



Impact Report 2025 (Data Appendix)

Prepared July 2026 · Companion to the SWA Impact page.

Introduction

This document is the data-deep-dive companion to our public Impact page and social carousel. It is not a re-pitch. Anyone reading this has already seen the headline story or is doing due diligence. What you'll find here is the same top-line data with the methodology, caveats, sourcing and footnotes that didn't fit on the landing page, organised against the B Corp framework so the figures can be checked line by line. Where a number is an estimate rather than a measurement, we say so.

Headline statistics (with methodology)

The figures below mirror the Impact page. The differences are the caveats and sources.

Membership. 98 members at the end of 2025. Across the life of the organisation, we have had 158 businesses as members; 31 of those reached SWA accreditation.

Methodology note: "worked with" counts every business joined the SWA membership. This does not count non-member businesses that have also attended events and joined training.

Carbon Literacy Training for Wedding Professionals. 275 professionals trained since launch (2023: 62 | 2024: 97 | 2025: 116).

- Total estimated pledge reduction across all 275 trainees: 213 tCO₂e.
- 2025 cohort (116 trainees): 90 tCO₂e — our strongest single year.
- Average pledge per person: 773 kg CO₂e, based on complete pledge data from 71 of the 116 trainees in the 2025 cohort.

Caveat: The 213 tCO₂e total applies the 2025 average pledge to all 275 trainees. Earlier cohorts may vary, and we treat this as an informed estimate rather than a sum of individually recorded pledges. We report it alongside, not instead of, the potential ripple figure below.

Ripple effect. If each of the 275 trained professionals influences five others, the potential wider reduction is 1,065 tCO₂e. This is a modelling scenario, not a measured outcome.

Return on our own footprint. SWA's operational footprint in 2025 was 5.63 tCO₂e. The pledged reductions alone (213 tCO₂e) represent roughly a 38:1 ratio against our own carbon output.

Our own emissions trajectory: 2021: 3.61 | 2022: 4.8 | 2023: 6.02 | 2024: 8.22 | 2025: 5.63 tCO₂e. Carbon neutral since 2021, maintained through 2025 despite growth. Measured via SME Climate Hub / Ecologi Zero.



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B Corp Framework

Presented against the B Corp impact areas rather than our own categories, so external readers can audit each claim against a recognised standard. We also use this framework to help us improve our own processes, and as part of the recertification process.

Purpose & Stakeholder Governance

Mission: "To drive change to create a more sustainable wedding industry, raise awareness and tackle climate change and attitudes, by proactively encouraging businesses to develop future thinking strategies and make responsible decisions. We believe that we are trustees of this planet and it's our duty to not only make sure it survives, but it thrives."

Documented values: act with integrity; open and honest communication; respect the planet; collaboration over competition; embrace change; continuous learning; empower communities.

B Corp certified January 2024.

Ethical commitments in place include the Ethical Marketing Pledge, Prompt Payment Code principles, ethical banking via Starling Bank, and Hiscox insurance (reviewed in 2025 for alternatives; no suitable option found at that time).

Stakeholder input shaping decisions since certification: member survey data (2021, 2022) and a 2025 focus group directly led to new tools - the carbon calculator, couple-facing resources, and the development of the accreditation programme. From 2026 we will be working with industry directories to ask couples key sustainability questions (see market data below). Specific governance updates since 2024: the membership expanded to include an ambassador programme inviting accredited businesses to serve as regional/sector ambassadors; accreditation criteria now require an annual impact report from year two; and a focus group reviewed the community platform and membership survey ahead of 2026. A formal advisory board was established in Summer 2026, with its first meeting in October 2026.

Fair Work

Team (all contracted on rolling agreements that allow them to work with us and others): Michelle Miles (Founder), Emma Strudwick (Community Manager), plus additional contractors covering membership administration, marketing, and strategic coaching. Flexible, remote working model throughout.

