event:decision track

emc3

for HP Amplify 2024

pre-event carbon footprint assessment

host organisation: emc3 for HP

event date: 5-7 March 2024

event: HP Amplify 2024

location: The Venetian, Las Vegas, US

date of assessment: 7 July 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.
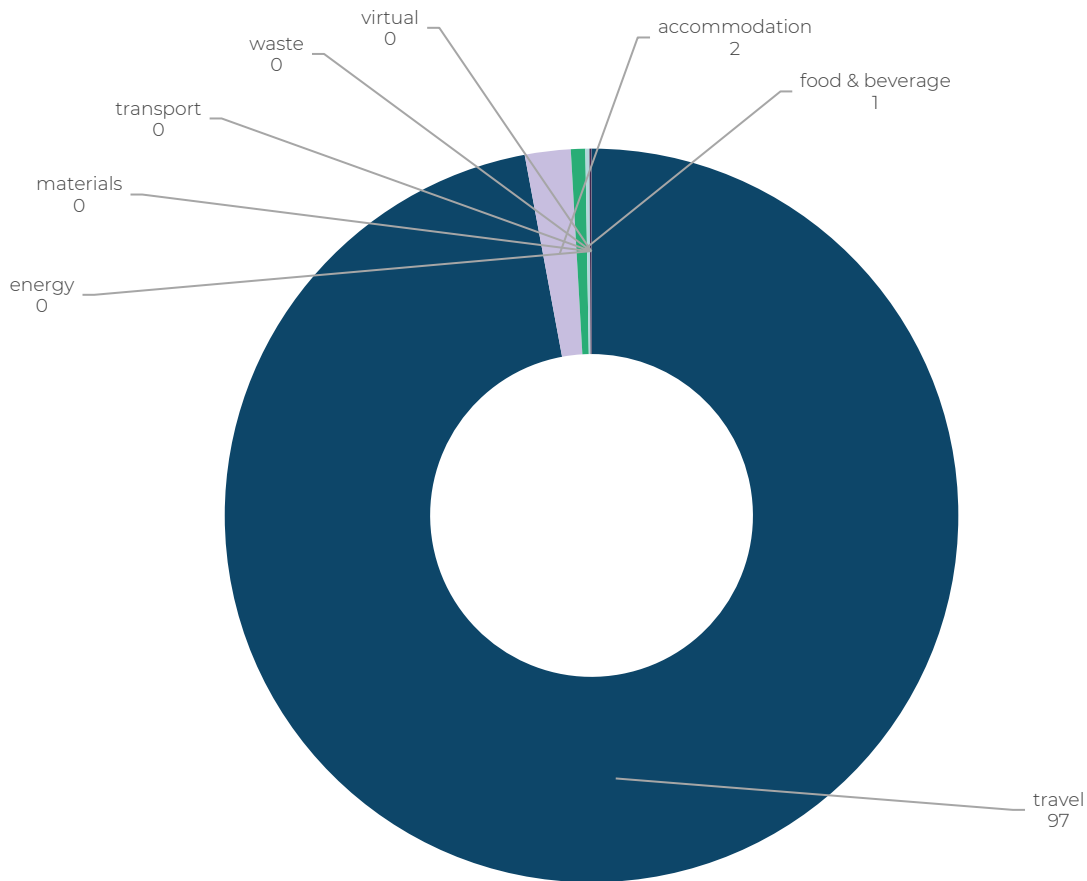
brief

- pre-event data shared by emc3 for RFP

- based on 1,500 Partners, 50 Top Tier Media, 700 HP team, (500 est. virtual delegates/day)

- includes emissions associated with estimated travel for for all attendees, segmented by short-haul, medium-haul, long-haul, mix of business and premium economy class seats on flights.

- food & beverage based 20% vegetarian, 80% non-vegetarian.

- includes one ballroom @7,000 sqm. for duration of build and live dates, plus 3,000 sqm. of breakout and public delegate areas.

- accommodation for nominated 2,300 delegates in luxury single occupancy bedrooms for two nights per person

- build materials, transportation and power draw estimated where not detailed in pre-event reporting.

- crew travel, accommodation and subsistence included.

