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## Executive Summary

Liquid Gas Week 2025 in Rio de Janeiro advanced its sustainability agenda through strengthened environmental accountability, enhanced transparency, and deeper community engagement. With over **1,400 delegates**, **116 exhibitors**, and **29 sponsors**, the event embedded circularity, responsible sourcing, and ethical governance across all operations.

A major milestone was the expanded use of the TRACE carbon measurement tool, incorporating organiser travel for the first time and establishing a more comprehensive emissions baseline to guide continuous year-on-year improvement.

## Key Highlights

### Environmental Performance

- Total carbon footprint: 3,338.91 t CO<sub>2</sub>e, equivalent to 2,077.73 kg CO<sub>2</sub>e per attendee.
- 99.6% of emissions came from attendee travel, reinforcing the need for future mitigation strategies.
- Scope 1 & 2 emissions: 0 t CO<sub>2</sub>e, due to the venue's exclusive use of renewable energy.
- Operational emissions from catering, waste, and other services accounted for less than 1% of the total footprint.

### Sustainability Communication & Engagement

- A coordinated communication strategy across LinkedIn, newsletters, the event website, and the mobile app increased attendee awareness and supported sustainable behavior.
- Expanded website resources included past reports, sustainability tips, and impact highlights.
- In-app push notifications enhanced behavioral engagement, particularly for waste sorting, water refill reminders, and participation in onsite initiatives.

### Onsite Sustainability Initiatives

- Waste management: Five-stream sorting system supported by comprehensive signage.
- Sustainable materials: Eco-friendly badges, seed-embedded menus, reusable/recyclable catering materials, and plant-based bottles at the HQ hotel.
- Water stations: Reintroduced to limit single-use plastics.
- Local sourcing: Decor from seasonal flowers and gifts from local artisans.

### Circularity & Community Integration

- The Carioca Arts & Crafts Corner showcased local artisans prioritising upcycled and handmade products, with 100% of profits going back to creators.
- The Plant It Yourself initiative invited delegates to plant seed menus onsite or take them home, demonstrating regeneration in practice.
- Partnerships with Escola de Música da Rocinha and Coletivo Mulheres do Salgueiro strengthened social impact, including fabric upcycling into new accessories.

### **Supplier Responsibility & ESG Performance**

- All suppliers signed the Supplier Code of Conduct, committing to high standards of ethics, human rights, and environmental responsibility.
- Ten key suppliers underwent a light-ESG assessment aligned with CSRD and VSME principles, benchmarked against Brazil's SDG average (7.4/10).
  - One supplier: A+
  - Five suppliers: A
  - Four suppliers: B

No below-benchmark performers

### **Conclusion**

Liquid Gas Week 2025 strengthened its global sustainability position through improved measurement, stronger partner accountability, and high-impact community initiatives. With robust data, cross-platform engagement, and successful onsite integration, the event has established a solid benchmark for future editions. As the event continues to rotate globally, ongoing focus on travel mitigation, supplier ESG enhancement, and deeper community partnerships will drive further sustainability gains.

# Introduction

**Liquid Gas Week 2025/Rio** built on its long-term sustainability agenda with a strengthened focus on environmental accountability, transparent reporting, and local community engagement.

The event gathered over 1,400 delegates, 116 exhibitors, and 29 sponsors, all participating in initiatives guided by circularity, responsible sourcing, low-waste operations, and ethical governance.

The TRACE carbon measurement tool remained central to the sustainability strategy, with expanded data collection covering participant travel and the Organising Secretariat's own movements, enabling a more comprehensive emissions' monitoring. This marks a significant evolution toward a long-term emissions benchmark designed to guide improvements year after year.

Community and cultural integration were also key themes, especially through the 'Carioca Arts & Crafts Corner' and the 'Plant It Yourself programme', of which both generated substantial engagement and reinforced the event's connection with Rio's local creative ecosystem.

Supplier collaboration and Environmental and Social Governance (ESG) alignment were further strengthened, as all key partners signed the Supplier Code of Conduct and underwent a light-ESG review grounded in Corporate Sustainability Reporting Directive (CSRD)-aligned principles.

These insights form a baseline for future strategic development, particularly as the event continues its itinerant nature each year.

## Key sustainability take-aways

The primary achievements of the 2025 edition include:

1. Expansion of TRACE data inputs, incorporating organiser travel and enhancing emissions visibility.
2. A strengthened communications framework allowing sustainability messaging to remain visible, consistent, and strategically timed across platforms.
3. A robust integration of sustainability considerations into both digital (website, app) and physical (signage, recycling stations) channels.
4. A heightened focus on circularity through seed paper menus, material reuse, and artisan partnerships.
5. Active supplier engagement through the Supplier Code of Conduct and ESG assessment model.
6. Clear improvements in attendee awareness and behavioural engagement, with strong survey indicators relevant to waste, offsets, and sustainable practice adoption.

