



**GREEN
CROSS**
United
Kingdom

INITIATIVE
THE LEGACY

SHARED RESPONSIBILITY,
UNCOMPROMISED EXCELLENCE,
MEASURABLE LEGACY.

THE LEGACY: EVENTS WITH POSITIVE IMPACT

WHEN DISTINCTION DEMANDS MORE THAN PERFECTION

Sixty-eight per cent (68%) of corporate clients now decline to work with event organisers lacking robust ESG credentials. The most discerning clients no longer select venues based solely on service excellence or catering - they evaluate the legacy they create together.

WHAT IS A POSITIVE IMPACT EVENT?

An Events with Positive Impact™ (πE), developed by Green Cross UK (G+UK, part of the Green Cross International network, founded by Nobel Peace Prize winner Mikhail Gorbachev), is a collaborative framework where the Organiser and Client share responsibility to transform socio-environmental impact into regenerative legacy—preserving uncompromised excellence whilst creating measurable impact through quadruple-impact projects or verified carbon offsetting.

THE ORGANISER'S ADVANTAGE

- Strategic: Competitive differentiation in a standardised market and an authentic brand narrative.
- Operational: Regulatory compliance, a future-proof business model, and a client retention advantage.
- Financial: A 15-35% operational cost reduction and premium positioning with ESG-conscious clients.

THE CRITICAL DISTINCTION

πE is not a standardised product. It is a strategic framework from G+UK that requires customisation, considering the Organiser's properties, region, and fundamentally, its client profiles and brand values. G+UK collaborates with the Organiser to co-create a model that reflects its specific context and ambitions.

IMPLEMENTATION

A customised 3-month pilot, scalable across the Organiser's portfolio, with continuous optimisation managed by G+UK.



WHY NOW: THE MARKET IMPERATIVE

THE HIDDEN LIABILITY OF CONVENTIONAL EVENTS

Traditional events, particularly in the luxury segment, generate three critical potential risks for the Organiser:

1. Reputational Erosion

- The global hotel sector's emissions (10% of tourism total).
- Conventional operations contradict public sustainability commitments.
- Values-driven clients increasingly perceive this as brand misalignment.

2. Client Attrition

- Responsible corporate and individual clients demand evidence, not empty promises.
- Competitors with credible sustainability frameworks are winning competitive bids.
- The talent the Organiser seeks to attract evaluates employer purpose and authenticity.

3. Regulatory Exposure

- Carbon disclosure requirements are tightening across all jurisdictions.
- Supply chain due diligence is expanding globally.
- Compliance costs are rising; non-compliance costs are escalating exponentially.

WHAT RESPONSIBLE CLIENTS NOW REQUIRE

The market has shifted from requesting sustainability to requiring it. The modern Client expects:

- ✓ Purposeful design aligned with circular economy principles.
- ✓ A transparent supply chain with verified sustainability standards.
- ✓ Low-carbon operations backed by credible metrics.
- ✓ Community integration that creates lasting local value.
- ✓ Complete traceability of environmental impact and contributions.

THE REALITY: SUSTAINABILITY TRANSPARENCY HAS EVOLVED FROM A COMPETITIVE DIFFERENTIATOR TO A MARKET-ENTRY REQUIREMENT FOR THE ORGANISER.



VIOLINE II

Sheet music for Violine II, page 1. The music is written in G major, 2/4 time. It features a series of eighth and sixteenth notes, with some rests. The tempo is marked "Allegro". The music is written for a single violin.

VIOLINE II

Sheet music for Violine II, page 2. The music continues from page 1, featuring a series of eighth and sixteenth notes. The tempo is marked "Allegro". The music is written for a single violin.

SHARED RESPONSIBILITY, TRANSFORMED IMPACT

A DUAL-PATHWAY MODEL FOR NET-POSITIVE LEGACY

The Positive Impact Events™ framework operates through the strategic collaboration of the Organiser and the Client, with each party contributing distinct capabilities to create measurable, lasting impact from an exceptional experience.

