



event:decision
track

—BROADSWORD—

for HSBC Senior Leadership Forum 2023 post-event Track report

host organisation: Broadsword events for HSBC

event date: 11-14 Dec 2023

event: HSBC Senior Leadership Forum 2023

location: The Fairmont, Windsor, Berks. UK

date of assessment: 31 Jan 2024



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 / stand / activation. This is benchmarked against other event measurements calculated by event:decision. Can be referred to as emissions intensity.

mitigation

initial advice on potential mitigation of impact. Additional mitigation consultancy & advisory is available on request.

offset

an illustration of a range of costs 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 Broadsword for the HSBC Senior Leadership Forum 2023
- conference taking place at the Fairmont Windsor UK
- live date(s): 11th – 14th December 2023
- based on 300 in-person delegates for duration
- estimated delegate travel based on empirical travel data for a conference of this nature & duration. Long-haul and medium-haul delegate flights are assumed Business Class. Estimated as 120 long-haul return flights business class, 80 medium-haul return business class, 40 short-haul return flights plus vehicle transfer allowance
- conference data excluding delegate travel is also demonstrated, based on actual consumption and data shared by agency
- food & beverage breakdown as specified in data provided and where not specified, based 20% vegetarian, 80% non-vegetarian
- build materials for stage-set, AV, marquee, dressing, rental and purchased furniture, transportation and power draw estimated where not detailed in post-event reporting

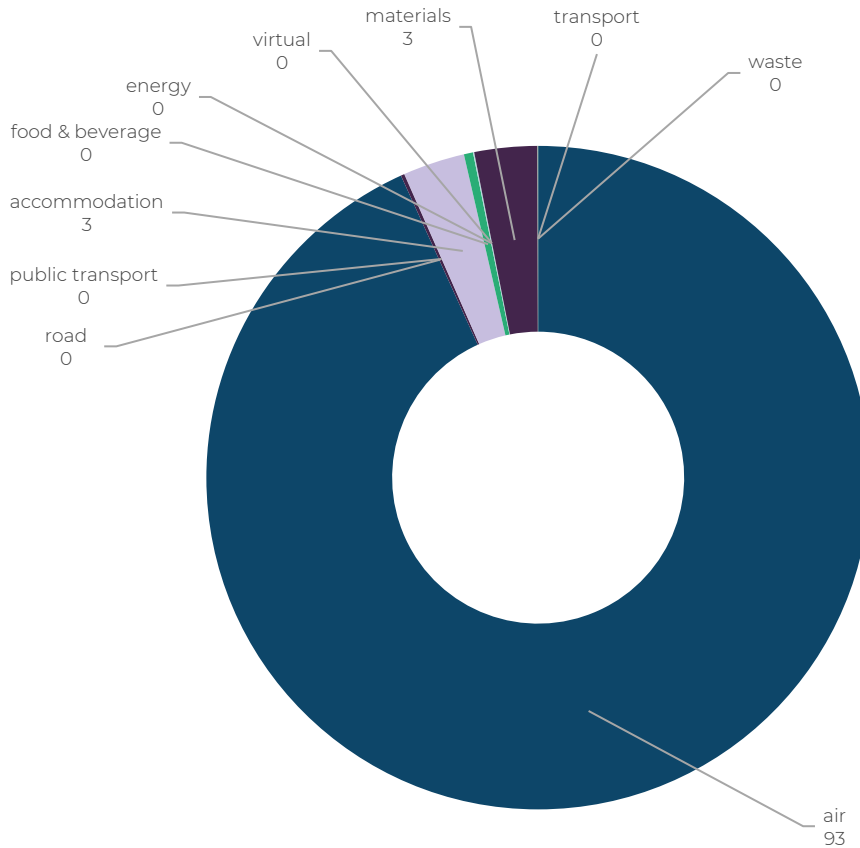


total emissions calculated

INCLUDING estimated delegate travel

HSBC Senior Leadership Forum 2023

tCO₂e estimated: 1,063.39 tCO₂e



	actuals tCO ₂ e	%
air	991.23	93
road	1.82	0
public transport	0.11	0
accommodation	32.03	3
food & beverage	4.73	0
energy	0.63	0
virtual	0.00	0
materials	32.53	3
transport	0.30	0
waste	0.01	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.

