



**event:decision**  
track

**FIRST  
EVENT**

## for Kerv 2023

post event carbon footprint report

host organisation: First Event

event date: 29 September 2023

event: Kerv 2023

location: The Brewery, London

date of assessment: 18<sup>th</sup> October 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.

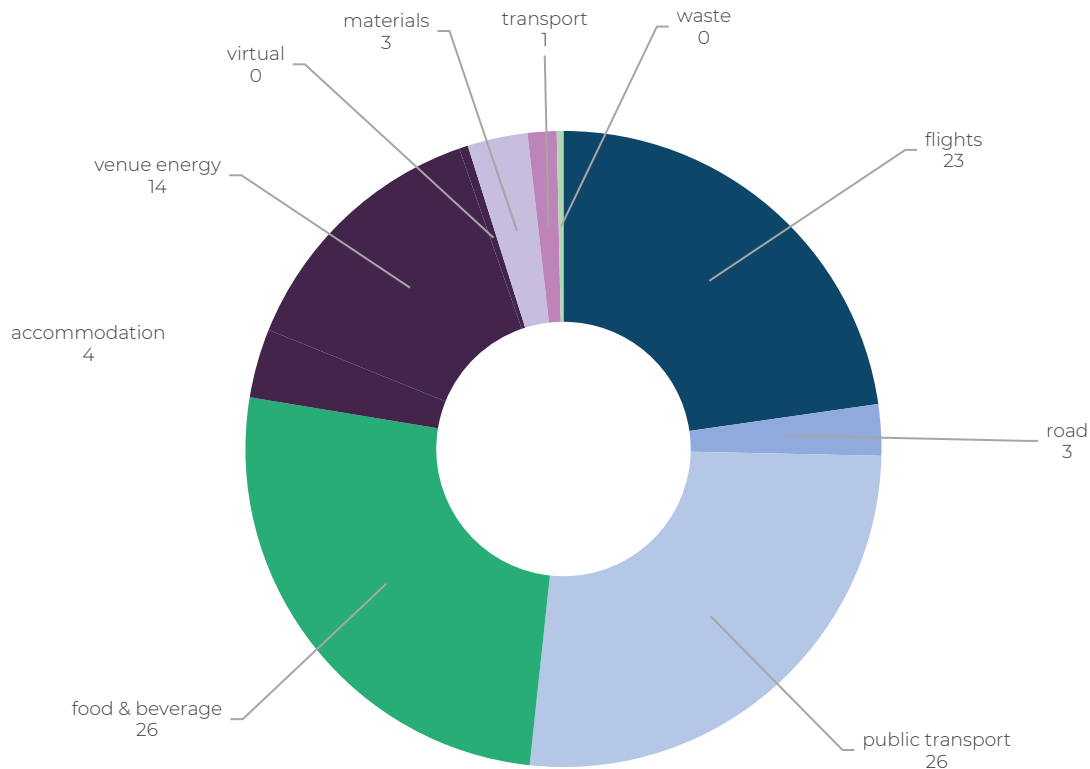
### **offset**

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 data shared by First Event team.
- one day in-person event on the 29<sup>th</sup> September 2023 together with some overseas virtual attendees.
- delegate travel based on information provided.
- crew, accommodation as outlined in the details provided, some delegate accommodation has also been estimated due to distance of travel.
- food & beverage as per menus provided, 20% assumed vegetarian.
- power draw as per meter reading provided by First Event.
- materials used as outlined in data provided.
- transportation of equipment as per details provided by First Event.

**total breakdown of emissions**  
total tonnes Co2e calculated: **8.84 tCO<sub>2</sub>e**



	actuals tCO <sub>2</sub> e	%
flights	2.01	23
road	0.23	3
public transport	2.33	26
food & beverage	2.29	26
accommodation	0.31	4
venue energy	1.2	14
virtual	0.04	0
materials	0.27	3
transportation	0.13	1
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<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.

