



**event:decision**  
track

**The Events Racoon, for**

**Vodafone Business**

**Pre-event carbon footprint report**

**host organisation:** Vodafone

**event date:** 31<sup>st</sup> January 2024

**event:** Vodafone Business 'Innovation for Impact' Sustainability Summit

**location:** Barbican, London

**date of assessment:** 23<sup>rd</sup> January 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

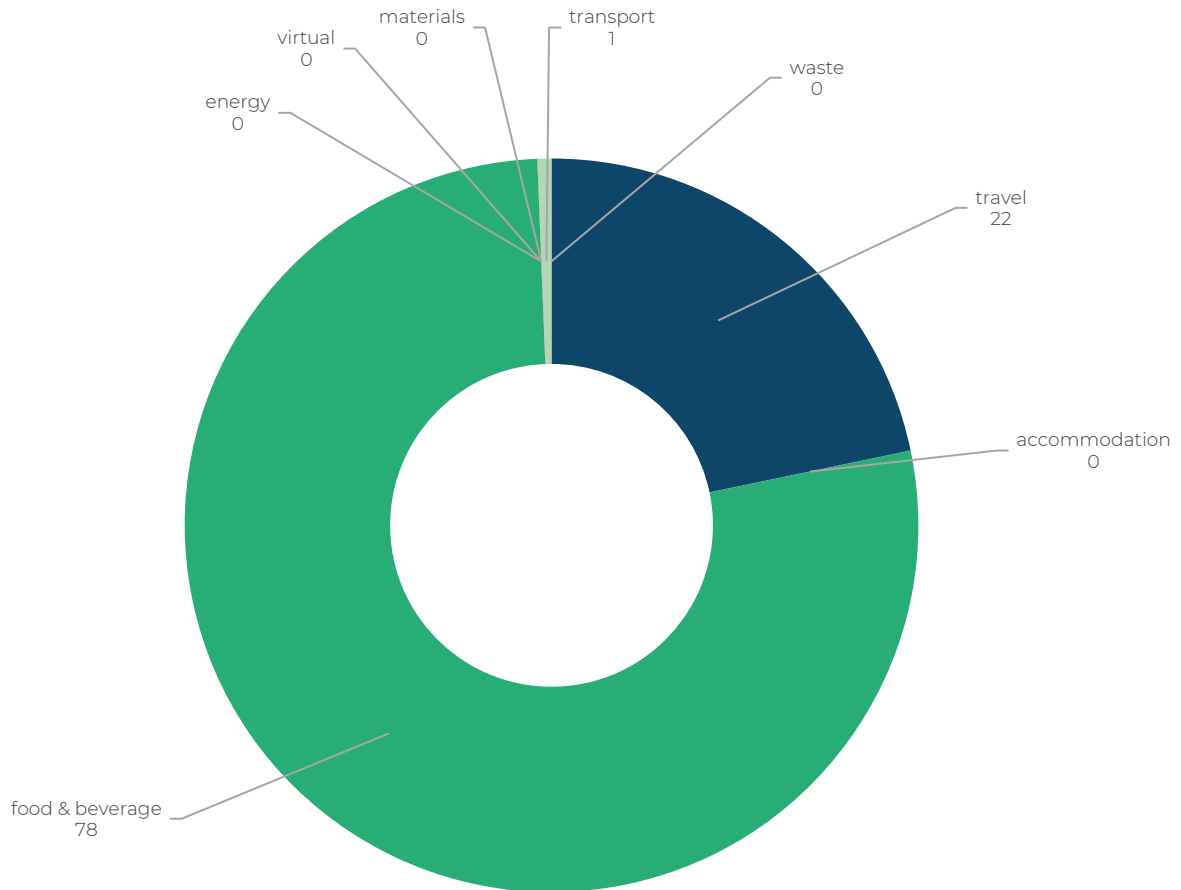
- based on pre-event data shared via The Events Raccoon and Vodafone for the Vodafone Business 'Innovation for Impact' Sustainability Summit
- conference taking place at the Barbican, London
- live date 31<sup>st</sup> January 2024
- based on 150 in-person delegates.
- includes emissions associated with delegate travel based on estimations agreed with The Events Raccoon
- food & beverage breakdown as specified in data provided and where not specified, based 20% vegetarian, 80% non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in pre-event reporting.



total estimated emissions

Vodafone Business 'Innovation for Impact' Sustainability Summit 2024

tonnes CO<sub>2</sub>e calculated: 1.61 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
travel	0.35	22
accommodation	0.00	0
food & beverage	1.25	78
energy	0.00	0
virtual	0.00	0
materials	0.00	0
transport	0.01	1
waste	0.00	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.

