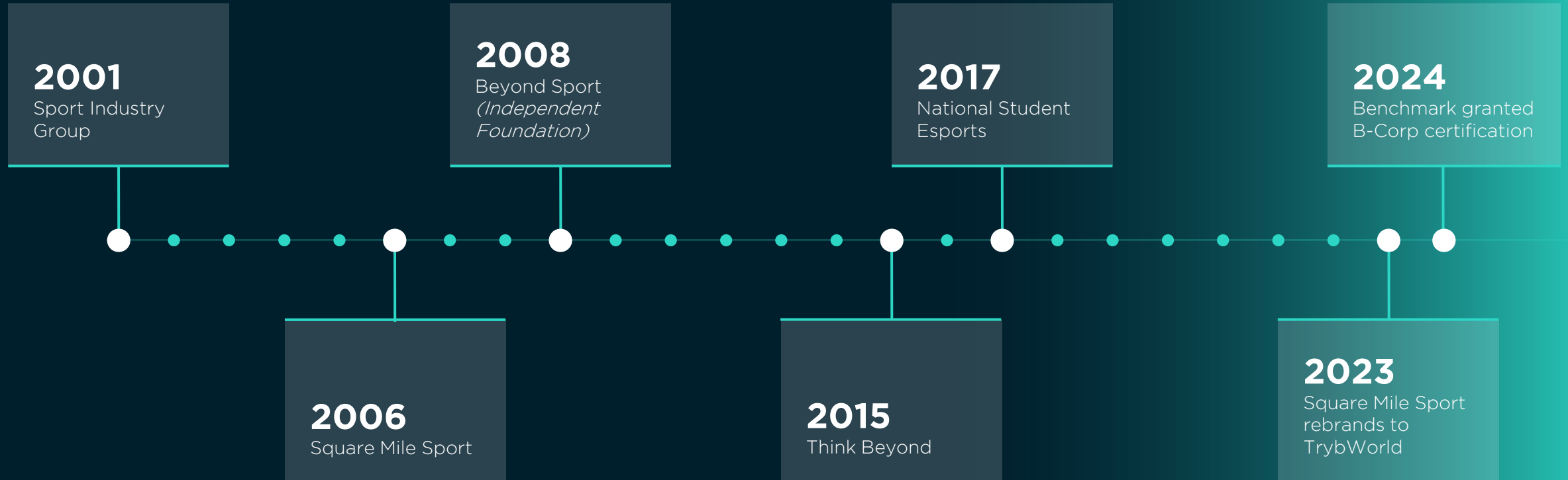
## Why B Corp?

Benchmark was founded on the concept of ‘togetherness’. This is more than just bringing people together to grow personally and professionally; it’s about being part of something more meaningful that leaves a positive impact on society and the planet, addressing key challenges including equity and climate change.

Becoming a B Corp brings many benefits including collaboration, innovation and engagement, however, the key drivers for these is the mindset of an organisation. For Benchmark, it makes complete sense and the adjustments have been modest but highly impactful.

Our mission is perfectly aligned with B Corp principles and our people join us to help shape the future: united by sport, driven by purpose.

## OUR JOURNEY AND EVOLUTION



## UNITED BY SPORT, DRIVEN BY PURPOSE

**We are a future thinking sports group, bringing people and businesses together, driving growth, value, and positive social impact.**



National Student Esports operates the British University Esports Championship. As the official body of UK university esports – through its partnership with British Universities and Colleges Sport (BUCS) – NSE has established itself as a key figure in the UK esports industry with the most active grassroots gaming community in the country.

NSE elevates students' university experience, developing their skills to help them now and in their future careers.



Sport Industry Group sits at the very heart of the UK sport sector, proudly supporting its global impact by bringing the industry together through a series of world-class events, leading editorial content, and by uniting a genuinely unparalleled network of influential figures from across the British and international sporting landscape. SIG brings the industry together to celebrate success, drive standards, and support purpose-driven growth.



A social impact and sustainability consultancy that leverages powerful platforms for positive change, working in and through sport and entertainment. Think Beyond supports brands, teams, leagues and athletes to have a real impact on the world and their business. From creating impactful programmes and sustainable organisations, to developing purposeful leaders and inspiring communication approaches, our mission is clear: Change the world, Think Beyond.



What started as a partnership with Bloomberg has blossomed into a full-service events agency delivering purpose-led active events to some of the biggest companies in the world. Whether you're a corporate looking to better engage your employees or clients, or a brand seeking a way to connect with your audience, TrybWorld believes the power of shared experiences is unparalleled. It's time to think differently about the way corporates and brands create impact – for your people and for the planet.

