



event:decision
track

The Institute of Internal Communications Festival 2023

post event carbon footprint assessment

host organisation: Institute of Internal Communications (IoIC)

event date: 14 – 15 June 2023

event: Festival 2023

location: Welwyn Garden City, UK

date of assessment: 26th June 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.

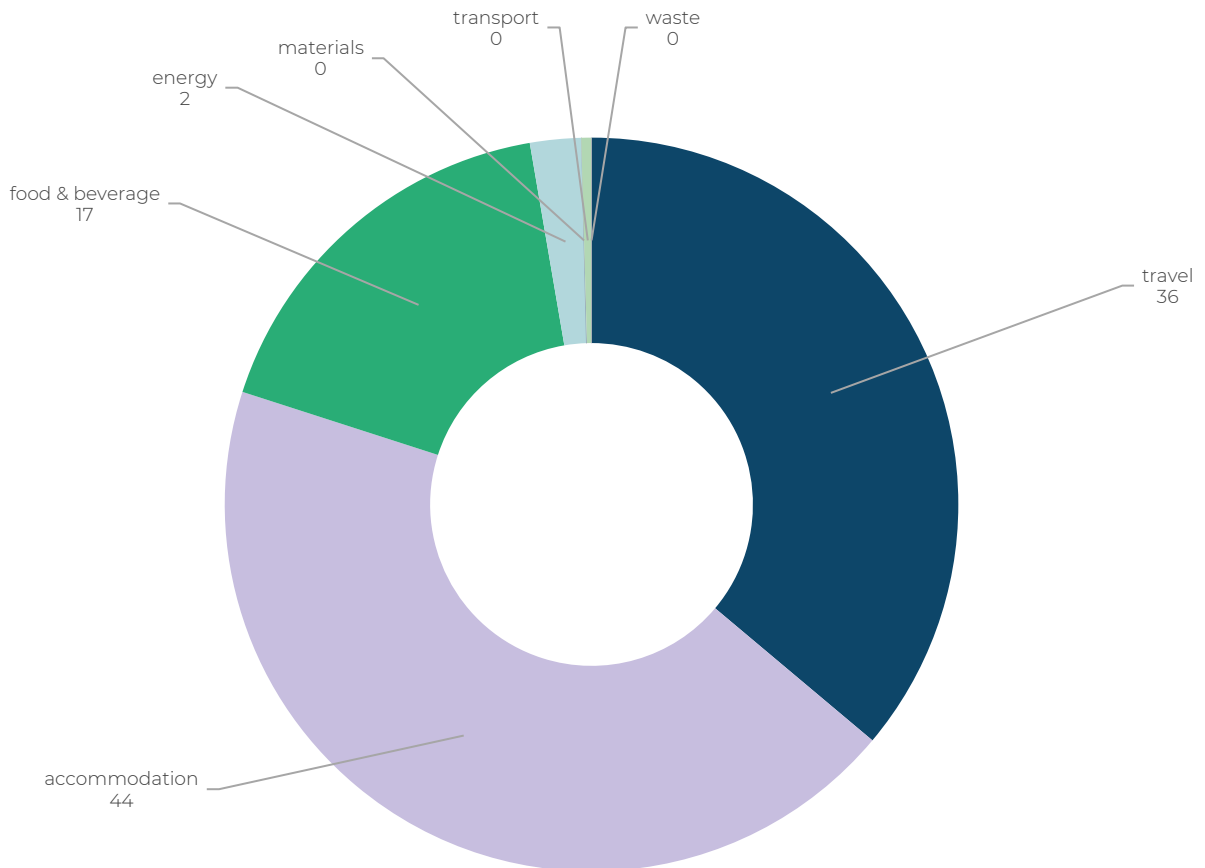
brief

- post-event data shared via the Institute of Internal Comms (project Fest23).
- based on 220 in-person delegates.
- includes emissions associated with attendee travel based on postcodes provided by the IoIC.
- food & beverage based 20% vegetarian, 80% 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

IoIC Festival 2023

total tonnes CO₂e calculated: 11.13 tCO₂e



	actuals tCO ₂ e	%
travel	4.02	36
accommodation	4.88	44
food & beverage	1.93	17
energy	0.25	2
materials	0.00	0
transport	0.05	0
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). Source for renewable power.

