



**event:decision**  
track



## **Production Bureau for Amgen at HEART 2023**

post event carbon footprint assessment

**host organisation:** Production Bureau for Amgen

**event date:** 5th – 7th July 2023

**event:** Amgen at HEART 2023, The Cholesterol Charity

**location:** The Oculus, University of Warwick

**date of assessment:** 8<sup>th</sup> 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

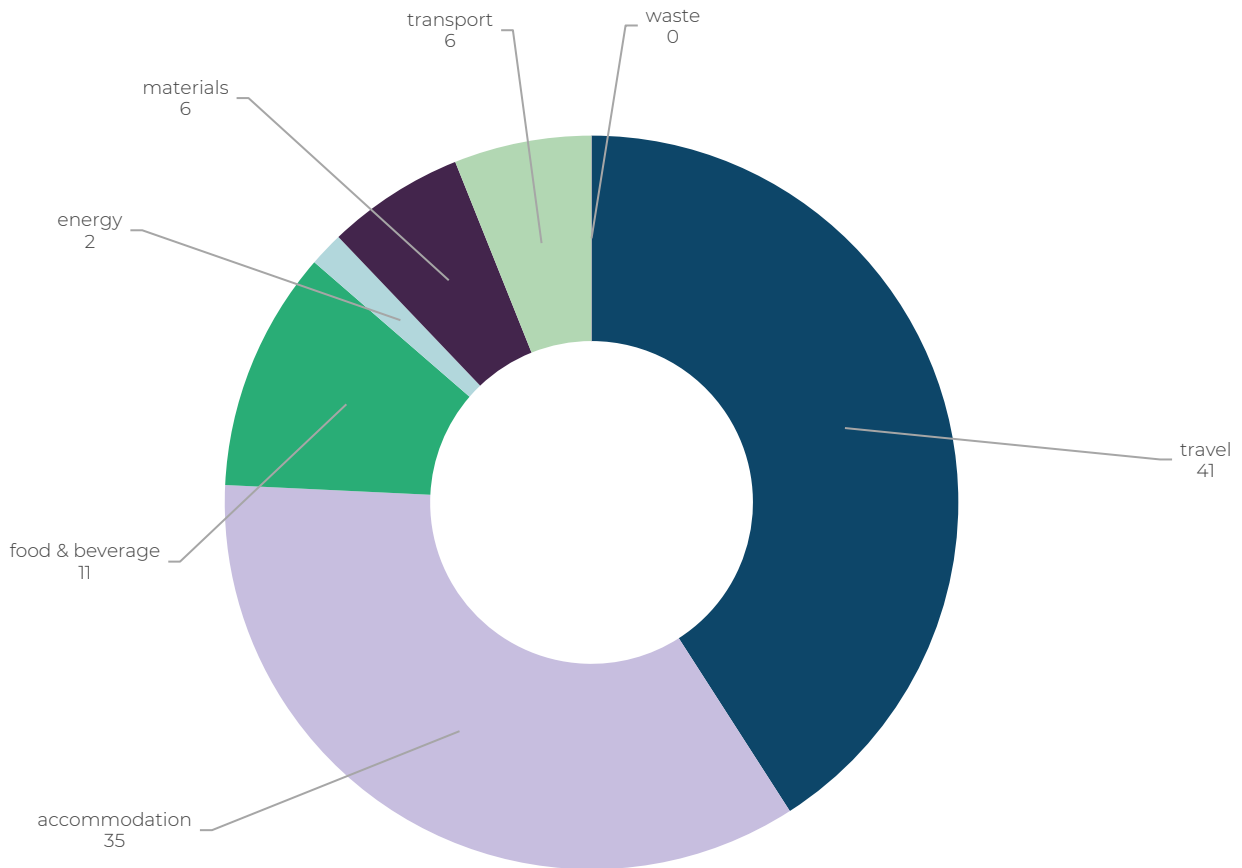
- post event data shared via Production Bureau (project 19061) for Amgen.
- based production staff from PB and 3no (est.) stand staff from Amgen.
- includes emissions associated with stand staff travel as estimated.
- food & beverage based 20% vegetarian, 80% non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in post-event reporting.
- crew travel, accommodation and subsistence included as detailed.
- re-useable, recyclable and single use materials calculated as per data received.



total emissions

Amgen at HEART 2023

total tonnes CO<sub>2</sub>e calculated: 0.65 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>travel</b>	0.27	41
<b>accommodation</b>	0.23	35
<b>food &amp; beverage</b>	0.07	11
<b>energy</b>	0.01	2
<b>materials</b>	0.04	6
<b>transport</b>	0.04	6
<b>waste</b>	0.00	0

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.