OUR BIG ACHIEVEMENTS IN 2023



£6,288

Donated to charitable causes as part of Benchmark’s birthday donation programme in 2023

61

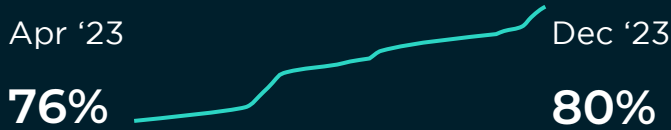
Staff employed as of 31st December 2023



350 hours

Learning & Development time undertaken by the Benchmark team

Human fulfilment score



*Note: Unless stated otherwise, datapoints above are for the period 1 Jan 2023 to 31 Dec 2023*



12.5 years

Equivalent no. of hours playtime in NSE

110+ universities

Compete in British University Esports Championship

17,500

Student championship participants



28 events

Delivered, including the Sport Industry Awards

586 businesses

Attended at least one of our events

1,865 people

Attended an event in person



990 teams

&

523 companies

Took part in the Bloomberg Square Mile Relay

9900

Miles ran

>£350k

Raised and donated

5,591

Total users of Square Mile Club app



32 clients

Working in partnership to deliver strategies and programmes

£3.4+ Million

Invested in impact and sustainability-led projects, as part of programmes we supported

250+ engagements

Delivered by 15 athletes across speaking, brand partnerships & media



# UNDERSTANDING OUR FOOTPRINT

**As an organisation, we are passionate about playing our part in addressing the climate crisis.** We understand that a key starting point is to understand the impact that we currently have on the world. This is our baseline year, with reasonable data quality enabling confidence in both our current impact and also on areas for focus in 2024. Most of Benchmark’s impact is through our supply chain, and therefore to reduce our footprint we need to work collaboratively with our partners and suppliers. In 2024, our focus will be on implementing our sustainable event framework and working closely with suppliers, focussing on this highest emission areas.

## 2023 Analysis

Carbon Footprint (tonnes (t) of carbon dioxide (CO<sub>2</sub>) equivalent (e)



**METHODOLOGY**  
Our carbon footprinting approach has been developed in accordance with international best-practice including The Greenhouse Gas Protocol.

**Reporting period:**  
1<sup>st</sup> January 2023 – 31<sup>st</sup> December 2023  
  
**Organisational boundary approach:**  
Operational control

**Aligned standards:**  
ISO 14080:2018  
Greenhouse gas management and related activities, UN Sports for Climate Action Framework

- Emissions factors:**
- Department for Energy Security and Net Zero and Department for Environment, Food and Rural Affairs (2023)
  - One Carbon World (2023)
  - The Carbon Trust (2022)

## 2024 and beyond

- TARGETS**
- 50% REDUCTION in absolute emissions by 2030
  - NET-ZERO emissions by 2040

- APPROACH**
- Measure our climate footprint and report our emissions annually
  - Reduce our carbon emissions through developing and implementing a carbon reduction plan and sustainable event framework
  - Offset our residual emissions in line with a climate positive approach

- DATA QUALITY TARGET**
- Work towards a data quality score of 2 for at least 60% of the 2024 carbon footprint (from 11% in 2023)

# DELIVERING DEEP IMPACT IN 2023

Our impact is defined by the success, commitment and the ambition of our people and businesses.

We have spotlighted the key achievements of each business in 2023, as well as sharing more about specific case studies and examples of our impact.





## COMBINING COMMUNITY, COMPETITION AND CAREERS

**NSE is the official body of university esports in the UK and the most active grassroots gaming community in the country. It delivers esports and gaming events for university students and partners; supports student gaming community growth, competitive play and career development.**

NSE is the official body of university esports in the UK and the most active grassroots gaming community in the country. It delivers esports and gaming events for students and partners; supports student gaming communities, competition and career development.

NSE was formed in partnership with British Universities and Colleges Sport (BUCS), the national governing body for university sport, to provide a competition and support network for university esports.

A key focus for NSE is on growing communities and improving diversity, with a special focus on running events to drive the growth of women & non-binary (W&NB) esports. 2023 saw a promising increase in W&NB participants from 10% in 2022 to 16% in 2023, and while there is still a long way to go, this represents a huge shift in the context of the wider industry.