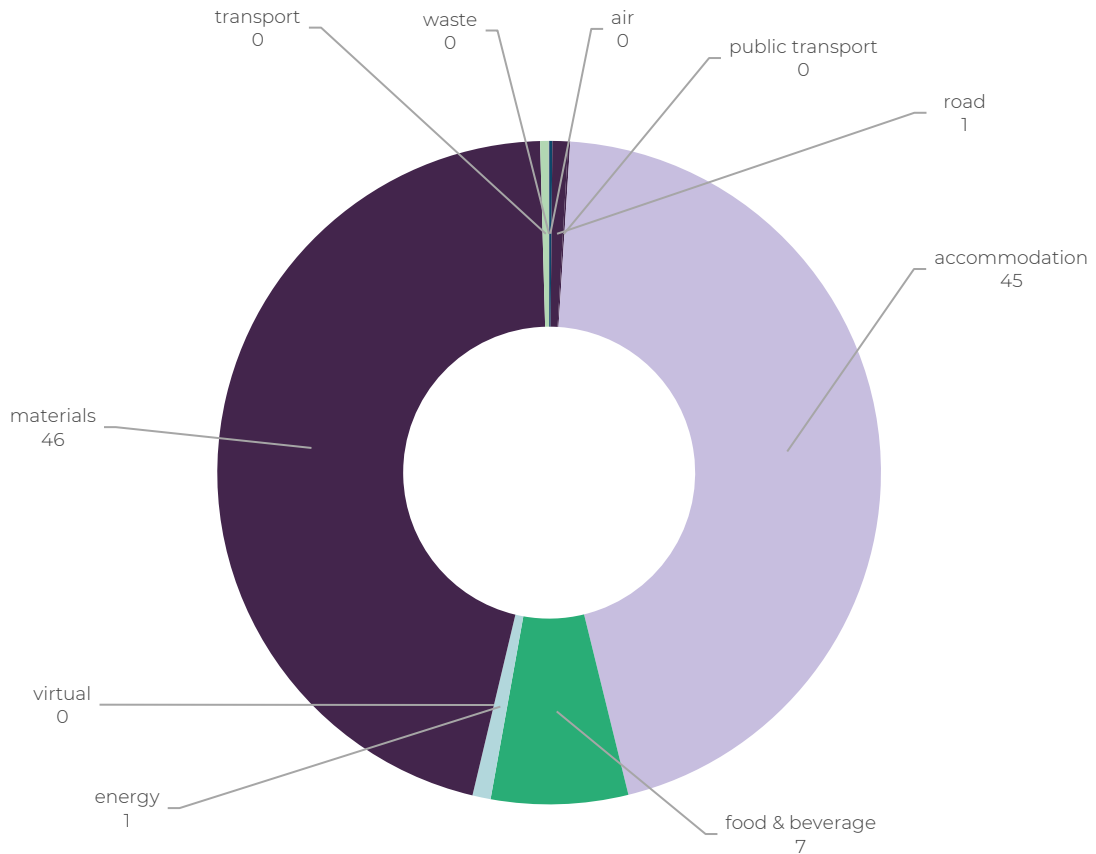


total emissions calculated

EXCLUDING estimated delegate travel

HSBC Senior Leadership Forum 2023

tCO₂e estimated: 70.95 tCO₂e



	actuals tCO ₂ e	%
air	0.11	0
road	0.54	1
public transport	0.07	0
accommodation	32.03	45
food & beverage	4.73	7
energy	0.63	1
virtual	0.00	0
materials	32.53	46
transport	0.30	0
waste	0.01	0

boundaries:

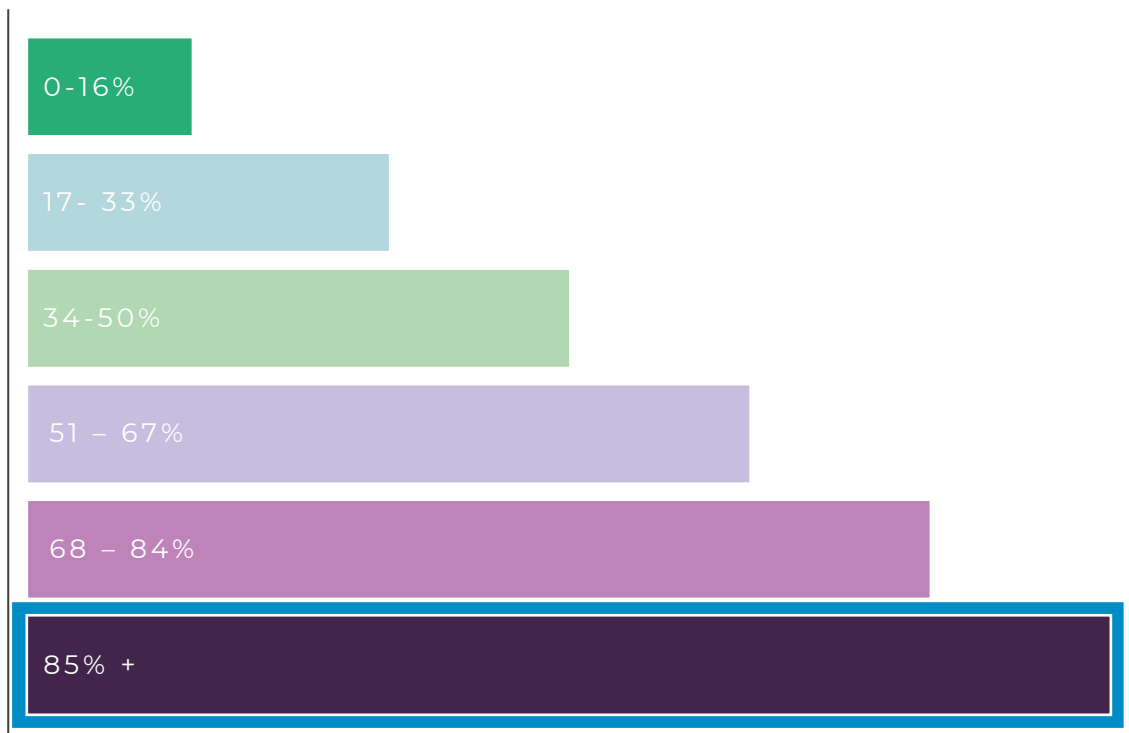
- event** duration (days), guests (where applicable), staff, crew, event area (sqm.)
- travel:** guest, crew and staffing travel by mode (air, private vehicle, public transport) class and distance.
- accommodation:** hotel nights for guests, build crew or stand staffing, by star-rating.
- catering:** 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 **HSBC Senior Leadership Forum 2023** carbon intensity:

tCO₂e per delegate, based on 300 persons

1063.39 tCO₂e = 3.54 tCO₂e per person



the **HSBC Senior Leadership Forum 2023** carbon intensity per delegate is within the **96th 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

Suggestions of how to potentially reduce the environmental (emissions) impact of this type of event:

travel

as the Forum is designed for senior delegates on a global basis, the travel emissions element at 93% of total is highly significant, as expected. You may wish to consider offering alternative formats for the event, including elements of hybrid &/or virtual. You may also wish to offer your client for consideration the class of travel consumed. As an illustration only, had all delegates estimated to be flying travelled in premium economy, the travel factor would be reduced by 45% and total emissions associated with the event by 53%.

food & beverage

you may wish to consider offering an all vegetarian-only menu. For illustration, if all food provided for the attendees and crew was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by 35%.

accommodation

whilst only single standard (luxury) accommodation is available on site, you may wish to consider discussing with you client the number of shoulder nights associated with this event. Reducing shoulder nights associated with the Forum by 100 rooms at the start and end of the event would reduce the accommodation emissions profile by 25%.

transport

local suppliers have been engaged for all the materials required for this event. This has kept the emissions associated with the transport to a minimum for this event.

offset

you may choose to offer offset solutions via event:decision, or via a channel within your agency or company. Please contact event:decision for a menu of certified projects & providers.

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

HSBC Senior Leadership Forum 2023

excluding delegate travel 70.95 tCO₂e

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

£355 - £1775 dependant on project & provider chosen