



event:decision
track

ORANGEDOOR

for ServiceNow

post event carbon footprint assessment

host organisation: ServiceNow

event date: 17-21 April 2023

event: ServiceNow – Hannover Messe 2023

location: Messegelände, Germany

date of assessment: 25th April 2023



your track report

results

shows the total estimated carbon footprint associated with your event, by event function.

benchmark

displays your event carbon footprint, represented by number of delegates or sqm. of stand, when compared with other similar measurements delivered by event:decision.

mitigation recommendations & offset

shows you the effect of changing variables over which you have some control and the financial liability for offset, where appropriate.

brief

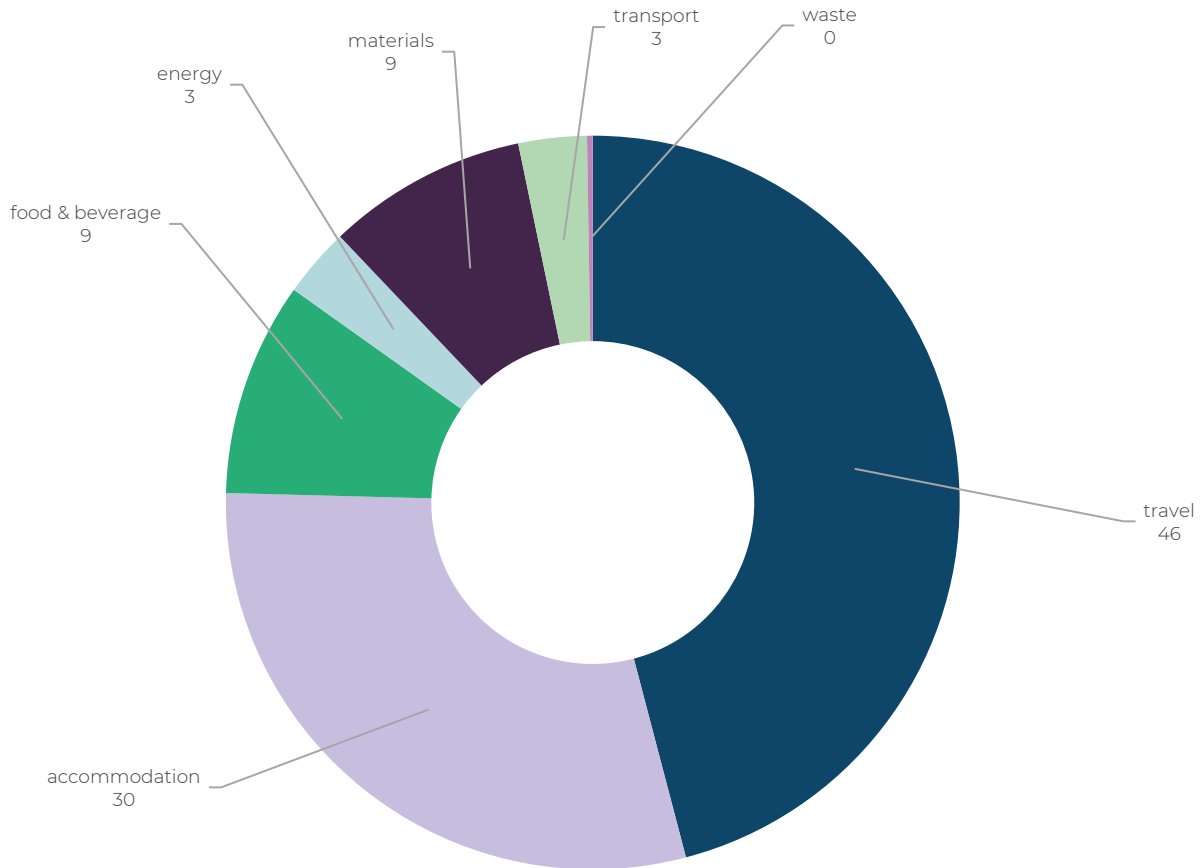
- post event data shared via ORANGEDOOR for ServiceNow Hannover Messe 2023.
- based on a space only stand, 101.5 sqm, at the Hannover Messe.
- includes emissions associated with flights for ORANGEDOOR and estimated for ServiceNow teams.
- food & beverage based 20% vegetarian, 80% non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in post event reporting.
- estimated crew travel, accommodation and subsistence included when not specified
- specified re-useable, recyclable and single use materials calculated as per current data received.



total emissions

ServiceNow – Hannover Messe 2023

total tonnes CO₂e calculated: 19.93 tCO₂e



	actuals tCO ₂ e	%
travel	9.15	46
accommodation	5.88	30
food & beverage	1.88	9
energy	0.61	3
materials	1.76	9
transport	0.60	3
waste	0.05	0

boundaries:

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

travel: guest, screw 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).

materials: printed matter, plastics, recyclable materials and other materials used in stand build & deliver.