# Global Sustainability Performance



## Global figures



The total carbon footprint of the 2025 event is assessed at **3,338.91 t CO<sub>2</sub>e**, corresponding to **2,077.73 kg CO<sub>2</sub>e per attendee**. To put this into perspective, this is roughly equivalent to:

- **CO<sub>2</sub> emissions from 1,669 cars** on the road for one year, or
- **The carbon sequestered by 16,694 tree seedlings** grown over a decade.

## CO<sub>2</sub> Emissions per Scope

- **Scope 1 (direct emissions)** are set at: 0.00 t CO<sub>2</sub>e. – effectively consumed: 387kWh.
- **Scope 2 (emissions from purchased electricity, heating, cooling):** 0.00 t CO<sub>2</sub>e
- **Scope 3 (all other indirect emissions):** 3,338.91 t CO<sub>2</sub>e

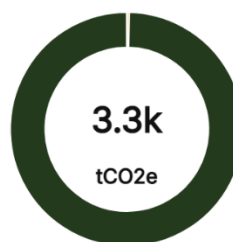
The absence of Scope 1 and Scope 2 emissions in the data reflects the operational profile of the event: the venue (**ExpoRio**) operates entirely on **renewable energy**, and has no on-site fuel combustion for heating, cooling, or vehicles under the event's control.

As a result, all measured emissions fall under **Scope 3**, which captures indirect impacts across the full value chain, including attendee travel, catering, waste, and operational transport.

## Category Contributions

### Carbon Footprint by Category

Energy	0.0%
Food and Drink	0.3%
Travel	99.6%
Built items	0.0%
Waste	0.0%



- Attendee travel dominates the footprint, contributing 99.6% of total emissions, primarily due to international and domestic flights.
- Food and Beverage contributed 0.3% of total emissions, reflecting both menu composition and the inclusion of social events in the assessment.
- Other areas, including waste and shuttle/operational transport, account for less than 1% of the footprint.
- As explained above, energy consumption is reduced to virtually 0% - which enhances the overwhelming proportion of CO<sub>2</sub> emissions attributable to travel.



The dataset collected from Rio de Janeiro provides a solid benchmark for future editions, highlighting the importance of venue energy sourcing, catering choices and waste management. But importantly so, it clearly highlights the need for travel mitigation strategies if seeking to achieve measurable reductions in the event's global environmental impact.

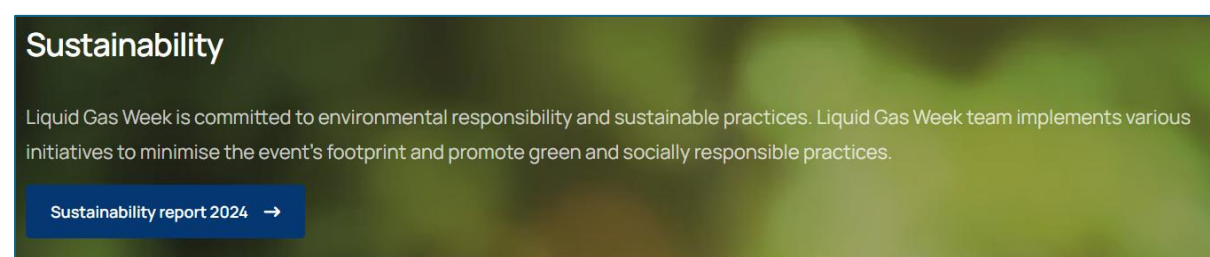
# Liquid Gas Week 2025 Highlights

## Communication Strategy

The event's communication strategy prioritised clarity, timing, and reach. Sustainability messages were carefully mapped alongside programme and sponsor communication to ensure maximum visibility.

LinkedIn posts, newsletters, website content, and in-app notifications were orchestrated to guide attendees through recommended sustainable behaviours, introduce featured community partners, and highlight ongoing initiatives both before and during the event.

These efforts contributed to consistently high awareness levels reported in post-event surveys, with delegates emphasising the impact of clear, proactive communication in supporting their sustainable choices on-site.



## Website enhancements

The sustainability webpage underwent significant expansion, making content easier to access and more relevant to stakeholders.

Improvements included:

- Direct access to the 2024 report.
- A curated list of Sustainability Tips to guide conscious behaviour.
- A repository of reports dating back to 2022, ensuring transparency.
- A highlight section dedicated to achievements since 2019.
- Testimonials from partners and previous contributors.

Overall, the website played an essential role in enabling transparent reporting and ensuring the longevity of sustainability messaging beyond the physical event.