PATHWAY I: The Organiser's Commitment

The Organiser's credibility within the π E framework depends on verified operational transformation, which comprises three core components:

1. Independent Baseline Assessment

- A third-party audit establishes quantifiable metrics using internationally recognised criteria (ENVISION, TGBS, GHG Protocol). This assessment becomes the Organiser's roadmap for continuous improvement.

2. Sustainability Roadmap

- Tailored recommendations for infrastructure upgrades and operational practices across energy, waste, supply chain and water—calibrated to regional context and international benchmarks.

3. Continuous Improvement

- Ongoing alignment with evolving industry standards and regulatory requirements, ensuring sustained compliance and competitive advantage.

Key Principle:

- ✓ G+UK collaborates with the Organiser through a constructive, evolutionary process that acknowledges existing operational excellence while identifying strategic optimisation opportunities.
- ✓ This partnership approach enhances strengths and intensifies sustainability value—tailored to specific properties, regional context, and operational realities—while preserving the integrity of the π E framework.

SHARED RESPONSIBILITY, TRANSFORMED IMPACT

PATHWAY II: The Client's Contribution

Shared responsibility materialises through the Client's transparent contribution, directed via one of two approaches:

1. Quadruple-Impact Projects (Preferred for Private Events)

The Client's contribution (typically 5-20% of event cost) funds locally-executed projects delivering social, environmental, economic and transcendent value (legacy beyond the event lifecycle):

- Community reforestation and ecosystem restoration
- Water body rehabilitation and watershed protection
- Renewable energy infrastructure for underserved communities
- Circular economy systems and local capacity building

Local Execution: G+UK identifies and assesses providers. Projects are proposed for the Organiser's approval based on alignment with brand values and priorities. Knowledge transfer and economic development remain local.

2. Verified Carbon Offsetting (For Large-Scale Events)

- For major events (stadium concerts, global summits) where scale demands direct decarbonisation, Client contributions fund high-integrity carbon offsetting through certified projects with permanent removal or verified avoidance.
- Intl. Execution: High-integrity carbon offsetting through certified projects delivering permanent removal or verified avoidance, meeting rigorous intl. standards with guaranteed additionality and independent verification.

Client Benefits:

- ✓ Tax-deductible contribution (subject to advisor validation)
- ✓ Official Positive Impact Events™ certification with impact metrics
- ✓ Complete traceability via blockchain technology
- ✓ Compelling legacy narrative for stakeholder communications
- ✓ ESG reporting documentation

TRANSPARENCY GUARANTEE: WEB3 TECHNOLOGY ENSURES IMMUTABLE TRACKING — EVERY CONTRIBUTION AND PROJECT OUTCOME IS FULLY VERIFIABLE THROUGH QR-CODED CERTIFICATION PROVIDED TO THE CLIENT.



THE VALUE OF LEGACY: A STRATEGIC ADVANTAGE

FINANCIAL RETURNS

Positive Impact Events™ (πE) generates measurable cost savings while creating new revenue opportunities:

- Energy & Waste Management: 15-30% cost reduction
- Sustainable Procurement & Supply Chain: 10-25% efficiency gains
- Premium Positioning & Client Acquisition: 10-20% revenue enhancement

STRATEGIC RETURNS

- Competitive Differentiation: In a standardised experience market, πE provides authentic distinction that enables premium positioning and strengthens client loyalty.
- Client Retention & Acquisition: Values-aligned clients demonstrate stronger brand allegiance, higher repeat business rates, and increased referral generation.
- Risk Mitigation: Proactive regulatory compliance, reputational protection, and future-proof business model against tightening socio-environmental standards focused on resilience.
- Talent Advantage: Purpose-driven professionals increasingly select employers based on authentic commitment to environmental and social impact.
- Brand Equity: Credible sustainability narrative enhances brand perception across all stakeholder groups—clients, employees, communities, investors.

THE ORGANISER-CLIENT VALUE DYNAMIC

πE-participating Clients become strategic partners, not transactional buyers:

- ✓ Higher Lifetime Value: Values-aligned Clients demonstrate stronger brand allegiance and increased spend over time
- ✓ Repeat Business: Clients who experience verified impact return for subsequent events and recommend your properties
- ✓ Enhanced Referrals: Satisfaction with tangible legacy drives peer recommendations within their networks
- ✓ Deeper Engagement: Shared purpose creates emotional connection beyond service excellence, strengthening long-term relationships.