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

waste: recyclable and residual waste.

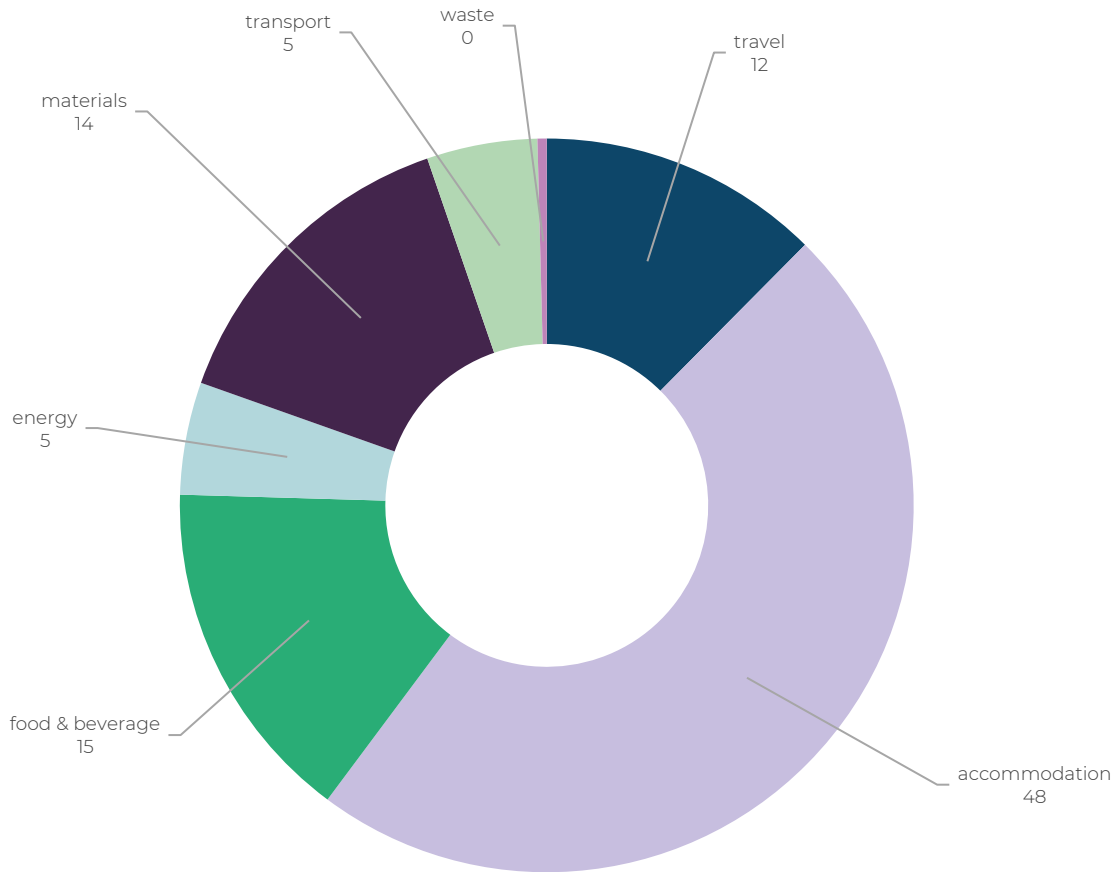


breakdown of emissions

ServiceNow – Hannover Messe 2023

EXCLUDING FLIGHTS EMISSIONS

total tonnes CO₂e calculated: 12.34 tCO₂e



actuals
tCO₂e

%

travel	1.53	12
accommodation	5.88	48
food & beverage	1.88	15
energy	0.61	5
materials	1.76	14
transport	0.60	5
waste	0.05	0

boundaries:

event duration (days), Delegates (where applicable), Staff, Event Area (sqm.).

travel: guest, crew and staffing travel by mode (air, private vehicle, public transport) and distance. Delegates self-certifying as offseing flights are excluded.

