

**momentum**

# **Impact Report**

A Framework for Driving Sustainable Experiences



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# Executive Summary

Momentum Worldwide views environmental and social responsibility not as an add-on, but as a business-critical engine for innovation, efficiency and resilience. To support this, we've analyzed our impact, as demonstrated in this report, which covers our global sustainability performance, including exceptional case studies from previous years that demonstrate how we *Make It Matter*.

In 2025, our focus was on certified, data-driven action that has yielded significant, measurable progress against our ambitious 2030 targets.

## Key Achievements (2025)

Achievement	Quantified Impact	Strategic Relevance
Emissions Reduction	Working toward meeting our 50% emissions reduction target by 2030 based on a 2019 baseline by the Carbon Trust.	Confirms the effectiveness of material and logistics reduction strategy.
Material Innovation	Engagement with suppliers to approach sourcing replacements for hard-to-recycle materials, including vinyl and MDF.	Proactive elimination of problematic materials at scale.
Resource Efficiency	Identified and catalogued 28 tons of MDF as the largest utilized material by weight, prompting an immediate phase-out strategy for 2026.	Data-driven focus on a primary waste hotspot and driving our ambition to be a Zero Waste to Landfill operation across offices and projects.
Certified Leadership	Maintained ISO 20121 and ISO 14001 certifications across four key global regions.	Demonstrates a globally consistent, audited and embedded management system.



## Strategic Priorities for 2026

**Our in-depth 2025 analysis confirmed that materials, transportation and crew travel remain our highest environmental impact areas.**

Our strategic approach is to focus on systematic change in these hotspots.

### Phasing Out MDF

Implement creative and production workshops across all regions to eliminate medium-density fiberboard (MDF), vinyl and polyvinyl chloride (PVC) by deploying scalable, circular material replacements.

### Zero-Waste Focus

Shift further into a “rent, reuse and recycle” model by partnering with clients at the conceptual stage to map out multi-year activation plans and reduce custom, single-use builds.

### Global Policy Enforcement

Enforce the Travel Policy and require employees to adhere to the Economy Flight Standard as well as implementing the full usage of the TRACE carbon calculator for the pre-selected and relevant events to drive data integrity for year-on-year analysis.

Sustainable Solutions

## Simply Good Business

Dear Reader,

**The brand activation and advertising industry contribute significantly to waste and emissions. Climate action is now mandatory for businesses that intend to thrive. At Momentum, we commit to fundamentally disrupting the old “take-make-use-waste” model, anchoring our collective agency mission in the circular economy.**

We believe sustainable solutions are simply good business. By committing to this model, we shift from disposable outputs to designing smart, adaptable systems that retain value. We future-proof everything we touch by implementing longer use life and utilizing materials that are inherently durable and sustainable.

This makes client budgets go further; they invest once in quality systems rather than repeatedly paying for disposable builds. We create highly flexible and adaptable systems for future applications, ensuring we are building one cohesive system designed for all future possibilities, thinking smarter earlier in the process.

This strategy requires every department to embed sustainable thinking. We partner with innovators in materials and logistics, turning our mission into measurable, tangible action. This report is a testament to the significant progress we have witnessed in achieving certified standards. Achieving “Make Sustainability Matter” demands a united effort from every single person in our network to lead the industry forward.

Regards,

**David Chamberlain**

Chief Experience Design Officer  
+ Global Sustainability Lead, NA

# 01

# The New Business Imperative



# Every Choice Is a Change

As a global business, we know that the decisions we make today will decide the world we live in tomorrow. Everything we make. Every idea. Every design. Every build. Every vendor. Every piece of technology. Every decision is a chance to make a cleaner, smarter and more sustainable future. Every choice is a chance to make a difference. To change the world. To *Make It Matter*.



**Sustainability isn't a department; it's the core operating system for a resilient, modern business.**

**Donnalyn Smith**

Global CEO, Momentum Worldwide

## Materiality

# Focusing Efforts on Our Biggest Impacts

**We believe that impact comes from focusing resources where they matter most. Our *Make It Matter* Strategy was built on a materiality assessment—a process to identify and prioritize the most significant environmental, social and governance (ESG) impacts for our business and stakeholders.**

Over the years, we've evolved our *Make It Matter* Strategy to where it is today, refining our focus based on an analytical review of our progress. In 2024, we conducted an in-depth baseline analysis of our project carbon footprint tracked through TRACE, a carbon calculator, to date.