Pay: all team members are paid at or above the Living Wage. Wellbeing provisions beyond pay include flexible hours, team days, and invitations to industry dinners and celebrations. Contractors work to standard terms: monthly invoicing, 3-month rolling contract minimum, payment targeted at 14 days (within a 30-day maximum). Founder working arrangements are deliberately built around capacity - school runs, neurodivergence, and working within limits - which we consider a genuine fair-work practice rather than a perk.

Justice, equity, diversity & inclusion (JEDI)

Commitment to providing services free from discrimination across all protected characteristics, and to positive imagery of all types of people and weddings. Carbon Literacy Training explicitly covers the disproportionate impacts of climate change on vulnerable



communities. Our awards have historically been open to non-members - recognition for the whole industry, not just paying members. (Note: no awards were held in 2025.)

Pricing flexibility: monthly payment plans, a sliding-scale membership rate based on business size, and a scholarship option for new or under-resourced businesses.

For B Corp re-certification (January 2027) SWA sits in the "companies without workers" tier for worker metrics (zero FTEs, founder excluded as owner-worker). Our chosen JEDI action is website accessibility, evidenced through the ongoing low-carbon website rebuild, specialist/manual testing, and feedback from people with disabilities. We are evaluating a second JEDI action around promoting diversity among local suppliers.

Member perspective: Mercedes of 4YaParty Weddings & Events describes SWA as "a safe space where you aren't judged or penalised but educated and encouraged," reflecting the inclusive, judgement-free culture we intend.

Human Rights

Supply-chain ethics are addressed in training (championing ethical practices in complex supply chains and sourcing, highlighting Fair Trade and B Corp credentials). The accreditation process requires businesses to demonstrate sustainable operations. Webinars, guides and member resources cover ethical resourcing.

Climate Action

Operational footprint by year (tCO₂e): 2021: 3.61 | 2022: 4.8 | 2023: 6.02 | 2024: 8.22 | 2025: 5.63. Carbon neutral since 2021. Net zero target 2030 via SME Climate Hub.

Offsetting via Ecologi since 2021: cumulatively to 2025, 42.85 tCO₂e prevented through verified avoidance projects, 4 tCO₂e removed, 10 m² habitat restored, 468 trees planted.

Reduction strategies: hybrid vehicle for travel, moved to electric mid-2025, rail for longer distances, and Ecologi homeworking calculations for the remote team.

Couple demand context (from larger industry directories, as SWA no longer runs its own couples survey): the WedPro UK Wedding Industry Report 2026 finds 81% of couples considering green elements, up from 70% in 2025; Bridebook's 2026 report finds 83% making a sustainable effort for at least one element; 46% plan to use local suppliers and 62% would value a green policy from venues/suppliers. Historical SWA surveys (2021: 95% cited sustainability as a factor; 2022: 98%) preceded this shift to directory data.

Industry scale: the average UK wedding footprint is ~14,500 kg CO₂e; in 2022, ~330,000 weddings implied a potential industry footprint of ~4.79 million tonnes. This is taken from data supplied by the Less Stuff More Meaning carbon calculator.

Environmental Stewardship & Circularity

Zero waste to landfill since 2022, maintained through 2025 (Terracycle for hard-to-recycle items, secondhand devices, recycled-material lanyards reused across events). Circular example: wildflower seeds grown, collected and packaged by a flower-farm member, then given to event attendees. Sustainable procurement policy considers full product lifecycle. A waste-sorting facility visit was organised for members in 2024. One traceable native tree is



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planted per new member via Future Forest Company (Scotland), in addition to Ecologi offsetting. Digital carbon footprint is acknowledged as a known issue; the 2026 website rebuild addresses it (see JEDI/accessibility above).

Government Affairs & Collective Action

Business Declares (member since 2021; net-zero-by-2030 commitment). Better Business Act (active support; promoted via Better Business Day). ClientEarth (supported since 2021). 1% for the Planet (since 2024). Ecologi partnership.

