



**event:decision**  
track

**CHAMELEON**  
Agency

# The Metsä Tissue Sustainability Awards 2023

post event carbon footprint assessment

**host organisation:** The Chameleon Agency

**event date:** 15 March 2023

**event:** The Metsä Tissue Sustainability Awards 2023

**location:** Cutty Sark, London

**date of assessment:** 23<sup>rd</sup> March 2023



## your track report

### results

shows the total estimated carbon footprint associated with your event, by event function.

### benchmark

displays your event carbon footprint, represented by number of delegates or sqm. of stand, when compared with other similar measurements delivered by event:decision.

### mitigation recommendations & offset

shows you the effect of changing variables over which you have some control and the financial liability for offset, where appropriate.

## brief

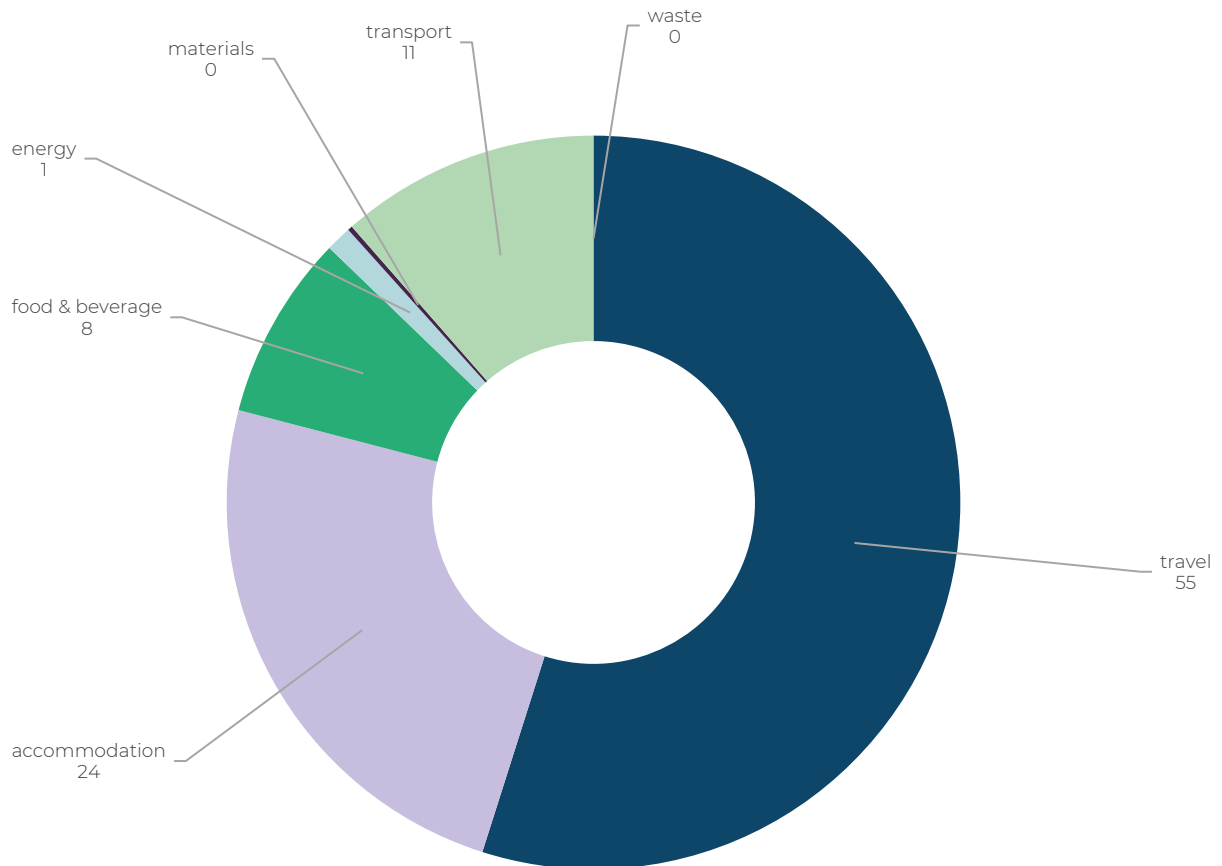
- post-event data shared via The Chameleon Agency.
- based on 206 in-person delegates.
- travel by both guests and crew has been estimated where the exact information has not been provided.
- food & beverage based on actual data provided by The Chameleon Agency, including the split of vegetarian and non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in post-event reporting.
- crew travel, accommodation and subsistence included.
- re-useable, recyclable and single use materials calculated as per data received.