We then focused our efforts on measuring up to 30 projects to understand where the impact patterns were, ensuring data-driven action to create the maximum positive impact across our projects and value chain.

**Through that analysis, we discovered that our most significant impacts fell under the following:**



### **Emissions Hotspots**

Our largest source of emissions was primarily driven by crew travel, logistics, energy and production materials.



### **Problematic Materials**

The heavy reliance on difficult to recycle materials including MDF, vinyl and PVC in event fabrication.



### **Waste Management**

The lack of robust standardized end-of-life solutions for assets, resulting in low rates of reuse and recycling.

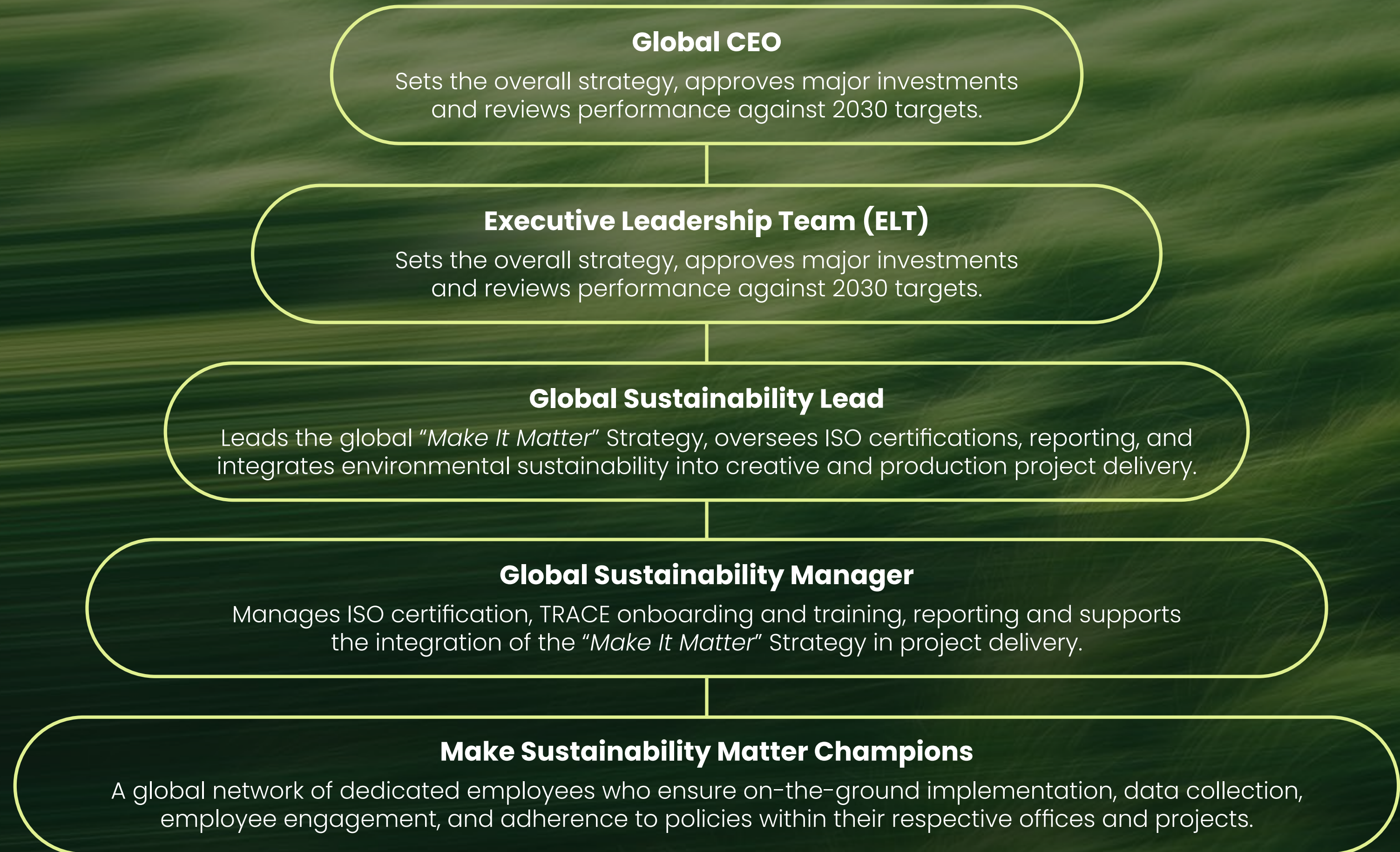
Accountability

# From the C-Suite to the Field

**Sustainability is integrated into the core of Momentum’s business strategy, with clear governance and reporting lines to ensure accountability at every level. This structure ensures that ESG risks and opportunities are considered in key business decisions.**

