



event:decision
track

TOP BANANA.

for Global Retailer Conference 2024

pre-event carbon footprint report

host organisation: Top Banana for Global Automotive Retailer

event date: 24-27 June 2024

event: Global Retailer Conference

location: Copenhagen, Denmark

date of assessment: 10 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

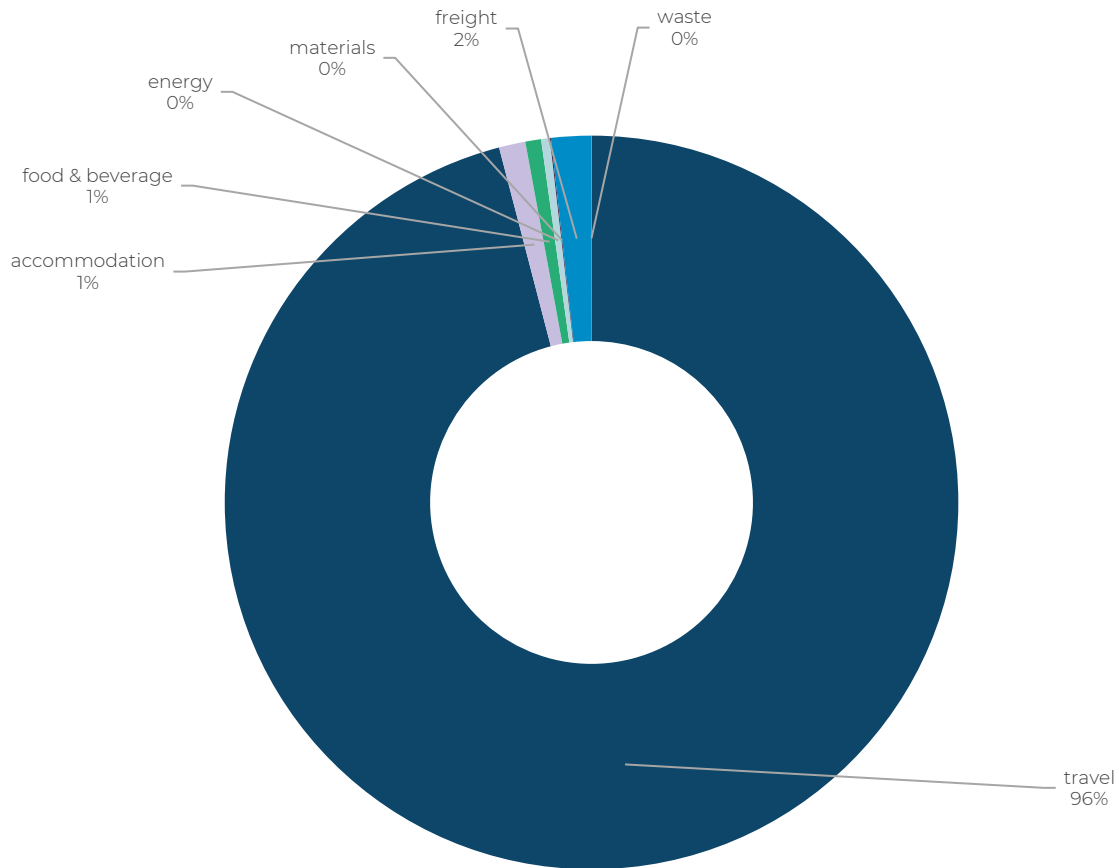
- based on brief supplied by Top Banana
- based on 232 in-person delegates, c.30 trainers and c.25 crew
- international flights based on 50% premium economy, 50% business class travel, regions of origin as per brief received.
- allowance for airport transfers at points of origin 50% by car, 50% public transport; at destination 100% private vehicle transfers based on 2 persons sharing.
- allowance for 40 vehicles being transferred via transporter from the UK to Denmark, via transporter & via road.
- food & beverage commensurate with crew & delegates for time spent on site. Based on 80% non-vegetarian and 20% vegetarian consumption. Food waste estimated.
- power draw, end-of-life for stage, set, AV and peripherals included.



total estimated emissions

Top Banana for Global Retailer Conference 2024

tCO₂e estimated: 1,106.81 tCO₂e



	actuals tCO ₂ e	%
travel	1061.91	96
accommodation	12.89	1
food & beverage	7.69	1
energy	4.20	0
materials	0.53	0
freight	19.49	2
waste	0.10	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). Source for renewable power

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.

note: a result of 0% or 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.

