



event:decision
track

big group[®]

for Mastercard, Pride Campaign Float 2023

post event carbon footprint report

host organisation: Big Group for Mastercard

event date: 1 July 2023

event: Mastercard, Pride Campaign Float 2023

location: Central London

date of assessment: 24th July 2023



your track report

results

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

benchmark

displays your event carbon footprint, represented by number of delegates or by number of square metres of booth activation, when compared with other similar measurements delivered by event:decision.

mitigation

initial advice on potential mitigation of impact. Additional mitigation consultancy & advisory is available on request. Additional mitigation recommendations and/or analysis are available on request.

offset

an illustration of a range of cost associated with purchasing certified carbon credits corresponding to the results, above, to deliver the event calculated by event:decision on a carbon neutral basis.

brief

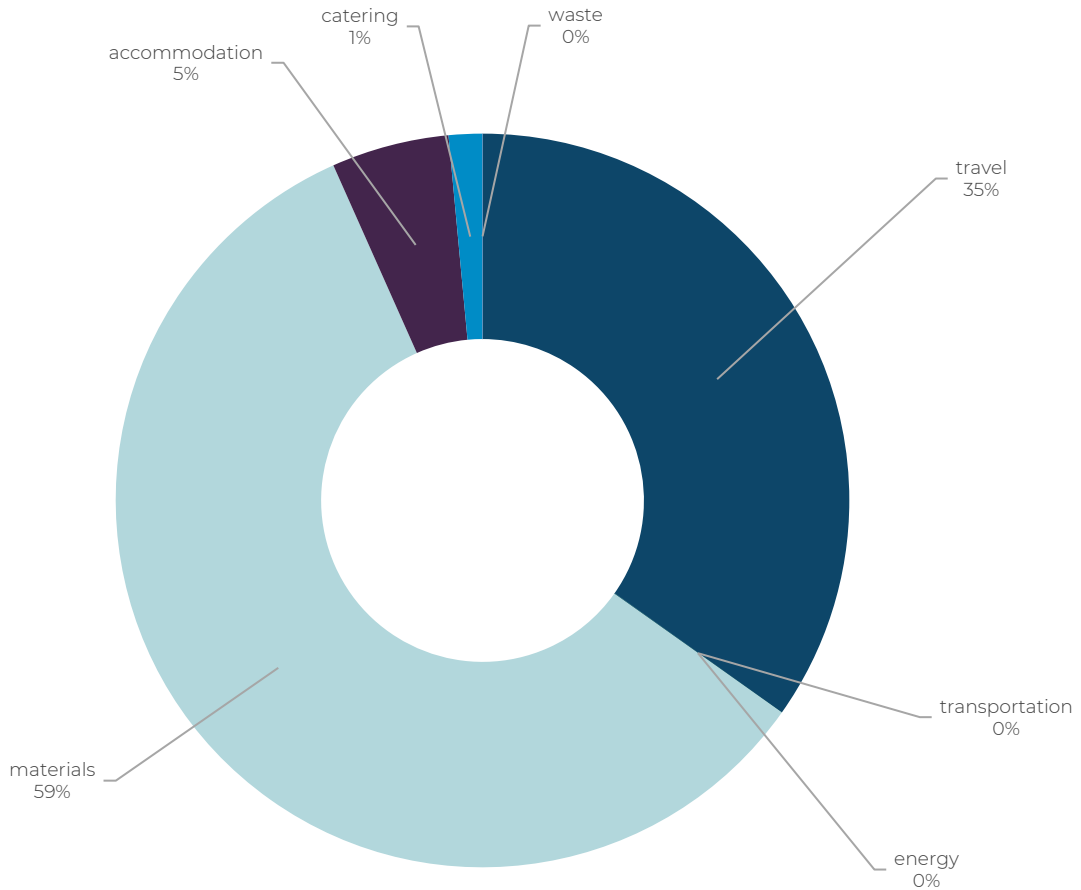
- based on brief supplied by Big Group
- float taking part in the Pride London parade through central London
- live date 1st July 2023
- float built and transported from Leicester via an electric vehicle
- team on the float mainly came from the UK, bar two guests who travelled from Amsterdam.
- there was no food provided on the float. Bottled water as specified by onsite crew within brief.
- power draw & transportation estimated based on agency brief



total emissions

Mastercard, Pride Campaign Float 2023

total tCO₂e calculated: 1.39 tCO₂e



	actuals tCO ₂ e	%
travel	0.47	35
energy	0	0
transportation	0	0
materials	0.79	59
accommodation	0.07	5
catering	0.02	1
waste	0	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.