## Sustainability in the Event App

The event app served as a core communication tool for sustainability. The integration of sustainability tips allowed exhibitors and delegates to engage with the recommendations before arriving onsite.

In 2025, push notifications significantly improved visibility by reminding attendees of actions such as water refill availability, proper recycling behaviours, and the locations of key initiatives such as the Carioca Arts & Crafts Corner.

The app also became the primary communication tool for promoting the 'Plant It Yourself' initiative, where it aided to significantly increased participation.

## Survey results

Survey insights underscored the effectiveness of the event's sustainability strategy across all participant groups.

Exhibitors continued to rate environmental responsibility as a high priority, with 98% reporting it as important or very important. A broad majority implemented sustainability tips partially or fully. Sponsors showed unanimous support, with all respondents implementing the organisers' sustainability tips in full.

Delegates demonstrated high awareness of sustainability initiatives (25 participants reporting strong awareness), strong willingness to participate in CO2 offsetting schemes, and a clear behavioural shift toward adopting sustainability tips.

Additionally, 48% of respondents, or their organisations, stated they already offset their travel emissions, a notable indicator of increasing climate-conscious behaviour among the participant base.

## Onsite Initiatives

### HQ Hotel: Fairmont Rio de Janeiro Copacabana

- Demonstrated sustainability commitment by providing plant-based bottles, reducing plastic waste.
- Focused on being "the heart of the community," connecting guests with local talent and culture.

### Catering

- Integrated sustainability in all operations with:
  - Selective waste collection.
  - Biodegradable and compostable disposables.
  - Water-reuse for cleaning and irrigation.
  - Automated exhaust and energy-efficient equipment.
  - Menu planning based on data and seasonality to minimize waste.
- All cutlery was reusable or recyclable, ensuring minimal single-use waste.

### Water Fountains

- Reintroduced refill stations to reduce single-use bottles and promote hydration.
- Provided paper cups, aligning with waste-reduction goals.



### **Fresh Flowers**

- Decor featured locally sourced, seasonal flowers to reduce transport emissions and support local growers.
- Enhanced aesthetics while maintaining low environmental impact.

### **Sorting Waste**

- Expanded waste separation initiative with five bins (organic, glass, metal, paper, plastic).
- Custom templates and icons guided proper disposal.
- Secondary sorting ensured all materials entered correct recycling streams.



*Participant sorting his waste*

### **Registration Area**

- Featured a wall displaying all the sustainability initiatives with a QR code access for more details.

### **Sustainable Badges**

- Introduced eco-friendly badges made from FSC-certified paper and recycled cardboard.
- Fully recyclable and compostable, reflecting circular economy principles.
- Communicated commitment to responsible sourcing and reduced footprint.

### **Spouse Gifts**

- Featured handmade clay pieces from a local artisan collective.
- Wrapped in jute bags and honeycomb paper as sustainable packaging alternatives.

### **Badge and Lanyard Recycling**

- Badge return boxes and attendees notifications via the app.
- Collected badges were recycled responsibly.

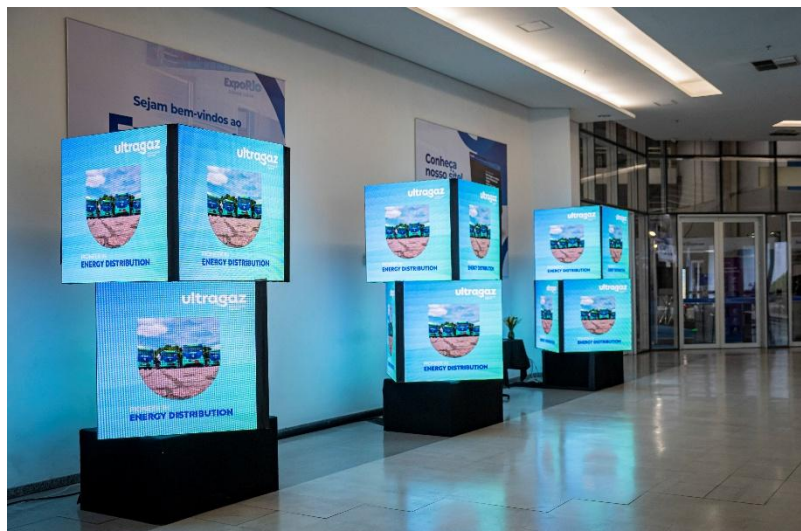


*Attendee placing their badge in the box for future recycling.*

## Signage

Last year, **over 75 printed items** were produced. While most were made from recycled materials, this year we intentionally reduced the number of printed items in favor of digital signage to further minimise the environmental impact.

