



VIRTUOUS
by NZCE

Moving towards NET ZERO, *collaboratively*

YOUR CLIMATE ACTION PLATFORM

JUNE 2025

At A Glance



Turning Climate Ambition into Action

The path to net zero isn't straightforward — especially in the **Events industry**, where most emissions are indirect and come from a large ecosystem. But together, we can act now.

Virtuous by NZCE is the leading climate action platform purpose-built - by and for the industry - to convert pledges into action. Through coordinated efforts, Virtuous empowers members to achieve a 50% reduction in emissions by 2030 and attain **net zero** emissions by 2050.

Designed to operationalise commitments like the NZCE pledge, Virtuous unites organisers, venues, suppliers, exhibitors, and visitors around a shared mission: real, industry-wide decarbonisation.

Why Virtuous?

Virtuous is:

Collaborative – It unites all industry players to collectively achieve net zero.


Practical – It offers actionable tools to develop certified, science-based carbon reduction projects.


Inspiring – It showcases real solutions and success stories from peers.


Inclusive – It supports all stakeholders, regardless of size or role, in contributing to climate action.


What You Can Do on Virtuous:

Virtuous helps you take climate action by enabling you to:

 **Reduce** your emissions by developing your certified projects within your value chain and **get paid** once implemented.

 **Discover** new solutions and learn from peers.

 **Engage** your ecosystem — including attendees, exhibitors, and suppliers — in collective initiatives to avoid or reduce emissions.

 **Compensate** emissions by purchasing industry official carbon credits and other certificates in one place.

Virtuous is not just a platform — it's the infrastructure for climate transformation.



Virtuous by NZCE is a problem-solver for the Events industry's climate transition.

It tackles the most urgent challenges preventing meaningful progress toward net zero. By combining practical tools, verified methodologies, and an industry-wide collaboration platform, Virtuous solves the following major problems and barriers:

1. Lack of a clear pathway to Net Zero

Most actors in the Events industry have made pledges but don't know how to reach net zero in practice. There's a gap between ambition and implementation.

2. Neglected emissions from attendee travel

Attendee travel often represents the largest share of emissions but is currently excluded from carbon accounting. Moreover, the industry does not know when an attendee offset its participation to an event.

3. Unfair burden of climate action costs

Today, the cost of decarbonisation is often shouldered by a few actors (e.g. venues or organisers), rather than being fairly distributed across the value chain (including exhibitors, suppliers, attendees, sponsors, airlines, accommodation, ...).

4. Fragmented responsibility across the value chain

Emissions linked to one event are spread across multiple stakeholders (venue, organiser, exhibitors, suppliers, attendees), making collaboration essential. Yet the tools to coordinate action across these actors are missing.

5. Risk of greenwashing due to lack of action

Without measurable actions and transparent reporting, pledges remain empty. This fuels greenwashing and erodes trust in sustainability efforts.

6. Lack of industry-specific guidance

The industry lacks trusted standards and frameworks for:

- emissions measurement and accounting
- offsetting with integrity,
- credible sustainability claims.

7. Complexity and opacity in carbon markets

Many players find carbon offsetting confusing, opaque, and hard to access, especially when trying to ensure environmental integrity and traceability.


8. Limited access to certified climate solutions


Project developers lack industry-specific guidance to develop robust insetting projects. Meanwhile, buyers lack confidence in project quality and don't know where to find certified solutions relevant to their industry.


9. Low engagement in voluntary compensation


95% to 97% of attendees refuse to voluntarily offset their travel emissions due to a lack of transparency and understanding of where their money goes.


Problem Solver


 *I expect Virtuous to provide a concrete way to act on our net zero commitments — by supporting my CO2 reduction projects and compensating what we can't reduce.*


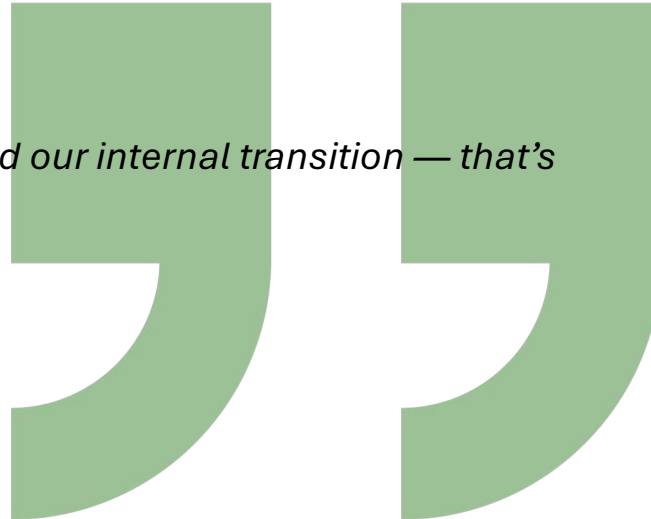
 *I'm counting on Virtuous to help us educate attendees and give them a simple, transparent way to offset their impact — and to actually see where their contribution is making a difference, right at the event.*

 *Virtuous will finally give recognition to those who take real climate action — not just those who talk about it.*

 *Virtuous should allow us to collaborate with all the players involved — venues, suppliers, logistic — to tackle emissions that are technically in our scope but out of our control.*

 *I expect Virtuous to connect us to trusted, certified offset— with full transparency and climate integrity.*

 *Our expectation is that Virtuous will help fund our internal transition — that's exactly what the industry needs right now.*



**What's the one
thing Virtuous can
help you finally
get done?**

Decarbonising from Within: Projects Embedded in the Events Industry Value Chain



3 concrete **examples** of *insetting and on-site offsetting* developed inside the industry's own operations and infrastructure.