CUSTOMISATION AND EFFECTIVENESS IN SUSTAINABLE SOLUTIONS

POSITIVE IMPACT EVENTS™ (πE), CULTIVATING INTEGRITY AND IMPACT

- a. **Scientific Foundation:** All carbon calculations utilise the GHG Protocol standards. Infrastructure sustainability is assessed through ENVISION criteria. All projects undergo independent third-party audits.
- b. **Radical Transparency:** Web3 blockchain technology creates immutable records. QR-coded certificates enable real-time verification. Public dashboards track aggregate impact across the Organiser's portfolio.
- c. **Local Accountability:** Projects are delivered by verified local NGOs and providers. The Organiser retains final approval rights to ensure brand alignment. Knowledge transfer and capacity building are prioritised.
- d. **International Benchmarking:** The Organiser's operations are measured against global best practices while respecting regional operational realities and local regulatory frameworks.

WHAT MAKES πE DIFFERENT

The πE framework is not merely a product; it represents a strategic collaboration.

G+UK does not provide a standardised solution. Instead, it partners with the Organiser to craft a πE model that authentically reflects:

- ✓ **The Organiser's Properties:** Each venue possesses unique characteristics, opportunities and constraints.
- ✓ **The Organiser's Regions:** Cultural context, regulatory environment and resource availability vary.
- ✓ **The Organiser's Clients:** Requirements differ between corporate and private clients, domestic and international demographics, and specific industries.
- ✓ **The Organiser's Brand:** Its values, market positioning and strategic priorities are unique.

THE πE FRAMEWORK PROVIDES THE STRUCTURE, AND THE OPERATIONAL MODEL IS CO-CREATED THROUGH COLLABORATION BETWEEN G+UK AND THE ORGANISER, ENSURING AUTHENTICITY AND EFFECTIVENESS — BEYOND GENERIC SUSTAINABILITY CLAIMS.



FROM FRAMEWORK TO REALITY: THE STRATEGIC PATH

PHASE 1: ASSESSMENT & FOUNDATION

- Strategic sustainability assessment establishes baseline and defines target level for the Organiser. G+UK delivers tailored recommendations for infrastructure upgrades and practice optimization to enhance sustainability performance. Collaborative evaluation of the Organiser's client profiles to design the Positive Impact Events™ (πE) commercial proposition and pre-select potential quadruple-impact projects with tangible outcome metrics (e.g., trees planted, water volume restored, renewable energy installed) aligned with brand and regional priorities.
- ✓ Outcome: Clear sustainability roadmap for the Organiser and customized πE framework ready for market.

PHASE 2: ECOSYSTEM ACTIVATION

- G+UK works with the Organiser to develop commercial narratives for promoting πE to their Clients and finalize the portfolio of quadruple-impact projects for Client contributions. Comprehensive training for all Organiser teams (sales, operations, events) on πE execution and Client engagement. Development of digital infrastructure enabling transparent tracking, Client communications, and real-time impact reporting. Preparation of all Client-facing materials and touchpoints.
- ✓ Outcome: A fully empowered Organiser team with commercial tools, customised procedures, identified world-class projects, and an operational ecosystem.

PHASE 3: VALIDATION & SCALE PLANNING

- Verification that Phase 1 infrastructure improvements and sustainable practices are operational or in documented progress. Controlled pilot execution with selected Clients at flagship property, monitoring end-to-end experience and impact delivery. Documentation of insights and optimization of processes. Strategic planning for portfolio-wide implementation based on pilot learnings.
- ✓ Outcome: Proven model validated through real execution, ready for systematic expansion.

FROM FRAMEWORK TO REALITY: THE STRATEGIC PATH

PHASE 4: CONTINUOUS EVOLUTION

- Positive Impact Events™'s (πE) expansion. Ongoing monitoring and optimization across three dimensions: Client engagement and satisfaction, Organiser's infrastructure and operational practices, and quadruple-impact project execution and outcomes.
- Regular performance reviews, benchmarking, and strategic refinements. Knowledge transfer across properties as implementation scales.
- ✓ Outcome: Virtuous cycle of continuous improvement across the entire πE ecosystem—Organiser operations, Client experience, and community impact.

