



event:decision
track



marble

for Hayfin Annual Investor Day 2023

post event carbon footprint assessment

host organisation: Marble LDN

event date: 5th October 2023

event: Hayfin Annual Investor Day 2023

location: London, UK

date of assessment: 7th November 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.

offset

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

brief

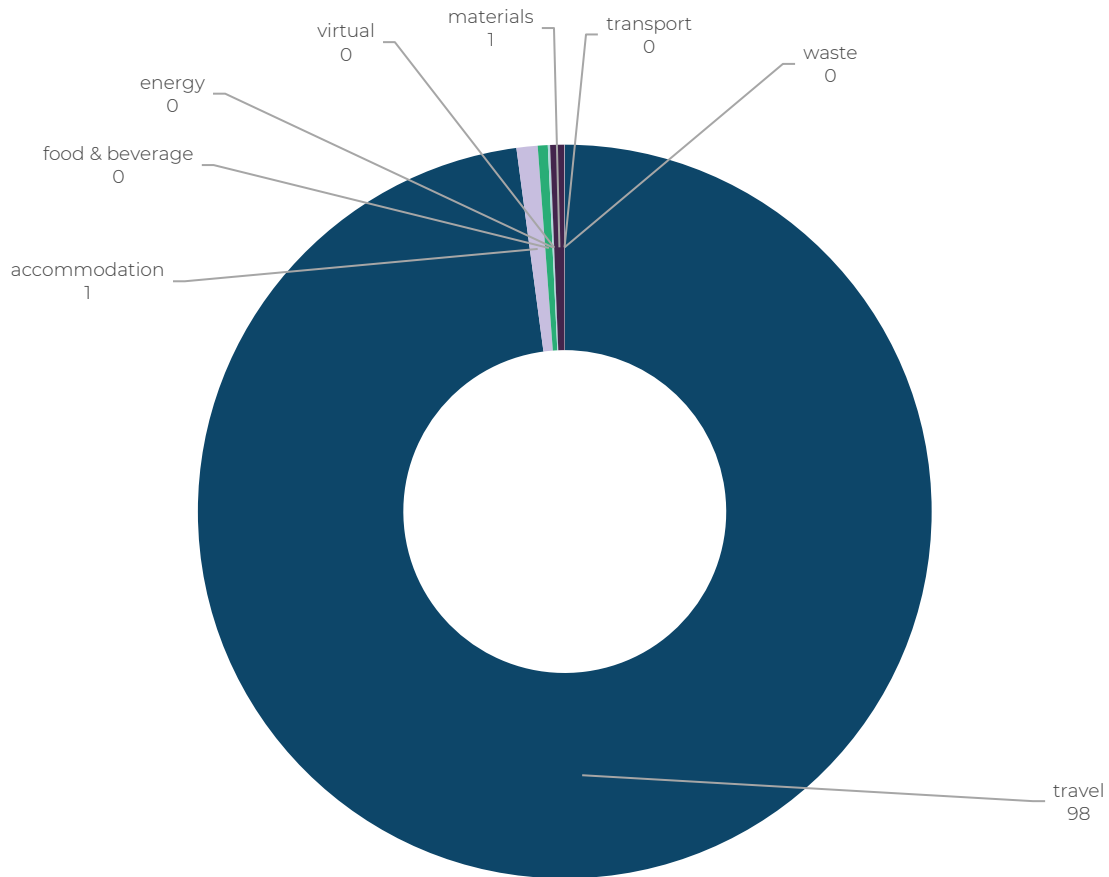
- based on post-event data shared via Marble LDN from the Hayfin Annual Investor Day 2023 event.
- based on 120 in-person delegates and 41 virtual..
- includes emissions associated with estimated travel based on data provided by Marble LDN
- food & beverage breakdown as specified in data provided and where not specified, 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.
- re-useable, recyclable and single use materials calculated as per data received.



total calculated emissions

Hayfin Annual Investor Day 2023

total tonnes CO₂e calculated: **177.52 tCO₂e**



**actuals
tCO₂e** %

travel	173.78	98
accommodation	1.65	1
food & beverage	0.78	0
energy	0.17	0
virtual	0.01	0
materials	1.09	1
transport	0.02	0
waste	0.02	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 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in tCO₂e to two decimal places.