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).

materials: printed matter, plastics, recyclable materials and other materials used in stand build & deliver.

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

waste: recyclable and residual waste.



comparison of emissions pre-event vs. post-event

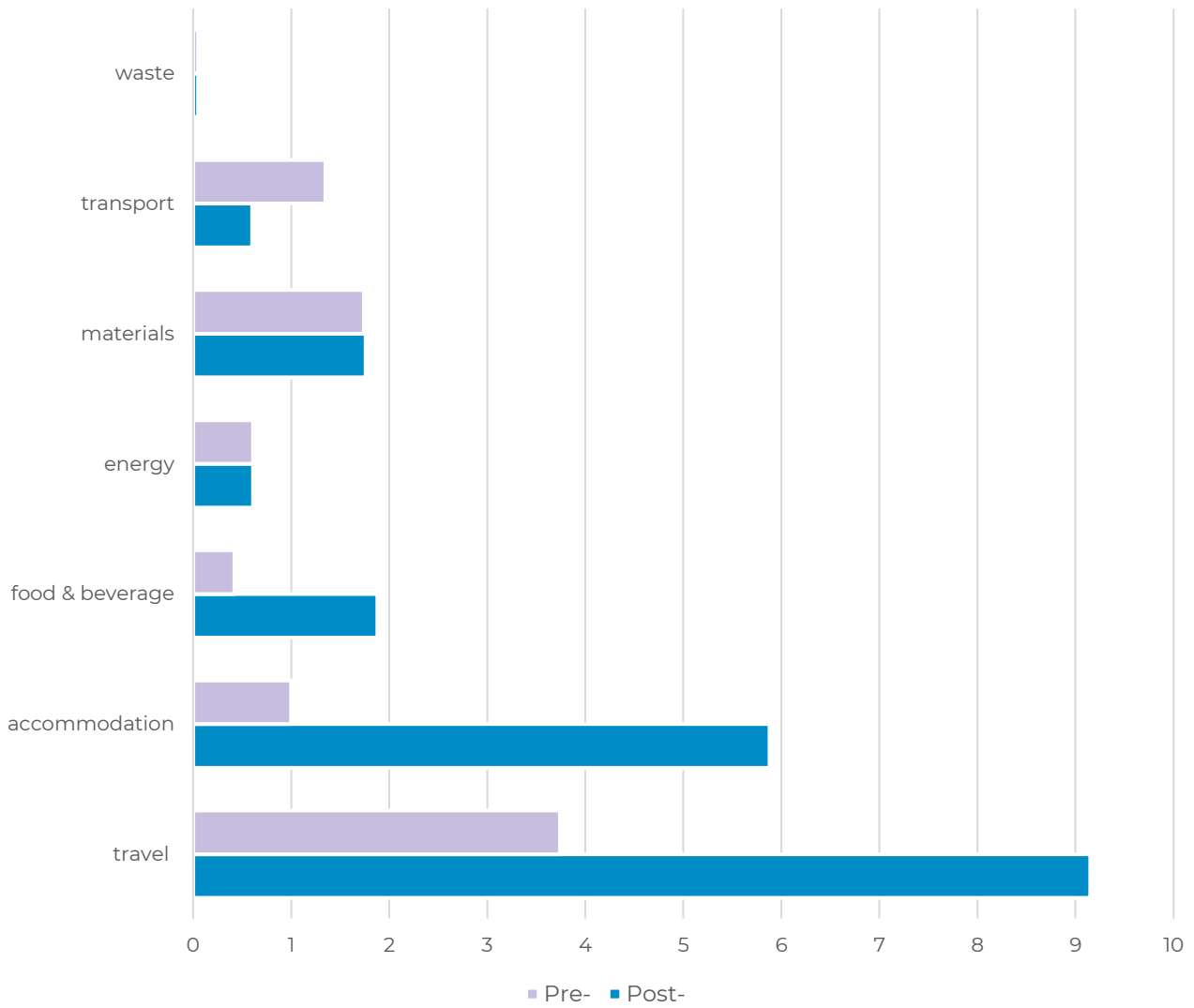
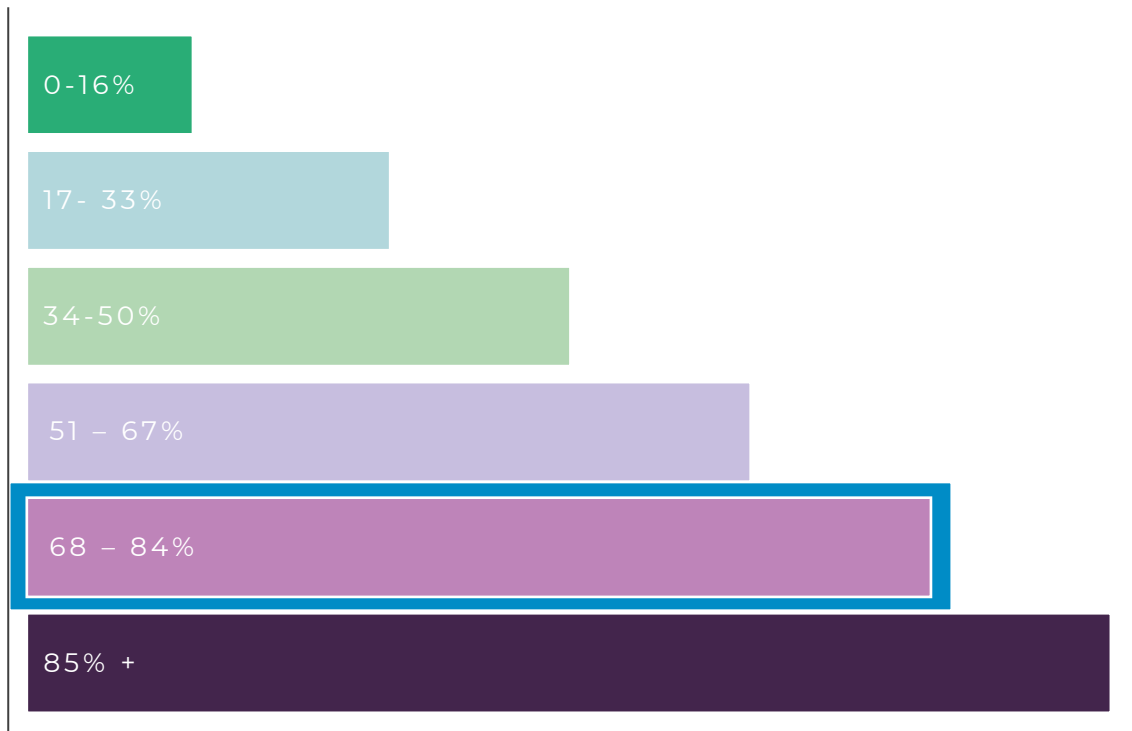