In 2023, NSE completed another successful season of the British University Esports Championship (BUEC). This engaged 17,500 students and 2,200 teams from 113 different universities.

While the British University Esports Championship is a core element of NSE, many more students are involved in a more casual and social way - NSE's Discord server has an extended reach of 180,000 students.

Competition plays a key part in NSE's role at universities, however, NSE also supports, develops and grows communities. NSE is for everyone, not only for those who are competing at the highest level. Historically, university communities have existed in 'traditional' sports but not in esports - now 113 universities are competing in NSE events and new communities have grown around those events. Over a thousand engaged players turned up to one of NSE's events, focussed purely on casual gaming and community building.

Looking ahead, the focus is on continuing to run championships, expanding smaller communities and launching a new early careers initiative called 'NSE Careers Boost'.

### British University Esports Championship

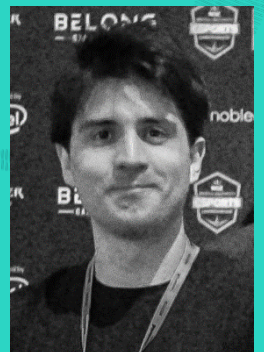
17,500  
Students

2,200  
Teams

113  
Universities

**"It's great to see the translation of STEM and other skills honed in esports, being transferred into the real world."**

Chris Henshaw,  
Head of League Operations and  
NSE Impact Champion







## SUPPORTING SKILLS DEVELOPMENT

### Esports and gaming building futures in all sectors

NSE supports career development for players in NSE's community. These students have developed real-world and highly transferable skills such as STEM skills, event management and marketing.

Intel FutureGen has seen significant growth and industry traction since the launch of the programme in 2020. This sees 20 future leaders in the esports industry selected from over 100 applicants to join a close-knit cohort.

These students are then given the opportunity to develop their skills, attend industry events and receive invaluable mentoring from industry experts. Previous members of the cohort are now working at industry leaders such as Fnatic, Pokemon, Esports Insider and Endpoint Esports.

This year, NSE launched a new initiative called 'NSE Careers Boost', to expand career and skills development and increase employment opportunities. This initiative helps talented students prepare for their early careers, from understanding further education opportunities to connecting them with leading employers.



*"I'm genuinely in awe at what a great year that Intel FutureGen has given me, how many opportunities I received, and the type of people I got to meet. It looks amazing on my CV and has given me the confidence to push myself and work harder."*

Meredith Brady

Intel FutureGen Cohort 2024

intel®  
FutureGen

PRESENTED BY NSE





## CELEBRATING THE BEST OF THE SPORTS INDUSTRY THROUGH EVENTS, NEWS AND EDITORIAL.

**Sport Industry Group (SIG) is connecting and educating people by celebrating the best work, the successes and the array of talent across diverse groups of people, skills and opportunities.**

The FEVO Sport Industry Awards 2023 once again gathered the industry in a night of celebration, recognition and collaboration. This was supplemented by an additional 27 events across the rest of the year, including Sport Industry Socials, Sport Industry Dining and Sport Industry Next Gen.

As a leading voice in the industry, SIG understands the importance of talking the talk and walking the walk, especially when it comes to DE&I and sustainability.

In 2023, women's attendance at membership events averaged 32%, which is a significant increase on the previous year. Diversity significantly improved in SIG's NextGen groups, with participation from historically under-represented groups doubling from 20% to 40%.

The judging panels at the Sports Industry Awards draw on experts from different backgrounds and experiences. In 2023, the judging panel was 56% male, 44% female and 11% from historically under-represented groups. The team is constantly striving for greater equity and representation across attendees and stakeholders.

Looking ahead, establishing a world-class sustainable event delivery programme is essential and something that is being worked on across the Benchmark group – so expect more nudges, more Strava challenges and more digital engagement around events.

There are a host of other plans in the pipeline including an annual report on the state of the UK sport industry, a new podcast and a new mental health platform for the industry

1,865  
People engaged

20+  
Sports

28  
Events

586  
Organisations

**"Delivering amazing events and bringing people together is in our DNA. We want to deliver these world-class events sustainably, with a low impact on the planet, as well as considering what our events will look like in the future and how we can continue to improve!"**



Emma Phillips

Event & Operations Manager and  
Sport Industry Group Impact Champion





## CHAMPIONING B CORP GOALS AT THE FEVO SPORT INDUSTRY AWARDS

**Winning a Sport Industry Award is the biggest accolade in the industry, and the annual celebration event is legendary. As a unique platform, we understand the influence that the awards has on the industry, and we are committed to championing sustainability and social impact in everything we do.**

Categories and requirements at the Sport Industry Awards reflect B Corp priorities; rewarding, educating and promoting the wider industry in the development of environmental and social actions and outcomes.

