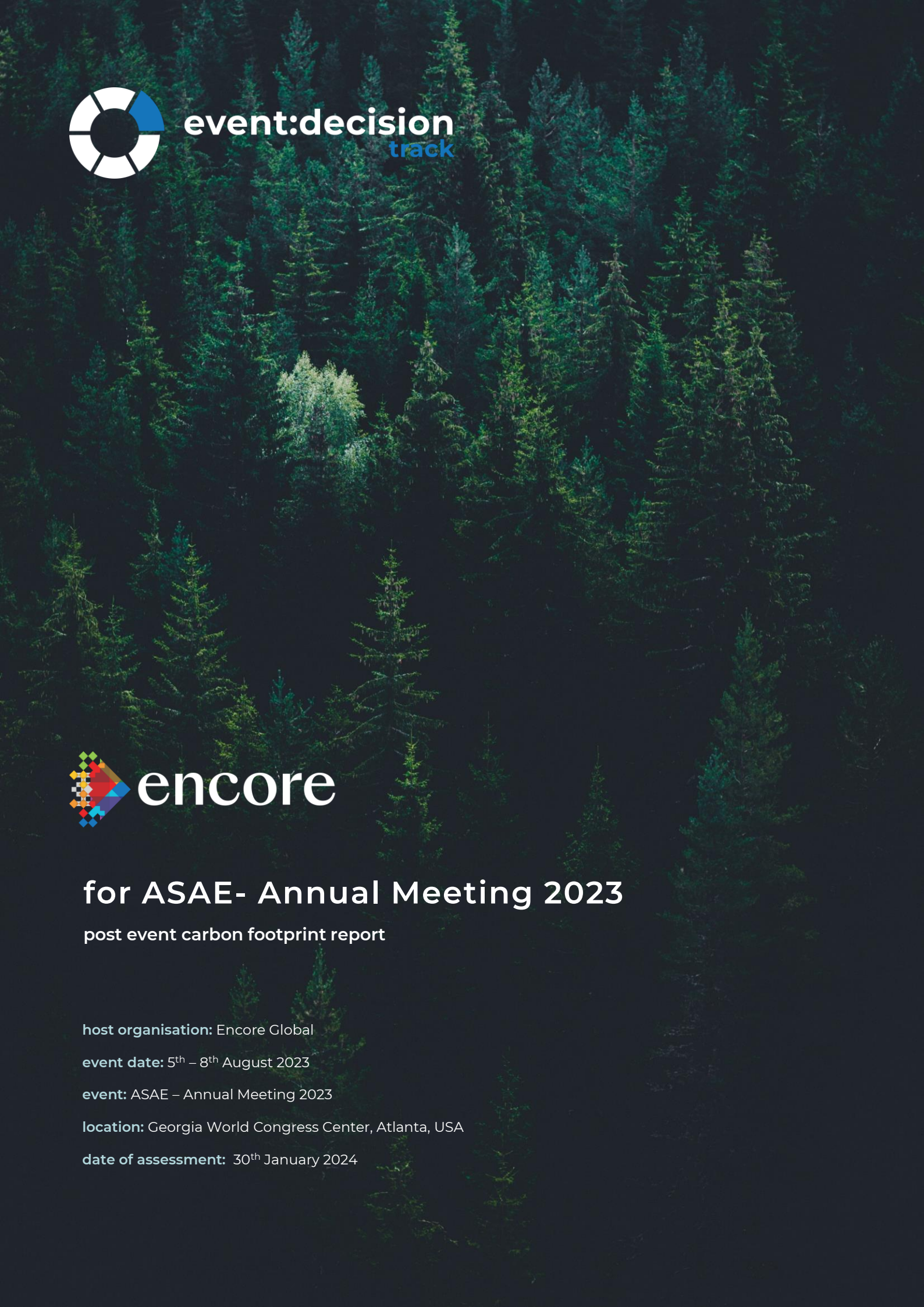


event:decision track

encore

for ASAE- Annual Meeting 2023

post event carbon footprint report

host organisation: Encore Global

event date: 5th – 8th August 2023

event: ASAE – Annual Meeting 2023

location: Georgia World Congress Center, Atlanta, USA

date of assessment: 30th 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.