total emissions

The Metsä Tissue Sustainability Awards 2023

total tonnes CO<sub>2</sub>e calculated: 9.68 tCO<sub>2</sub>e



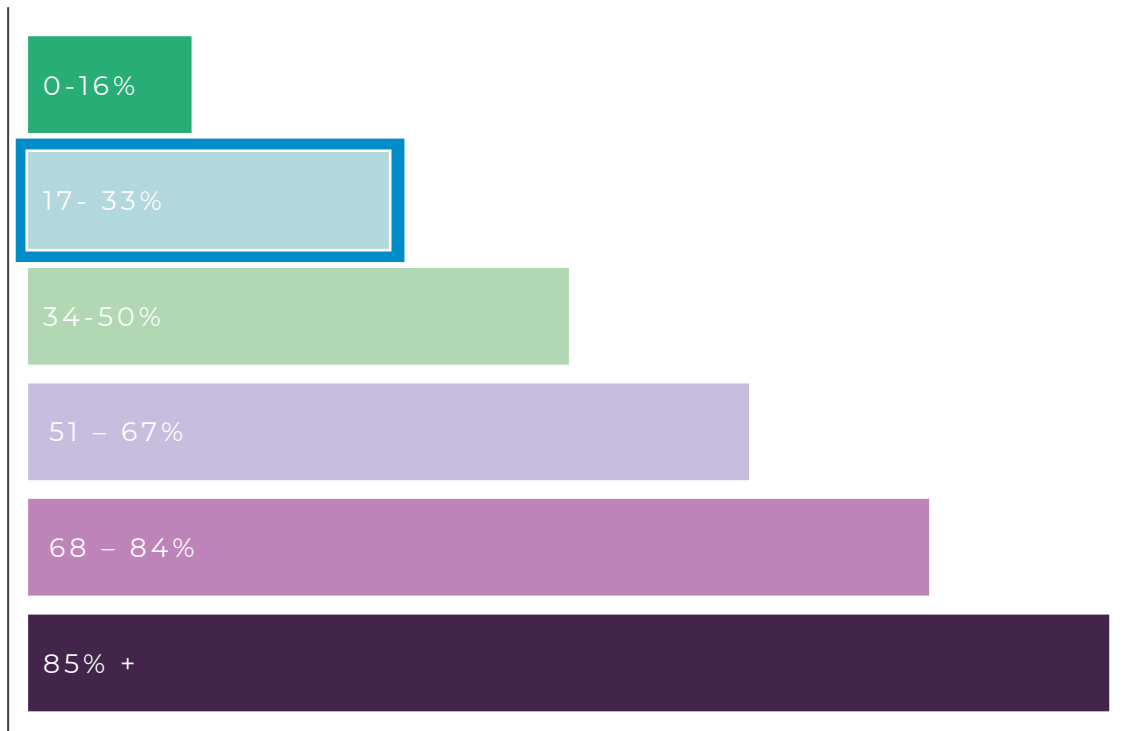
	actuals tCO <sub>2</sub> e	%
travel	5.32	55
accommodation	2.34	24
food & beverage	0.79	8
energy	0.11	1
materials	0.02	0
transport	1.11	11
waste	0.00	0

boundaries:

- event** duration (days), delegates (where applicable), staff, crew, event area (sqm).
- travel**: guest, screw and staffing travel by mode (air, private vehicle, public transport) class and distance.
- accommodation**: hotel nights for guests, build crew or stand staffing, by star-rating.
- catering**: includes number of meals (non-vegetarian, vegetarian, vegan) consumed by guests, crew, build staff for duration of event.
- energy**: actual consumption as estimated or measured by venue (kWh).
- materials**: printed matter, plastics, recyclable materials and other materials used in stand build & deliver.
- transportation**: transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.
- waste**: recyclable and residual waste.



Illustration of **The Metsä Tissue Sustainability Awards 2023**, carbon footprint:  
tCO<sub>2</sub>e per delegate, based on 206 persons  
9.69 tCO<sub>2</sub>e = 0.05 tCO<sub>2</sub>e per person



at this level, **The Metsä Tissue Sustainability Awards 2023** is within the 32<sup>nd</sup> percentile of **dinner format events** measured by event:decision, on a **per-person** basis.

based on calculations conducted by event:decision from Mar 2021 – present for comparison purposes only.

data above should be used for illustrative purposes only, not for ESG audit or offset reporting. Total event data includes events from 50 to 140,000 delegates in virtual, hybrid and in-person event formats at a local, regional and global level, with stand-builds from 6sqm. to 200sqm.



## mitigation

use the data in this report to understand significant variables & support mitigating the emissions impact of your next event using a more sustainable event planning process.

thoughts for future mitigation:

### travel

the location of the event was easily accessible which minimises emissions associated with local guest travel. Air travel associated with the event hosts however, increases this element substantially. As an illustration, removing the seven return flights from the event travel profile (all other factors remaining unchanged) would reduce the event travel emissions by some 50%.

### food & beverage

consider offering vegetarian-only meals. For illustration, if all food provided for delegates was vegetarian (all other factors remaining unchanged) the overall footprint would be reduced by c. 1-2%

### transport

consider sourcing local suppliers, where possible. If all material & equipment supply travelled from within London (less than 100km each way and all other factors remaining unchanged), transportation emissions could be reduced by c. 50%.

## offset

you may choose to offer offset solutions via event:decision, or via a channel within your agency or client organisation. Please contact event:decision for a menu of certified projects.

to directly offset carbon emissions for the event as planned:

### The Metsä Tissue Sustainability Awards 2023

9.69 tCO<sub>2</sub>e\*

Offset calculation dependent on project & provider chosen from £5/tCO<sub>2</sub>e - £25/tCo<sub>2</sub>e. Average figure:

£49 to £242 dependant on project chosen

\*this measurement includes all client Scope 3 emissions, as defined by GHG Protocol and measured in accordance with IPCC Principles.