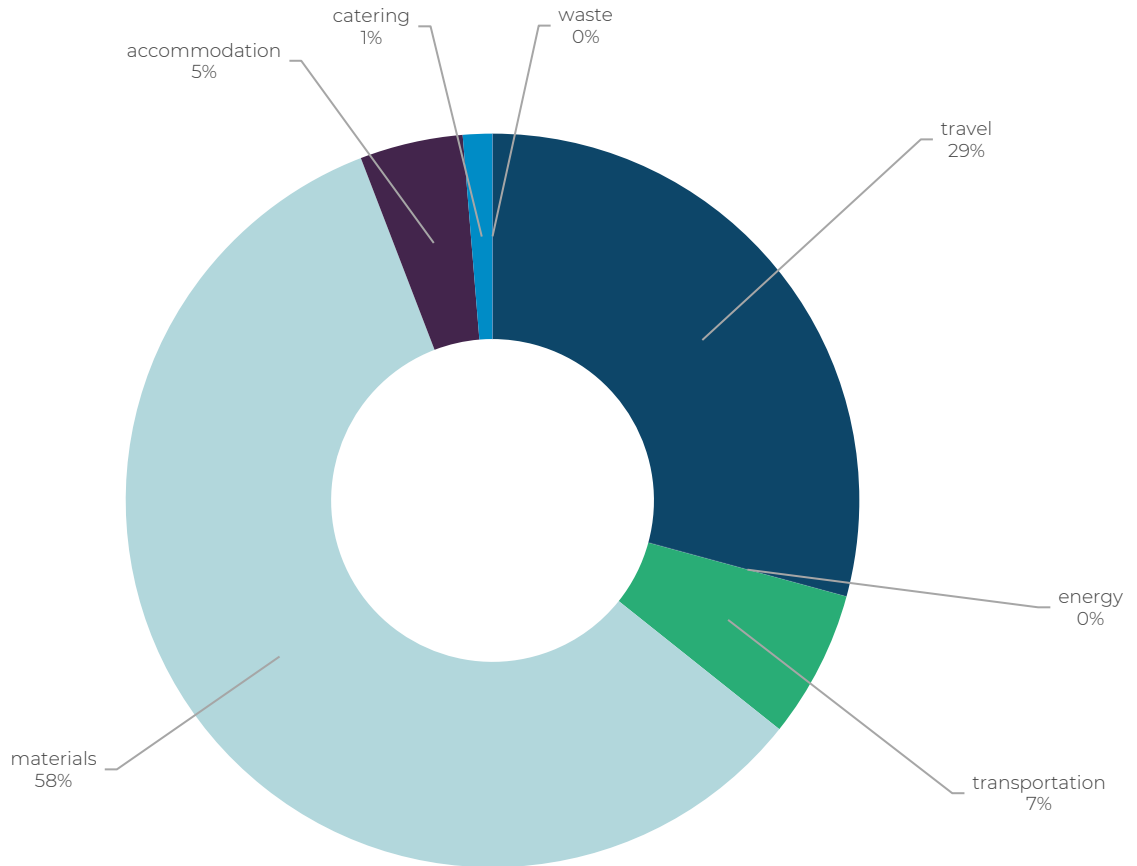
note: a result of 0.00 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in tCO₂e to two decimal places.



total emissions

Mastercard, Pride Campaign Float 2022

total tCO₂e calculated: 1.54 tCO₂e



	actuals tCO ₂ e	%
travel	0.45	29
energy	0	0
transportation	0.1	6
materials	0.9	58
accommodation	0.07	5
catering	0.02	1
waste	0	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.