Efficiency is part of our DNA and there are plenty of opportunities for micro-nudging audiences and participants towards more sustainable habits, an example being the Strava challenge we set for attendees travelling to the Sport Industry Awards in 2023.

We aim to host all our events at well-connected locations, encouraging active travel and improving accessibility for all. We continue to make sustainability-focussed menu tweaks and we are designing in waste prevention for each of our events, during the planning phase.



*"It's nights like this I truly appreciate how incredible it is to work in the sport industry."*

Sport Industry Award Guest



## LEVERAGING POWERFUL PLATFORMS FOR POSITIVE CHANGE

**Think Beyond supports brands, teams, leagues and athletes to have a real impact on the world and their businesses.**

2023 was a breakthrough year for the company as it deepened partnerships with some of the biggest names in sport and entertainment. Alongside numerous client awards across sustainability and social impact, Think Beyond finished the year by picking up Best Business Serving Sport at the Sports Business Awards.

Over and above client and business success, Think Beyond continued to champion the role that sport and entertainment plays in creating societal change.

The team, consisting of sustainability and social impact subject matter experts, has created and supported the development of industry-changing initiatives and programmes.

Working with inspirational current and ex-athletes, Think Beyond also took its talent management offering to the next level, helping athletes including Michael Johnson, Kate & Helen Richardson Walsh and Molly Thompson-Smith deliver impact-led engagements with businesses, brands and sports organisations.

To drive the industry forward and upskill leaders in sustainability and social impact, 2023 saw the launch of In 60 Minutes; Think Beyond's free and accessible training webinars. Designed to drive the industry forward and upskill leaders in sustainability and social impact, the first two editions covered climate transition plans and carbon footprint measurement. Further sessions will be delivered in 2024.

*"A brilliant and inspiring company to work with that has helped bring our social impact strategies to life."*

Sophie Plateau, Community Impact Manager at Audible UK

89

Net promoter score

Over **£3,400,000** Invested in impact and sustainability-led projects, as part of programmes we supported

57

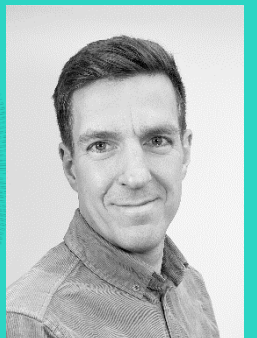
Projects delivered in partnership with 40 clients

More than **250** engagements working with 15 talent and athletes

**"Through the work that we do, we see the power that sport and entertainment has and we are committed to leveraging these platforms for positive change. We are privileged to partner with the people and organisations that choose to work with us, and we are passionate about demonstrating that business success and societal progress can go hand in hand."**

Ed Hubbard

Senior Director and Think Beyond Impact Champion





# THINK BEYOND

## 2023 SPOTLIGHT

### Delivering The Red Way in partnership with Liverpool FC

Think Beyond developed Liverpool FC's sustainability strategy, embedding environmental, social and economic sustainability into every area of its operations and strategic decision-making.

By aligning Liverpool FC's objectives with its business strategy and collaborating with its stakeholders, Think Beyond supported the club in setting ambitious targets and creating initiatives to reduce its environmental impact, elevate its social responsibility and support the commercial team in increasing revenue.

This led to Think Beyond creating the implementation framework that enabled Liverpool FC to become the first Premier League Club to be certified to the ISO20121 standard – widely recognised as the gold standard for sustainable event management.

In March 2023, Think Beyond supported Liverpool FC to publish its second annual report. This built on the first report, demonstrating the continued commitment to The Red Way as a priority area for the club, as well as showcasing the club's successes and challenges as it inspires others to kickstart their sustainability journeys.







## USING THE POWER OF SHARED EXPERIENCES TO CONNECT PEOPLE

**TrybWorld is a full-service events agency delivering purpose-led active events and digital solutions that harness physical activity to deliver deeper human connection and lasting engagement for corporate communities, promoting wellbeing, inclusivity and sustainability, engaging clients and employees from organisations across the globe.**

It started with Bloomberg and the Square Mile relay, connecting people and corporate community for some of the most well-known businesses in the world, and raising money through 'The Extra Mile' programme for local charitable projects in the process.

