event:decision
track

The BIBA Conference 2023

post-event carbon footprint assessment for BIBA

host organisation: British Insurance Brokers' Association

event date: 11-12 May 2023

event: The BIBA Conference 2023

location: Manchester Central, UK

date of assessment: 3rd August 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.
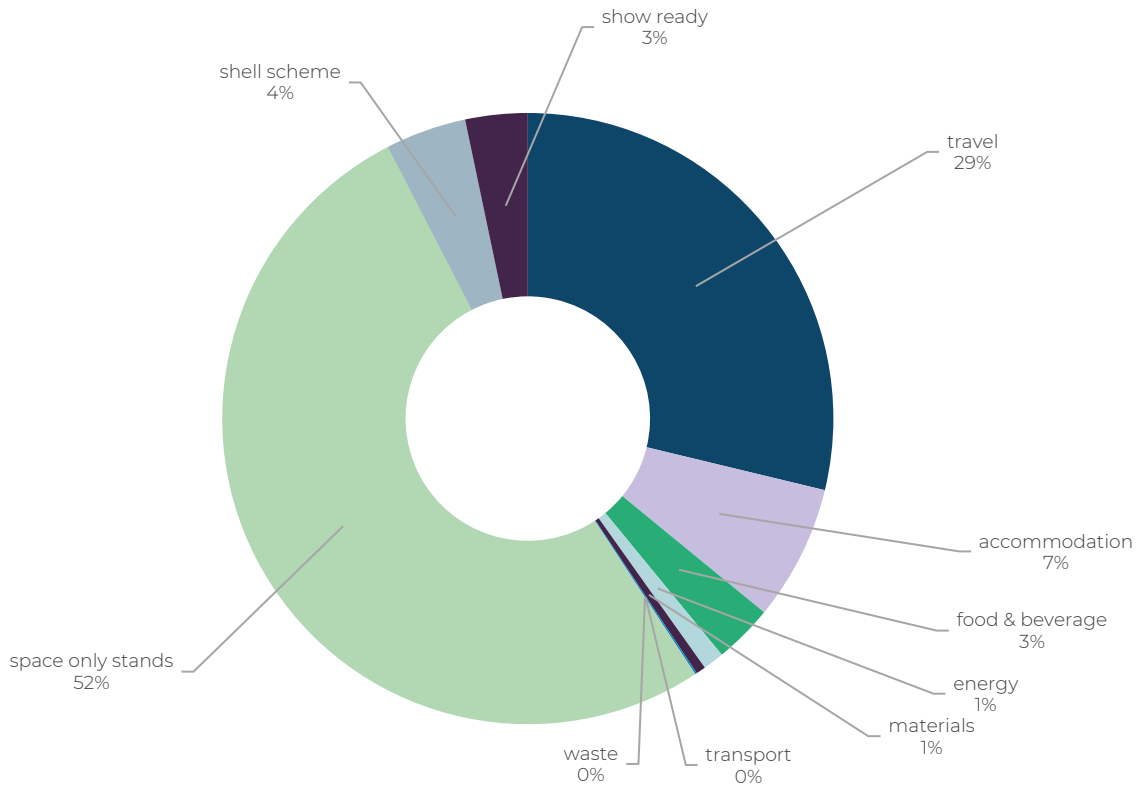
offset

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

- includes emissions associated with event delivery elements as detailed by BIBA.

- spaces used as detailed within Manchester Central.

- based on 7,956 attendees across a two-day live event.

- delegate and crew travel as per briefing documents received & using empirical data from similar events.

- delegate and crew accommodation as per brief, delegates based on standard or luxury single-occupancy hotel accommodation.

- food & beverage consumption and waste commensurate with delegate & crew numbers as per data received from BIBA.

- show infrastructure (rigging, print, flooring) as per brief from provider and data received from suppliers.