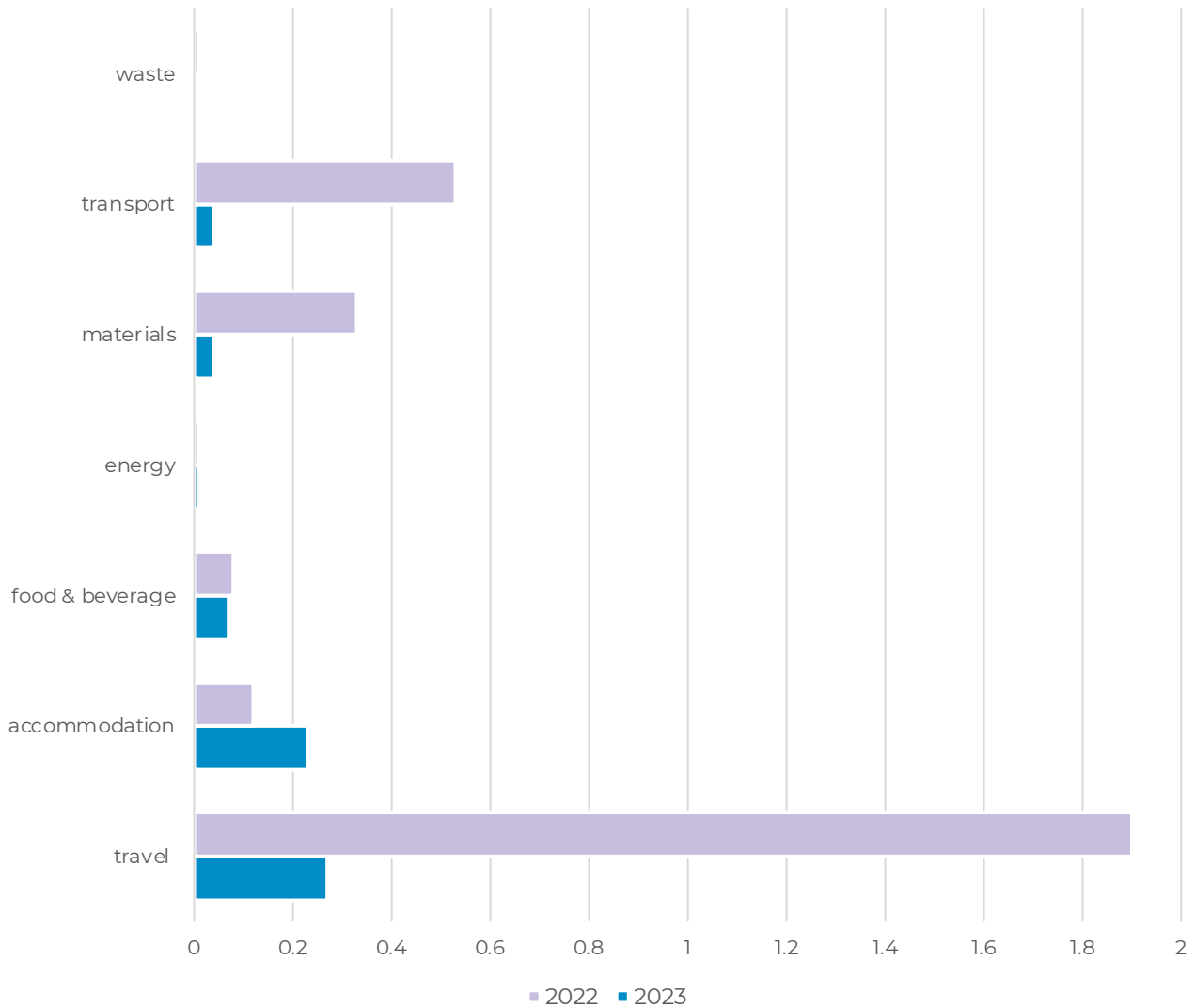
**transportation**: transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.