Whether through **insetting** (emission reduction at the source) or **on-site offsetting** (carbon removal), these initiatives shift the focus from compensation to transformation — enabling Virtuous's customers to finance climate actions directly.

3

Better Stands Wharehouse

| Project Owner(s) | (Co)-Developers |
|------------------|-----------------|
| Better Stands | IFES EMECA |

NZCE approved and certified

EUROPE

SCOPE 3

Avoid

Virtuous Registry

By investing in shared, strategic warehousing close to the event sites, venues and organizers remove key friction in the reuse value chain. This enables measurable emissions reductions and scalable circular logistics—all within a replicable model on the Virtuous platform

Full Description

Project Highlights

The **Better Stands Local Warehousing Project** enables organizers and venues to **avoid emissions from long-distance transport** of reused stand materials by investing in **on-site or regional warehouses**.

These storage hubs reduce logistics-related emissions and facilitate circularity by ensuring that reused materials are readily available and well-maintained between events.

This infrastructure makes circular stand construction a realistic default, rather than an exception, by addressing one of the biggest blockers to reuse: availability and proximity.

Beneficiaries

ORGANISERS

EXHIBITORS

EVENTS

SCOPE 3

Technology

Methodology

Reusable stands

Mechanism

Avoid

Permanence

NA (logistics-related short-cycle impact)

Registry

Registry

VIRTUOUS

Project ID

VIR001

UN Sustainable Development Goals

Overview of UN SDGs

11 SUSTAINABLE CITIES AND COMMUNITIES

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

13 CLIMATE ACTION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Project Media

INSET

BETTER STANDS BRONZE by NZCE

BETTER STANDS SILVER by NZCE

BETTER STANDS GOLD by NZCE

Location

Europe

Europe

| Available Inventory | | 10 vintages |
|---------------------|---------|----------------------------|
| 2034 | Forward | Converted from \$21.00 / t |
| 2033 | Forward | Converted from \$18.50 / t |
| 2032 | Forward | Converted from \$17.50 / t |
| 2031 | Forward | Converted from \$14.50 / t |
| 2030 | Forward | Converted from \$14.50 / t |
| 2029 | Forward | Converted from \$14.50 / t |
| 2028 | Forward | Converted from \$14.50 / t |
| 2027 | Forward | Converted from \$14.50 / t |
| 2026 | | Converted from \$14.50 / t |
| 2025 | | Converted from \$14.50 / t |

The vintage of a credit represents the year within which the credit was produced. When there are repeating vintages on a project, this is most likely due to multiple issuances within the same year. These are sometimes priced differently because of different delivery dates.



Venue Waste Program

Project Owner(s)

(Co)-Developers

Brussels Expo

Melta
Veolia

- NZCE approved and certified

EUROPE

SCOPE 3

Avoid

Virtuous Registry

This project enables us to recycle up to 100% of so-called "non-recyclable" waste, i.e. the sorting rejects that are sent for incineration or landfill due to the complexity of upstream sorting and the fact that they are not useful for re-use.

Full Description

Project Highlights

The Waste-to-Chemicals Circularity Program enables participating organisers, exhibitors and events to divert up to 100% of their "non-recyclable" waste—materials typically incinerated or landfilled—by converting them into raw chemicals for reuse in the chemical and petrochemical sectors.

This program addresses the overlooked volume of event-generated waste that sorting systems reject due to complexity or lack of immediate reuse value.

Through strategic partnerships between the venue, a waste-tech startup, and chemical industry players, these materials are transformed into industrial-grade outputs through advanced recycling methods (e.g. pyrolysis, gasification).

Beneficiaries

- ORGANISERS
- EXHIBITORS
- EVENTS
- VENUES

SCOPE 3

Technology

- Methodology

Waste management
- Mechanism

Avoid
- Permanence

• 30 years

Registry

- Registry

VIRTUOUS
- Project ID

VIR848

UN Sustainable Development Goals

[Overview of UN SDGs](#)