The Global Sustainability Lead owns the work at the executive level, reporting directly to the Global CEO and sitting on the Executive Leadership Team (ELT). This reporting line ensures that sustainability is a standing agenda item for leadership and is integrated into financial and operational planning.

## Sustainability Governance Structure



*Make It Matter*

# Sustainable Development Goals

Momentum’s *Make It Matter* philosophy, which maps our agency-wide commitments, is supported by the global UN **Sustainable Development Goals**, including the following:

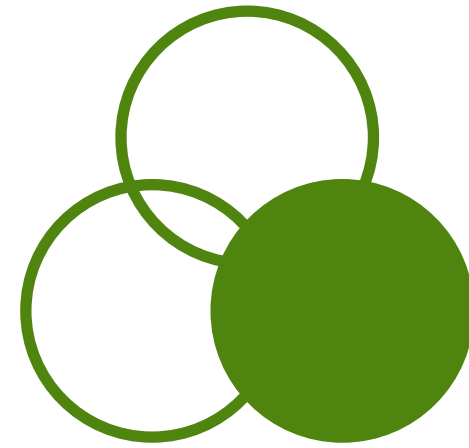
Goals	Alignment
SDG 08: Decent Work and Economic Growth	Our <i>Make It Matter</i> Pillars are dedicated to Make Belonging Matter and Make Wellness Matter.
SDG 10: Reduced Inequalities	
SDG 12: Responsible Consumption and Production	Design and delivery of projects focus on Circular Economy and Zero Waste to Landfill, ensuring we minimize resource use in our projects.
SDG 13: Climate Action	Measuring our carbon footprint and implementing improved logistics and more responsible material sourcing.
SDG 17: Partnerships	We view SDGs not as abstract targets, but as an essential blueprint guiding our collaboration with clients, partners and suppliers to drive meaningful, measurable changes in the experiential sector.



(SDG 12, 13)

## Inaction Is the Greatest Risk

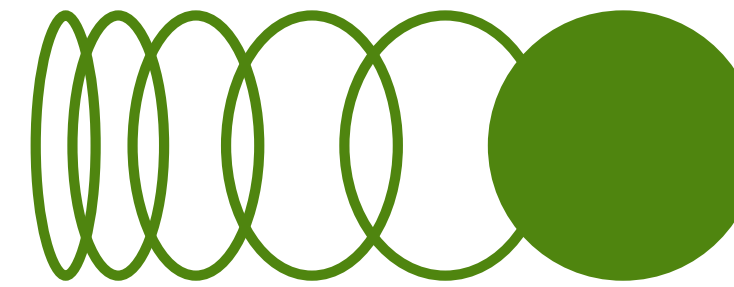
The experiential industry touches nearly every global sector, yet it often stands alone as a major source of emissions and waste. Annually, the industry emits 50 billion tons of greenhouse gases, and 45% of that comes from producing and making products.



### The Waste Trap

Only 10% of all plastic ever produced has been recycled—a figure set to double by 2060 if we do not change our approach.

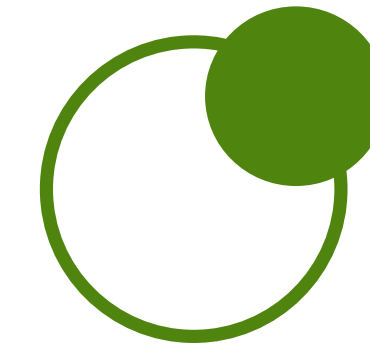
Source: OCED, 2022



### Movement of Goods and Services

Travel and transportation alone make up 80% of an event's carbon footprint.

Source: Vision for Sustainable Events



### The Digital Footprint

The challenge now goes beyond physical events. With digital growth and AI, we must also consider data center energy use and rising e-waste.

We recognize our heavy footprints. This is not about blame; it is about accountability, driving innovation and seizing the opportunity to influence our sector from within.