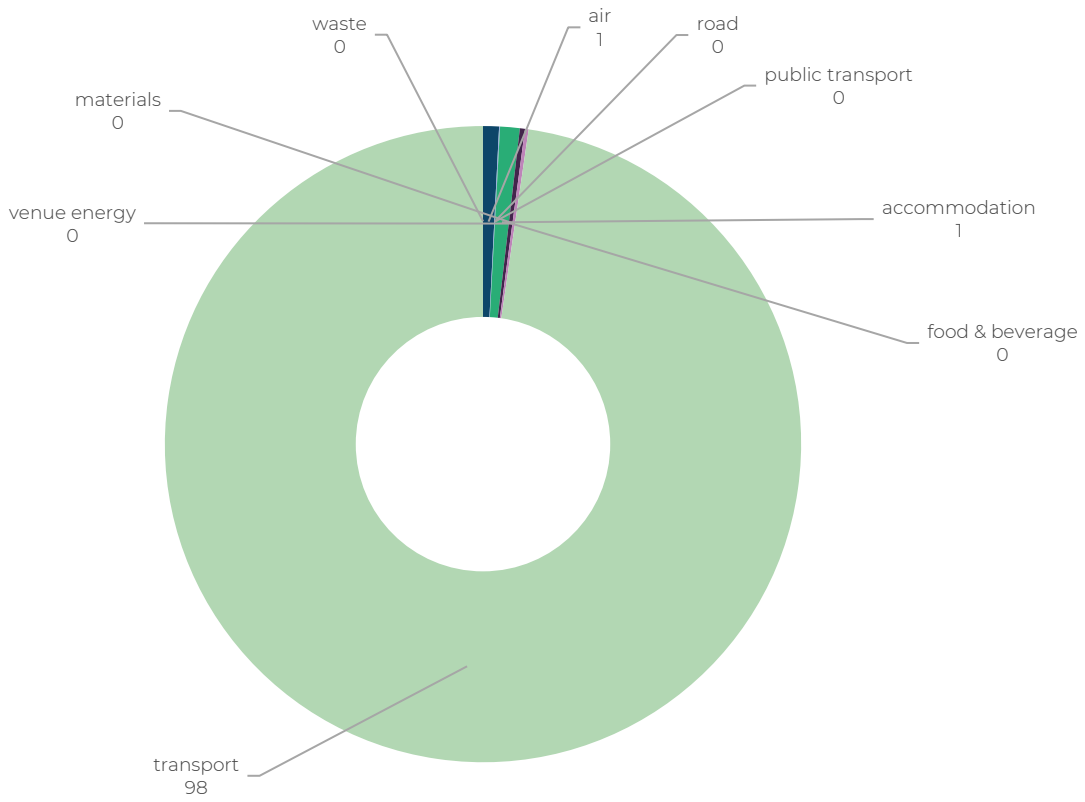
brief

- based on post event data shared via Encore Global for the ASAE – Annual Meeting 2023
- the build period 31st July – 4th August 2023.
- live dates 5th – 8th August 2023
- based on 430 full or half days onsite for Encore crew. Some crew were flown in and the remainder of based locally.
- 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 ASAE – Annual Meeting 2023 only.

total calculated emissions

ASAE – Annual Meeting 2023

tonnes CO_2e: 935.7 tCO_2e



	actuals tCO_2e	%
air	7.56	1
road	0.42	0
public transport	0.03	0
accommodation	9.31	1
food & beverage	2.42	0
venue energy	0	0
materials	1.73	0
transport	914.2	98
waste	0.03	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.