- space-only, show-ready and shell-scheme exhibition stand footprints calculated using empirical data per sqm. as detailed, based on 2-day live event duration in the UK for build crew, staffing, materials and associated travel, accommodation, food & beverage.

total breakdown of emissions
total tonnes CO$_2$e calculated: 849.31 tCO$_2$e

	actuals TCO2e	%
travel	244.31	29
accommodation	60.84	7
food & beverage	26.56	3
energy	9.42	1
materials	4.31	1
transport	0.78	0
waste	0.14	0
space only stands	438.63	52
shell scheme	36.35	4
show ready	27.97	3

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.
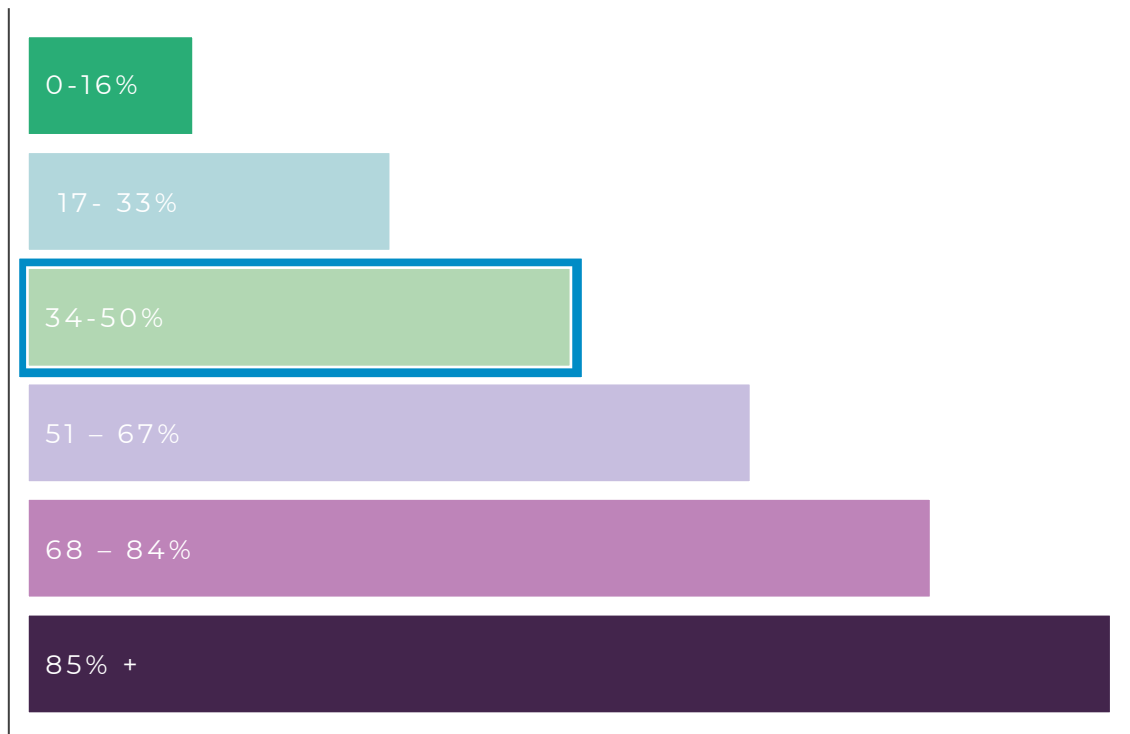
waste: recyclable and residual waste.

exhibition stands: measurement includes empirical data on build crew, subsistence, accommodation and build materials based on either space-only, show-ready or shell-scheme designations by floor-plan.

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 The BIBA Conference 2023 total event carbon footprint
tCO_2e per virtual delegate, based on 7,956 delegates
849.31 tCO_2e = 0.11 CO_2e per delegate

at this level, BIBA Conference 2022 is in the 49th percentile of conference-style projects as measured by event:decision on a PER DELEGATE basis.

