



Sustainability Report 2024

JOLOS



A few words about
2024 by

Katre Kahre,

Sustainability Lead and Partner

[About Jolos](#)

[Our vision](#)

[Sustainability goals for 2023-2026](#)

[Awards](#)

[2024 achievements](#)

It's easy to make big moves at first, but as we grow, we **focus more on the details**. This year, Jolos concentrated on **collecting data and raising sustainability awareness among clients**, laying the groundwork for a bigger impact.

We're proud that our efforts in sustainable events have been recognized. At the Tallinn Entrepreneurship Awards, Jolos received the "**Promoter of Circular Economy**" award for advancing sustainable solutions. On a global scale, Katre Kahre and Martin Rauam were named in the **Eventex Index TOP 100 Most Influential Event Marketers**, recognizing their impact on the industry both regionally and globally.

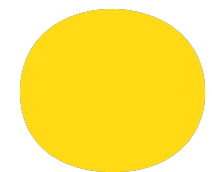
I'm especially proud that we have managed to **set exceptionally high sustainability standards in event management**—ones that stand out even on a global level. These principles are no longer just goals but a natural part of how

we work. **See our principles here.** Next year, our priority is to better understand what clients value in sustainability and how we can provide the greatest impact.

One of our biggest challenges this year was **low client awareness and interest in sustainability assessments**. Many focus on meeting regulations, while measuring event impact is still seen as something for the future.

“

We will keep developing **simpler, more effective solutions** to help clients see why sustainability matters in event planning.



About Jolos

- Jolos is **a full-spectrum creative agency**.
- **Our main activity is creating long-term strategic partnerships** with various brands to help achieve their internal and external communication goals in the European market together.
- In Estonia, we are the largest agency in the event marketing field in terms of full-time staff, client base and experience.

2024 in numbers:

29

employees

30

clients

9.0

average client satisfaction

90

projects

13M €

annual revenue



6 x event marketing agency of the year
(2016, 2018, 2020-2023)



6 awards from Bea World
Best Event Awards

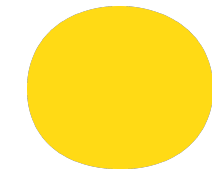


Members of:

27
NAMES
Europe's live communication agency

TU
ESTONIAN MARKET
ASSOCIATION

JOLOS



Our values



Progressiveness

We are constantly evolving and moving forward. No change is too big or intimidating if it leads to a better future. We believe in progress and actively contribute to it with every step, every day.



Creativity

We are open to fresh ideas and approach challenges with smart and creative solutions. Our goal is always to push the boundaries and take the solutions we offer our clients to the next level.



Quality

We never settle for mediocrity. Every detail must be perfect because we take pride in our work and how we are recognized in the world. We deliver solutions that are the best.



Sustainability

We act responsibly, considering both the environment and the people we serve. Our goal is to leave a positive impact.



Customer Experience

Our goal is to make every client experience exceptional. We always go the extra mile to ensure the best value for our clients.



Top Team

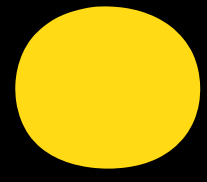
Our team is made up of industry professionals who work together as one. We support each other and grow together to achieve the best results.

JOLOS



We are leaders in sustainability in our field and aim to further advance the entire sector.

Sustainability
is integrated into
our mindset and
processes.