KEY PRINCIPLE: THE IMPLEMENTATION IS A CONSTRUCTIVE, EVOLUTIONARY PARTNERSHIP BETWEEN G+UK AND THE ORGANISER—BUILDING ON EXISTING STRENGTHS WHILE IDENTIFYING STRATEGIC OPTIMISATION OPPORTUNITIES AT EACH PHASE.





OPERATIONAL EXCELLENCE, WITH SUSTAINABILITY FOCUS

The Organiser's operational commitments ensure credibility while maintaining flexibility in implementation:

1. Waste & Materials

- Alignment with circular economy principles and zero-waste hierarchy. Standards calibrated to international best practices and local regulatory requirements.

2. Gastronomy & Sourcing

- Prioritisation of local, seasonal and sustainable ingredients. Transparent supply chain with ethically sourced protocols. Food waste minimisation and surplus management systems.

3. Energy & Carbon

- Integration of renewable energy where viable. Energy efficiency optimisation. Low-carbon mobility solutions appropriate to regional context.

4. Supply Chain & Procurement

- Sustainability criteria embedded in vendor selection. Local economic development prioritised. Continuous supplier engagement and improvement programmes.

5. Human Capital

- Regular sustainability and ethics training for all staff. Community engagement protocols. Fair labour standards and human rights compliance.

Key Principle: Through Positive Impact Events™ (πE), G+UK establishes performance standards and collaborates with the Organiser to identify optimal pathways that respect existing infrastructure, budget constraints, and operational realities.

THE ORGANISER'S EXCELLENCE IS PRESERVED. ITS SUSTAINABILITY PERFORMANCE IS INTENSIFIED. ITS OPERATIONAL METHODS REMAIN ITS OWN.



MAJOR EVENTS: DECARBONISATION AT SCALE

WHEN IMPACT DEMANDS A DIFFERENT APPROACH

- Large-scale productions—Formula 1 Grands Prix, stadium concerts, global summits—present unique challenges. These events can generate over 1.5 million tonnes of greenhouse gases, involving complex logistics, international supply chains and temporary infrastructure.
- For events of this magnitude, the π E framework adapts while maintaining its core principles of shared responsibility, operational excellence and verifiable impact.

THE ENHANCED MODEL FOR MAJOR EVENTS

- Comprehensive Baseline Assessment: Full lifecycle analysis across all event components: international logistics, temporary infrastructure, energy systems, attendee travel and supply chain emissions. Mapping and extrapolation against GHG Protocol Scope 1, 2 and 3 standards.
- Avoidance & Minimisation: Integration of circular design principles from inception—sustainable mobility ecosystems, renewable energy infrastructure where viable, zero-waste protocols for temporary venues, modular and reusable structures.
- Real-Time Optimisation: Live environmental monitoring throughout event execution. Adaptive management based on actual performance data. Immediate corrective actions when thresholds are exceeded.
- Verified Decarbonisation: Given the scale, Client contributions typically fund high-integrity carbon offsetting through certified projects delivering permanent carbon removal or verified avoidance. This may include direct air capture, afforestation with long-term monitoring, renewable energy displacement, or other projects meeting international standards (Gold Standard, Verra VCS, Climate Action Reserve).

LEARNING FROM PIONEERS

- Coldplay's Regenerative Touring Model showcases eco-friendly world tours focused on environmental regeneration, while Formula 1's Sustainability Roadmap aims for net-zero by 2030 through innovation, sustainable fuels, and credible offsetting.