Michelle serves as an Advisor to the SME Climate Hub and as a Board Advisor to the UK Wedding Association (launched Autumn 2025); SWA provides educational content — training sessions, articles and guidance — to UKWA members and the wider industry. The former All-Party Parliamentary Group for Weddings is no longer active.

Freely available industry resources live in the Conscious Vault blog.

Media and speaking engagements are listed on the SWA about page.

Growth & the SWA Story

Milestones: incorporated December 2020; website launched March 2021; membership launched May 2021 (first member joined the same day); first accredited member October 2021; first Conscious Connection events October/November 2021 (Wales, Kent, Oxfordshire); scholarship launched November 2021; 17 members by end 2021; second Summit April 2022 (in-person + virtual); Sustainable Wedding Awards launched October 2022; 35 members by end 2022; B Corp certified January 2024. In 2026 we ran the first Member's Retreat, establishing an alternating rhythm of Summit one year, Retreat the next.

Accreditation rate grew from ~22% (2023) to ~24% (end 2024), reaching 31% by the end 2025. Business volume grew ~95% from end 2022 to end 2024. Awards: 2023 — 34 finalists, 8 categories, 8 winners, 4 highly commended; 2024 — 35 finalists, 7 categories, 7 winners, 1 highly commended.

Market context: the demand we're trained to serve. Demand for sustainable weddings has moved from niche to mainstream. As per the WedPro UK Wedding Industry Report 2026, 81% of couples are now considering green elements, up 11 percentage points in a single year; Bridebook's 2026 report puts the figure at 83% for at least one element. Nearly half (46%, WedPro) plan to use local suppliers, and 62% would value a green policy from their venues and suppliers. SWA members collectively work with thousands of couples a year, carrying the credentials and knowledge to meet that demand - so the ripple effect is commercial as well as environmental.

SWA stopped running its own couples survey a couple of years ago and now relies on Bridebook and WedPro for couple-level insight.

Extended Member Case Studies

Rather than summarise members' results again, the strongest proof point is pointing to their own published work. Below are the themes we see across member impact reports and assessment questionnaires, with links out where members publish their own data.



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Decoupling growth from impact: members are growing revenue while keeping footprints small - e.g. a florist achieving a 64% gross margin and 34% YoY sales growth on a low-waste buying model; another seeing turnover rise 40% with 60% of couples choosing their sustainable-styling service; and a third whose emissions intensity stays near 0.9 t per employee versus a 2–5 t UK office norm.

Radical supply-chain decarbonisation: one farm using 85% home-grown and 15% British-grown flowers saved ~28 t CO₂e versus imports (~31 London–New York flights); another runs a 100% British-grown policy cutting its footprint 90–95%; a venue overhauled its bar to UK spirits, compostable-pack snacks, and plant-based substitutes for imported produce.

Removing hidden costs: designing without floral foam since 2017 has kept the equivalent of ~2,070 single-use plastic bags out of landfill; moving website hosting to renewable-powered Krystal cut emissions per page view by ~91%; a 100% paperless planning lifecycle eliminates print waste.

From intention to accredited action: pre-assessment responses often show a sustainability policy "in progress"; by review, most have formalised policies and begun tracking metrics — culminating in recognitions such as a venue becoming Nottinghamshire's first SWA-accredited venue and winning Judges' Choice at the 2025 Summit.

Extending impact: members educate staff and suppliers, host Carbon Literacy sessions, and give back locally.



Updated Sustainable Objectives

The objectives below replace the 2023 set in Sustainability Policy v1 (December 2022). Status reflects what we can confirm to date; items marked in-progress carry forward into the current cycle.

Carbon

- **Achieve Net Zero by 2030** (supersedes the earlier 2025 interim framing).
Status: On track; footprint fell from 8.22 to 5.63 tCO₂e in 2025.
- **Invest in nature-based solutions (offset/carbon avoidance).**
Status: Ongoing via Ecologi and Future Forest.

Energy

- **Reduce grid energy via solar at the home office.**
Status: Complete - solar installed in 2025
- **Improve appliance efficiency and standby management.**
Status: Ongoing.

