



**event:decision**  
track

# FIRST<sup>®</sup>

## M&S Agriculture Shows 2024

pre-event carbon footprint assessment

**host organisation:** M&S by First Agency

**event date:** 2024, based on 2023 formats

**event:** M&S activations at 2024 Agricultural Show programme 2024

**location:** Balmoral (NI), Royal Highland Show (SCO) Royal Welsh Show (WAL)

**date of assessment:** 22 May 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

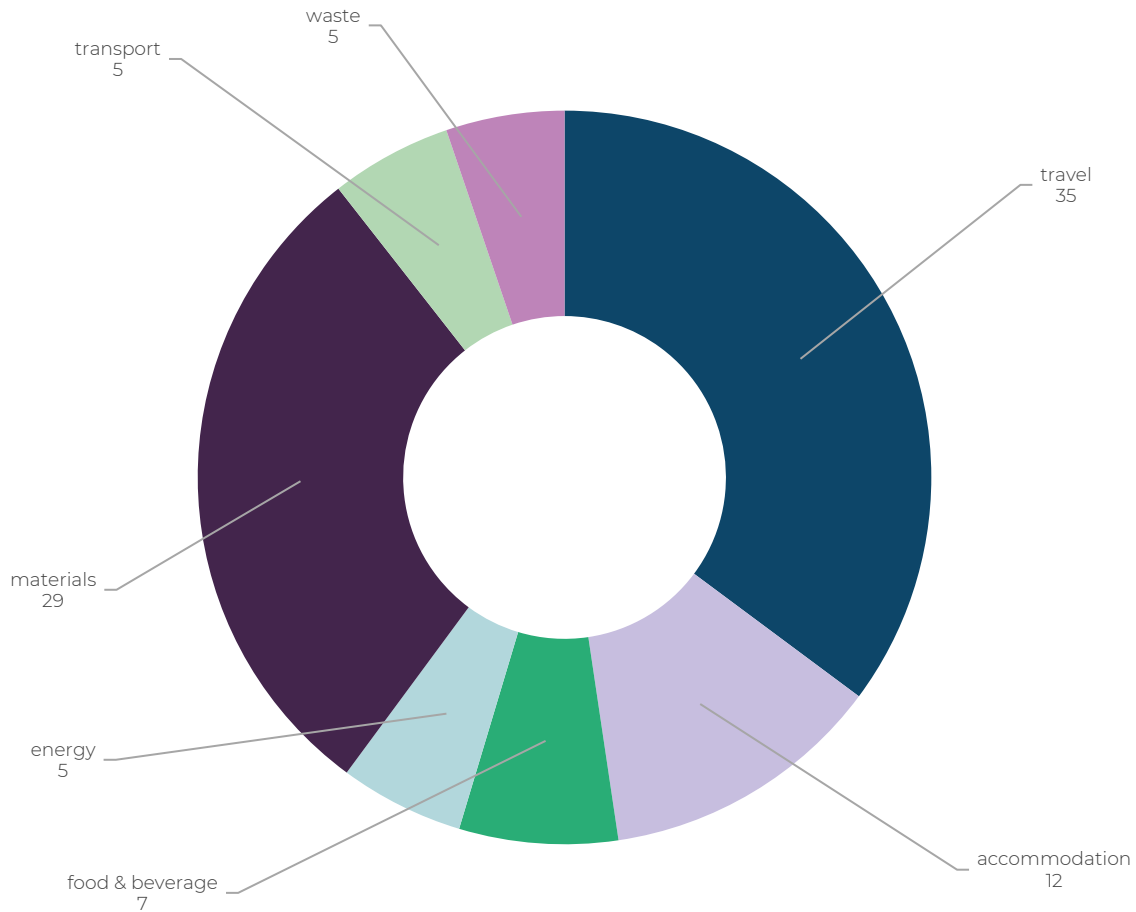
- based on RFP information issued by M&S for First Agency
- 3 x shows (Balmoral (NI), Royal Highland Show (SCO) Royal Welsh Show (WAL)
- this individual report based on the Royal Highland Show (SCO)
- marquee structures hired locally, in-country
- based on 5 First Agency management staff, 10 build crew (local) and <30 M&S team members on site
- accommodation – based on show duration at Standard (not Luxury) hotel accommodation
- food & beverage for staff & crew assumed 20% vegetarian and 80% non-vegetarian
- travel for all management, crew and technical based on the Royal Highland Show (SCO) with team members travelling by air, road and train
- materials as detailed in RFP brief and accompanying plans
- build materials not transported between events
- materials designated as owned by client assumed reused across 3no. events
- freight of materials in appropriately sized vehicles included (assumed for reporting purposes UK Midlands point of origin)
- product freight assumed delivered daily via road from client local depot
- **excludes** all visitor activity & on-site product consumption



### total emissions

## M&S Agriculture Shows Royal Highland Show 2024 ONLY

total tonnes CO<sub>2</sub>e calculated: **23.16 tCO<sub>2</sub>e**



	actuals tCO <sub>2</sub> e	%
travel	8.15	35
accommodation	2.89	12
food & beverage	1.62	7
energy	1.27	5
materials	6.79	29
transport	1.24	5
waste	1.21	5

### 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). Source for renewable power **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.

