



event:decision
track



marble

for Festival at Daylesford 2023

post event carbon footprint assessment

host organisation: Marble LDN for Festival at Daylesford 2023

event date: 17 - 18 June 2023

event: Festival at Daylesford 2023

location: Moreton-in-Marsh, UK

date of assessment: 31st 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.

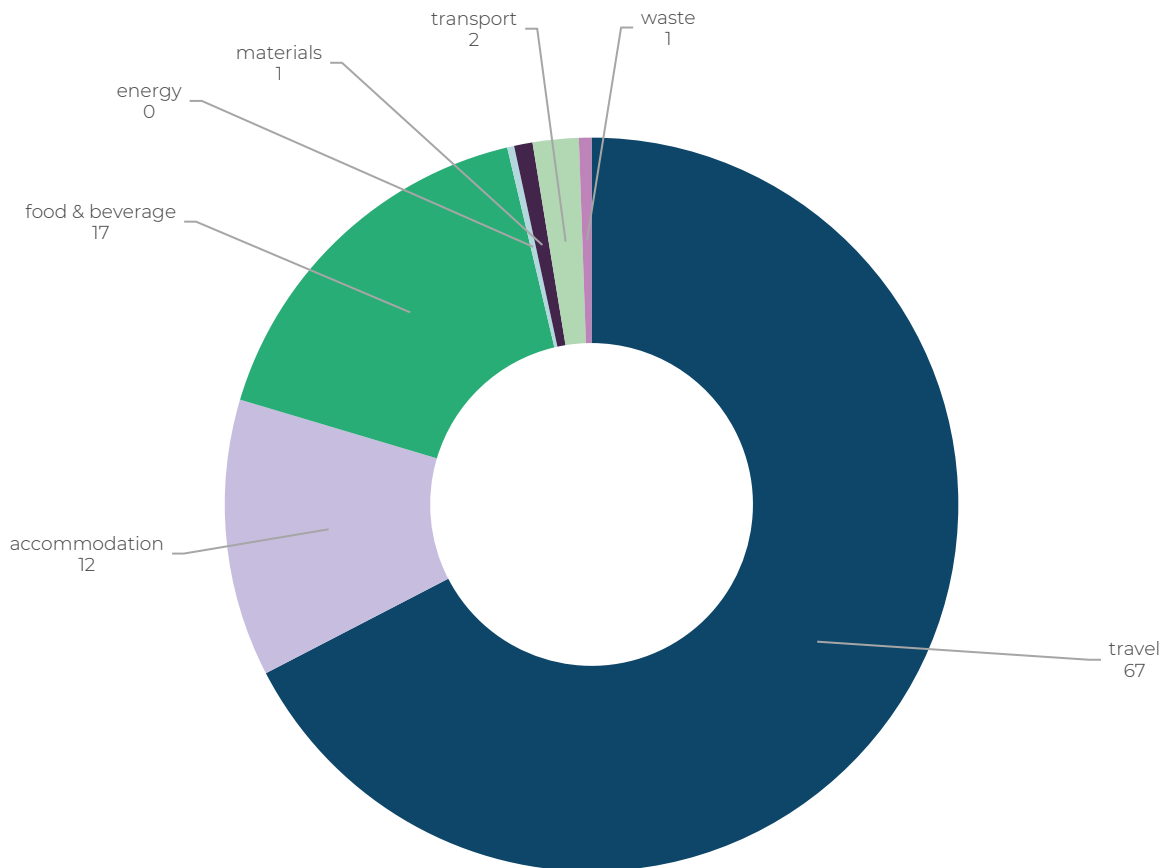
brief

- post-event data shared via Marble LDN.
- based on 12,200 in-person attendees.
- includes emissions associated with attendee travel, estimated where not provided.
- food & beverage based 20% vegetarian, 80% non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in post-event reporting.
- crew travel and subsistence included.
- re-useable, recyclable and single use materials calculated as per data received.

total emissions

Festival at Daylesford 2023

total tonnes CO₂e calculated: 242.69 tCO₂e



	actuals tCO₂e	%
travel	163.55	67
accommodation	29.66	12
food & beverage	40.51	17
energy	0.75	0
materials	1.97	1
transport	4.91	2
waste	1.34	1

boundaries:

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

travel: guest, crew 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), calculated as renewable or non-renewable as applicable.