Supply Chain & Procurement

- **Sustainable procurement policy in place.**
Status: Completed (documented)
- **Increase share of local (<50 mile) and underserved-group suppliers.**
Status: Ongoing.
- **Supplier audit scored against sustainability criteria.**
Status: Completed annually.
- **Prompt Payment Code principles applied.**
Status: Ongoing (principles retained after SBC amendment).
- **Insurance provider review for a more responsible option.**
Status: Reviewed 2025; no suitable alternative found.

Team & Community

- **Launch Carbon Literacy Training for wedding professionals** (outside membership).
Status: Completed June 2023; 275 trained to date.
- **New partnerships and ways of working with industry colleagues.**
Status: Ongoing (UKWA, Figiverse, Rebel Restore, Better Business Network).
- **Wedding carbon footprint calculator for couples.**
Status: In place in 2024. Due to be further developed in 2027.
- **Educational campaigns for couples.**
Status: Ongoing (For Conscious Couples Planning Guide).
- **Tracking document capturing member impact data.**
Status: In place; feeds this report.

Transport

- **Upgrade to an electric vehicle for travel to events and meetings, and general business use**
Status: Completed mid-2025.
- **Maximise public transport for events; site events by transit access.**
Status: Ongoing
- **Encourage attendees to reduce/offset travel to events.**
Status: Ongoing.



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Waste

- **Maintain zero waste to landfill in office.**
Status: Achieved 2022, maintained through 2025.
- **Inspire members to remove single-use plastics.**
Status: Ongoing (training + accreditation criteria).

Water

- **Rainwater collection for plants; monitor usage.**
Status: Ongoing (home-office context).



Appendix — Environmental Data & Sources

Emissions table (tCO₂e)

Year	Footprint (tCO ₂ e)	Notes
2021	3.61	Baseline year (measured via Normative/SME Climate Hub tool)
2022	4.8	First full membership/accreditation year; baseline going forward
2023	6.02	Growth in membership
2024	8.22	Peak year
2025	5.63	Reduction year; electric vehicle adopted mid-year

Measurement: SME Climate Hub / Ecologi Zero, Scopes 1, 2 and 3.

Scope 1 ≈ 0 (no owned heating/vehicles).

Scope 2 minimal (renewable-supplied home-office electricity).

Scope 3 dominant, led by professional/training services, media/marketing, and subscriptions.

Ecologi cumulative (to 2025): 42.85 tCO₂e prevented (avoidance projects), 4 tCO₂e removed, 10 m² habitat restored, 468 trees planted. Plus one traceable native tree per new member via Future Forest Company.

Key definitions

- *Worked-with businesses (158):* all businesses engaged via membership. Not including event or training attendees.
- *Members (98):* active subscriptions at end 2025.
- *Accredited (30):* businesses completing SWA accreditation; 31% of worked-with total.
- *Pledged reduction (213 tCO₂e):* estimated by applying the 2025 average pledge (773 kg CO₂e, n=71 complete records) to all 275 trainees.
- *Potential ripple (1,065 tCO₂e):* modelled scenario assuming each trainee influences five others. Not measured.

External data sources

- *WedPro UK Wedding Industry Report 2026 (couple demand figures).*
- *Bridebook Wedding Report 2026 (couple sustainability effort).*
- *B Corp certification record (January 2024).*
- *CLAD Catalyst Award 2025 (Carbon Literacy).*
- *Internal SWA assessment questionnaires and member impact reports (case-study figures).*



Footnotes

- Pledge-reduction totals are estimates derived from 2025 cohort averages applied retrospectively; earlier cohorts may differ.
- SWA ceased its independent couples survey circa 2023 and now cites Bridebook/WedPro for couple-level data; 2021/2022 percentages are from the prior internal surveys.
- No Sustainable Wedding Awards were held in 2025.
- Worker-metric tiering for B Corp re-certification treats SWA as having zero FTE workers (owner-worker excluded).

End of appendix.