



**event:decision**  
track



**encore**

**for International City/Country Management  
Association (ICMA) – Annual Conference 2023**  
post event carbon footprint report

**host organisation:** Encore Global

**event date:** 30th September – 4<sup>th</sup> October 2023

**event:** Annual Conference 2023

**location:** Austin Convention Center, Austin USA

**date of assessment:** 25<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

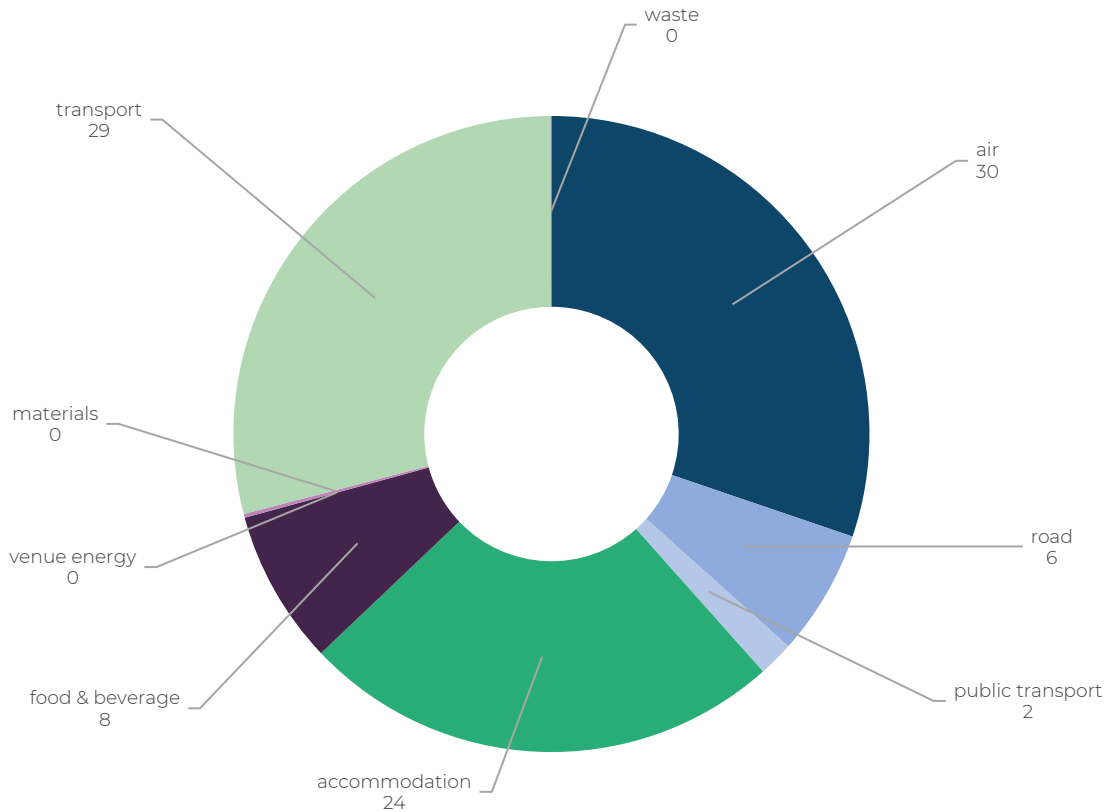
- based on post event data shared via Encore Global for the ICMA – Annual Conference 2023
- the build period spans from 27<sup>th</sup> September to 29<sup>th</sup> September 2023.
- live dates 30<sup>th</sup> September – 4<sup>th</sup> October 2023
- based on 429 full or half days onsite for Encore crew. 17 Crew flew to Austin the remaining crew either drove or were locally based.
- includes emissions associated with estimated crew travel based on data provided by Encore across the entire 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 ICAMA – Annual Conference 2023 only.



total calculated emissions

ICMA – Annual Conference 2023

tonnes CO<sub>2</sub>e: 21.24 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	6.42	30
<b>road</b>	1.36	6
<b>public transport</b>	0.38	2
<b>accommodation</b>	5.2	24
<b>food &amp; beverage</b>	1.67	8
<b>venue energy</b>	0	0
<b>materials</b>	0.04	0
<b>transport</b>	6.16	29
<b>waste</b>	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.