*Make It Matter*

## **Our Strategy for a Holistic Impact (SDG 12, 13)**

What started as an environmental initiative has evolved into our purpose-driven strategy, covering the three foundational pillars of a modern, responsible agency.



### **make sustainability matter**

Our sustainability work drives measurable environmental progress across our agency. Turning commitment into action starts with our people. We empower our workforce with the tools and knowledge to make sustainable choices from concept to execution.



### **make belonging matter**

Through our work on belonging, we embrace and leverage our varied perspectives, abilities and experiences that drive belonging and our business forward, enabling us to create an agency where it is foundational to every decision we make for our people, our work and the industry.



### **make wellness matter**

Through our work on wellness, we cultivate a safe, healthy, supportive work environment and a culture of appreciation that empowers employees to thrive both personally and professionally while establishing a healthy work-life balance. We aim to build connections and community, and to foster a sense of belonging.

# 02

# Operationalizing Sustainability



The Circular Economy

# Wasting Less, Reusing More (SDG 12)

We're doing away with the traditional approach of "take-make-use-waste" and adopting a methodology that is designed for longevity of materials. This is the Circular Economy—an essential framework for our creatives, production teams and fabricators.

## The Core Methodology

All assets and materials should be kept circulating through:

- Reuse
- Repair
- Remanufacture
- Refurbishment
- Recycling
- Extend the product's life cycle
- Improve resource productivity

The goal is to retain as much value as possible from resources, products, parts and materials to create a system that allows for the long life of a material.



## Partnerships and Feedback

# How Input Shapes Our Strategy (SDG 17)

Our sustainability strategy is co-created by and responsive to the input of our key stakeholders. We use formal and informal feedback mechanisms and engagement to ensure our strategy and direction is impactful, relevant and transparent.

Stakeholder Group	Engagement Mechanism and Impact
Employees	<ul style="list-style-type: none"> <li>• Greenskilling training (over 80+ hours delivered to date)</li> <li>• <i>Make It Matter</i> Sustainability Champions – directly engages with internal and external stakeholders and feedback is directed up to ELT</li> <li>• Annual <i>Make It Matter</i> Day internal engagement and survey feedback</li> </ul>
Clients	<ul style="list-style-type: none"> <li>• Utilization of TRACE to measure events and set reduction targets and asset donation planning for annual projects</li> <li>• Multi-year asset planning and design-phase innovation workshops</li> <li>• Client input and feedback directly shapes our material innovation focus and enables us to drive sustainability through project delivery</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• Supplier Code of Conduct and rigorous selection criteria (quality, ethics, sustainability)</li> <li>• Project meetings to discuss sustainable alternatives and load-sharing initiatives</li> </ul>
Communities	<ul style="list-style-type: none"> <li>• Community donation programs for assets and materials post-event</li> <li>• Volunteer initiatives during <i>Make It Matter</i> Day</li> <li>• Engagement ensures that donations benefit local needs and social impact is relevant and maximized</li> </ul>



ISO 20121 and 14001

## Leadership Is Not Aspirational, It Is Certified (SDG 12)

Since 2022, four of our key global regions—the United States, Canada, the United Kingdom and Japan—have been certified to the standards of:



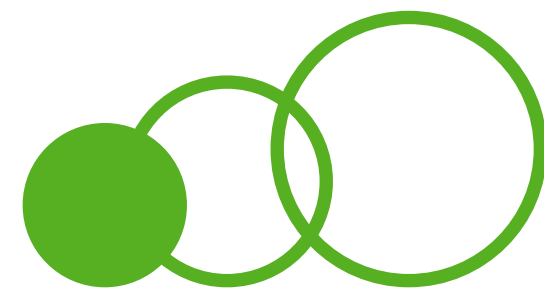
This commitment demonstrates that our environmental framework is embedded in our operations from the ground up, ensuring that it influences core business decisions and processes. We undergo annual rigorous third-party audits to prove the effectiveness of our frameworks and ensure our accountability remains absolute.

Momentum is proud that our integrated environmental management system, Make Sustainability Matter, is certified against global best practices.