In 2025, we implemented **eight digital totems and three large digital cubes** to display sponsored information, decreasing the number of printing items to **less than 20 items**. Each totem featured a slide highlighting the sustainability initiatives, while one totem at the Carioca Arts & Crafts Corner provided additional details along with a QR code linking to the website for more information. This promoted digital engagement and the reduction of paper usage.



*Example of a totem (left). Example of LED Boxes (right).*

## Carioca Arts & Crafts Corner

The Carioca Arts & Crafts Corner stood out as a flagship initiative promoting culture, sustainability, and social inclusion.

The selection process prioritised artisans with strong social or environmental backstories, as well as those whose creations were handmade, upcycled, and easy to transport.

Featured collectives included Coletivo Mulheres do Salgueiro, Instituto Mundo Novo, Tempo Objeto, Rua do Conto, Oryba Brasil, and Rosa Madeira. Each contributor represented a meaningful blend of artistry and impact.

All profits returned directly to the artisans, ensuring financial support and visibility to communities that rely heavily on creative entrepreneurship. Digital displays and QR codes allowed attendees to explore full artist profiles and sustainability narratives, establishing a seamless hybrid onsite–online experience.



*Participant checking the items at the Carioca Arts & Crafts Corner.*

Preview of the website page "<https://www.liquidgasweek.com/carioca-corner>" made exclusively for the Carioca Arts & Crafts Corner.

## Plant It Yourself / ‘Copacabana Soul’ gala dinner menus

The seed-embedded biodegradable gala dinner menus formed the basis of the ‘Plant It Yourself’ initiative.

The day following the Gala Dinner, attendees were invited to plant their menus in pots onsite, supported through reminders via the app and website announcements.

Several menus were planted onsite, while many more were taken home by delegates. Remaining seed menus were later planted at the offices of *Blumar*, the official DMC. The initiative demonstrated sustainability in practice, linking design, creativity, and regeneration.



*Seed Menu ready to be planted at the Plant-It-Yourself initiative.*



*Image of the initiative taking place.*



## Community Partnership: Escola de Música da Rocinha

Liquid Gas Week maintained strong community partnerships, including support for the Escola de Música da Rocinha and Coletivo Mulheres do Salgueiro.

The latter received leftover event fabric materials, which were transformed into new sustainable fashion accessories.

These partnerships reinforce a longer-term vision for supporting local social structures and circular practices within host communities.



*Young members of the “Escola de Música da Rocinha”*

## Supplier Code of Conduct

The organisation of Liquid Gas Week requires the recruitment of several external suppliers. Ensuring that those suppliers are fully compliant with the highest standards of business ethics is of the highest importance.

**All key suppliers** signed the **Supplier Code of Conduct**<sup>1</sup>, committing to comply with standards around human rights, anti-corruption, fair working conditions, and responsible resource use.

The Code of Conduct forms an integral part of supplier contracts, ensuring accountability and ethical compliance across the value chain.

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<sup>1</sup> <https://www.mcigroupreport.com/app/uploads/2025/05/Supplier-code-of-conduct-mci-group.pdf>

# Assessment of the suppliers' sustainability performance

## Rationale

The ten key suppliers which played an important part in the event in 2025 have been assessed using a simplified ESG model aligned with CSRD and VSME principles.

The assessment included four main areas:

- Transparency,
- Environmental impact,
- Social impact,
- Governance structures and ethics

In order to ensure a consistent comparability between different editions of the Liquid Gas Week, each taking place in a different country and continent, it was decided to use the Sustainable Development Goals barometer as a reference point.

This means that scores were benchmarked against Brazil's Sustainable Development Goals performance<sup>2</sup> baseline which is set at 7.4/10.

## Outcomes

- The majority of suppliers performed at or above expectations:
  - One supplier got a A+ rating (top performance)
  - Five suppliers got a A rating (good performance)
  - Four suppliers got a B rating (average performance)
- No suppliers performed below the benchmark.

This forms the foundation for future reporting refinements and deeper ESG integration.

The current ESG model will be refined for future editions to include greater granularity and potentially raise the benchmark standards. Further improvements will be made in data collection, supplier evaluation, community integration, and emissions reporting.

As the event rotates globally each year, adaptability and continuous improvement remain central to its sustainability strategy.

## Building on Progress: Sustainability at Liquid Gas Week 2026

Liquid Gas Week will continue advancing its journey toward becoming a fully zero-carbon event, with a commitment to introducing new sustainability initiatives each year. For Liquid Gas Week 2026 in Istanbul, the strategy will build on the progress achieved in previous editions while strengthening the areas identified for improvement. By expanding carbon-reduction measures, enhancing resource efficiency, and integrating more circular-economy practices throughout the event, the 2026 edition aims to set an even higher benchmark for environmental responsibility within the sector.

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<sup>2</sup> <https://dashboards.sdindex.org/rankings/>