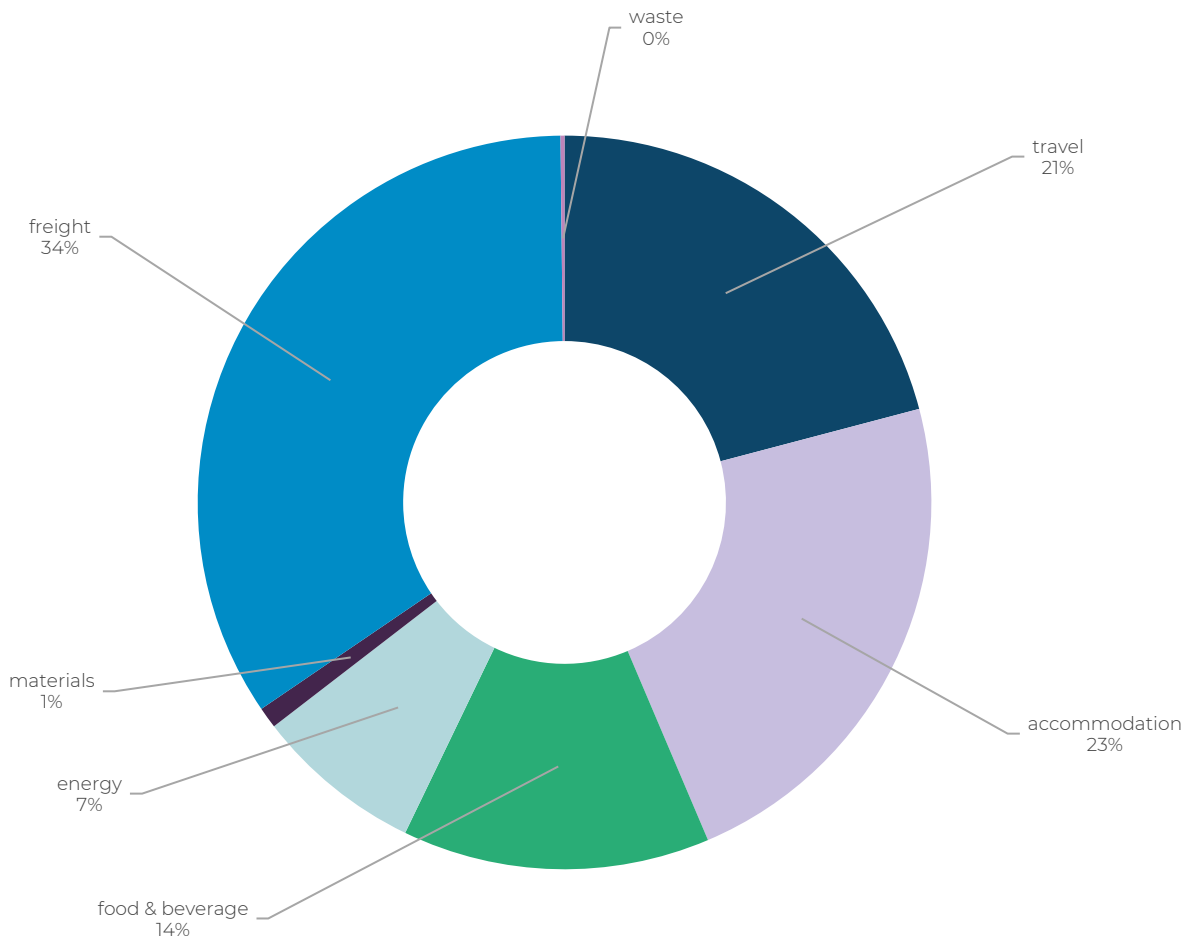


estimated emissions

EXCLUDING DELEGATE FLIGHTS

Top Banana for Global Retailer Conference 2024

tCO₂e estimated: 56.76 tCO₂e



	actuals tCO ₂ e	%
travel	11.86	21
accommodation	12.89	23
food & beverage	7.69	14
energy	4.20	7
materials	0.53	1
freight	19.49	34
waste	0.10	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). Source for renewable power