Aligning Purpose with Pay Checks

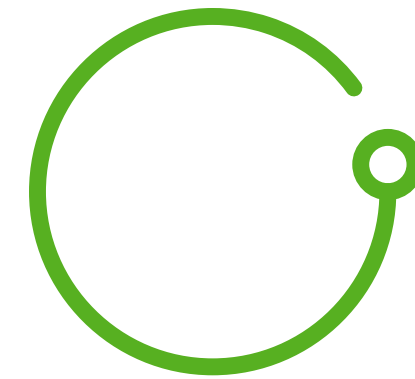
# The New Creative Capacity

Sustainability requires specialized knowledge, and we are working toward ensuring that our talent not only responds to the changing needs of our clients but also enables them to lead the conversation. We call this “Greenskilling.”



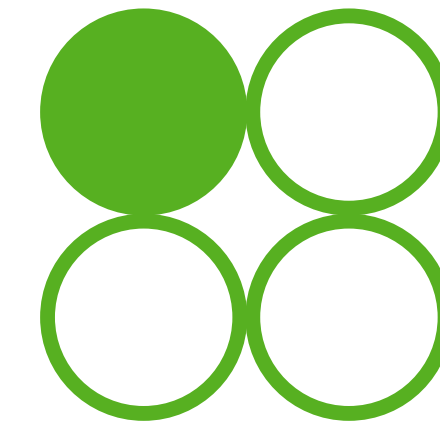
## Investment

80+ Hours of bespoke sustainability training delivered across our global workforce.



## Creative Training

Our creative and production teams joined training that covered principles of circular design, sustainable material selection and waste management.



## Carbon Calculator Training

For all relevant project staff, training ensured that they can engage with suppliers to collect environmental data to measure the footprint of projects through TRACE.



## Spotlights

Once a quarter, an innovation or supplier is “spotlighted” to give teams the opportunity to learn about sustainability solutions applicable to project delivery.



**The training  
wasn't abstract;  
it immediately  
changed how my  
team sourced  
materials for a  
major client build.**

**Bryan Baskett**

SVP, Director, Experiential Production

Material Innovation

## Transitioning from MDF to Thoughtful Alternatives (SDG 12)

The decisions made at the design stage are imperative to reducing our environmental impact. Research confirms that up to 80% of an asset's environmental impact is determined at the design stage. That makes our creative and experiential design teams the most powerful agents of change.

### Addressing Our Most Used Material

In sampling our 2025 events, medium-density fiberboard (MDF) was found to be the most frequently used material by weight (28 tons).



### The Problem

MDF is cost-effective and versatile, but is made from wood fibers and resin, making it unrecyclable at the end of use and it is often sent straight to landfill.

### The Solution

Our 2026 focus is to engage with our creative and production teams and suppliers to outline our reliance on MDF and other high-impact materials to drive collaboration to find economical and more considerate replacements that are easily accessible for use.



Our Supplier Mandate  
(SDG 08, 12, 13)

## Ethics, Quality and Climate

Our supply chain is a critical lever for impact. We go beyond simple environmental audits to manage a comprehensive set of risks and standards for each supplier.

# Supplier Management

## Selection Criteria

All suppliers are reviewed and vetted on the following criteria before engagement:

- Quality and Financial Stability: Ensuring reliable service delivery.
- Ethics and Human Rights: Strict adherence to labor laws and anti-slavery practices in line with Omnicom's Human Rights Policy.
- Environmental Sustainability: Preference for sustainability-certified vendors and local sources of low-impact materials and take-back programs.

## Supplier Code of Conduct

All suppliers are required to formally agree to our Supplier Code of Conduct before commencing work. This policy outlines and communicates the expectations related to legal and regulatory compliance with all of the applicable laws and regulations in the supplier's respective country.

## Climate Engagement

We actively engage our primary logistics and materials suppliers to establish load-sharing initiatives to reduce vehicle trips and fuel consumption, and source innovative solutions and materials.

## Case Study

**Microsoft – COP 26**

**Microsoft exhibited at the world's leading climate change conference, COP 26.**

**Momentum's aim was to create a stand that demonstrated Microsoft's sustainability credentials and its innovation in this field.**

The stand was made from entirely sustainable materials, including FSC plywood, Re-Board and Marmoleum flooring. It was designed with a clear focus on durability and value retention. The stand can be reused at future Microsoft events and will live on long after COP 26. It was transported using vehicles that run on hydrogenated vegetable oil (HVO). This achieved up to a 90% reduction in CO2 emissions compared to diesel.