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

data above be used for illustrative purposes only, not for ESG audit or offset reporting. Comparison is based on data from similar events. 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.
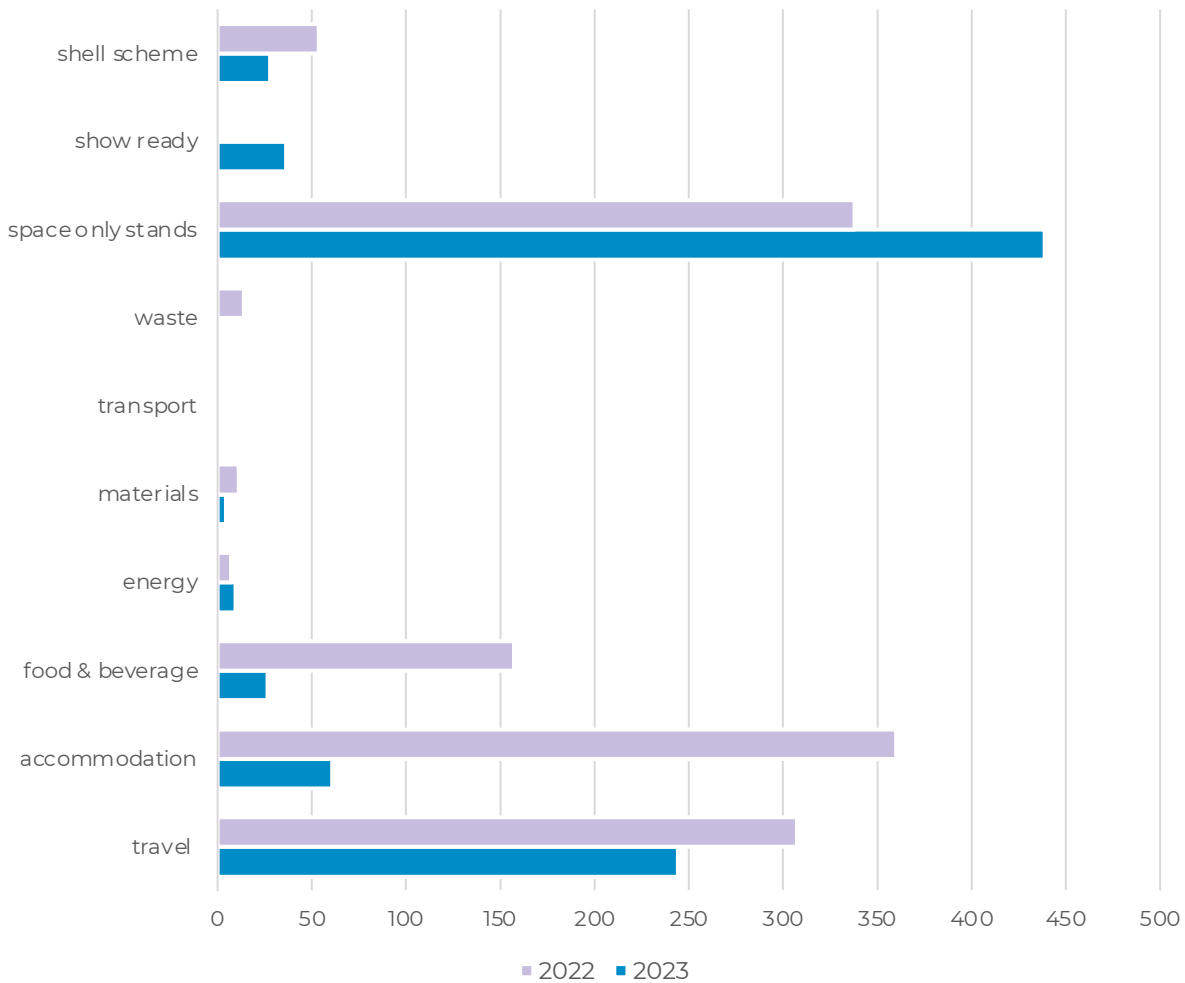
comparison of total emissions
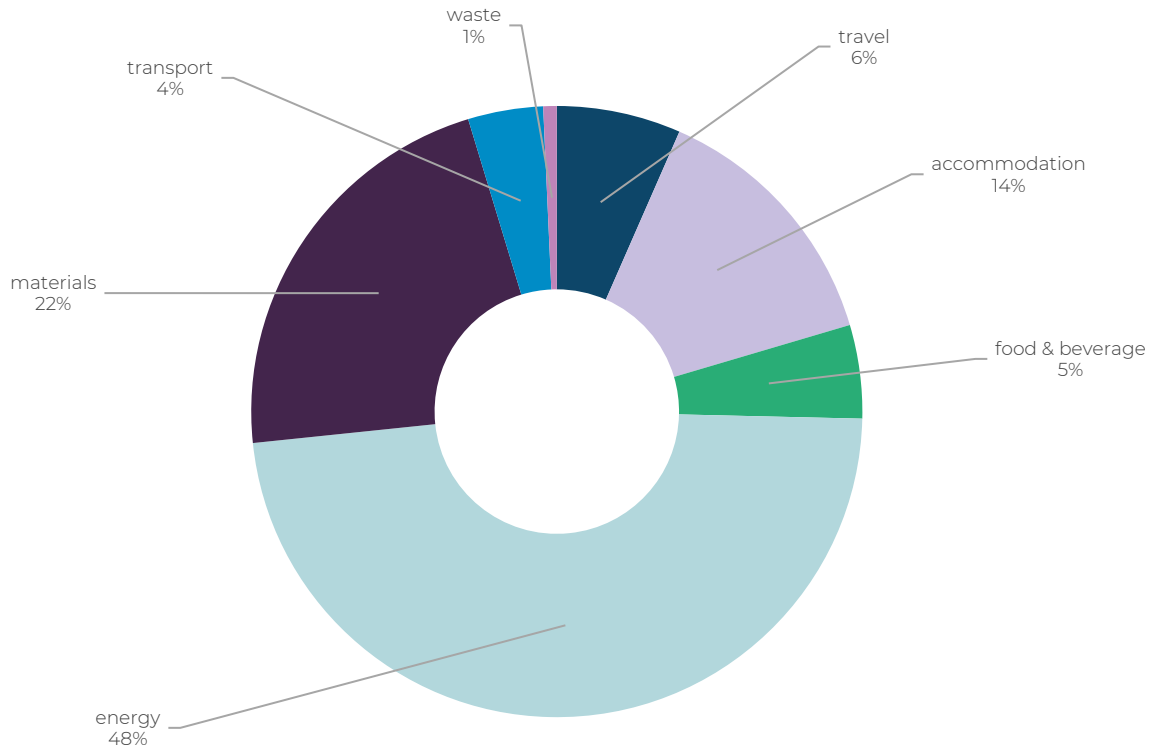
The BIBA Conference

