



**event:decision**  
track



**encore**

# for Oliver Wyman – Health Innovation Summit 2023

post event carbon footprint report

**host organisation:** Encore Global

**event date:** 19<sup>th</sup> – 21<sup>st</sup> September 2023

**event:** Health Innovation Summit 2023

**location:** Loews Chicago Hotel, Chicago, USA

**date of assessment:** 1<sup>st</sup> February 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

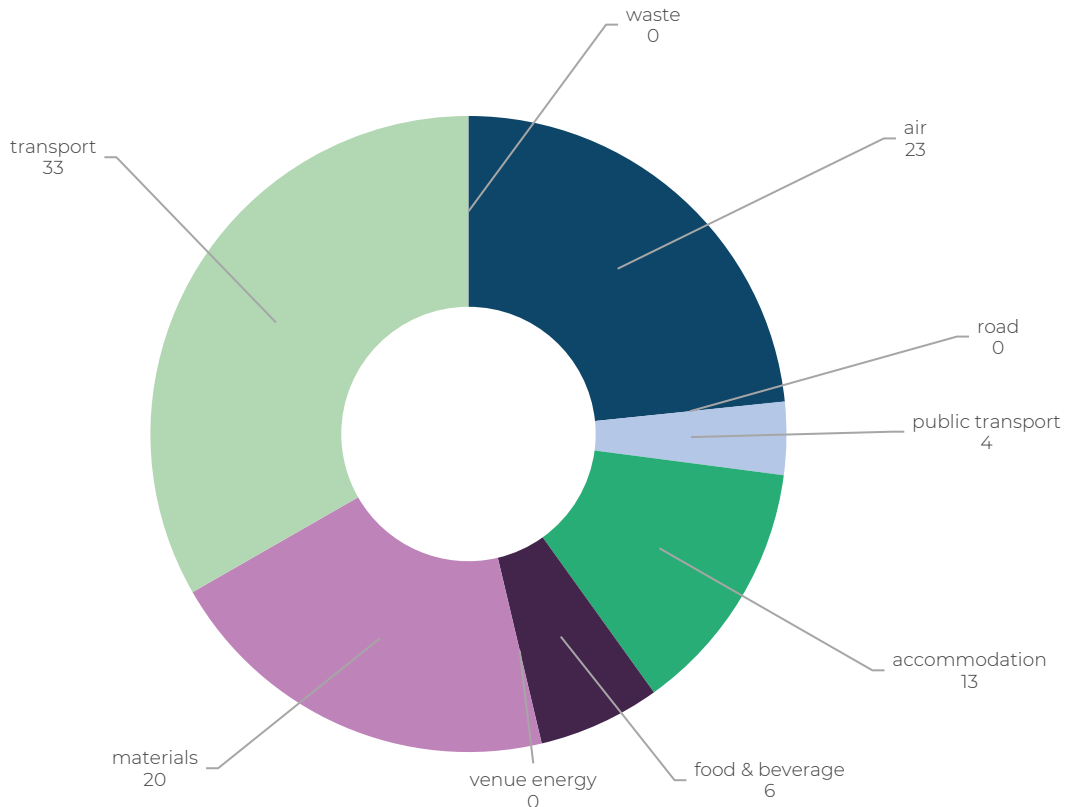
- based on post event data shared via Encore Global for the Oliver Wyman – Health Innovation Summit 2023
- the build period 16<sup>th</sup> – 18<sup>th</sup> September 2023.
- live dates 19<sup>th</sup> – 21<sup>st</sup> September 2023
- based on 105 full or half days onsite for Encore crew with the majority of the crew locally based. However, 4 crew members were flown in for the event.
- 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 Oliver Wyman – Health Innovation Summit 2023 only.



total calculated emissions

Oliver Wyman – Health Innovation Summit 2023

tonnes CO<sub>2</sub>e: 6.76 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	1.58	23
<b>road</b>	0	0
<b>public transport</b>	0.25	4
<b>accommodation</b>	0.88	13
<b>food &amp; beverage</b>	0.42	6
<b>venue energy</b>	0	0
<b>materials</b>	1.38	20
<b>transport</b>	2.25	33
<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 **Oliver Wyman – Health Innovation Summit 2023** carbon intensity:

**tCO<sub>2</sub>e per sqm, based on 2,203 sqm**

**6.76 tCO<sub>2</sub>e = 3.07 kgCO<sub>2</sub>e per sqm:**



Oliver Wyman – Health Innovation Summit 2023 carbon intensity **per sqm** is within the **56<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

the majority of Encore crew for this event were locally-based however four crew members were flown in from across the US. For the local crew it has been estimated that 100% would be travelling by mass transit which has kept the emissions associated with the local crew to a minimum.

as an illustration, if all crew had been based locally with no associated flights to Chicago (all other factors remaining unchanged) the travel emissions would be reduced by 86% and the overall footprint could be reduced by c. 23%.

### 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. 2%.

### materials & transport

all equipment and materials required for this event were either onsite at the venue or locally sourced, so emissions associated with materials & transport are considered minimal. Transporting a similar amount of equipment from non-local source (in this case <1500km) would increase the overall emissions profile, by more than 166%.

it has also been highlighted that there was a large amount of single use materials used for this event. As an illustration if these were replaced with more sustainable/re-use options the emissions associated with the materials would be reduced by 99% 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:

Oliver Wyman – Health Innovation Summit 2023

6.76 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.

\$43 - \$214 dependant on project & provider chosen