



THAT event company LTD
44 Beech Road
Wheatley
Oxford
OX33 1UR

Yearly Highlights

2020

- Reduced throw-away battery usage and improved recycling processes
- Began offsetting heating (propane and electricity) through green plans
- Converted lighting to low-wattage, high-efficiency systems
- Limited event travel radius and offset all travel through green initiatives
- Focused on reducing waste by selling or reusing older equipment, insulating warehouses with excess carpet, and digitizing paperwork

2021

- Donated solar lighting and power to 100 families in Africa, reducing kerosene/straw burning
- Continued investing in technology and training to address climate change
- Committed to doubling our carbon offset

2022

- Expanded team significantly (nearly double pre-pandemic)
- Donated to support vulnerable people in the UK (heating, food, reduced energy consumption)
- Doubled our carbon offsetting quota, with an ambition to quadruple it
- Added electric vehicles to the fleet and prepared to expand further
- Moved warehouses to increase storage and preparation capacity

2023

- Supplied solar lighting solutions to around (320 people) in sub-Saharan Africa
- Offset 8 times our carbon production
- Implemented more AI and deep learning to streamline internal processes
- Began rolling out RFID for asset tracking (to save time and improve accuracy)
- Planned to grow the team further and explore electric vans as battery technology improves

2024

- Strengthened team structure, increased wages without passing costs onto clients
- Invested heavily in operations and equipment (new mezzanine, projectors, LED walls, flight-cased PCs)
- Offset 8 times carbon output again, further neutralizing company and personal carbon footprints
- Supported local charities (The Porch and Edge Housing) instead of traditional gifts
- Introduced AI-assisted tools in event planning and tracking while keeping RFID in future plans



THAT event company LTD
44 Beech Road
Wheatley
Oxford
OX33 1UR

2020

Dear interested party,

Thank you for taking the time to read about us and the impact we have on the world. We are truly responsible for our actions, how this affects the world around us, and its future generations.

As part of our standard model, we now place the importance of our business ethos in the following order:

1. Customer service & climate responsibility
2. Team well-being
3. Training & investment
4. Profit

As part of our green plan, we work with agencies to reduce our overall negative impact on the world. More importantly, as a company, we actively look to reduce our carbon impact rather than just offset it.

- **Waste**
 - Reduced “throw away” battery usage by investing in higher-quality, longer-lasting equipment. Partially used batteries are given away for home use or recycled.
 - Recycle all waste where possible.
 - Sell or upcycle older equipment rather than discarding it.
 - Use excess conference carpet to insulate parts of the warehouse for efficiency.
- **Heating**
 - Use propane and electricity to heat offices and warehouses, offset through green plans.
- **Electricity**
 - All lighting is low wattage and highly efficient, drawing minimal power.
 - The kettle boils only the perfect amount of water per cup to reduce waste.
 - All warehouse electricity is offset.
- **Travel**
 - Limit travel radius to approximately 30 miles to reduce fossil fuel usage and serve local clients.
 - Schedule travel efficiently to minimize one-off trips.
 - Use public transport for meetings where possible.
 - All travel is completely offset.
- **Suppliers / Manufacturers / Partners**
 - Consolidate equipment deliveries to reduce shipping frequency.

Near-Term Goals

- Eliminate event paperwork (move to digital picklists).
- Invest in infrared heating technology to heat people directly rather than warming large spaces.

Medium-Term Goals

- Eliminate throw-away batteries entirely.
- Transition all vehicles to electric, with offsets.

Eventual Goal

- Achieve the smallest carbon impact physically possible, creating digital assets, events, and solutions that minimize our clients’ and their guests’ carbon footprints as well.
- “Wherever we burn, we should plant” remains our standard policy.



THAT event company LTD
44 Beech Road
Wheatley
Oxford
OX33 1UR

2021

Thank you for your continued support through a turbulent time for the events industry. The pandemic has been tough, but climate change remains a pressing concern. We continue to invest in new technology and training to help us better ourselves and make events greener.

Rather than traditional year-end gifts, our focus this time has been on **donating solar lighting and power to 100 families in Africa**, allowing them to light their homes at night without burning kerosene or straw. Children can safely study, and families can enjoy evenings together without harmful chemicals or smoke. We appreciate your support that helped us achieve this goal. In 2022, we aim to be even more climate-positive by **doubling our offset** and continuing to invest and donate in all the right places.

2022

We want to extend our gratitude for your support in 2022. It was a busy year, with many events driving us to invest in more equipment and staff. Our team is now almost double the pre-pandemic headcount. Instead of physical year-end thank-you gifts, we made donations to support vulnerable people in the UK—helping them heat their homes, feed their families, and reduce energy consumption through better technology.

We also **doubled our carbon offset quota** and plan to quadruple it next. After offsetting That Event Company's carbon impact back to its founding, we are now going even further, offsetting carbon from our personal pasts.

Looking ahead, we're excited about **expanding our fleet with electric vehicles** to carry equipment around our local carbon-neutral radius. We already have two electric vehicles for technicians and plan to electrify our larger vehicles when the technology becomes suitable.

Additionally, we have moved warehouses (only a short distance) to double our storage capacity and quadruple our preparation areas.

2023

We have valued your continued support throughout 2023, and your feedback has been instrumental in helping us grow our team and streamline our processes.

In place of year-end gifts, we provided **solar lighting solutions to around (320 people) in sub-Saharan Africa**, eliminating the need to burn kerosene for light. This enables children to study more safely in the evenings without exposure to harmful chemicals.

We also **offset 8 times our carbon in 2023**, putting us close to offsetting all of our past carbon production since starting in the industry over 20 years ago.

In 2024, we will continue:

- Streamlining our processes through AI and deep learning, helping our team focus on supporting clients.
- Rolling out RFID for asset tracking, improving our inventory management accuracy and efficiency.
- Growing our team further, adding layers of support to ensure consistency before, during, and after events.
- Monitoring electric van technology as battery ranges improve over the next 18 to 24 months.



THAT event company LTD
44 Beech Road
Wheatley
Oxford
OX33 1UR

2024

As we step into 2025, we want to reflect on the milestones achieved in 2024 and thank you for your unwavering support. Working on your events and experiences is a privilege, and we appreciate your trust. Our team has undergone significant changes and is stronger and more dedicated than ever. While we haven't yet transitioned our vans from diesel to electric, we remain optimistic about achieving this within the next 18 months as sustainable transportation advances.

We continue to prioritize our team's well-being by **increasing wages** without passing extra costs to our clients. We've also **invested heavily in operations**, including:

- A new mezzanine level for expanded preparation and testing space
- Outdoor projectors, enhanced audio and lighting systems, and LED wall panels
- Twelve high-end, flight-cased streaming PCs
- A faster, more accurate system for event preparation

In terms of sustainability, we have again **offset eight times our carbon output**, further neutralizing our footprint and mitigating personal industry impact.

Instead of traditional gifts, we supported two local charities:

- **The Porch**, which provides resources and a supportive community for adults facing homelessness and poverty—offering meals, mental health support, addiction recovery, and employability guidance.
- **Edge Housing**, which provides safe housing and individualized support for homeless individuals and those struggling with addiction, helping them rebuild their lives.

In 2025, we will keep exploring **AI-assisted tools** to enhance our services, though we have postponed implementing RFID for asset tracking until we see a stronger fit. We remain committed to continuous improvement, responsible growth, and meaningful collaboration with our clients.

Thank you again for your trust and support. We look forward to growing and serving you even better in 2025.

Carbon footprint standard logo used for offsets Feb 2020 - 2021



Yours sincerely

Everyone at THAT event company LTD