2022 vs. 2023

Calculated reduction of 32%

■ 2022 ■ 2023

2022	actuals tCO₂e	%
travel	307.40	25
accommodation	360.00	29
food & beverage	157.20	13
energy	7.30	1
materials	11.20	1
transport	0.06	0
waste	14.10	1
space only stands	337.85	27
shell scheme	53.55	4

2023	actuals tCO₂e	%
travel	244.31	29
accommodation	60.84	7
food & beverage	26.56	3
energy	9.42	1
materials	4.31	1
transport	0.78	0
waste	0.14	0
space only stands	438.63	52
shell scheme	36.35	4
show ready	27.97	3

CORE EVENT OPERATIONS ONLY

calculated: **19.62** tCO$_2$e

waste
1%

travel
6%

transport
4%

accommodation
14%

materials
22%

food & beverage
5%

energy
48%

	actuals TCO2e	%
travel	1.29	7
accommodation	2.72	14
food & beverage	0.97	5
energy	9.42	48
materials	4.31	22
transport	0.78	4
waste	0.14	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.

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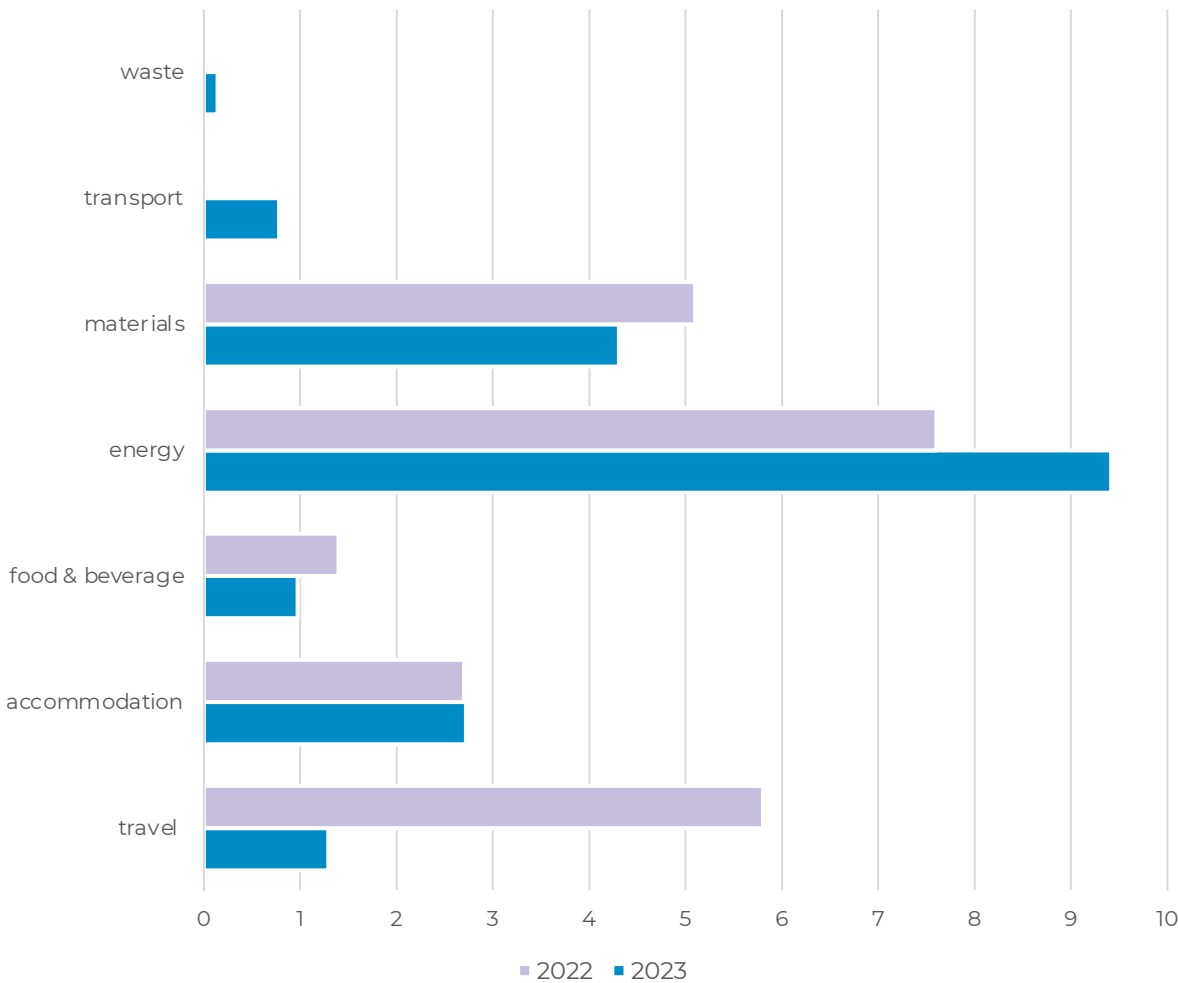
comparison of emissions

The BIBA Conference CORE OPERATIONS ONLY

2022 vs. 2023

illustrating an overall reduction of 12.8%

■ 2022 ■ 2023

2022	actuals tCO₂e	%
travel	5.80	26
accommodation	2.70	12
food & beverage	1.40	6
energy	7.60	34
materials	5.10	23
transport	0.00	0
waste	0.00	0

2023	actuals tCO₂e	%
travel	1.29	7
accommodation	2.72	14
food & beverage	0.97	5
energy	9.42	48
materials	4.31	22
transport	0.78	4
waste	0.14	1

mitigation

travel

a number of flights are associated with this event which are predominantly related to delegates from locations where ground-based public transportation is not available. You may wish to incentivise delegates from northern Europe who have chosen to fly to use public transport where available. You may also wish to consider a virtual option for delegates located in medium-haul and long-haul destinations.