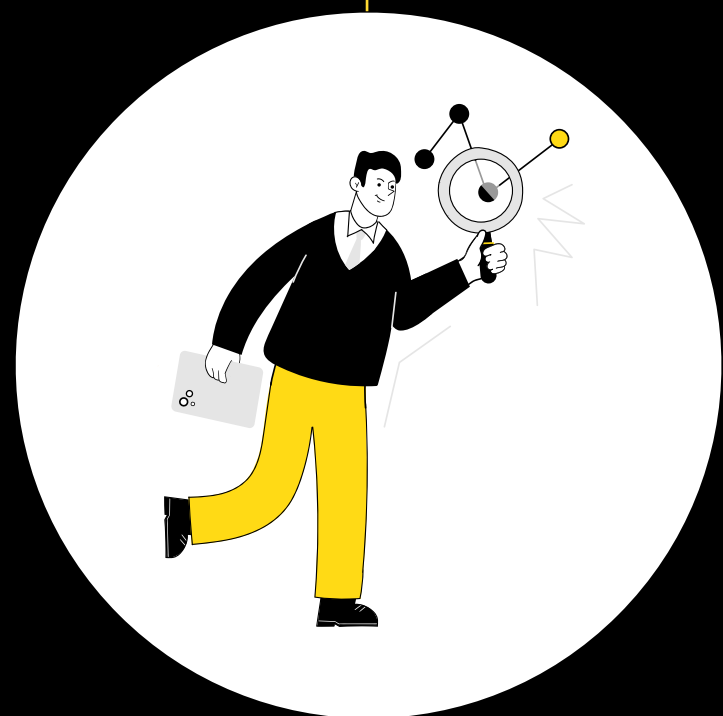


Sustainability is in our DNA.

Our journey

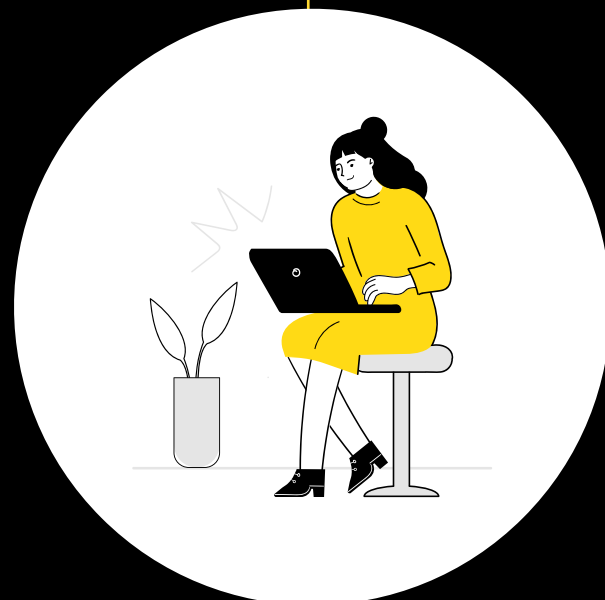
2021

Sustainability
manager position.



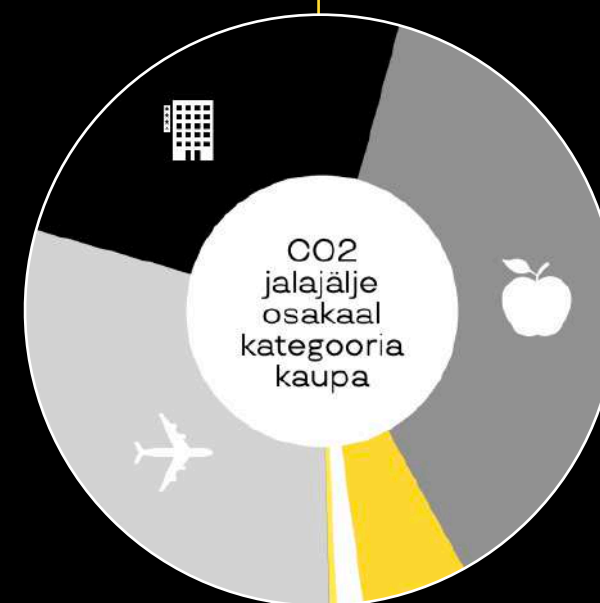
2022

Green Tiger
Academy.



2023

Measuring the
environmental
impact of events.



2024

ISO 20121 certificate.