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

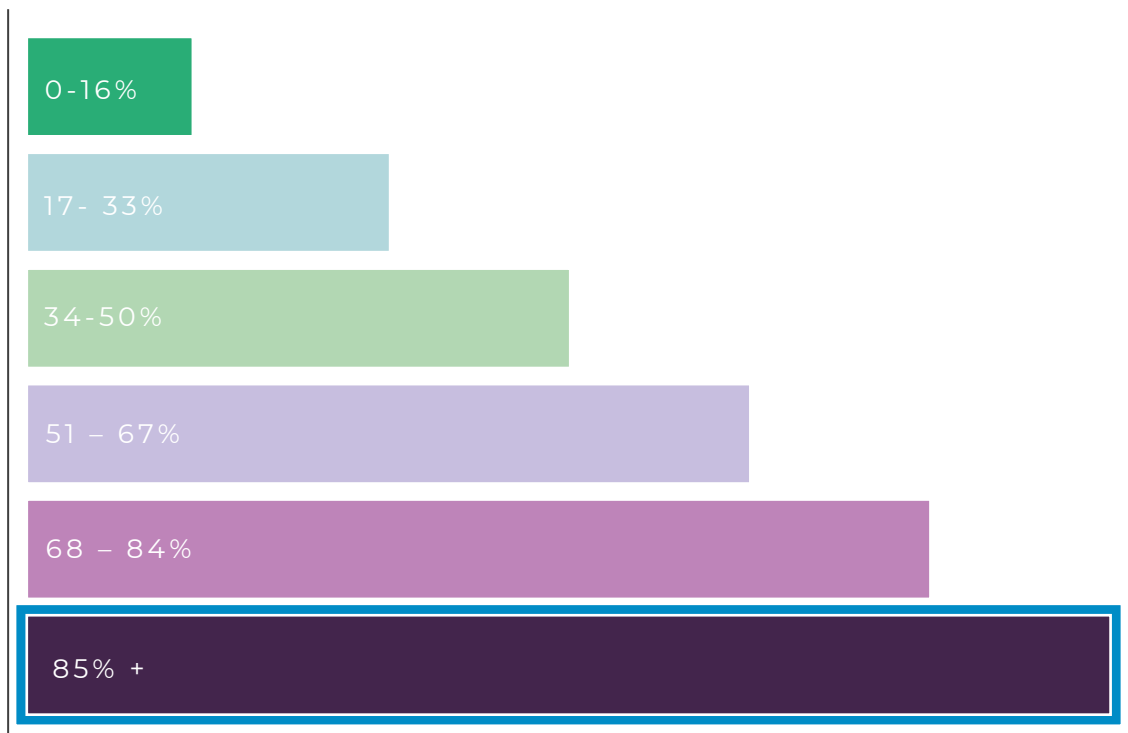
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waste: recyclable and residual waste.

note: a result of 0% or 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 **Top Banana for Global Retailer Conference 2024**
total estimated event footprint
tCO₂e per delegate based on 262 delegates
1,106.81 tCO₂e = 4.22 tCO₂e per delegate



at this level, **Top Banana for Global Retailer Conference 2024** is within the **98th percentile** of emissions intensity for **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.

graphical data above be used for illustrative purposes only, not for ESG audit or offset reporting.

above comparison is based on data **only from conference-style events**

total data population (conference and exhibition builds) 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 to support mitigating the emissions impact of this event using a sustainable event planning process.

Data sensitivity for manageable variables:

travel

with almost 100% of Retailers travelling by air to this event, the impact of this factor is highly significant. To mitigate this factor you may wish to consider incentivising Retailers to travel via public transport, where appropriate and available. You may also wish to consider asking Retailers to favour seats in the following order: Economy, Premium Economy, Business Class.

as an illustration, were ALL Retailers to travel in Economy Class (all other factors remaining constant) the event's overall impact would be reduced by c.50%.

food

you may wish to consider offering one or more meals on a vegetarian basis. If all meals available for the duration of the event were on a vegetarian basis, the F&B emissions associated would be reduced by c.30%.

you may also wish to consider working with a local partner to facilitate the distribution of excess food. The venue should be able to support this process.

freight

due to the nature of this event a significant number of vehicles will be transported from the UK to Copenhagen. For the purposes of this report it is assumed that these will be transported via road. You may wish to consider sea-freight from the UK to Denmark which would reduce the associated emissions by c.40%.

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.

as a guide, to directly offset carbon emissions for the event:

Top Banana for Global Retailer Conference 2024

1,106.81 Tonnes CO₂e

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

£5,600 - £27,675 dependant on project & provider chosen