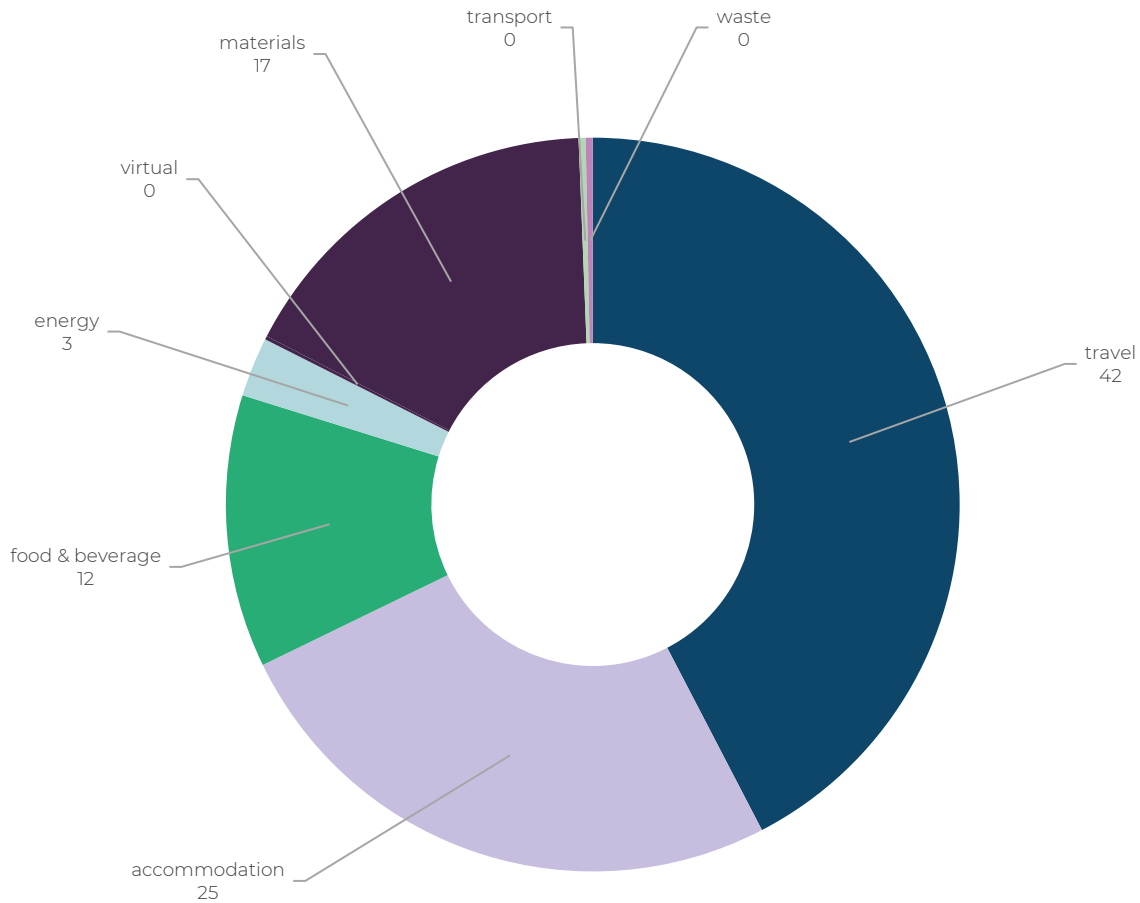


calculated emissions

Hayfin Annual Investor Day 2023

EXCLUDING GUEST FLIGHTS

total tonnes CO₂e calculated: 6.49 tCO₂e



	actuals tCO ₂ e	%
travel	2.75	42
accommodation	1.65	25
food & beverage	0.78	12
energy	0.17	3
virtual	0.01	0
materials	1.09	17
transport	0.02	0
waste	0.02	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.