Sustainability strategic goals for 2023–2026

2023

- ✓ By September 2023 all aspects of the event's environmental impact (transport, food & beverages, energy, production, waste, water) are described and the targets are formulated.
- ✓ By the end of 2023 get ISO20121 certified.

2024

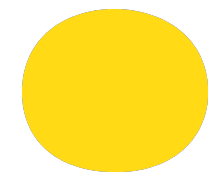
- ✓ By the end of 2024, sustainable flagship events rises to a quarter of our revenue.
- ✗ Assess the environmental impact of each event and provide each client with an overview of the sustainability indicators of their event.
- ? We didn't meet this goal due to the lack of a cost-effective tool to streamline the environmental impact assessment process.

2025

By the end of 2025, half of our revenue will come from sustainable flagship events.

2026

By the end of 2026, we'll no longer need a separate 'sustainable flagship' category—because the highest sustainability standards will be the baseline for all events.



The most meaningful actions we took in 2024

Completed an audit and successfully **extended our ISO 20121 certification.**

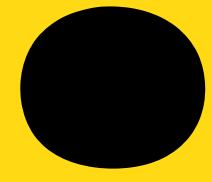
Collected sustainability data that served as a foundation for **improved event planning.**

Provided the first **sustainability overviews** to clients based on data gathered from their events.

Organized 1:1 meetings with our long-term clients to **raise awareness** about sustainability.

Integrated a process where each project begins with a **brief sustainability review** led by a sustainability specialist. This ensures a higher standard of sustainability across all events.

Continued our collaboration with Sustinere on **measuring carbon footprints** at events.



What did we
do in 2024?



Food and beverage



Food and beverage



91%

coffee served at events was Fairtrade.

This is how we support **ethical sourcing, fair wages for farmers,** and sustainable farming practices.

55%

of all food served was plant-based.

17%

of ingredients used were organic.

We organized events featuring sustainable catering options, with

73% of our events being beef-free.

Beef has the highest environmental footprint of all food products, with a **carbon footprint up to 10 times higher than other meats.**

83%

of seafood served had a recognized sustainability certification.

Serving MSC-certified fish ensures that **our seafood comes from sustainable fisheries**, helping to protect marine ecosystems, prevent overfishing, and support responsible fishing practices.

31%

of all food was local.