Climate Resilience

# Identifying and Mitigating ESG Risks (SDG 13)

**A core function of our sustainability strategy is enhancing business resilience by identifying, assessing, and mitigating climate-related and broader ESG risks.**

Our process is to formally assess these risks annually through our Risk and Opportunities Register, discussed annually at Management Review Meetings prior to ISO 14001 and ISO 20121 certification. The findings are integrated into the next year’s roadmap to ensure sustainability is continued to be an embedded strategy for business continuity.

Risk Category	Identified Risks	Mitigation Strategy
Climate	Supply chain disruption from extreme weather and event cancellation from extreme climate change impacts.	Diversified supply chain, expansive global network, and ISO 14001 and ISO 20121 certification of Environment Management System to manage operational risks.
Environment	Failure to meet Zero Waste targets or regulatory fines for not meeting local environmental and waste requirements.	Reduction of MDF and PVC in materials and investment in TRACE to track and analyze project impacts.
Social and Governance	Labor disputes, human rights violations in the supply chain or lack of diversity causing talent retention issues.	Mandatory Supplier Code of Conduct, Anti-Harassment Policy and the Make Belonging Matter strategy focused on equitable workplace outcomes.



# 03

# Data-Driven Accountability



Real-Time Accountability (SDG 12)

## The TRACE Advantage

**We can't manage what we don't measure, and we can't change what we don't know. We were the first global experiential agency to roll out TRACE, and our investment provides us with the granular data necessary to make informed decisions.**

TRACE, the event industry's leading carbon calculator, measures the full scope of event impacts, including carbon emissions from transportation and crew travel, energy and power consumption, food and beverage, waste, and material use for production and graphics.

This enables us to shift from being reactive to driving proactive decision-making during the crucial design, procurement and event delivery stages.



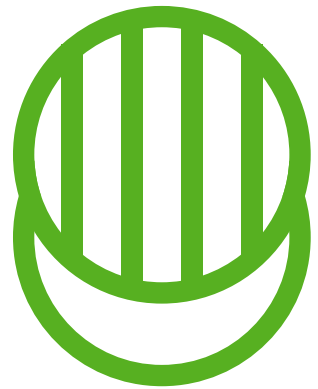
(SDG 12)

# Where Does Our Impact Lie?

In 2024, we produced an internal deep-dive analysis of projects tracked in TRACE to date with a goal of pinpointing where we needed to prioritize our focus toward emissions and waste efforts.

Those four areas defined our strategic focus for 2025 onward.

## The biggest hotspots found were



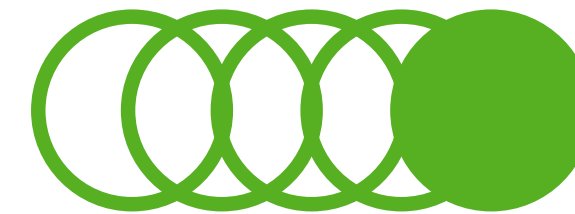
### Materials

The physical assets built for projects.



### Transportation

Logistics to deliver goods and services to events.



### Staff Travel

Staff and crew travel.



### Power

Energy consumption at venues during the event delivery.

(SDG 12)

## 2025 Event Impact Measured

**In 2025, we set a challenge to improve our data quality by targeting to sample up to 30 of our key projects. This focused approach gave us an opportunity to take a closer look at how the results are trending and address the changes required to improve our efficiencies.**

At the time of this report, we have completed eighteen events and five are still in progress.

The total impact is 313.59 tCO<sub>2</sub>e (Metric Tons of CO<sub>2</sub> Equivalent).

Our largest impacts remained similar to 2024's deep dive and will inform focused planning to reduce impacts from material use, transportation of good and services, and staff travel for 2026.

**To put this number into context, this is the environmental impact equivalent of:**



73 cars on the road for one year



The energy use of 42 US households for one year

### Materials in Practice

We reviewed our most used and highest impact materials, and recognize that our reliance on cost-effective and easy-to-source materials has a significant carbon impact. We already design for longevity to maximize high reuse and recyclability value, but will work toward taking a step further to focus on finding accessible solutions to further reduce our use of MDF, vinyl and PET, and finding accessible solutions.

