

AMEX GBT
Meetings
& Events

GSTC

Global View by Amex Global Business Travel



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Who cares?

83%

meetings owners say sustainability is a priority when planning meetings and events ⁽¹⁾

88%

MICE professionals say incorporating green and DE&I initiatives improves the event experience for delegates ⁽²⁾

77%

organizations say sustainability leads to increases in customer loyalty ⁽³⁾

74%

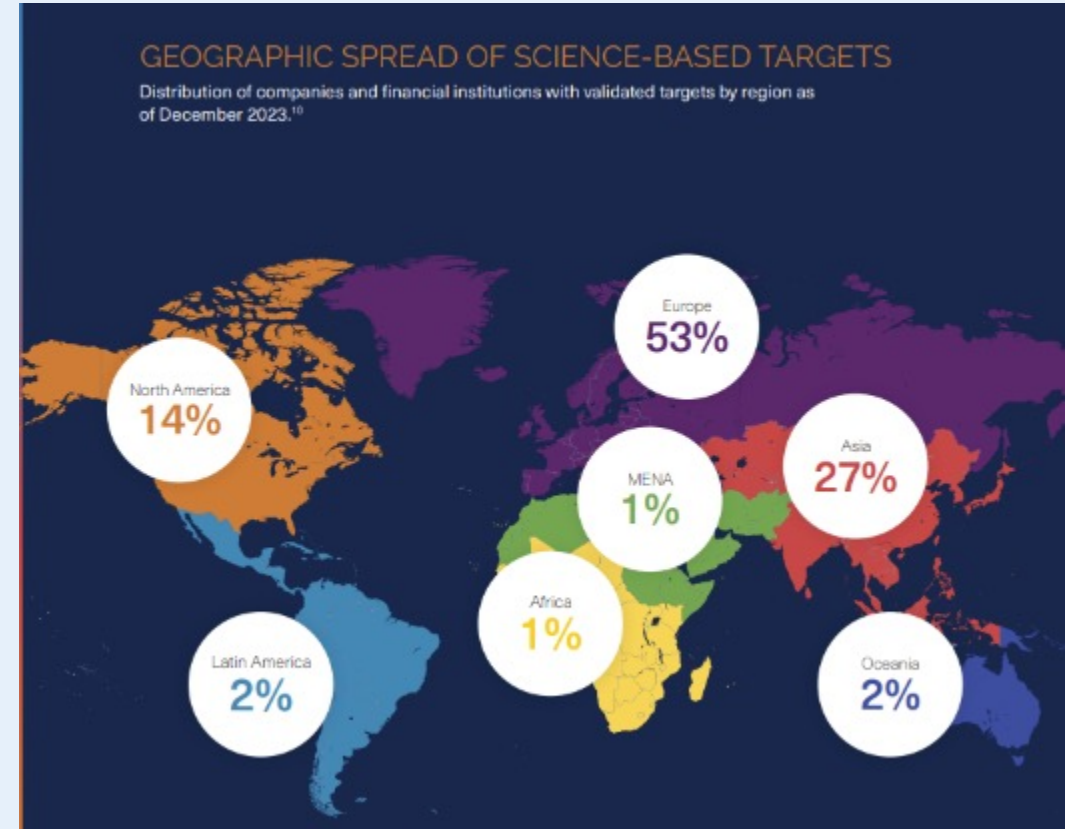
of travellers have experienced discrimination on a business trip ⁽⁵⁾



Sources: (1) American Express M&E forecast 2022 (2) [ICC Sydney survey](#) (3) Capgemini report 2020 (4) 2023 Deloitte (5) sap Concur 2023 (6) Accession 2022

Corporates are taking action

- Nearly **8,600 corporates** commit to cut emissions in line with climate science (SBTi)* (vs 116 in 2015), fuelled in part by strong growth in Asia
- SBTi companies represent **39% of the global economy** by market capitalization
- EU regulation mandated sustainability disclosures in 2025
- UK, Singapore, Australia and US also setting reporting requirements for climate related disclosures



*Source: SBTi Companies Taking Action August 11, 2023 and <https://sciencebasedtargets.org/reports/sbti-progress-report-2021/a-year-of-exponential-growth#:~:text=SBTi%20companies%20now%20cover%20over,2020%2C%20equal%20to%20%2438%20trillion.>

Views on Meetings & Events

47%

Have defined sustainability goals and an action plan



Acting on sustainability plans

Already implemented



DE&I practices

55%



Minimizing disposables, prioritising sustainable materials and production

48%



Waste management practices (e.g, food donation)