- re-useable, recyclable and single use materials calculated as per data received.

total emissions

emc3 for HP Amplify 2024

total tonnes CO_2e calculated: 6,768.51 tCO_2e

	actuals tCO_2e	%
travel	6570.86	97
accommodation	136.56	2
food & beverage	42.80	1
energy	12.19	0
materials	5.62	0
transport	0.20	0
waste	0.14	0
virtual	0.14	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 tCO_2e does not indicate zero emissions, merely that the category reports fewer than 10kg CO_2e when reported in tCO_2e to two decimal places.
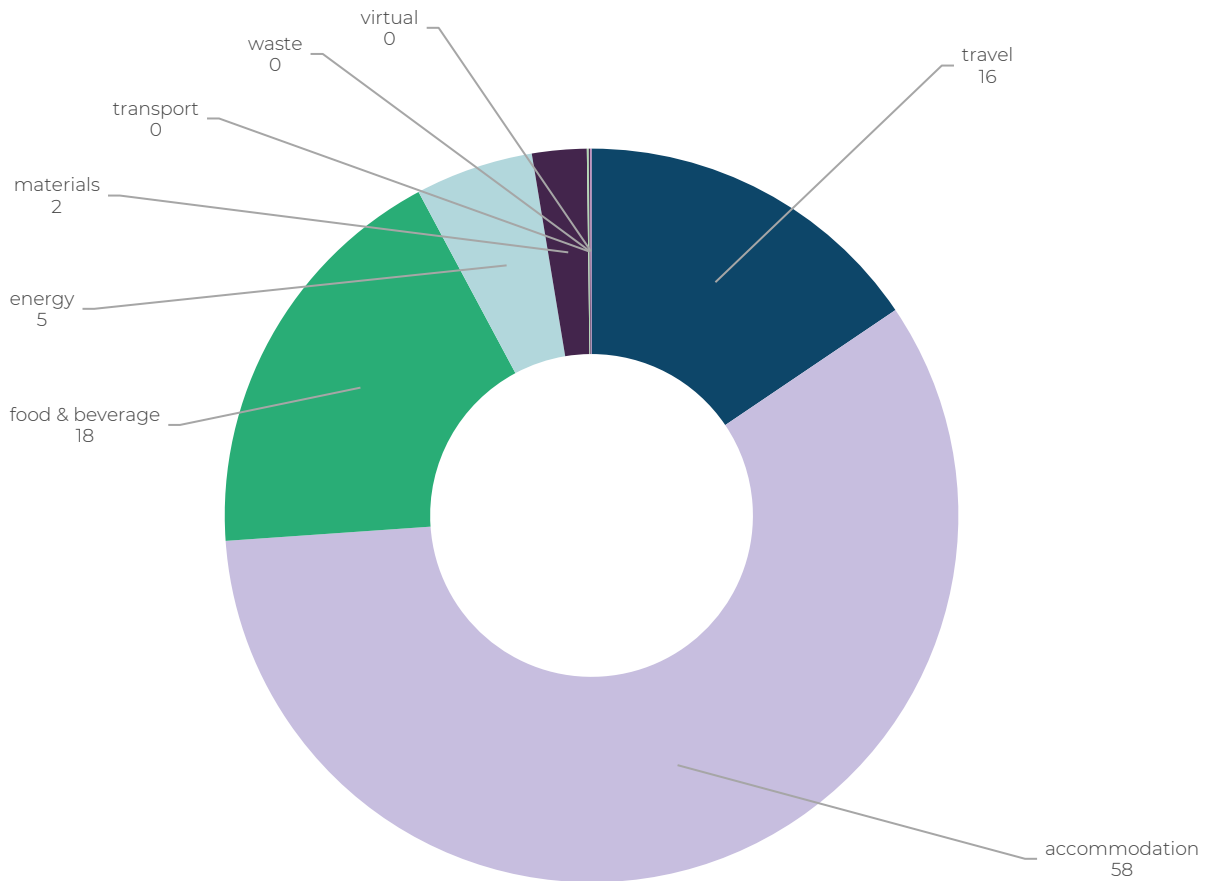
total emissions

emc3 for HP Amplify 2024

EXCLUDING DELEGATE, MEDIA & HP FLIGHTS

total tonnes CO_2e calculated: 234.02 tCO$_2$e

virtual
0

waste
0

transport
0

materials
2

energy
5

food & beverage
18

travel
16

accommodation
58

	actuals tCO₂e	%
travel	36.37	16
accommodation	136.56	58
food & beverage	42.80	18
energy	12.19	5
materials	5.62	2
transport	0.20	0
waste	0.14	0
virtual	0.14	0

boundaries:

event duration (days), delegates (where applicable), staff, crew, event area (sqm.)