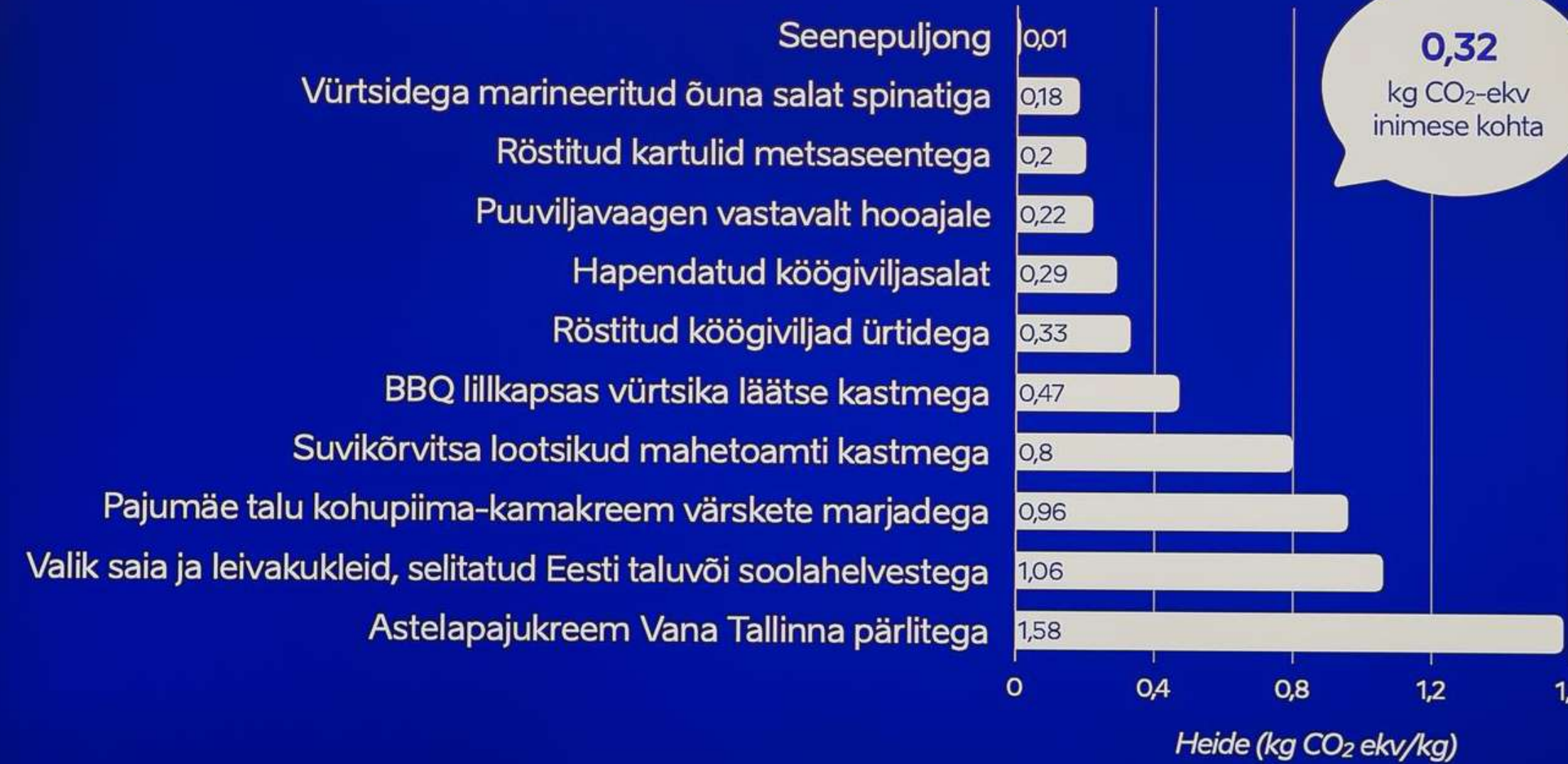
94%

of leftover food went to donation.



Food and beverage

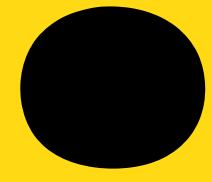
Lunch in reusable plastic boxes



Communicating carbon footprint of the conference lunch



Water station with reusable cups



What did we
do in 2024?



Transport



Transport



81%

of the diesel used for bus transport was from **renewable sources**.

This way we save up to 90% of CO₂ emissions in transport.

75%

of the buses we ordered complied with **Euro 6 standards**.

Euro 6 norm buses **minimize air pollution** by reducing nitrogen oxide (NO_x) emissions 77% compared to Euro 5.

Public transport information was shared with **clients for 63% of events**.


We provided **detailed instructions and maps** for accessing venues via public transport and bicycles.

This proactive approach encourages greater use of sustainable transport options over cars and taxis.