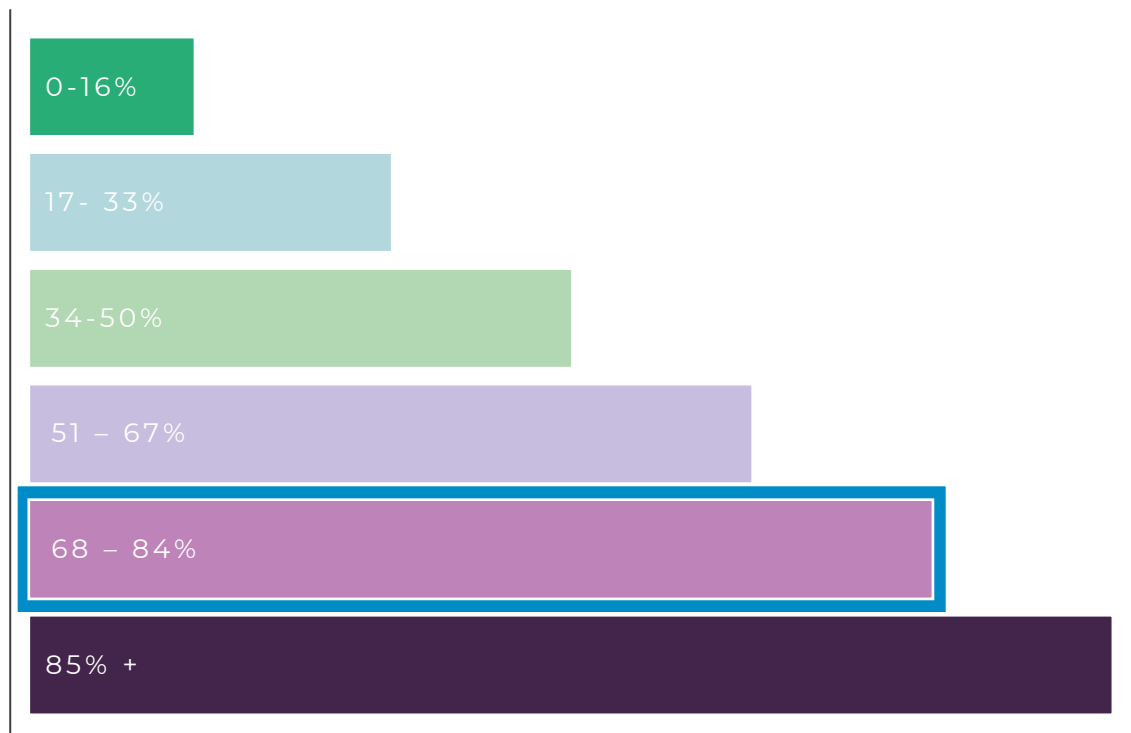
waste: recyclable and residual waste.

note: a result of 0.00 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 Hayfin Annual Investor Day 2023, calculated carbon intensity

tCO₂e per delegate, based on 161 persons
177.52 tCO₂e = 1.10 tCO₂e per person



at this level, Hayfin Annual Investor Day 2023 is within the 84th 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

as the event will take place in central London it has been assumed that the majority of the attendees will travel by either public transport or local taxi, which keeps the associated emissions to a minimum for this proportion of attendees.

however, 15% of the guests flew in from the US which accounts for c. 98% of travel emissions, so it may be worth considering if these attendees could perhaps join virtually in future or at least encourage them to reduce their class of travel from Business down to Economy or Premium Economy.

food & beverage

consider offering vegetarian-only meals for the crew and attendees. For illustration, if all food provided for the attendees was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by 26% and the overall footprint would be reduced by c. 1%.

transport

all the suppliers for this event were based locally (<100km radius) to the venue which has kept the transport related emissions footprint for this event at a minimum.

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:

Hayfin Annual Investor Day 2023

177.52 tCO₂e*

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

£888 - £4,438 dependant on project chosen