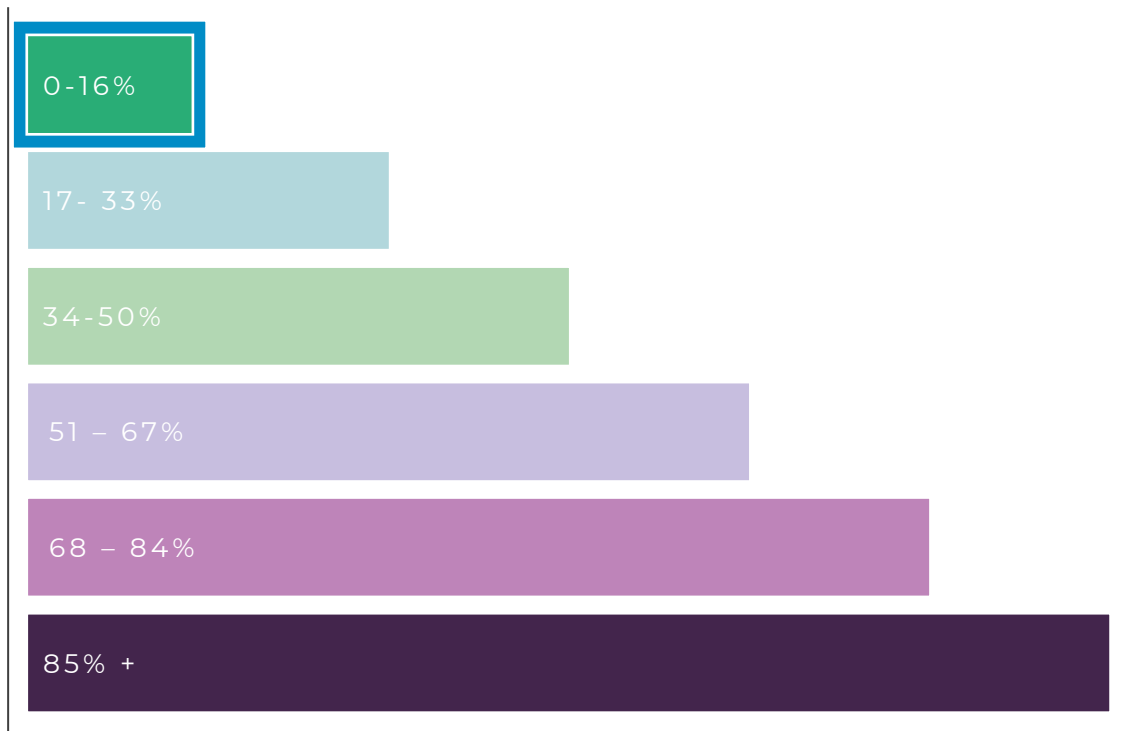
**note:** a % or result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports to less when reported in tCO<sub>2</sub>e to two decimal places.



Illustration of ICMA - Annual Conference 2023 carbon intensity:

tCO<sub>2</sub>e per sqm, based on 25,985 sqm

21.24 tCO<sub>2</sub>e = 0.8 kgCO<sub>2</sub>e per sqm:



ICMA - Annual Conference 2023 carbon intensity per sqm is within the 13<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

17 of the Encore crew for this event travelled by air, with the remainder being based locally. As an illustration if these flights were removed from the travel profile (all other factors remaining unchanged) the travel footprint would be reduced by 79% with overall emissions could be reduced by 30%.

for the locally-based crew it has been estimated that 33% would travel by car/taxi with 67% travelling by public/mass transport. To further improve these numbers, you may wish to incentivise crew to travel either by public/mass transport or to car share, where possible. As an illustration, if all crew travelled by public/mass transport (all other factors remaining unchanged) the travel emissions would be reduced by 13% and the overall footprint could be reduced by c. 5%.

### 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 32% and the overall footprint would be reduced by c 3%.

### materials & transport

all equipment and materials required for this event were transported to the event from Coppell, Texas. You may wish to consider a more local supply, if possible. As an illustration if the equipment was sourced from a local supplier i.e. within a 100 km radius of the venue (all other factors remaining unchanged) the emissions associated with the transport would be reduced by 68% and the overall footprint could be reduced by 20%.

## 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:

### ICMA – Annual Conference 2023

#### 21.24 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.

\$135 - \$676 dependant on project & provider chosen