WISE MISSION DAYS '23

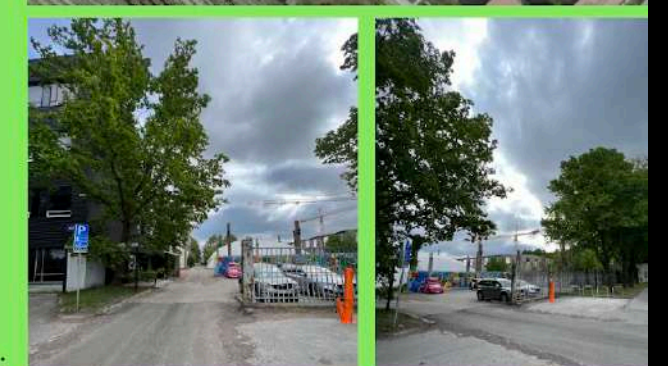
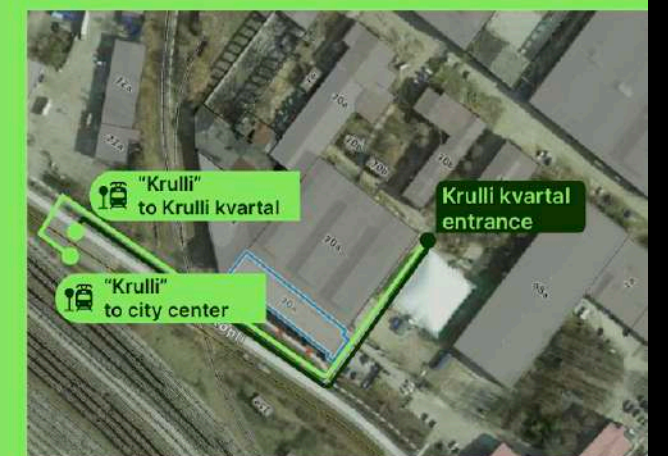
"KRULLI" TRAM STOP TO KRULLI KVARTAL

To Krulli Kvartal:

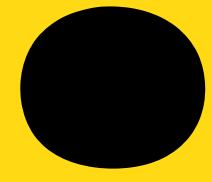
 nr 1 (Kadriorg - Kopli) or nr 6 (Tondi - Kopli)
go on "Mere puistee" → get off "Krulli" (15 min)
It takes 2 minutes to walk from Krulli tram stop to Krulli venue. (dark green)

To city center:

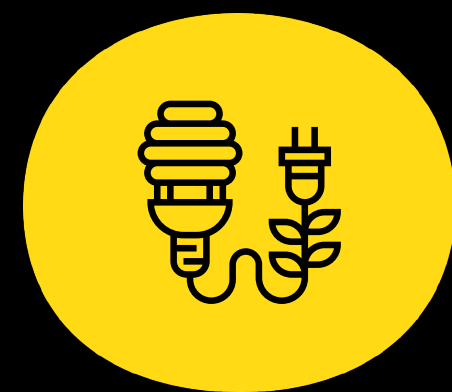
 nr 1 (Kopli - Kadriorg) or nr 6 (Kopli - Tondi)
go on "Krulli" → get off "Mere puistee" (15 min)
It takes 2 minutes to walk from Krulli venue to Krulli tram stop. (light green)



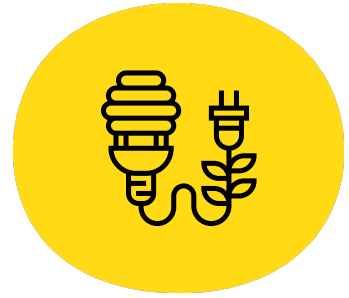
Entrance:



What did we
do in 2024?