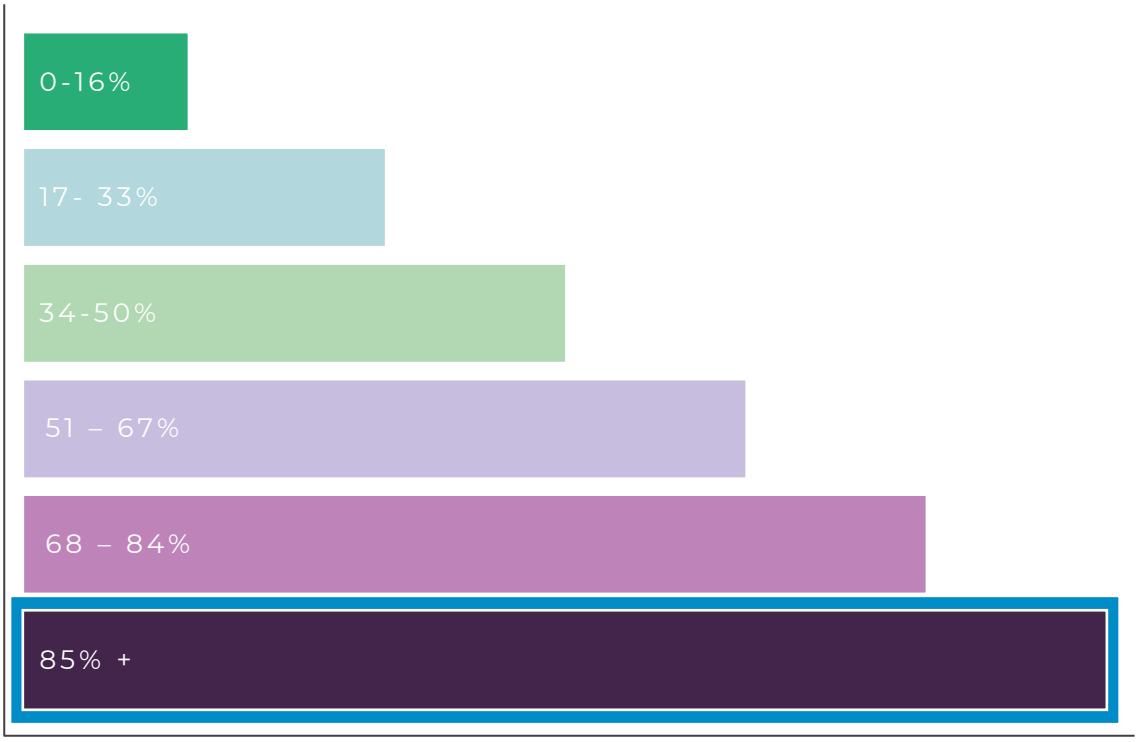
waste: recyclable and residual waste.

note: a % or result of 0.00 tCO_2e does not indicate zero emissions, merely that the category reports to less when reported in tCO_2e to two decimal places.

Illustration of ASAE – Annual Meeting 2023 carbon intensity:

tCO_2e per sqm, based on 14,708 sqm

935.7 tCO_2e = 60 Kg CO_2e per sqm:



ASAE – Annual Meeting 2023 carbon intensity per sqm is within the 92nd 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

although the majority of the crew was locally based, 31 crew members flew to Atlanta to work on this event. As an illustration if these crew did not fly to Atlanta (all other factors remaining unchanged) the travel footprint would be reduced by 94% and the overall emissions could be reduced by c. 1%.

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 on future occasions. 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. 1%.

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 26% and the overall footprint would be reduced by c. 1%.

materials & transport

The majority of equipment and materials for this event were transported to Atlanta from Lanham which has made transport the most significant emissions factor. You may therefore wish to consider locating the equipment and materials from a local supplier, i.e within <100km radius of the venue, for future events. 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 90% and the overall emissions could be reduced by c. 88%.

offset

you may choose to 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:

ASAE – Annual Meeting 2023

935.7 Tonnes CO_2e

Offset calculation dependent on project & provider chosen from £5/tCO_2e - £25/tCO_2e.

$5,933 - $29,665 dependant on project & provider chosen