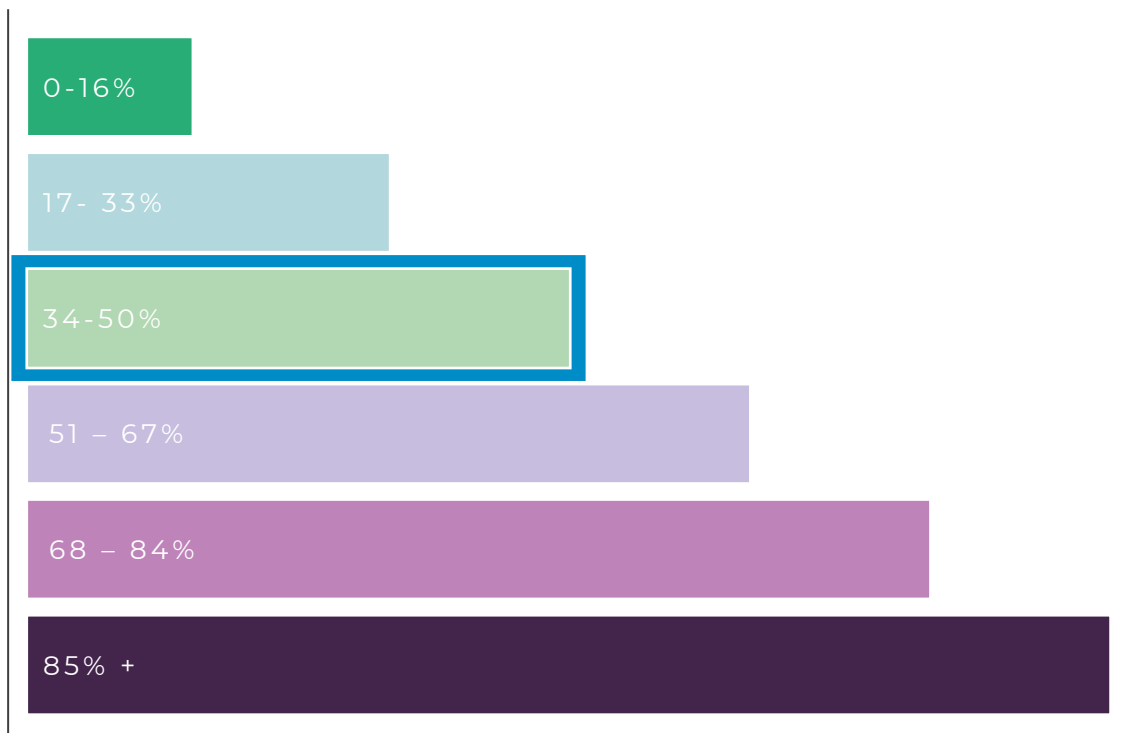
materials: printed matter, plastics, recyclable materials and other materials used in stand build & deliver.

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 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in tCO₂e to two decimal places.

Illustration of **IoIC Festival 2023**, carbon footprint:
tCO₂e per delegate, based on 220 persons
11.13 tCO₂e = 0.05 tCO₂e per person



at this level, **IoIC Festival 2023** is within the **37th percentile** of **conference format events** measured by event:decision, on a **per-delegate** 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

you may wish to consider encouraging delegates to travel via public transport in future. As an illustration, if only methods of public transport were used and the 3 delegates who flew to the event were removed, (all other factors remaining unchanged) the event travel emissions would be reduced by c. 60%.

this factor brings into consideration your choice of venue and destination as a key decision in a sustainable event planning process.

food & beverage

consider offering vegetarian-only meals. For illustration, if all food provided for delegates was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by c. 35% and the overall footprint would be reduced by c. 6%

transport

a local supplier provided AV and all other items were brought onsite by crew already travelling to the event ensuring that the transport emissions profile associated with Festival is very low.

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:

IoIC Festival 2023

11.13 tCO₂e*

Offset calculation dependent on project & provider chosen from £5/tCO₂e - £25/tCo₂e. Average figure:

£56 - £278 dependant on vendor & project chosen

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