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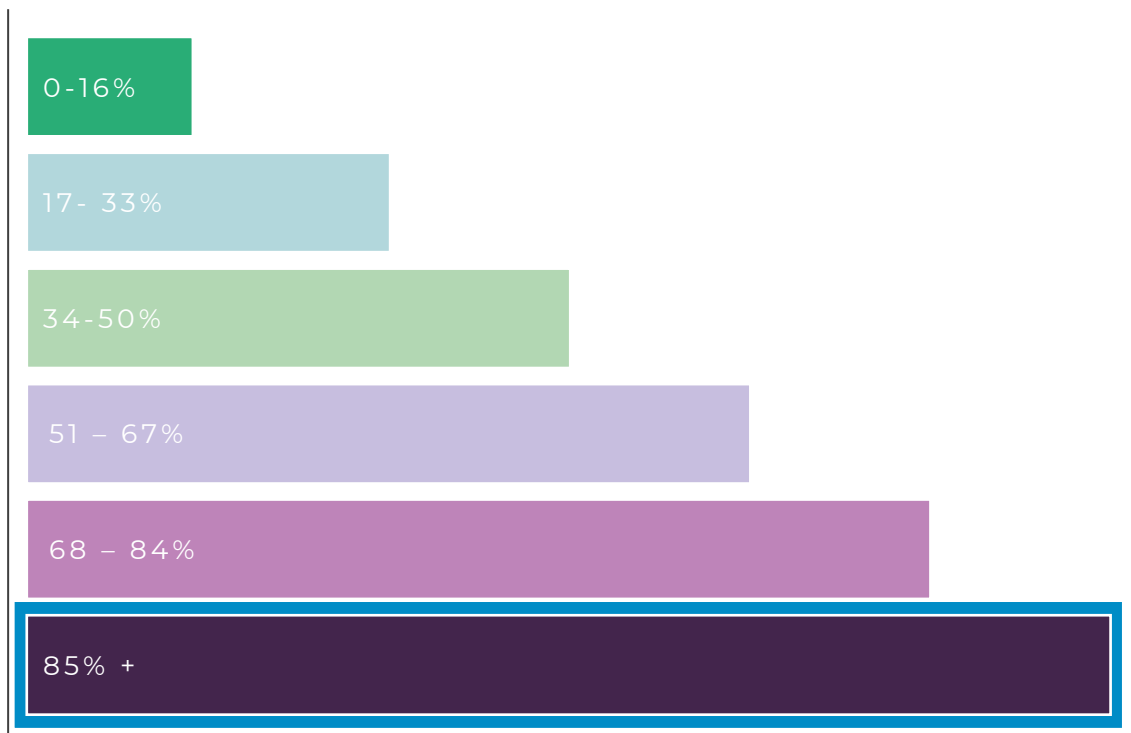
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Illustration of emc3 for HP Amplify 2024, carbon footprint:
tCO$_2$e per delegate, based on 2,300 persons
6,768.51 tCO$_2$e = 2.94 tCO$_2$e per person

at this level, emc3 for HP Amplify 2024 is within the 94th 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
given the global reach of Amplify 2024 a significant number of long-haul national (US) and international flights are associated with the event. You may wish to consider the format (in-person vs. virtual) or the seat-class of travel to try to mitigate this factor.

food & beverage

consider offering vegetarian-only meal(s). For illustration, if all food provided for delegates was vegetarian (all other factors remaining unchanged) the food & beverage footprint could be reduced by more than 10%.

transport
for the purposes of this report it is assumed that all stage, set, AV and ancillary equipment is based in-house at The Venetian or transported via road <35km each way. A small allowance for air-freighted delegate gifts (based on small WEEE-approved electronic items) has been included. You may wish to consider digital delegate gifts in lieu of physical items.

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:

emc3 for HP Amplify 2024

6,768.51 tCO$_2$e

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

USD43,400 – USD217,000 dependant on project chosen