



**event:decision**  
track



**encore**

# for American Academy of Dermatology (AAD) – Annual Meeting 2024

pre-event supplier carbon footprint report

**host organisation:** Encore Global

**event date:** 8<sup>th</sup> – 12<sup>th</sup> March 2024

**event:** AAD – Annual Meeting 2024

**location:** San Diego Convention Center, San Diego, USA

**date of assessment:** 31<sup>st</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

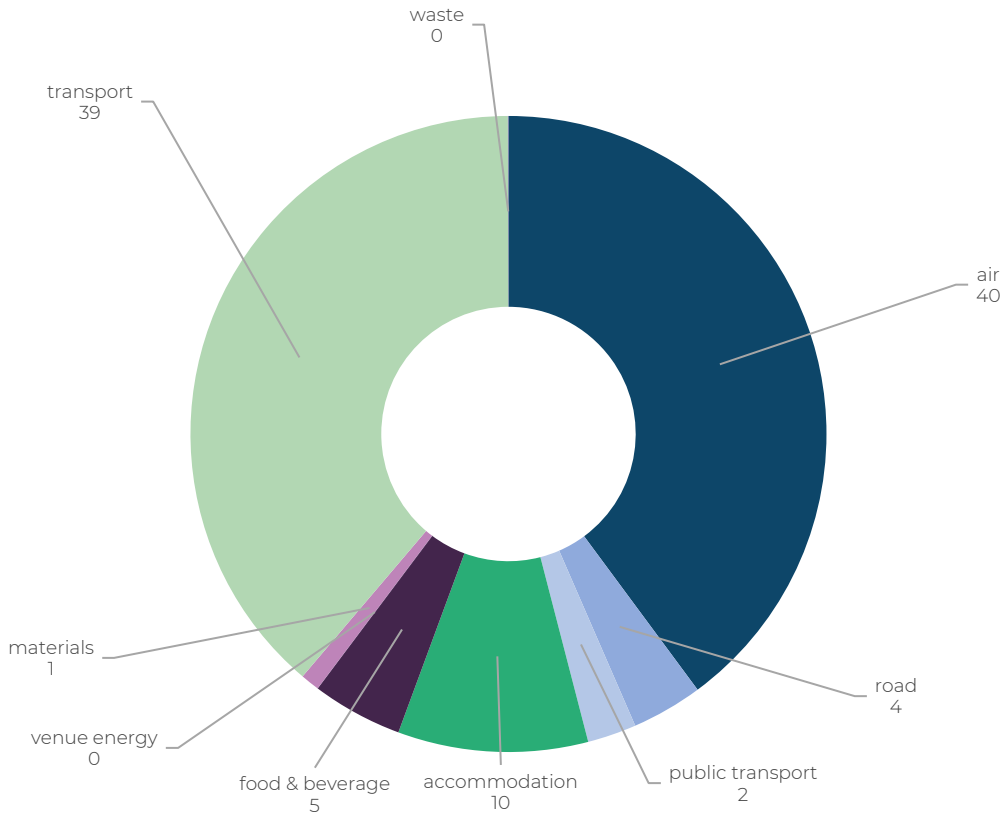
- based on pre-event data shared via Encore Global for the American Academy of Dermatology (AAD) – Annual Meeting 2024
- the build period 7<sup>th</sup> March 2024
- live dates 8<sup>th</sup> – 12<sup>th</sup> March 2024
- based on an estimated 655 full or half days onsite for Encore crew, with 30 crew flown in and the remainder of the crew 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 estimated based on Encore's presence and their supply of kit for the AAD – Annual Meeting 2024 only.



total estimated emissions

AAD – Annual Meeting 2024

tonnes CO<sub>2</sub>e: 63.44 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	25.29	40
<b>road</b>	2.29	4
<b>public transport</b>	1.58	2
<b>accommodation</b>	6.13	10
<b>food &amp; beverage</b>	2.93	5
<b>venue energy</b>	0	0
<b>materials</b>	0.61	1
<b>transport</b>	24.59	39
<b>waste</b>	0.02	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 AAD – Annual Meeting 2024 carbon intensity:**

**tCO<sub>2</sub>e per sqm, based on 15,255 sqm**

**63.44 tCO<sub>2</sub>e = 4.2 kgCO<sub>2</sub>e per sqm:**



AAD – Annual Meeting 2024 carbon intensity **per sqm** is within the **55<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-buils 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

although the majority of the crew is expected to be locally based, 30 crew members are predicted to fly to San Diego to work on this event. As an illustration if these crew did not fly to San Diego (all other factors remaining unchanged) the travel footprint would be reduced by 87% and the overall emissions could be reduced by c. 40%.

### accommodation

it has been assumed that the crew will be staying in 4-star accommodation whilst onsite for this event. You may wish to consider encouraging the crew to stay in 3-star accommodation or a more sustainable accommodation. For illustration, if all accommodation was at a 3-star standard (all other factors remaining unchanged) the accommodation footprint would be reduced by 49% and the overall emissions 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 28% and the overall footprint would be reduced by c. 1 - 2%.

### materials & transport

the majority of equipment and materials for this event are due to be transported to San Diego from the Dallas Warehouse via truck which has made transport the second most significant emissions factor. You may therefore wish to consider locating the equipment and materials, where possible, from a more local supplier, i.e within <100km radius of the venue, for the event. As an illustration if all of the equipment came from a local supplier (all other factors remaining unchanged) the transport footprint would be reduced by 95% and the overall emissions could be reduced by c. 37%.

## 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:

AAD – Annual Meeting 2024

63.44 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.

\$403 - \$2,017 dependant on project & provider chosen