48%



Sustainable meetings and events policy

48%



Offering sustainable food and beverage

46%

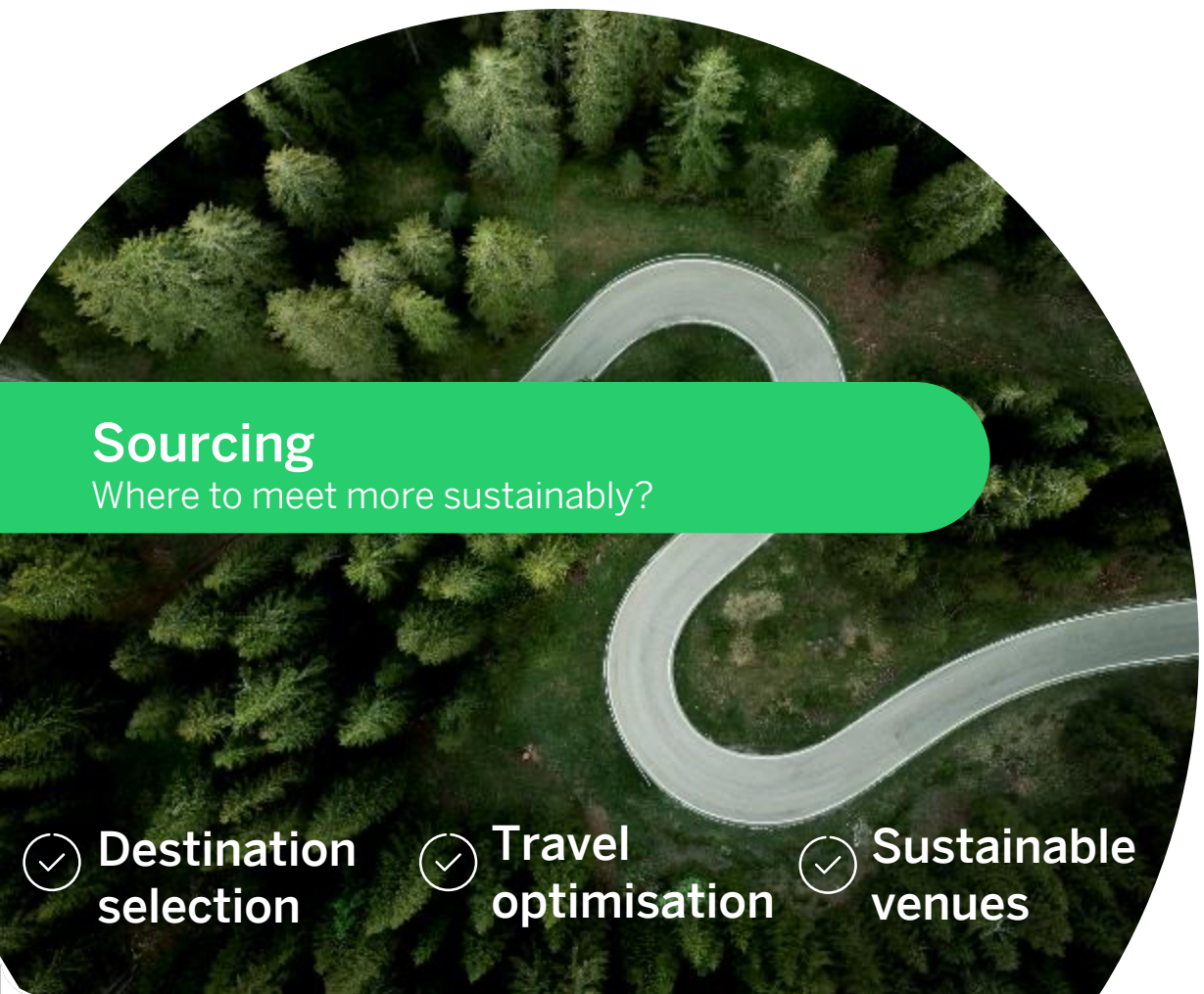


Destination choice and air travel minimisation

44%

*Source: AmexGBT Meetings & Events 2025 Annual Forecast

Prioritising high impact actions



Sourcing

Where to meet more sustainably?

- ✓ Destination selection
- ✓ Travel optimisation
- ✓ Sustainable venues

Planning

How to meet more sustainably?

Event attendees generate **1.9kg waste per day**, over **twice** of what we produce in our daily lives

Food waste represents 8-10% of global greenhouse gas emissions – aviation represents **3%**

20% of food is wasted at event and event organisers order **10% more food** than is needed

* Source: eventsbase.co.uk / Plastic Pollution Coalition / Cvent the big book of accessibility / World Bank

Five actions to build your sustainable meetings journey



Build a policy to educate



Carefully select your destination



The venue choice can make or break



Minimise waste and plastics



Do not underestimate DE&I

Inform | Engage | Showcase | Inspire | Reinforce