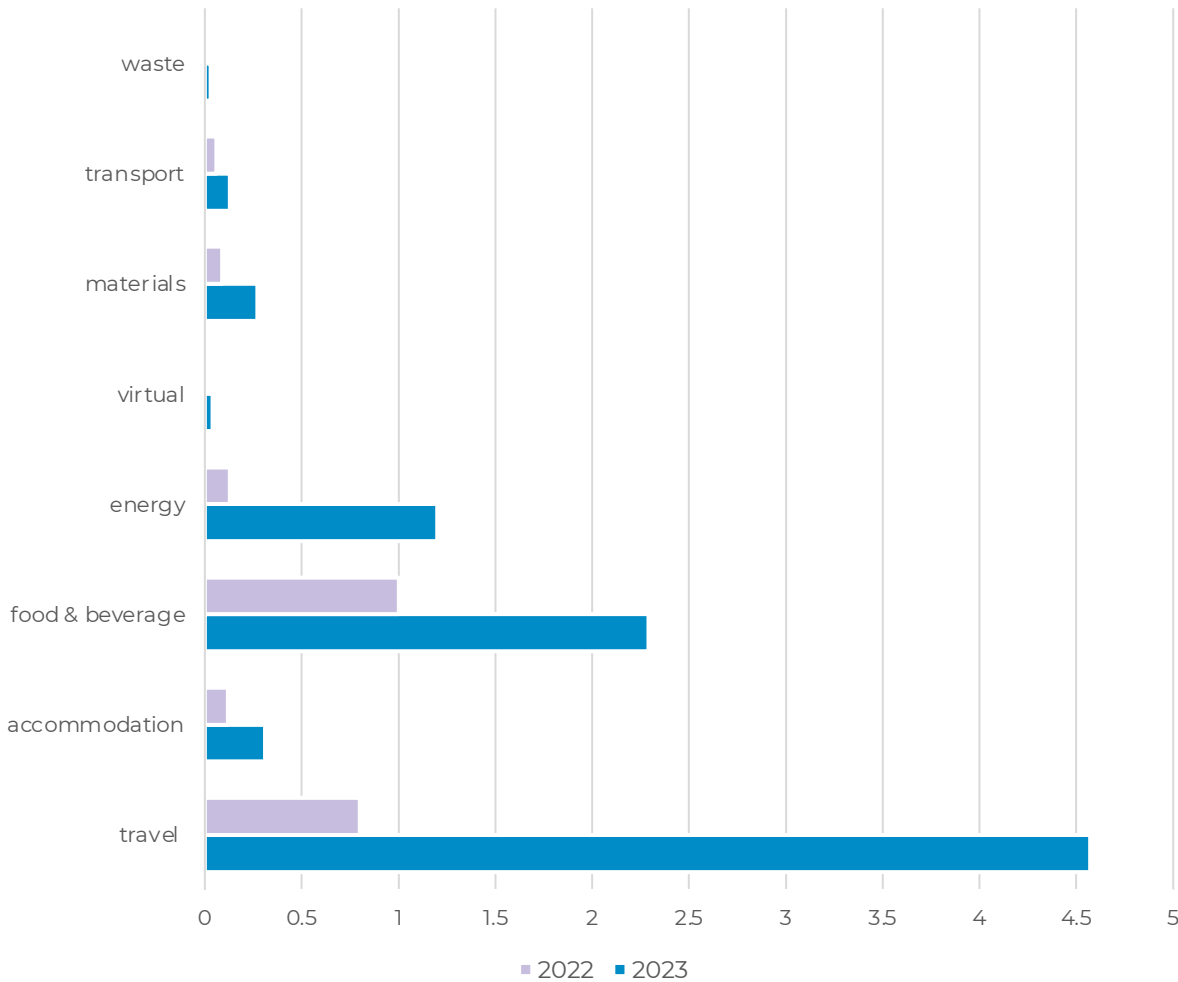


### comparison of emissions

#### Kerv 2023

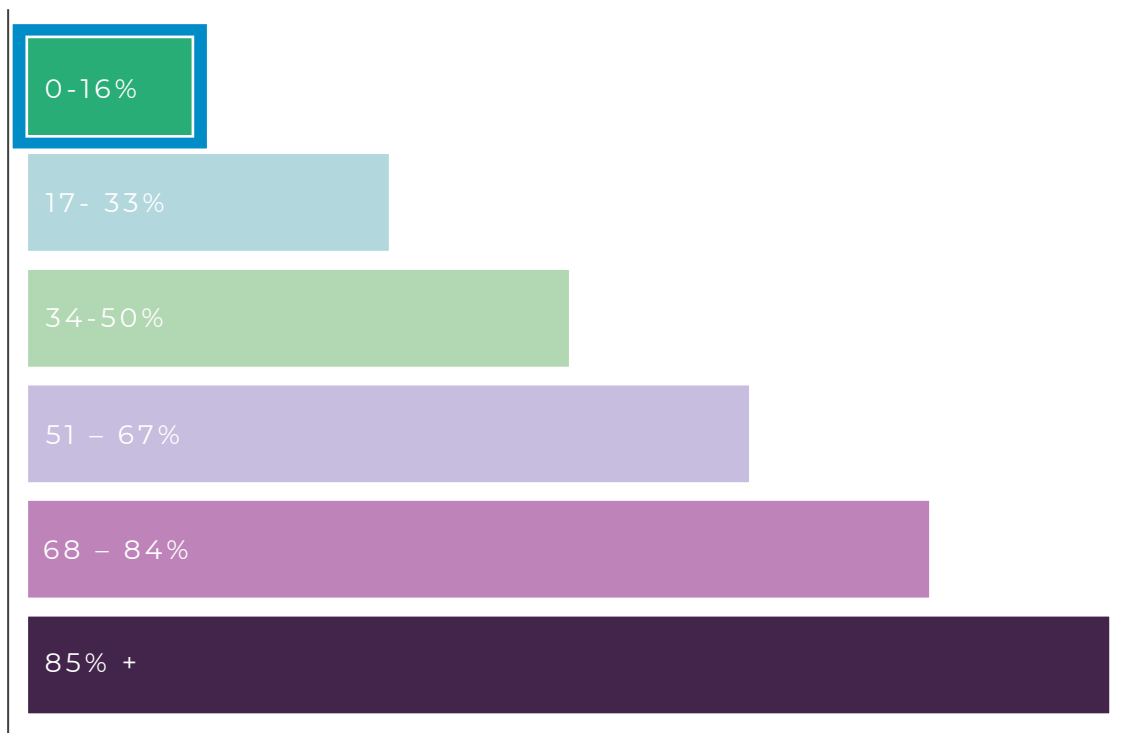
#### 2022 vs. 2023

absolute increase of c. 370%  
relative (intensity per delegate) increase of 6%



2022	actuals tCO2e	%	2023	actuals tCO2e	%
travel	0.80	33	travel	4.57	52
accommodation	0.12	5	accommodation	0.31	4
food & beverage	1.00	42	food & beverage	2.29	26
energy	0.13	6	energy	1.20	14
virtual	0.00	0	virtual	0.04	0
materials	0.09	4	materials	0.27	3
transport	0.06	2	transport	0.13	1
waste	0.21	9	waste	0.03	0

Illustration of **Kerv 2023**, event footprint  
tCO<sub>2</sub>e per delegate based on 564 delegates.  
**8.84 tCO<sub>2</sub>e = 0.016 tCO<sub>2</sub>e per delegate**



at this level, the intensity of emissions for **Kerv 2023** is within the **14<sup>th</sup> 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.

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

here are some ideas to help you plan your next event even more sustainably:

### travel

due to the location of the event, it has been estimated that the majority of the delegates will travel by public transport. However, it has been estimated that the delegates attending from Scotland and Italy will fly to the event, which has significantly increased the footprint of the travel factor. As an illustration if these delegates had attended the event virtually rather than in person (all other factors remaining unchanged) the travel emissions would be reduced by c. 44% and the overall footprint would be reduced by 23%.

### food

consider offering one or more vegetarian only meals. As an illustration, if all food provided was vegetarian, (all other factors remaining unchanged) the food & beverage footprint would be reduced by 25% with the overall footprint reduced by c.6%.

### energy

you may wish to consider using a venue with renewable energy. As an illustration if the venue was powered with renewable energy (all other factors remaining unchanged) the overall footprint would be reduced by 14%.

### virtual

the event was made accessible virtually for many overseas delegates & this supported minimising the overall **emissions per person to a very similar level to the 2022 event**, even though the event has more than doubled in size in reported attendance numbers.

## 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:

### Kerv 2023

#### 8.84 Tonnes CO<sub>2</sub>e

Offset calculation dependent on project & provider chosen from £5/tCO<sub>2</sub>e - £25/tCO<sub>2</sub>e. Average figure:

£44 - £221 dependant on project & provider chosen