In 2023, the TrybWorld team delivered 10 events in 10 cities across 5 continents, and continued to develop the Bloomberg Square Mile Club App app that connects participants, incentivises them to be active and healthier, and provides essential information for race day. The app also enables greater engagement with participants and communities, including those who can't physically be at an event.

TrybWorld continues to expand its reach, with Bloomberg and other corporate and charity partners. In-person and virtual events bring together thousands of globally-engaged clients and 8,000+ app downloads, including over 4,000 new users in 2023, all of

whom use their physical activity to unlock donations to global charities and create endless memories.

TrybWorld's four sustainability pillars are what drives its activities: Connecting the community; respecting the planet; inclusive opportunities; and responsible business. Sustainability is becoming an essential component for all major corporations, and this is reflected in both TrybWorld's priorities and the way it delivers virtual and in-person events. In 2023, travel generated 120 tonnes of carbon emissions, which were offset via the Ceará reforestation project in Brazil.

2024 sees the launch of PWR Hour, a unique static cycling event, with sustainability at its core, where teams of 6 riders from some of the biggest companies across London will battle it out to see who can collectively generate and store the most renewable energy through pedal power - all within the space of one hour.

10 global cities  
Hosted in-person events

437,524

Hours of activity logged via  
Square Mile Club app

>\$2.5 Million

Donated since 2006  
to charity partners globally

\$390k

Raised in 2023 shared  
between 13 charities

"It's great to be able to work with some of the biggest companies in the world, whose employees and partners demonstrate their commitment to the communities they work in, raising important funds through high impact events. In particular, we're pleased engagement is growing through the app, opening up the opportunity to participate to an even wider community."



Sophie Hoseason,  
Client Success  
Manager and  
TrybWorld Impact  
Champion



## CONNECTING COMMUNITIES BEYOND EVENTS

**With more than \$2m having been donated to local charities since its inception in 2018, the impact is clear – every year The Extra Mile programme positively impacts over 30,000 marginalised youths and adults, leaving a positive legacy for local communities, incentivising participants to create impact through their effort.**

In addition to race attendees, participants of the Bloomberg Square Mile Club app can unlock additional funds for charities spread across 3 global causes: Public Health, Education, and Social Justice and Equality.

The app contains all race details, such as the schedule, route and live leaderboards. As well as vital event information, the app is a 365-engagement tool, allowing users to participate in tailored wellbeing challenges or community initiatives to raise money for The Extra Mile. The app also allows corporate partners to run bespoke private challenges to bring their employees together, promote physical wellbeing and human connectivity.

“This event embodies team spirit and brings colleagues and corporates together. Overall, a great initiative which is supporting a good cause i.e. The Extra Mile program.”

Nikhil Moorthy,  
Mastercard

# The Extra Mile

Your lap. Your cause. Your impact.



# CATALYSING CHANGE THROUGH SPORT

Benchmark is privileged  
to support Beyond Sport,  
helping the organisation  
to drive social change

The global foundation invests in  
communities, programmes and  
partnerships that are creating a more  
progressive world through sport.







**Beyond Sport believes in sport's ability to provide innovative and effective solutions to the most complex issues of our time. Using a holistic approach, the global foundation provides grants, programmes, capacity- building support and knowledge-sharing opportunities to help community organisations grow their reach and impact.**

#### **Supporting impactful projects**

Beyond Sport designs and operates initiatives that support best in class organisations and projects using sport to address societal challenges. The team delivers projects in partnership with renowned funders, driving collective impact through a shared vision.

#### **Building platforms for change**

By convening issue-led events, leading learning communities, and delivering training workshops to inspire new ideas, the team shares best practice, builds skills and creates change through collaboration.

#### **Amplifying sport with intention**

Beyond Sport elevates the impact created through its programmes and global network with inspiring multimedia content that illuminates the positive personal and societal effect of sport for social change.

\$2.8m

Grants awarded

89

New grantees

30

Countries worked in

139

Projects supported across 28 sports

"2023 was a transformative year for Beyond Sport as we continued to refine our strategic focus to ensure that we are able to deepen our impact while continuing to reach new communities. As our work continued to diversify and expand, we were intentional about balancing our ambitious approach with a sense of empathy, to ensure that we stayed well-equipped to adapt to the complex and evolving needs of the communities we served."