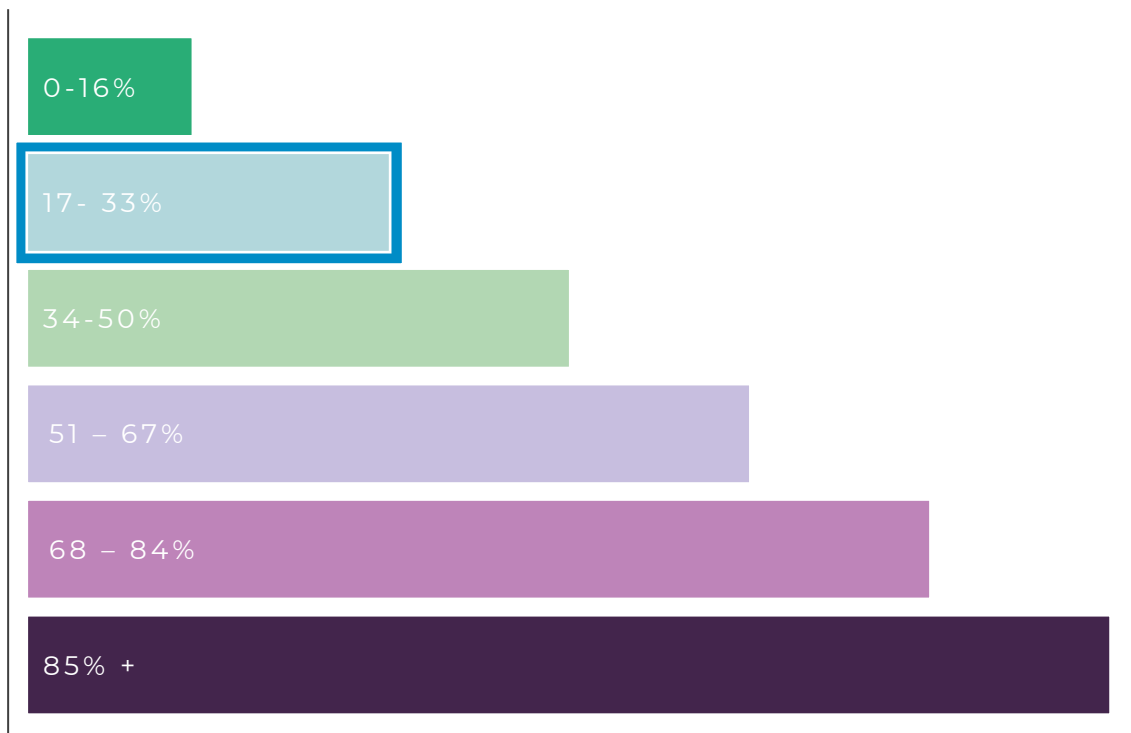
materials: printed matter, plastics, recyclable materials and other materials used in stand / activation builds & delivery.

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 **Festival at Daylesford 2023**, carbon footprint:
tCO₂e per guest, based on 12,200 persons
242.69 tCO₂e = 0.02 tCO₂e per person



at this level, **Festival at Daylesford 2023** is within the **18th 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

due to the location of the venue, it is understood that the majority of the attendees travel by private vehicle. An average of two persons per vehicle has been used. It is acknowledged that 2 shuttle buses were provided by Daylesford from the local train station, you may wish to consider providing similar shuttles from additional stations in the area or even offering an incentive for attendees to travel by public transport. As an illustration, if you removed all car travel and replaced this with the equivalent public transport travel (all other factors remaining unchanged) the travel footprint would be reduced by c.74% and the overall emissions by c.50%.

food & beverage

consider offering a greater percentage of vegetarian-only meals. For illustration, if 50% of the food provided for the attendees was vegetarian (all other factors remaining unchanged) the food & beverage emissions would be reduced by 13% and the overall footprint would be reduced by 3%.

accommodation

based on weekend ticket sales, it has been estimated that a number of attendees will be staying for the whole weekend to attend both days of the event. It has also been estimated that the majority of this accommodation will be at the luxury end of the scale due to the nature of the event and location in which it is being held.

You may wish to consider incentivising or partnering with a more mid-range accommodation offering. As an illustration if the estimated accommodation was at a standard level rather than luxury (all other factors remaining unchanged) the accommodation emissions would be reduced by 45% and the overall footprint could be reduced by c.6%. Visitor accommodation accounted for 95% of the Accommodation factor as shown on page three of this report, the remainder allocated against stand-owners.

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:

Festival at Daylesford 2023

242.69 tCO₂e*

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

£1,213 - £6,067 dependant on project chosen