## Case Study

# Verizon - The London Hub

**Momentum was commissioned to bring creative and innovation expertise to the Verizon London Hub. The resulting space was built using circular materials, focusing on reclaimed, recycled and natural materials.**

We collaborated with local London artist Tom Robinson to design and build a show-stopping meeting room table from 100% discarded e-waste. This demonstrated our commitment to innovation and local partnerships.

This project won Highly Commended for Best Sustainable Activation at the *Campaign Ad Net Zero Awards* in 2022 and showcases what can be done with sustainability at the core of the creative brief.



MADE FROM 100% RECYCLED E-WASTE PLASTIC

# 04

# People, Culture and Responsibility



## Mandatory Compliance

# Our Foundation of Responsibility (SDG 08)

Our commitment to responsible business is codified in our global policies. All employees are onboarded with these core documents and additional supporting documents relevant to their business delivery, including the following:

## ***Make It Matter*** **Manifesto**

Our environmental sustainability policy that outlines our commitment to reducing our environmental impact and the ISO 14001 and ISO 20121 standards.

## **Code of Conduct**

All Momentum employees complete the Code of Conduct training.

## **Anti-Harassment Policy**

All employees are required to complete the Preventing Harassment and Discrimination course.

## **Health and Safety Guidelines**

These guidelines ensure a safe, secure and compliant physical work environment on all project sites.

(SDG 10)

## Diversity Is the Engine of Sustainable Innovation

Our commitment to sustainability is inextricably linked to our commitment to belonging, ensuring that our efforts reduce the impact on the environment in the communities our events are delivered in.

### The Insight

Diverse teams drive innovation and resilience. We prioritize a culture of belonging because when people feel included, their unique perspectives lead to better solutions for complex climate challenges. To weave equity into everything we do, we focus on:

#### Employee Resource Groups

Through their programming and engagement, they help foster an inclusive culture and promote a sense of belonging. They are led by employees and based on shared identities, common experiences and mutual support.

#### Recognizing Important Moments

Throughout the year we raise awareness about the wide range of lived experiences employees have, which helps drive empathy and inclusion. The cultural moments have included Lunar New Year, Black History Month, Women's History Month, Pride Month, Hispanic Heritage Month and International Day of Persons with Disabilities.

#### Learning and Development

Equipping employees with the knowledge and skills they need to drive inclusion and belonging among colleagues and in our work is essential. Through learning and development resources and events we have explored topics such as understanding the cultural nuances of different customer groups, having difficult conversations with empathy, mitigating bias in Generative AI content and how to lead inclusively.

(SDG 10)

## Wellness Enables Innovation

Cultivating a safe, healthy, supportive environment and culture of appreciation helps to empower employees to thrive personally and professionally and inspires them to make sustainability and belonging matter. We drive wellness through a program of events, engagement and resources, which have included:

### Employee Appreciation Day

Celebrating Employee Appreciation Day by encouraging employees to recognize each other's hard work by sending personalized digital cards.



### Mental Health Awareness Month

Recognizing Mental Health Awareness Month by sharing resources on the importance of spending time in nature, self-care and social connection; gathering for a guided meditation session; and raising awareness about the mental health benefits available to employees.



### Physical Fitness Challenge

Moving through a month-long Physical Fitness Challenge that inspired employees to move in ways that worked for them and recognized their achievements.



Assigning Responsibility,  
Leaving No Trace

## What Happens When the Event Ends (SDG 12)

When designing our projects, we follow the circular economy principles which require that every asset or material has a designated onward life, pushing beyond simple waste disposal and ensuring we keep materials in use for as long as possible.

We've trained our creative and production teams to prioritize the following:

### Repurposing

Post-event assets and materials are first earmarked for reuse and repurposing. Examples of this are modular builds that have interchangeable components that can be reused at future events, turning PVC and mesh banners into tote bags for client gifting, donating to animal sanctuaries to create shade canopies and taking timber offcuts to be turned into stepstools.

### Community Donations

Any asset or material not earmarked for upcoming projects, storage or repurposing is donated to the local community. Examples include donating athletic equipment, materials for upcycling and assets for reuse.

# 05

# Commitment and Conclusion



## 2026 Mandates (SDG 12)

# The Next Frontier

Sustainability has no finish line. Based on our 2025 data, these are the non-negotiable progress mandates for the year ahead.



### Use of TRACE

By analyzing carbon data from 30 key events and ensuring accuracy through mandatory training and supplier engagement, we will identify high-impact areas and track the success of our sustainability efforts.