Energy



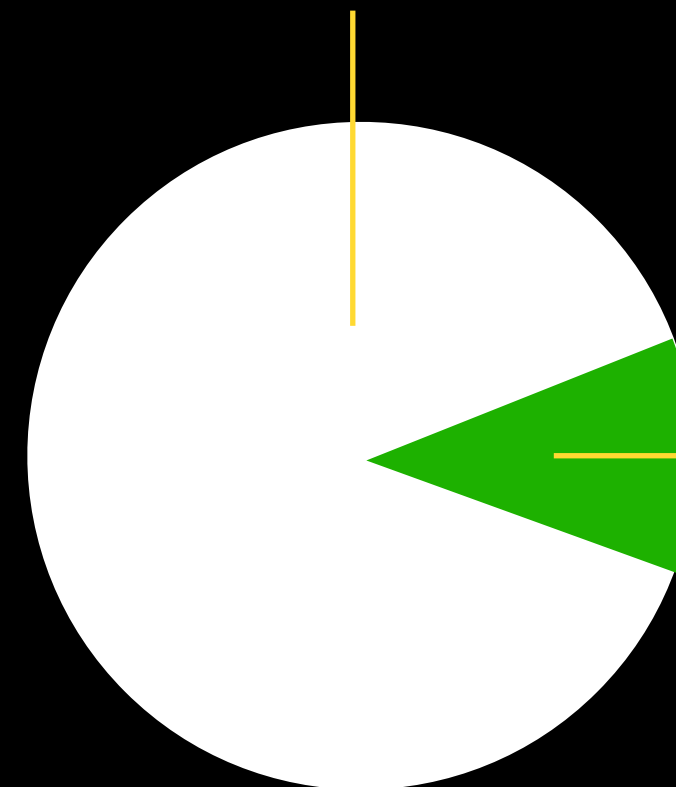
Energy

Venues switching to **green energy** is the easiest and **most effective** way to reduce event emissions.

Thanks to our efforts, a venue for formal events, **Lillepaviljon**, has permanently transitioned to green energy.

We continued to encourage venues to switch to green energy.

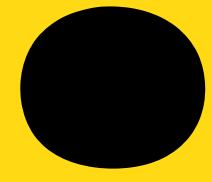
European residual mix CO₂



Green Energy CO₂



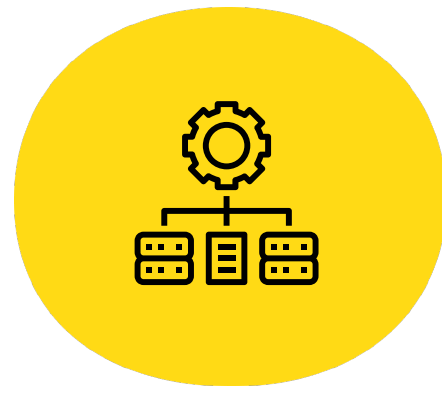
Event venue Lillepaviljon



What did we
do in 2024?