as delegate travel forms the Conference's second most significant element in emissions' terms, you may wish to consider the use of a tool such as You.Smart.Thing. This tool performs two functions (a) quantifying more precisely your visitor travel footprint and (b) encourages visitors to travel via lower carbon-intensive means.

some exhibition & congress events are limiting in-person attendance, for a number of reasons, including mitigating the footprint of the event.

food & beverage

consider increasing the number of vegetarian options as part of the catering provision. Vegetarian options mostly have a lower carbon impact when compared with meat-based menus. We also note that BIBA donated 400 portions of food, which reduces the food waste element (by 55%) of the emissions profile associated - and is commendable from a social impact perspective.

transport

a proportion of the AV infrastructure was sourced from the London area, with associated crew travelling from the South and East of England regions. You may wish to consider sourcing all AV, set & staging elements from the NW England area.

exhibition stands (materials and crew)

space-only stands form a significant proportion (52%) of the overall emissions profile for The BIBA Conference 2023. event:decision can provide you with some tactical options to consider in attempting to mitigate this factor including:

- the BIBA Conference 2024 Exhibitor Sustainability Challenge.

- including a TRACK-LITE report within the exhibiting fees for 2024 partners. We can discuss the best solution for BIBA in this area for you.

offset

you may wish 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 & projects.

The BIBA Conference 2023

excluding: delegate travel, accommodation, food & beverage

all exhibition stands & builds

19.62 CO_2e

offset calculation dependent on project & provider chosen from £5/tCO2e - £25/tCO2e.

from dependant on project(s) chosen from £99 to £480.