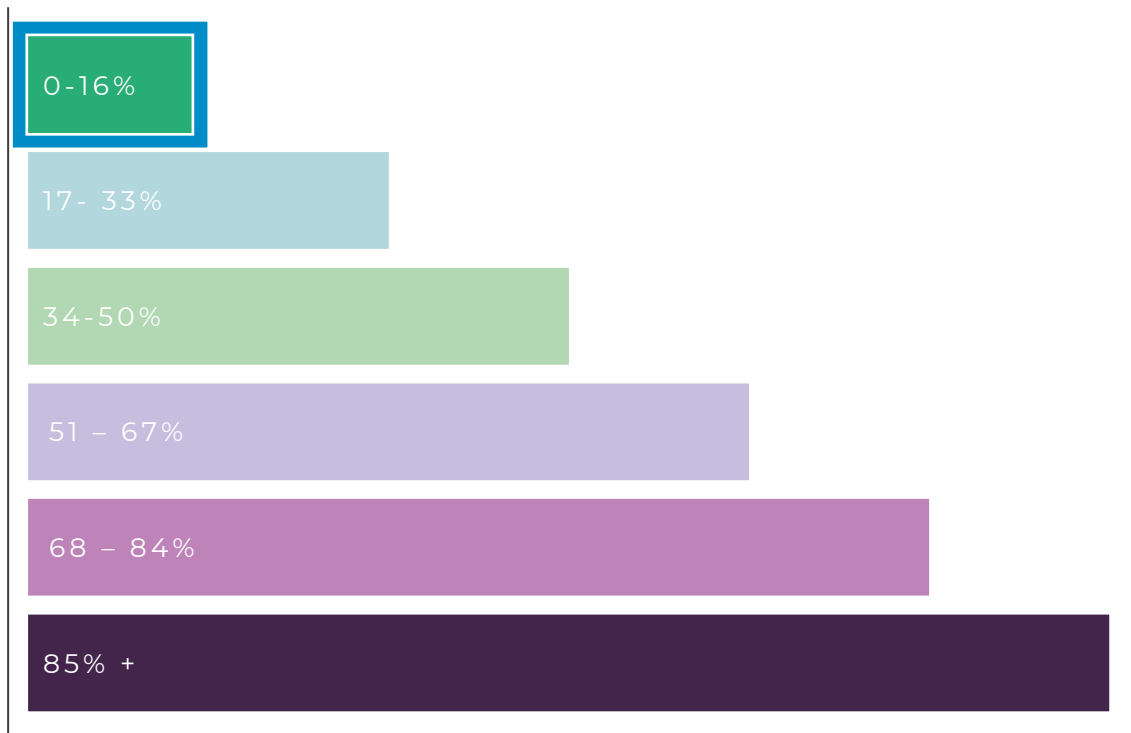
note: a result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports fewer than 10kg CO<sub>2</sub>e when reported in % tCO<sub>2</sub>e to two decimal places.



### Illustration of Vodafone Business 'Innovation for Impact' Sustainability Summit 2024 carbon intensity:

tCO<sub>2</sub>e per delegate, based on 150 persons

1.61 tCO<sub>2</sub>e = 0.01 tCO<sub>2</sub>e per person



the Vodafone Business 'Innovation for Impact' Sustainability Summit carbon intensity per delegate is within the 8th 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 your guests are all expected to travel using public transport to the venue the emissions associated with attendee travel will be kept to a minimum. As an illustration if it were estimated that approximately half of the delegates were to travel by car to the venue (all other factors remaining unchanged) the travel footprint would be increased by 137% and the overall emissions would be increased by 30%.

### food & beverage

you may wish to consider offering the delegates a vegetarian-only menu. For illustration, if all food were to be provided for the attendees throughout the event on a vegetarian basis (all other factors remaining unchanged) the food & beverage footprint would be reduced by 69% and the overall emissions could be reduced by c. 53%.

### 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:

Vodafone Business 'Innovation for Impact' Sustainability Summit

1.61 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.

£8 - £40 dependant on project & provider chosen