Production



Production



Water tanks as part of reusable stage décor

Although we use reusable carpet tiles more and more, we used

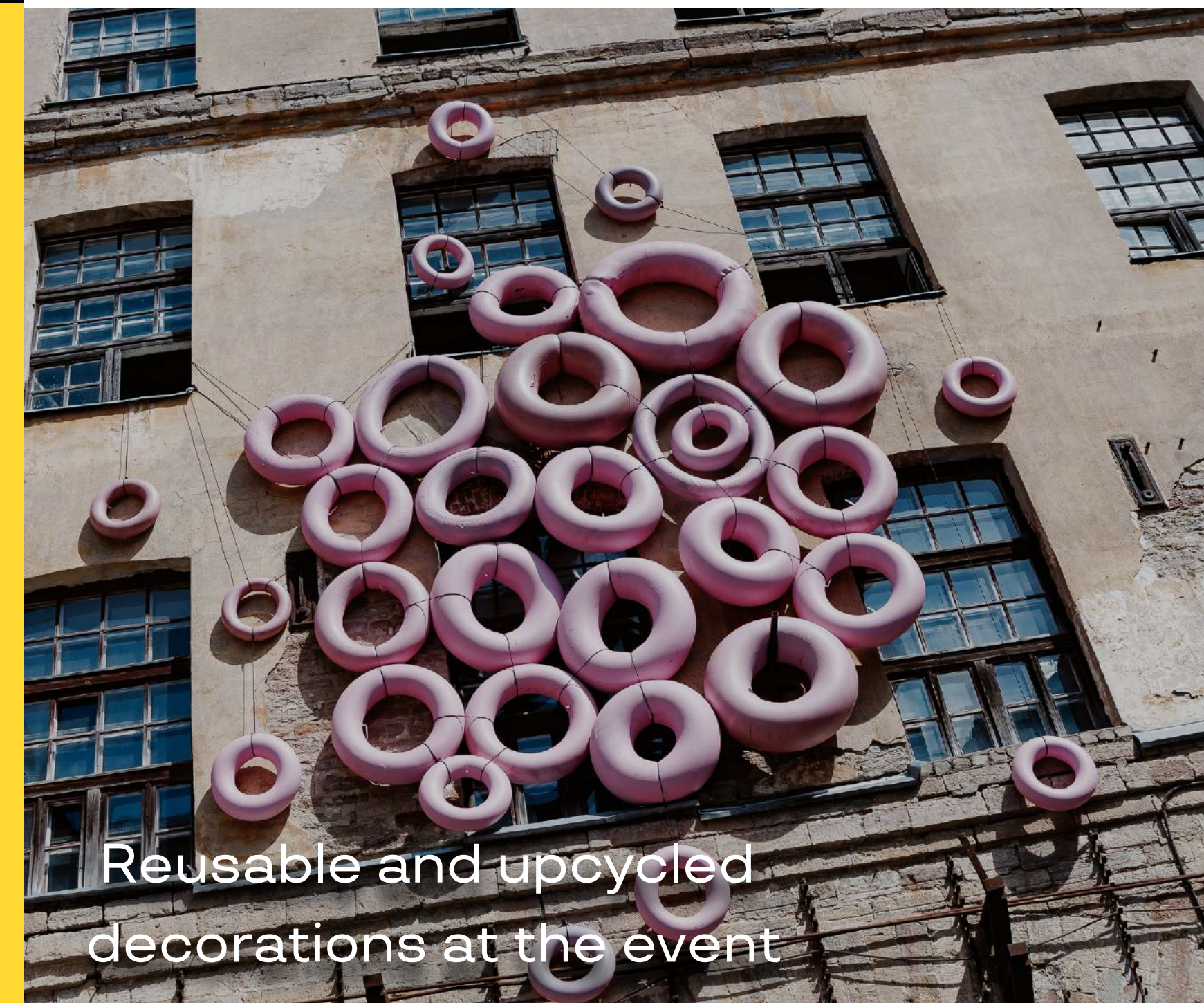
single-use expo carpet at 47% of events,

a number that must be significantly reduced.

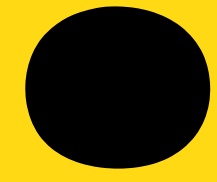
Sustainability is embedded in Jolos' creative décor solutions -

we do not offer designs that involve producing or purchasing single-use items.

We **avoid production on PVC materials** since it's the most poisonous material to produce and dispose of.



Reusable and upcycled decorations at the event



What did we
do in 2024?



Waste



Waste



Waste sorting station supported by a Green Ambassador

We have a **well-defined waste collection system.**

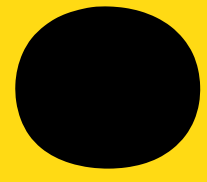
In Estonia, waste sorting is legally required and well-managed—unlike in many places where it's still a challenge.

At larger events, we engage **green ambassadors to guide guests** in properly sorting their waste. This initiative has received positive feedback and significantly **improves the quality of waste separation.**

We maintain a **zero-tolerance policy on single-use tableware**, including biodegradable options.



Training green ambassadors at the event



What did we
do in 2024?



Social Sustainability



Social Sustainability

**Continued with
a practical and
thorough internship.**

This resulted in five theoretical lectures for 4 interns: an introduction to the field and the agency, and specific lectures on the creative department, brand team, sustainability, marketing, and production department.

Gave **5 pro bono lectures** about event marketing to university students.



2024 interns with internship
program leader Taavi Tõnnisson

Feedback from a participant in the internship program:

"The internship program gave me the opportunity to develop my skills in teamwork, time management, problem-solving, and creative solutions, while also gaining a deeper understanding of how to create memorable events."

This year, we also hosted two job shadowing students and supported 3 young professionals with their final theses.



