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EXPERIENCE INTELLIGENCE REPORT EMEA



THE NEXT WAVE OF SUSTAINABLE EXPERIENCE



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experience marketing

01 A SHARED AGENDA IS THE NEW SUSTAINABILIT Y STANDARD

Sustainability is quietly entering its next act, leaving the green checkboxes and refillable water bottles behind for operationalized inclusion, circular design strategies, and measurable return on investment. The brands that are leading the charge aren't talking louder or more explicitly about sustainability, they're designing smarter, more transparent systems around it.

02 SHIFTING GEARS FROM GREEN GESTURES TO CIRCULAR CRAFT

03 THE ROI OF RESPONSIBILIT Y IS GETTING REAL

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01 A SHARED AGENDA IS THE NEW SUSTAINABILITY STANDARD

A platform for shared responsibility is emerging as the invisible architecture of meaningful, sustainable experiences.



Today's brands aren't settling for baseline carbon messaging and performative DEI statements, opting instead for intentional, human-centered design that makes sustainability and inclusivity tangible parts of everyday experience.

01 A SHARED AGENDA IS THE NEW SUSTAINABILITY STANDARD

These changes are showing up in tangible choices, like [repurposing graphics](#) and [established venues](#) committing to achieving carbon net zero across entire food operations. This year, [Sibos](#) adopted a 50% plant-based menu, minimised material use, sourced locally and prioritised reusable or recycling options, turning sustainability into a shared value experienced by all.

[L'Oréal and T3 Systems](#) redefined event sustainability by installing a modular aluminium framework for high-end, reusable activations that support circular design principles and significantly reduce build waste across multiple European projects.

*Together these practices signal a new maturity in **sustainability**: inclusion is no longer something to talk about, but something to operationalize. When attendees have access, agency and a role in creating shared values, sustainability becomes something real.*

Key Takeaway

For experiential teams, shared responsibility is a sustainability imperative. By prioritizing vendor diversity, inclusive spatial planning, and community-focused hospitality, brands can create events that feel equitable, model shared responsibility, and deepen trust long after the experience ends.

02 SHIFTING GEARS FROM GREEN GESTURES TO CIRCULAR CRAFT

Sustainable material choices and modular design approaches are redefining what it means to build responsible experiences.

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As consumers become more knowledgeable about the circular impact of material, brands are getting crafty in applying modular and reconfigurable production methods that enable installations to be reused or recycled post-event.

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At CES 2024, [multiple brands](#) dedicated ***physical space to showcase their material impact stories***, feature sustainable products, and spotlight sustainable partnerships. [HERE Technologies](#) built a LEGO-style exhibit designed for rebuilding each year, Samsung demonstrated how upcycled packaging and by products of their household goods became the structure of their booth walls in a Sustainability Zone, while Panasonic introduced kinari, a plant-based cellulose resin shaping the drapery, and invited attendees to shape the brand's future material applications using kinari coins.

At Cisco Live Amsterdam, a [kinetic walkway](#) powered the venue lighting through attendees' movements—turning a structural sustainability story into something immediately visible, participatory, and memorable.

The next generation of conscientious consumers expect proof, not props—they want to see, feel and co-create sustainable systems at work. By inviting attendees to step inside the sustainability story, brands are helping to drive understanding for how design choices reduce overall footprint in a tangible way.


Key Takeaway

Brands are designing with an afterlife in mind, treating every structure, surface and system as part of a longer material journey. When circularity becomes an integral piece of the creative process, sustainability shifts from a constraint to the language of design itself.

03 THE ROI OF RESPONSIBILITY IS GETTING REAL

Brands are shifting from carbon claims to measurable frameworks, making impact credible and participatory.

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With pressure on executive leadership to show that sustainability drives business value and ROI, brands are moving from optics to sustainable frameworks. Rather than relying on whitepapers and annual reporting, events are implementing tools and activations that measure emissions and visualize impact in real time. With travel and transport being the highest expenditure of event emissions globally, organizations are offering tools and intelligent technologies to capture impact.

03 THE ROI OF RESPONSIBILITY IS GETTING REAL

[At Dreamforce](#), Salesforce linked sustainability to participation, inviting attendees to plant native seedlings and offering a “bike valet” as a low-carbon alternative transportation option. [SXSW London](#) committed to measurable targets using the [TRACE emissions tool](#), while at IBC 2025 in Amsterdam, event organizers [integrated the city’s public transportation system directly into badges](#), enabling attendees to catch the metro or a bus and reducing reliance on rideshare.

Venues like the Colorado Convention Center now offer an [Event Attendee GHG Emissions Calculator](#) for attending trade shows, as well as educational resources for vendors to offset attendance with carbon credits. Measurement tools are expanding, rather than limiting, what’s possible creatively and transforming events into a living ecosystem where audiences can see their actions ladder up to something bigger.

Key Takeaway

With ESG metrics holding greater weight, the new benchmark is designing experiences that invite participants to see, measure and contribute to the impact they create. When sustainability tracking becomes participatory, it evolves from brand claim to shared, lasting achievement.

OUT-THERE EXPERIENCES

NOURISHING SELF AND NURTURING SURROUNDINGS

From digital detox retreats to forest-breathing kids' clubs and mindful stargazing, Six Senses venues are taking sustainable wellness to the next level.

People, brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.



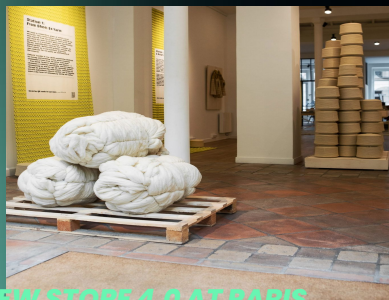
RUNNING THE (OCEAN) TIDE BACK

Turning coastal cleanup events into city run clubs, Adidas x Parley rallied runners to collect marine-bound plastics and laced it back into limited-edition gear.



NEW STORE 4.0 AT PARIS DESIGN WEEK EXPLORES "FARM-TO-CLOSET" FASHION

As part of the institute's regenerative fashion programming, the New Store 4.0 pop-up invites attendees to participate in the production and recycling of wool garments, with skill-sharing stations for weaving, dip-dyeing, and upcycling yarn by unravelling jumpers for reuse.



KEW'S CARBON GARDEN: EXPERIENCING CLIMATE-SMART SUSTAINABILITY

An educational experience that uses innovative design and climate-resilient plants to showcase the role of nature in tackling the climate crisis.

