

The Opus Group Launches Sustainability Pilot Program

Advancing event sustainability with new certifications, pledges, and practices across every stage of the event lifecycle.



October 9, 2025

The Opus Group, a global agency network of award-winning agencies [Opus Agency](#), [MAS](#), and [Verve](#), has officially launched a sustainability pilot program, strengthening our long-standing commitment to creating responsible events. While we've been integrating sustainable practices for years, recent milestones mark a new era in our journey.

Our progress includes [ISO 20121 certification](#) across all three agencies, and signing both [The Climate Pledge](#) and the [Net Zero Carbon Events Pledge](#). These steps have refined and reinforced our approach, enabling us to deliver sustainable event solutions that scale across our entire client portfolio.

Piloting New Approaches

We're testing and improving our approach with leading clients who share ambitious sustainability goals. For example, Verve has long supported Diageo by producing post-event carbon footprint reports through TRACE, helping them embed sustainability into every event. More recently, Opus Agency piloted a new reporting approach using Salesforce to fund and deliver footprint analyses across six World Tour events, with additional reporting planned for upcoming events. In parallel, MAS has produced initial sustainability reports for partners like Braze and Anthropic, marking early steps toward integrating long-term reduction strategies into future programs.

Across our agency network, we've developed reporting for brands like Atlassian, Microsoft, NetApp, and YouTube. These initiatives provide valuable data to our clients and inform how we build consistent, scalable processes across The Opus Group.

These initiatives are helping us and our clients establish consistent baselines, compare learnings across programs, and align more closely with their sustainability teams. This baseline data is the foundation for setting meaningful goals—because you can't change what you don't measure.

Our Integrated Sustainability Services

As part of this program, we embed responsible practices into every phase of the event lifecycle:

Strategic Planning and Assessment

- Sustainable Event Strategy Development
- Comprehensive Event Impact Assessment
- Zero Waste Goal Setting and Implementation

Venue and Logistics Management

- Green Venue Sourcing and Evaluation
- Eco-Transportation Planning
- Carbon Offsets for Event Travel

Sustainable Production

- Eco-Friendly Signage and Branding Solutions
- Reusable Event Materials and Fabrication
- Low-Carbon Menu Design and Sourcing
- Food Waste Reduction and Donation Programs

Tracking and Reporting

- Post-Event Carbon Footprint Calculation
- Portfolio Carbon Footprint Reduction Plan
- Post-Event Impact Reports and Case Studies

Join Us in the Next Era

Our sustainability pilot program is rooted in meaningful partnership. By tracking, measuring, and learning together, we can uncover carbon hotspots and build experiences that connect people while protecting the planet.

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