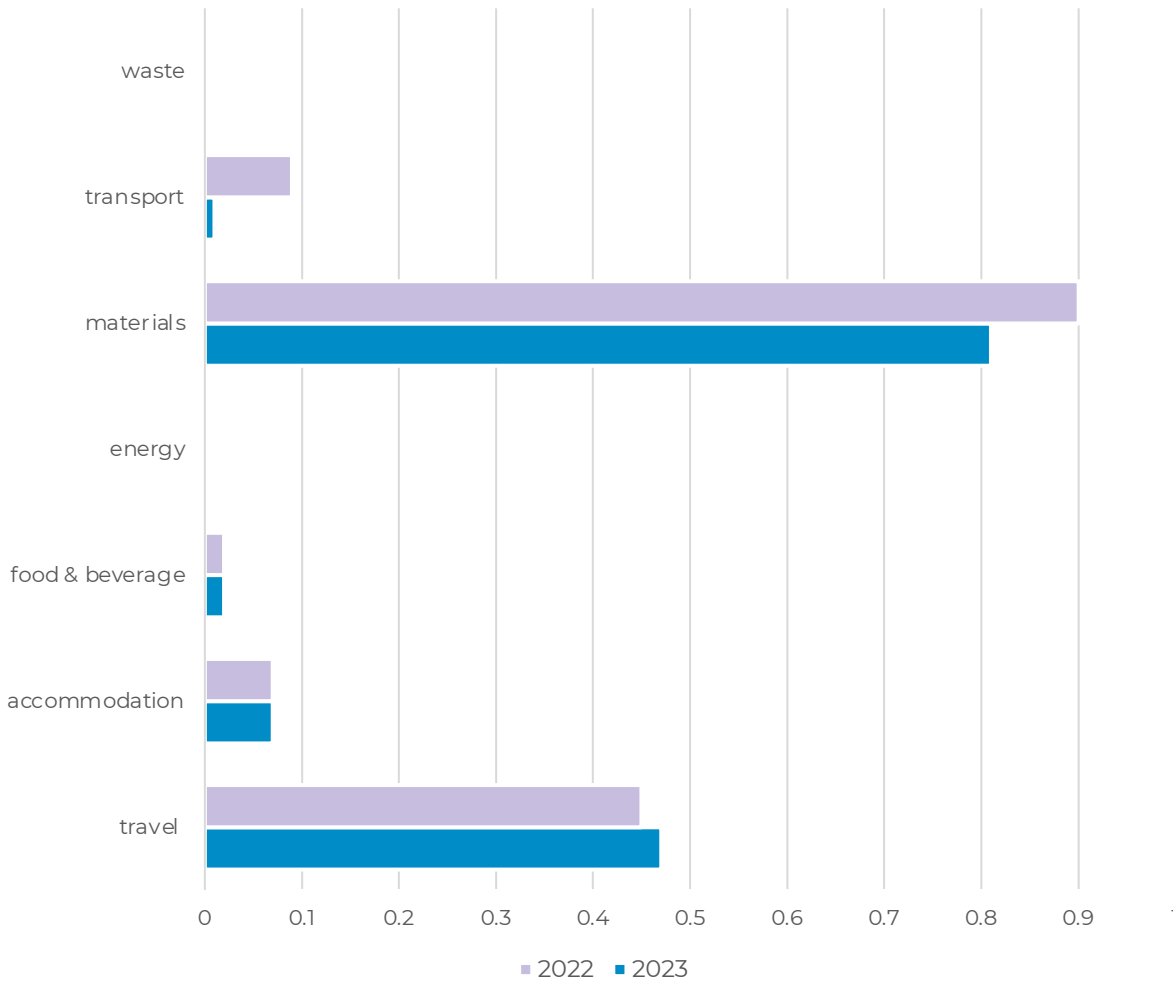


comparison of emissions

Mastercard, Pride Campaign 2023

2022 Campaign vs. 2023 Campaign

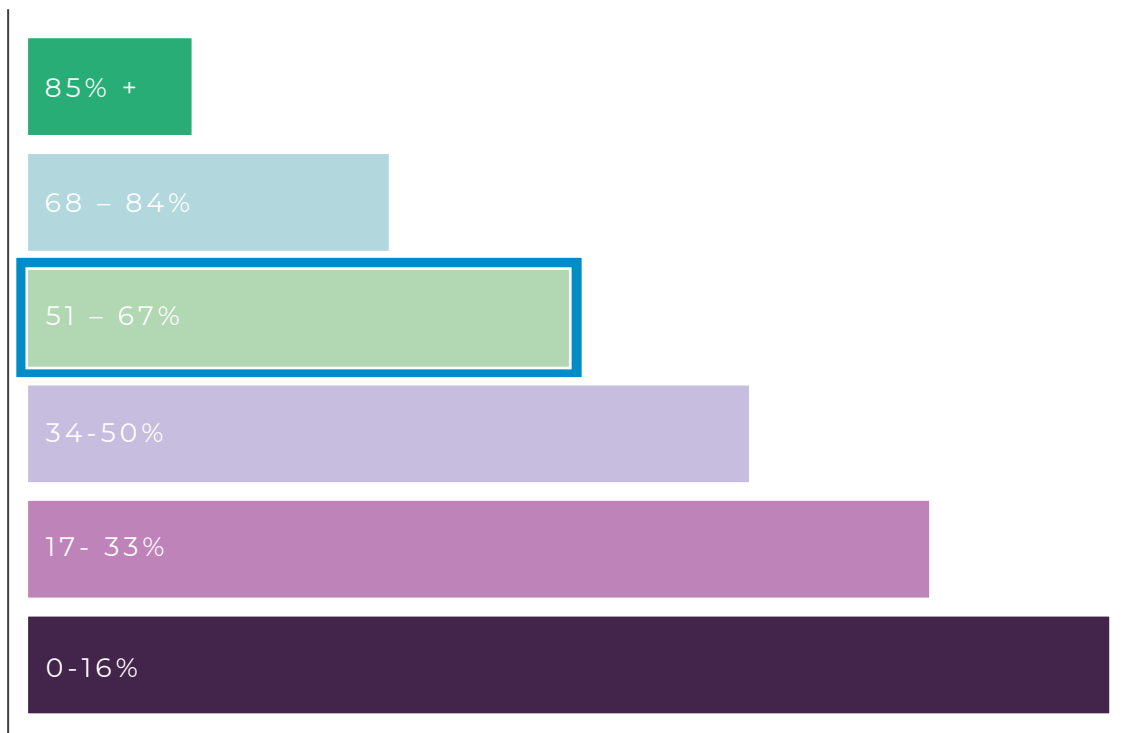
overall reduction achieved 10.0%



2022	actuals tCO2e	%	2023	actuals tCO2e	%
travel	0.45	29	travel	0.47	35
accommodation	0	0	accommodation	0	0
food & beverage	0.1	6	food & beverage	0	0
energy	0.9	58	energy	0.79	59
materials	0.07	5	materials	0.07	5
transport	0.02	1	transport	0.02	1
waste	0	0	waste	0	0



Illustration of **Mastercard, Pride Campaign 2023**, event footprint
tCO₂e per sqm of space based on 14 sqm.
1.39 tCO₂e = 0.10 tCO₂e per sqm



at this level, **Mastercard, Pride Campaign 2023** is within the **57th percentile** of **exhibition format events** measured by event:decision, on a **per-square meter** basis.

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

for this comparison we have used the sqm. of activation based on the float size for the campaign.

graphical data above be used for illustrative purposes only, not for ESG audit or offset reporting.

above comparison is based on data **only from conference style events**

total data population (conference and exhibition builds) 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 to support mitigating the emissions impact of the next event using a sustainable event planning process.

Data sensitivity for manageable variables:

travel

by changing the float vehicle from a diesel-powered vehicle to a electric-vehicle the transport-related emissions were reduced by c. 90% from 2022 to 2023..

no data is available regarding attendee travel, hence this factor has been kept constant year-on-year to highlight other factors displaying difference from, 2022 to 2023.

food

no food & beverage associated with this event has been included, as per brief, save bottled water provided on the float.

materials

materials used were reduced year on year, by c. 10%. However, you may wish to considers sourcing alternative, more sustainable branding solutions for the float to further reduce both this figure and material wastage.

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 & providers.

As a guide, to directly offset carbon emissions for the event:

Mastercard, Pride Campaign Float 2023

1.39 Tonnes CO₂e

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

£7 - £35 dependant on project & provider chosen