MAJOR EVENTS: DECARBONISATION AT SCALE

THE POSITIVE IMPACT EVENTS™ (πE) DIFFERENCE FOR MAJOR EVENTS

G+UK does not claim a Grand Prix can be "sustainable" in absolute terms. That would constitute greenwashing. Instead, the framework provides the structure to:

- ✓ Minimise environmental impact through rigorous operational planning
- ✓ Compensate remaining emissions through verified, permanent offsetting
- ✓ Create transformative legacy in host communities through quadruple-impact projects where appropriate
- ✓ Ensure complete transparency through blockchain-tracked contributions and outcomes

Key Principle: For events where eliminating emissions is not feasible in the short term, responsible decarbonisation through high-integrity offsetting—combined with continuous operational improvement—represents the most honest and effective path forward.

CUSTOMISATION FOR MAJOR EVENTS

As with all πE applications, the specific model for large-scale events is co-designed based on:

- ✓ Event characteristics and scale
- ✓ Operational constraints and opportunities
- ✓ Client expectations and budget parameters
- ✓ Regional regulatory context
- ✓ The Organiser's brand positioning and ESG commitments

THE πE FRAMEWORK PROVIDES THE STRUCTURE. THE MAJOR EVENTS MODEL IS CUSTOMISED FOR MAXIMUM CREDIBILITY AND IMPACT.



THE STRATEGIC CHOICE

- In a market where distinguished experience is increasingly defined by purpose, Clients evaluate partners based on their authentic commitment to shared values, Positive Impact Events™ (πE) offers the framework to transform events from reputational liability into strategic advantage.
- This is not about doing less harm. This is about creating measurable, verifiable positive legacy.
- Yet beyond business logic lies a deeper imperative: the human factor is the key to navigating our polycrisis. Climate disruption, social inequality, and ecological degradation demand collective action grounded in shared responsibility and authentic stewardship. πE embodies this principle—demonstrating that excellence and regeneration are not opposing forces, but complementary pathways when human collaboration and purpose align.
- Organiser's competitors will eventually follow. But first movers capture the strategic positioning, client relationships, and operational expertise that create enduring competitive advantage—whilst leading the transformation our shared future requires.

NEXT STEPS: TRANSFORM YOUR EVENTS INTO STRATEGIC ASSETS. TRANSFORM CELEBRATION INTO LEGACY.



ABOUT GREEN CROSS INTL.

- Green Cross is a renowned Non-Governmental Organisation (NGO), founded in 1993 by Nobel Peace Prize winner Mikhail Gorbachev. With over 30 years of experience in more than 20 countries, it has established itself as a leader in addressing interconnected challenges of poverty, environmental degradation, and security to ensure a safe and sustainable future. The organisation focuses on cultivating global interdependence and shared responsibility through its programmes and initiatives. As a not-for-profit entity with Consultant and Observer status at the United Nations, its actions aim to benefit communities and the environment.

- Green Cross acts as an independent advisor, committed to assisting, facilitating, integrating, and auditing sustainability practices. Its comprehensive approach ensures that each project meets high quality standards and generates a positive impact. By conducting rigorous verifications aligned with international standards such as ENVISION, LEED, WaterSense, EarthCheck, GHG Protocol, ISO 14064, and EnergyStar, it underscores its commitment to sustainability as a core value. This philosophy enhances its reputation and fosters recognition among stakeholders and the community. Earning the Green Cross seal signifies dedication to exemplary sustainability practices and responsible stewardship.



Mikhail S. Gorbachev
Founder President of GCI

- Green Cross UK (G+UK) provides expertise across sustainability domains, including Sustainable Infrastructure (CPSI programme), Regenerative Agriculture (CPRA programme), the SAVE initiative (Energy Stewardship with AI & Carbon Credits), the JU initiative (Decarbonisation), and the Lazarus initiative (Asset Management for Natural Capital Restoration). The ASV methodology (Adding Sustainable Value) fosters partnerships for shared benefits and ensures project integrity.
- G+UK drives market recognition for genuine sustainability leadership through rigorous verification and prestigious accolades, such as its Positive Impact Awards to recognise sustainability efforts and Carbon Positive Awards for promoting net-zero emissions, annually recognising 100 winners and paving the way for a regenerative future.



**LET'S DO SOMETHING INCREDIBLE TOGETHER FOR THE SOCIETY
AND THE PLANET, STARTING BY STAYING IN TOUCH:**

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You can find more information at <https://www.gcintl.org/who-we-are#OurNetwork>