### MDF Phase-Out Strategy

To reduce the reliance on MDF, we will implement creative and production workshops across North America and the UK to finalize and deploy replacements for MDF, vinyl and PVC.



### Rethink Travel and Transport

Mandate the Travel Policy, prioritize the Economy Flight Standard, and regroup with production teams and suppliers to maximize load-sharing and route optimization.



### Zero-Waste Focus

The number one question asked must always be: Can we rent it? Can we reuse it? We will partner with clients and suppliers at the conceptual stage to map out multi-year activation planning and design assets for maximum future applications.

(SDG 08, 10, 12, 13, 17)

# The Most Sustainable Experiential Agency on the Planet

## Our Ambition

**Our journey has been one of continuous evolution, turning good intent into certified and award-winning measurable action. We believe that by integrating sustainability into the core of our creative process, we are not only protecting our future but also delivering more innovative, efficient and relevant work for our clients.**

We will continue to invest in our people, push our suppliers and collaborate with innovative partners—because leadership means showing the way. Our commitment is simple: We are working every day to become the most sustainable experiential agency on the planet.

# 06

# Appendix



# Reporting Methodology and Boundaries

## Reporting Period

The carbon data in this report covers January 01–October 31, 2025.

## Boundaries

The Greenhouse Gas (GHG) and material data is a representative sample of projects tracked by TRACE across the four ISO certified regions (US, UK, Canada and Japan) and is not reflective of Momentum's wider project or corporate environmental footprint.

## Data Collection

Where data has been mis-entered or is incomplete, the projects were omitted from this analysis. The data is reviewed and analyzed by the Sustainability Manager before inclusion in this report.

## Verification

TRACE is in line with the Global Reporting Initiative, Greenhouse Gas Protocol, SBTi and Race to Zero initiatives. Our Environmental Management Systems are audited annually by an independent third party to maintain ISO 14001 and ISO 20121 certifications.

# Assuring Our Work

ISO Auditor Assurance: Our integrated management system for our sustainable events management system and environmental management system (ISO 20121 & ISO 14001) has been independently verified and assured for the period covering the 2025 reporting cycle. The auditor has confirmed the system’s effectiveness and adherence to the stated standards.

## Policies

The majority of our policies are internal.

## Glossary of Technical Terms

Terminology	Definition
Circular Economy	An economic system based on the reuse and regeneration of materials or products.
ESG	Environmental, Social and Governance – a set of standards used to measure an organization’s impact on the environment and society, and evaluates their sustainability, ethical practices and long-term performance.
MDF	Medium-Density Fiberboard – an engineered wood product made from wood fibers, resin and wax. It is difficult to recycle and often ends up in landfills.
PCR	Post-Consumer Recycled – a material made from waste that has served its intended purpose and is then collected and processed into new products.
PVC	Polyvinyl Chloride – a highly durable, low-cost plastic often used in vinyl graphics and flooring. It is a major environmental concern due to its chemical components and lack of recycling infrastructure.
SDGs	A set of 17 interconnected goals adapted by the United Nations to achieve a more peaceful and prosperous world for all by 2030. Momentum is aligned with SDGs: 08 Economic Work and Economic Growth, 10 Reduced Inequalities, 12 Responsible Consumption and Production, 13 Climate Action and 17 Partnerships for the Goals.
tCO2e	Metric Tons of CO2 Equivalent – a standardized unit used to measure greenhouse gas emissions.
TRACE	The event industry’s leading carbon calculator, used by Momentum to measure the full environmental footprint of an event and activation project.
Zero Waste to Landfill	A waste management strategy that ensures at least 99% of waste is diverted from landfills through reuse, recycling, composting and energy recovery.



# Let's Make It Matter

Our Global Collective Responsibility (SDG 17)

We invite you to partner with us to transform your next activation into a responsible and measurable success story.

This report is a testament to the hard work of every employee who chooses to *Make It Matter*. A special thank you to the global teams who contributed time, data, and effort to drive sustainability into the work we deliver and ensure the integrity of our ISO 14001 and ISO 20121 certifications, and this report.

## Any questions?

Get in touch: [info@momentumww.com](mailto:info@momentumww.com)



**David Chamberlain**

Global Sustainability Lead &  
Chief Experience Design Officer, NA



[momentumww.com](https://momentumww.com)