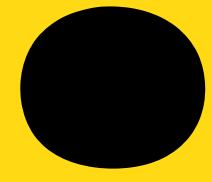
Social Sustainability

PUT YOUR MARKETING SKILLS
TO GOOD USE AND HELP US
FIND A FOREVER HOME

We organized the following activities for our clients to support social sustainability and raise awareness:

Social sustainability activity

- **Creative Upcycling for Animals:** Built 42 scratching posts for cats, 18 sniffing nests for rabbits, and 10 feeding balls to support animal welfare.
- **Sustainability Expo:** Educated 1,638 participants on sustainable consumption in daily life—covering pollution prevention and eco-friendly product choices. This was a mandatory interactive experience at the event.
- **Gingerbread House Challenge:** Hosted a competition where the winner donated €1,500 to a charity of their choice.
- **Holiday Giving:** Donated 200 Christmas packages to families and the elderly through the Foodbank.
- **Marketing for a Cause:** Supported animal shelters by using marketing expertise to write adoption profiles for animals in need.



What did we
do in 2024?



Sustainability Awareness



Sustainability Awareness

In 2024 we conducted **11 training sessions on sustainable events** to public sector, other event agencies, suppliers, businesses, and universities.



Jolos Sustainability Lead Katre Kahre speaking at the conference about measuring event impact

Jolos CEO Tanel Lillepalu at Tallinn entrepreneurship Awards, receiving the 'Promoter of Circular Economy' award.

Photo by Kalev Lilleorg





Sustainability Awareness

Our commitment to delivering sustainable events begins with our own employees.

As part of our onboarding process, we provide a half day sustainability training session. Additionally, we conduct educational trainings year-round and share emerging trends and knowledge through a dedicated Slack channel on sustainability.

Raising sustainability awareness through an interactive exhibition

Published articles:

→ How did we organize a sustainable conference?

→ In-depth look at our 2023 sustainability achievements!

We **actively give talks and share our experience** to help others run more sustainable events.



Jolos' Sustainability Principles

Our core sustainability principles

What's on the left is always included.

FOOD & BEVERAGES

- 50% of the menu is plant-based
- Fish is MSC or ASC certified, or rated green according to kalafoor.ee
- We offer Fairtrade or direct-trade coffee and tea
- At least 10% of the ingredients are organic
- We offer tap water instead of bottled water
- We donate leftover food
- We only use reusable dishes

TRANSPORT

- Buses are EURO6 standard or gas buses
- We use renewable diesel for bus transfers
- Participant information letter on sustainable transport options

ENERGY

- We use renewable fuel for diesel generators

WASTE

- Waste is collected separately and sent for recycling
- We direct food waste back to agriculture

PRODUCTION

- We don't use PVC
- We rent decorations and furniture instead of producing new
- We produce labels and signs from recyclable materials (preferably paper-based)

Our advanced sustainability principles

The right side adds what we do to go even further.

- 70% of the menu is plant-based
- The menu is prepared based on the environmental impact of the food
- The whole menu is seasonal and local
- We don't serve beef

- We choose a venue that is located in the city center or that is easily accessible by public transport
- We find a venue that has existing infrastructure and where we don't need to bring tents, toilets, etc.

- We use green energy where available

- Green ambassadors are advising people at the waste collection points

- We avoid single-use expo carpets. Use reusable carpet tiles instead
- We follow zero waste event principles
- Not producing any new things for the event



Info

www.jolos.eu

hello@jolos.eu

+372 607 0311

Videos:

vimeo.com/jolos

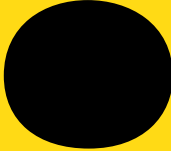
Social media

 @jolos.agency

 /jolosagency

 /jolosagency

JOLOS



The sections described in this document are the intellectual property of Jolos OÜ and may only be used with written permission from Jolos. When using the material, the original design must be preserved and not altered in any way.