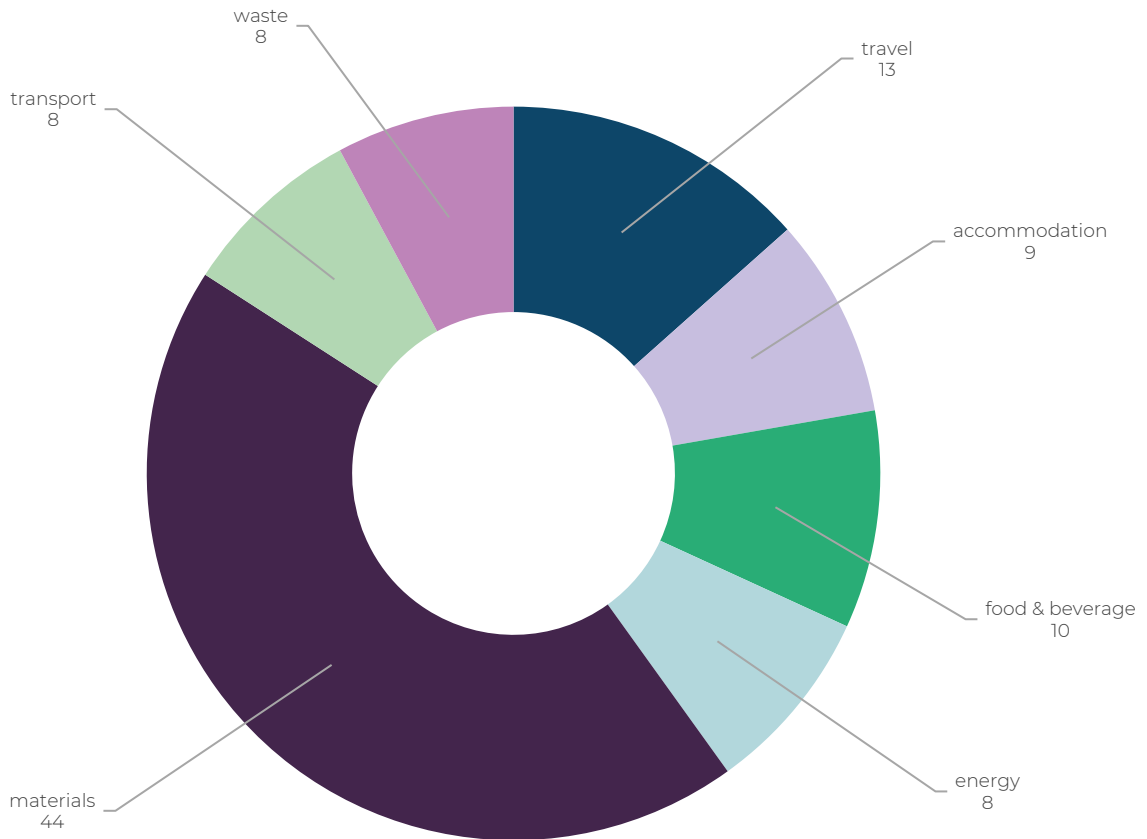
**Note:** a result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports fewer than 10kg CO<sub>2</sub>e when reported in tCO<sub>2</sub>e to two decimal places.



Excluding M&S Staff

M&S Agriculture Shows  
Royal Highland Show 2024 ONLY

total tonnes CO<sub>2</sub>e calculated: 15.42 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
travel	2.07	13
accommodation	1.36	9
food & beverage	1.48	10
energy	1.27	8
materials	6.79	44
transport	1.24	8
waste	1.21	8

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). Source for renewable power 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.

Note: a result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports fewer than 10kg CO<sub>2</sub>e when reported in tCO<sub>2</sub>e to two decimal places.



Illustration of M&S Agriculture Shows, Royal Highland Show ONLY  
emissions footprint:  
tCO<sub>2</sub>e per delegate, based on 450 sqm.  
23.16 tCO<sub>2</sub>e = 0.05 tCO<sub>2</sub>e per sqm.



at this level, [Notified Sample Report](#) is within the 28<sup>th</sup> percentile of [activation-format events](#) measured by event:decision, on a [per square-metre](#) 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

we have included 8no. crew and 20no. M&S flights to Edinburgh ex. Birmingham within the calculations in this report. Removing these flights would reduce the overall event impact by 24%.

### food & beverage

we recommend First Agency or the client work with a third-party (please ask event:decision if unsure) to use all unsold product on show days in an appropriate manner. M&S will be aware of food waste protocols from in-store environments, but may not be from activations.

### materials

it is assumed that the major build elements within the structure are constructed from wood & PVC. If 100% of the wood, PVC and carpet were re-used at all three events, you would reduce the Waste element of the emissions footprint by 52%

## 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 providers and projects.

to directly offset carbon emissions for the event as planned:

### M&S Agriculture Shows, Royal Highland Show

23.16 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:

from £116 - £579 dependant on project chosen

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