



**event:decision**  
track



**encore**

## for Datadog – Sales Kick Off '24

post event carbon footprint report

**host organisation:** Encore Global

**event date:** 9<sup>th</sup> – 12<sup>th</sup> January 2024

**event:** Sales Kick Off '24

**location:** Sheraton Dallas Hotel, Dallas, USA

**date of assessment:** 26<sup>th</sup> January 2024



# your track report

## results

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

## benchmark

displays your estimated 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 as calculated by event:decision on a carbon neutral basis.

## brief

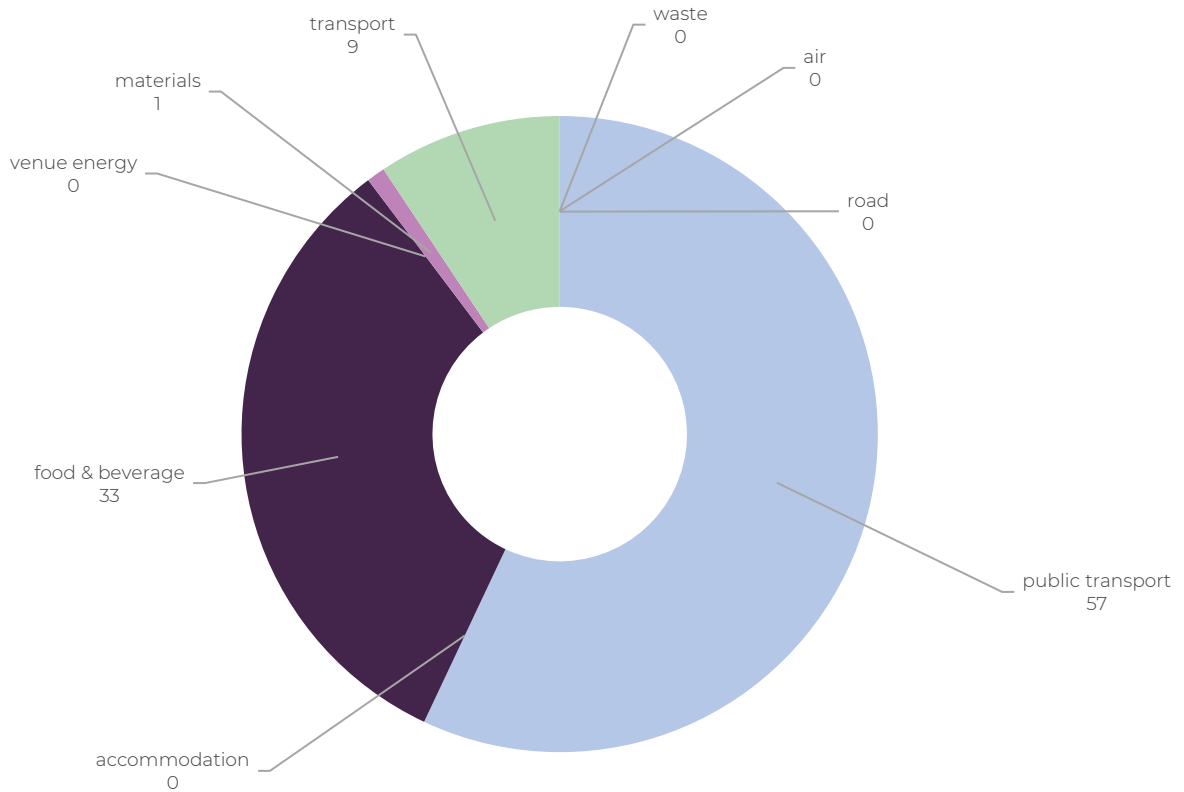
- based on post event data shared via Encore Global for the Datadog – Sales Kick Off 24
- the build period 8<sup>th</sup> January 2024.
- live dates 9<sup>th</sup> – 12<sup>th</sup> January 2024
- based on 143 full or half days onsite for Encore crew and all of the crew were locally based.
- includes emissions associated with estimated crew travel based on data provided by Encore across the timeframe.
- food & beverage breakdown estimated based on crew days onsite with a split of 20% vegetarian, 80% non-vegetarian.
- build materials and transportation as outlined in documentation provided.
- power draw and any attendee associated estimations have not been included within the measurement.
- the measurement is based on Encore's presence and their supply of kit for the Datadog – Sales Kick Off 24 only.



total calculated emissions

Datadog – Sales Kick Off 24

tonnes CO<sub>2</sub>e: 1.07 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	0	0
<b>road</b>	0	0
<b>public transport</b>	0.61	57
<b>accommodation</b>	0	0
<b>food &amp; beverage</b>	0.35	33
<b>venue energy</b>	0	0
<b>materials</b>	0.01	1
<b>transport</b>	0.1	9
<b>waste</b>	0	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 % or result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports to less when reported in tCO<sub>2</sub>e to two decimal places.



Illustration of Datadog – Sales Kick Off 24 carbon intensity:

tCO<sub>2</sub>e per sqm, based on 11,192 sqm

1.07 tCO<sub>2</sub>e = 0.09 kgCO<sub>2</sub>e per sqm:



Datadog – Sales Kick Off 24 carbon intensity per sqm is within the 25<sup>th</sup> percentile of event-related AV production emissions intensity when compared directly with all similar events measured by event:decision.

\*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 crew is all locally-based and the venue is centrally located it has been estimated that they will all travel by public/mass transport. Which in turn means that the emissions associated with crew travel has been kept to a minimum.

### food & beverage

you may wish to consider encouraging the crew to consume an all vegetarian-only menu. For illustration, if all food provided for the crew was vegetarian (all other factors remaining unchanged) the food & beverage emissions would be reduced by 29% and the overall footprint would be reduced by c. 9%.

### materials & transport

half of the equipment and materials required for this event were transported to the event from the warehouse in Coppell, Texas. This is considered a local supply as the warehouse is <100km from the venue which has helped to keep the transport emissions to a minimum.

Transporting a similar amount of equipment from non-local source (in this case <1500km) would increase the overall emissions profile, by more than 216%.

## 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 measurements in scope:

Datadog – Sales Kick Off 24

1.07 tCO<sub>2</sub>e

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

\$7 - \$34 dependant on project & provider chosen