**waste**: recyclable and residual waste.

**note**: a result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports fewer than 10kg CO<sub>2</sub>e when reported in tCO<sub>2</sub>e to two decimal places.



comparison of emissions  
Amgen at HEART 2022 v. 2023



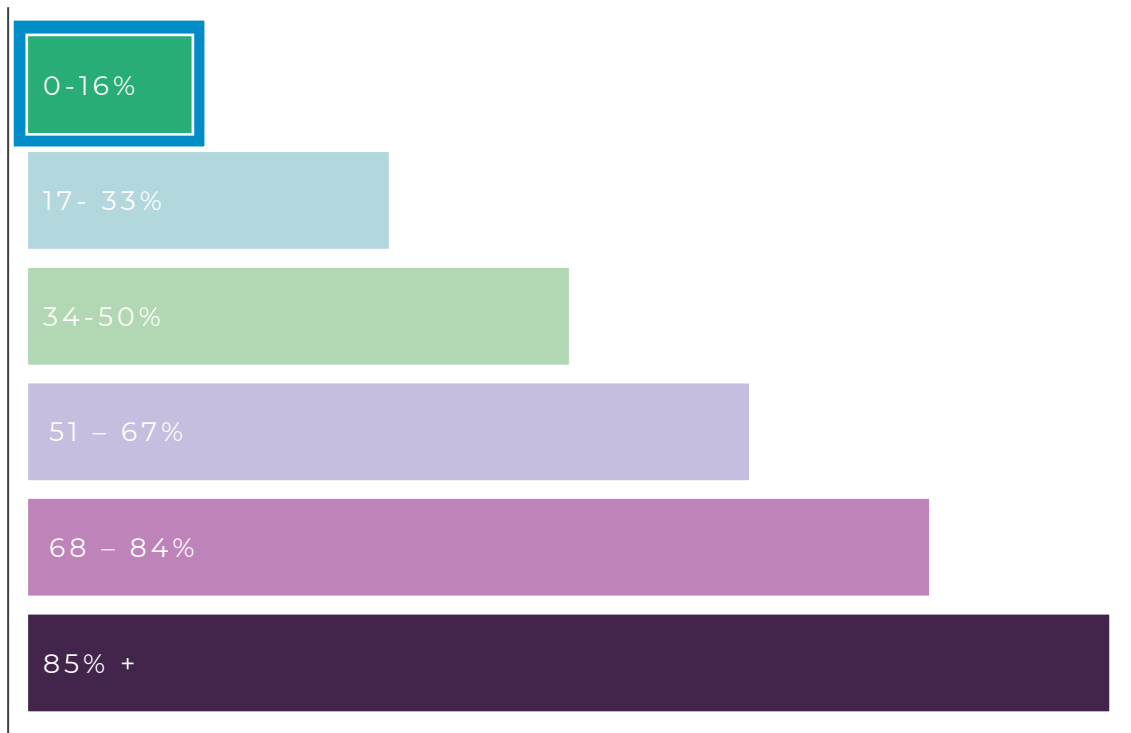
2022 total – 3.00 tCO2e

2023 – 0.65 tCO2e

Demonstrating reduction of 79%



Illustration of **Amgen at HEART 2023**, carbon footprint:  
Intensity (tCO<sub>2</sub>e per delegate) based on 12 sqm  
**0.65 tCO<sub>2</sub>e = 0.05 tCO<sub>2</sub>e per sqm**



at this level, **Amgen at HEART 2023** is within the **14<sup>th</sup> percentile** of **conference 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 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

there is some private vehicle use associated with both crew and brand staffing of this exhibition stand, you may wish to consider proposing the use to public transport.

### food & beverage

consider offering vegetarian-only meals. For illustration, if all food provided for crew & stand staff was vegetarian (all other factors remaining unchanged) the overall footprint would be reduced by c.3 %.

### materials

the re-use and types of materials and their end-of-life designation has resulted in a substantial reduction of emissions associated with this factor between the 2022 and 2023 stands for BAD.

## 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.

to directly offset carbon emissions for the event as planned:

### Amgen at HEART 2023

0.65 tCO<sub>2</sub>e\*

offset calculation dependent on project & provider chosen from £5/tCO<sub>2</sub>e - £25/tCo<sub>2</sub>e.

£4 - £16 dependant on project & provider chosen