event:decision
track

TOP BANANA.

for Siemens Leadership Summit 2023

post event carbon footprint assessment

host organisation: Top Banana

event date: 14th – 16th November 2023

event: Siemens Leadership Summit 2023

location: Alton Towers, UK

date of assessment: 24th 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 calculated by event:decision on a carbon neutral basis.
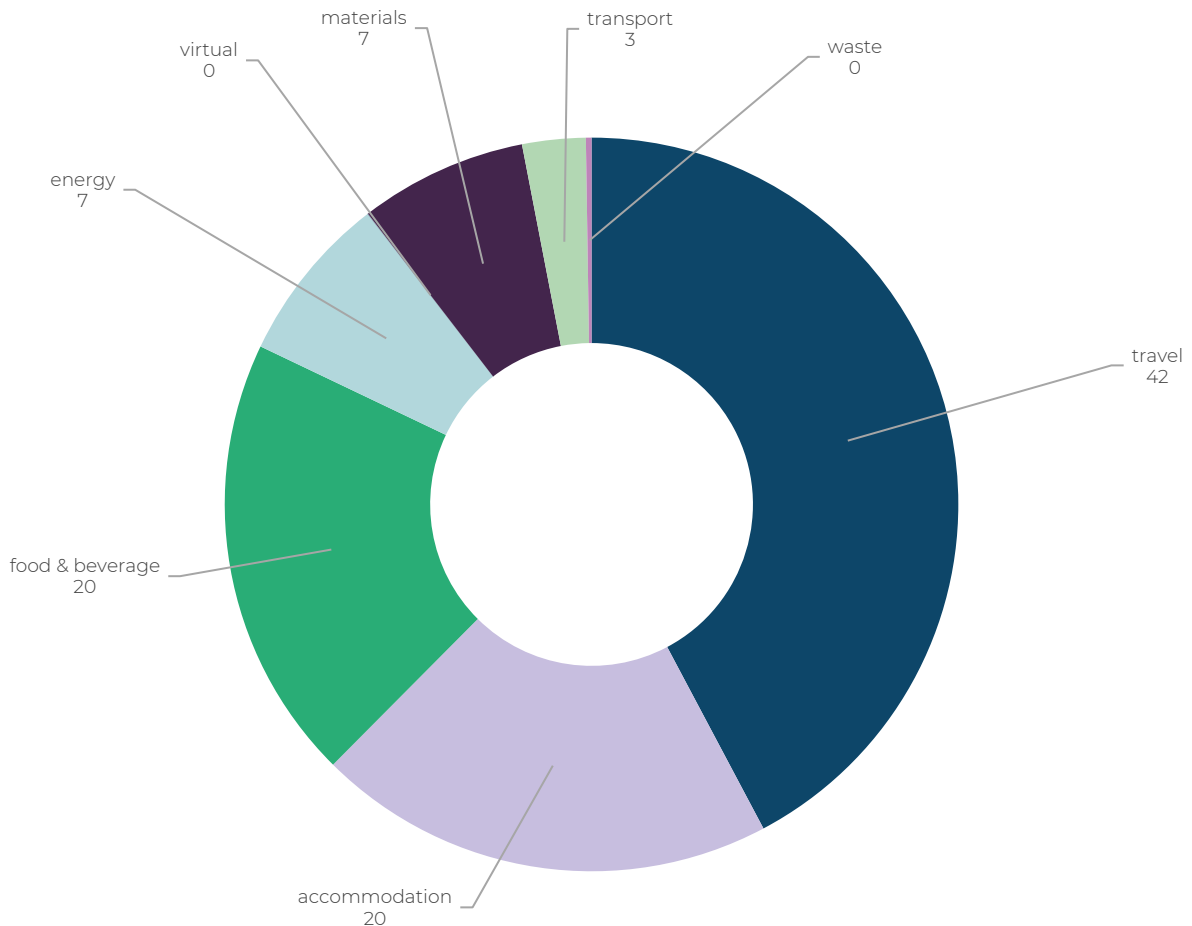
brief

- based on post-event data shared via Top Banana for the Siemens Leadership Summit 2023.

- based on 144 in-person delegates and 26 Top Banana Crew.

- includes emissions associated with delegate travel based on data provided by Top Banana and scaled where required.

- 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

Siemens Leadership Summit 2023

tonnes CO$_2$e calculated: 12.17 tCO$_2$e

	actuals tCO$_2$e	%
travel	5.14	42
accommodation	2.46	20
food & beverage	2.39	20
energy	0.91	7
virtual	0.00	0
materials	0.90	7
transport	0.34	3
waste	0.03	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$_2$e does not indicate zero emissions, merely that the category reports fewer than 10kg CO$_2$e when reported in tCO$_2$e to two decimal places.

Illustration of Siemens Leadership Summit 2023 carbon intensity:

tCO$_2$e per delegate, based on 144 persons and 26 crew
12.17 tCO$_2$e = 0.07 tCO$_2$e per person

the Siemens Leadership Summit 2023 carbon intensity per delegate is within the 44th percentile of conference format events measured by event:decision.

this is an event:decision benchmark and illustrates how 'sustainably'* the event is delivered in terms of standardised emissions reporting.

*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.

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

mitigation

thoughts for future mitigation:

travel

due to the location of the event, the majority of delegates chose to drive to the event by car. You may wish to encourage or incentivise the delegates to travel by public transport for future events or perhaps you may wish to look at an alternative venue which is more accessible by public transport.

as an illustration if ALL delegates travelled to the event by public transport (all other factors remaining unchanged) the travel footprint would be reduced to 49% and the overall emissions could be reduced by 21%.

you may also wish to consider the format of the event, as a number of delegates flew to the UK. Whilst these were short haul flights from Dublin, they did account for 11% of the overall travel emissions therefore you may wish to introduce a virtual element, so these delegates potentially need not travel. You or your client may also need to balance any flight element with a requirement for in-person networking and inclusion.

food & beverage

you may wish to consider offering vegetarian-only meals. For illustration, if all food provided for the attendees was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by 28% and the overall footprint would be reduced by c. 6%.

transport

you may wish to look at using local suppliers (within a radius of 100km). As an illustration, if all listed suppliers were within this radius, transport emissions would be reduced by 35% and the overall emissions could be reduced by 2%.

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 or providers.

to directly offset carbon emissions for the event as planned:

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12.17 tCO2e*

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

£61 - £304 dependant on project chosen