Fred Turner  
Executive Director, Beyond Sport







## IMPROVING YOUTH MENTAL WELLBEING


**With youth mental health in crisis, Beyond Sport launched Head In The Game in 2023 with Z Zurich Foundation to leverage the U.S. sports sector - community, collegiate and professional - to provide young people and caregivers with resources that promote positive mental wellbeing. With a focus on underserved communities, it's resources and training target prevention, promotion and attitudinal change.**

40+ sports-based youth development nonprofits have received funding and over 2000 coaches will be trained on coaching through a mental-wellbeing lens through the program's Grants and Capacity Building pillar - collectively reaching 170,000 youth. The program's robust multimedia Awareness Campaign, which features high-profile Collaborators, will positively impact an additional 200,000 youth.

This is all supported by a Learning Community to share best practices, challenges, connect, celebrate progress and inspire action.

## HEAD IN THE GAME

**A program of Beyond Sport**

Powered by  ZURICH Foundation



# LOOKING FORWARD

2023 was an incredible year,  
and we have huge plans for  
2024 and beyond.





## Our 2024 priorities

### Embedding and building on our B Corp certification

**Throughout 2024, we will continue to embed B Corp principles across the business, to deliver even deeper impact.**

The road to 2030 – a year many organisations and governments have set as a way-marker of their progress towards net-zero – is ever-shorter and the need for meaningful, impactful and effective action has never been more acute.

We do what we say, and our actions must speak clearly, audibly and authentically.

### Implementing a Sustainable Event Framework

**84% our carbon footprint is driven by the global events we organise and deliver; from travel to on-site energy, and to the supply chains that enable these events to happen.**

We know that if we are to meet our objectives, we need to reduce the impact of our events and in particular focus on working with, and supporting, our supply chain to improve the quality of data and information, and to reduce our overall impact.

2024 will see the launch of a cross-Benchmark Sustainable Event Framework, which will align all our event delivery processes and provide clear, measurable objectives. This will enable our teams to not only make intentional and positive decisions when it comes to the sustainability of our events, but also to work effectively with our partners and supply chains, to reduce the environmental and social impact of our operations.

On the following page we set out a more detailed view of our Sustainable Event Framework.

### Deeper impact for people and communities

**One of the biggest challenges humanity faces is enabling, communicating and supporting the changes that will be required to transition to an equitable, resilient and sustainable society.**

Our work with communities and stakeholders plays an important role in delivering change and demonstrating the approaches and actions that will be necessary.

For every partner, project or initiative we invest in or donate to, the priority is supporting communities and creating deep, long-lasting change. We are focussed on more than marketing opportunities – we want to make a substantive difference in the work we do.

Change can be frightening, but we know that it is needed, to create a more equitable world. Through our work, we will show not only that change is possible, but that it can bring with it huge benefits to people and planet.

Specifically, this means that in 2024 we will be even more intentional in the partners and programmes we choose to work with, as well as establishing a robust and appropriate monitoring and evaluation process.

### Prioritising sustainability in everything we do

**Alongside the deeper impact externally, internally our focus is on embedding a sustainable culture built on resilience, efficiency and engagement. To unlock sustainability, we must engage with our clients, partners and supply chain.**

Every member of our team and every supplier plays a critical role in effecting change and delivering meaningful impact.

We are steadfast in our commitment to learn, share and report, and we are fortunate to work with incredible organisations who share our mission in equalising people, planet and profit.

Our focus on sustainability is sponsored and prioritised by our leadership team and board. In 2024 we will deliver dedicated training to all of our staff to put sustainability at the heart of our business operations.

# OUR SUSTAINABLE EVENT FRAMEWORK

**The vast majority of Benchmark’s carbon emissions are from the events run by Benchmark’s companies, in partnership with clients and suppliers.**

These events are also our greatest opportunity to effect change, demonstrating and delivering positive outcomes for people and planet. Benchmark conducts all activities in a socially and environmentally responsible way and encourages clients and associates to adopt the same approach.

For each event, we are committed to protecting the environment, ensuring zero pollution and adhering to our carbon plan and net zero target.

We want to create workforces that are diverse and representative of the communities we work in, promoting sustainable values of transparency, inclusivity, collaboration, and stewardship across all our projects.

Our Sustainable Event Framework provides a comprehensive structure to continually improve the sustainable performance of our events.

The Framework is comprised of four key pillars: Responsible Business, Respecting the Planet, Connecting the Community and Inclusive Opportunities. In 2024, we will report on progress against this framework.





# THANK YOU



To find out more visit [www.wearebenchmark.com](http://www.wearebenchmark.com) or click on the logos to find out more.