- 3

GOOD HEALTH AND WELL-BEING
- 6

CLEAN WATER AND SANITATION
- 9

INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 13

CLIMATE ACTION
- 15

LIFE ON LAND

Project Media



Location

Europe - Brussels

North Europe



Available Inventory

10 vintages

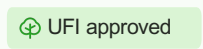
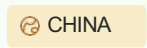
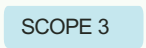
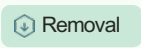
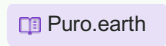
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|------|---------|----------------------------|
| 2034 | Forward | Converted from \$44.40 / t |
| 2033 | Forward | Converted from \$44.40 / t |
| 2032 | Forward | Converted from \$44.40 / t |
| 2031 | Forward | Converted from \$44.40 / t |
| 2030 | Forward | Converted from \$34.80 / t |
| 2029 | Forward | Converted from \$34.80 / t |
| 2028 | Forward | Converted from \$34.80 / t |
| 2027 | Forward | Converted from \$37.20 / t |
| 2026 | | Converted from \$34.80 / t |
| 2025 | | Converted from \$37.20 / t |

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Direct Air Capture

Project Owner(s) (Co)-Developers

Venue X Sirona

-  UFI approved
-  CHINA
-  SCOPE 3
-  Removal
-  Puro.earth

By installing Direct Air Capture units powered by solar, venues go beyond offsetting and actively remove carbon tied to their events. This creates a physical climate benefit on-site, transforming the venue into a clean-tech contributor and positioning it as a leader in climate-positive infrastructure.

Full Description

Project Highlights

The **Solar-Powered Direct Air Capture (DAC) Project** enables venues to directly **remove CO₂ from the atmosphere** by installing DAC units on their rooftops, powered entirely by **solar panels**.

This project allows events to **neutralize the emissions from attendee travel**—typically the largest Scope 3 impact—through direct, localized carbon removal.

The integration of renewable energy ensures that the capture process is low-footprint and aligned with net-zero principles.

Beneficiaries

- VISITORS
-  EXHIBITORS
- EVENTS
-  VENUES
- SCOPE 3

Technology

Methodology

 Direct Air Capture

Mechanism


 Removal

Permanence

1000+ years

Registry

Registry

 Puro.earth

Project ID

[VIR848](#)

UN Sustainable Development Goals

[Overview of UN SDGs](#)



Project Media



Location











China - Shanghai

 ASIA



Available Inventory

10 vintages

| | | | |
|------|---------|-----------------------------|---|
| 2034 | Forward | Converted from \$450.00 / t |  |
| 2033 | Forward | Converted from \$440.40 / t |  |
| 2032 | Forward | Converted from \$440.40 / t |  |
| 2031 | Forward | Converted from \$440.40 / t |  |
| 2030 | Forward | Converted from \$340.80 / t |  |
| 2029 | Forward | Converted from \$340.80 / t |  |
| 2028 | Forward | Converted from \$340.80 / t |  |
| 2027 | Forward | Converted from \$370.20 / t |  |
| 2026 | | Converted from \$340.80 / t |  |
| 2025 | | Converted from \$370.20 / t |  |

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VIRTUOUS

by NZCE






Virtuous has entered a strategic collaboration with JMIC to accelerate the Events industry's transition to net zero.

In partnership with JMIC and the NZCE initiative, we proudly introduce "**Virtuous by NZCE**" — the official industry platform dedicated to carbon offsetting and insetting.

This collaboration reinforces our shared ambition by combining technological innovation with global advocacy to deliver credible, scalable climate action.

Virtuous is currently engaging with industry stakeholders to form working groups on key strategic topics, including:

-  Criteria for eligible offset and insetting projects
-  Standards for issuing and claiming climate certificates
-  Guidance on emissions accountability and insetting in GHG reporting



VIRTUOUS

What's in it for me?

1. One-stop shop to reduce and compensate emissions (net zero)

I (and my ecosystem) can access a single platform to take concrete climate action — from identifying reductions to purchasing certified offsets and insets — all aligned with net zero pathways.

2. Develop and finance my own projects

I can create and fund climate projects within my own operations or value chain, turning my sustainability goals into tangible impact.

3. Create portfolio of projects with other members

We can collaborate to co-develop or co-invest in a shared portfolio of certified projects, increasing scale, credibility, and visibility.

4. Recognition within federation-wide efforts

Each member's contribution is tracked and highlighted within the broader federation strategy, offering visibility and reputational benefits.

5. Involve and rewards my participants in the transition (scope 3)

I can engage exhibitors, suppliers, and attendees in climate action, while transparently distributing rewards and recognition for scope 3 contributions.

6. Simplify ESG and CSR compliance processes

The platform provides data, tools, and reports that streamline compliance with evolving sustainability regulations and reporting standards.

Members



WASTE MANAGEMENT & RECYCLING

With Virtuous by NZCE,
Members can drive collective
impact to reach net zero

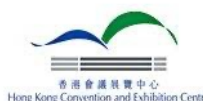




They've already Joined the Movement - More to Come !



Supporters





Moving towards net zero carbon events *together*.

Join Virtuous by NZCE — and lead the change

As a company, you have the power to mobilise your ecosystem toward real climate impact.

With Virtuous by NZCE, we offer you and your ecosystem the tools, credibility, and shared platform you need to take action — together.

Become a partner in the transition to net zero.

Shape the standards. Drive the solutions.

And make your company a leader in sustainability.

Let's build this together.