Illustration of **ServiceNow – Make The Difference #HM23**, carbon footprint:
tCO₂e per square metre of stand, based on 101.5 sqm
19.93 tCO₂e = 0.20 tCO₂e per person



at this level, **ServiceNow – Hannover Messe 2023** is within the **80th percentile** of **exhibition 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

due to the location of the event the majority of the crew from both ORANGEDOOR & ServiceNow will be taking flights to Hannover. It is noted that the number of crew attending from ORANGEDOOR was reduced to support reduced emissions. However, the number of attendees from ServiceNow appears substantially higher than predicted and therefore the emissions associated with travel are significantly higher than expected. As an illustration, removing all of the flights from the travel profile (all other factors remaining unchanged) would reduce the event travel emissions by c. 35%.

food & beverage

consider offering vegetarian-only meals. For illustration, if all food provided for delegates was vegetarian (all other factors remaining unchanged) the overall footprint would be reduced by c. 1-2%

transport

consider sourcing local suppliers, where possible. If all material & equipment supply travelled from within Germany (100km each way) all other factors remaining unchanged), transportation emissions could be reduced by c. 10%.

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:

[ServiceNow – Hannover Messe 2023](#)

19.93 tCO₂e*

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

<£99.65 - £498.25 dependant on project chosen

*this measurement includes all client Scope 3 emissions, as defined by GHG Protocol and measured in accordance with IPCC Principles.