



event:decision
track



for HSBC Spotlight Awards 2024

pre-event Track report

host organisation: We Are Broadsword for HSBC

event date: 5 Dec 2024

event: HSBC Spotlight Awards 2024

location: Birmingham Hilton Metropole, Birmingham, UK

date of assessment: 23 February 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 Broadword for the HSBC Spotlight Awards 2024
- Awards dinner taking place at the Birmingham Hilton Metropole, UK.
- live date(s): 5th December 2024
- based on 750 in-person attendees for the dinner and overnight accommodation.
- estimated attendee travel based on empirical travel data for an awards dinner of this nature & duration. It is understood that the attendees will be travelling from within the UK.
- food & beverage breakdown as specified in data provided and where not specified, based 20% vegetarian, 80% non-vegetarian
- build materials for stage-set, AV, room dressing, and furniture rental, transportation and power draw estimated based on pre-event data shared.
- this measurement includes all We Are Broadword estimated elements together with estimated attendee travel, accommodation and F&B. It does not include elements organised directly by the hosts, HSBC.

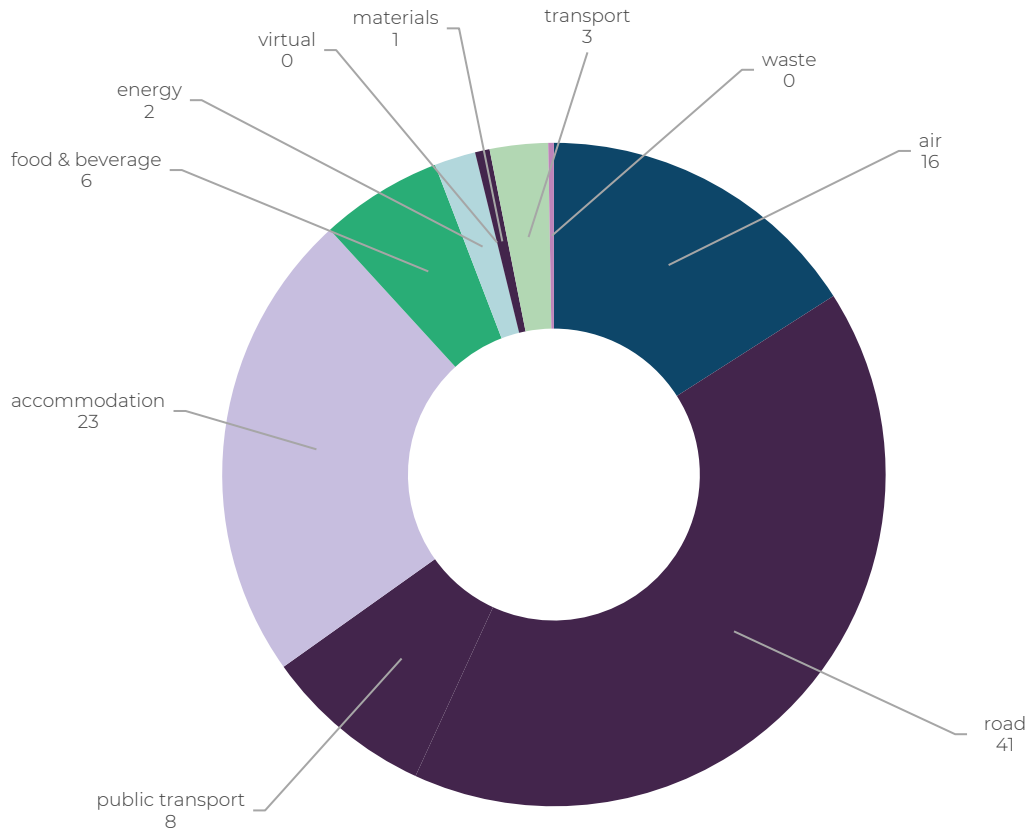


total emissions estimated

INCLUDING estimated delegate travel

HSBC Spotlight Awards 2024

tCO₂e estimated: 62.06 tCO₂e



	actuals tCO ₂ e	%
air	9.90	16
road	25.38	41
public transport	5.16	8
accommodation	14.30	23
food & beverage	3.70	6
energy	1.25	2
virtual	0.00	0
materials	0.44	1
transport	1.76	3
waste	0.17	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 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in % tCO₂e to two decimal places.

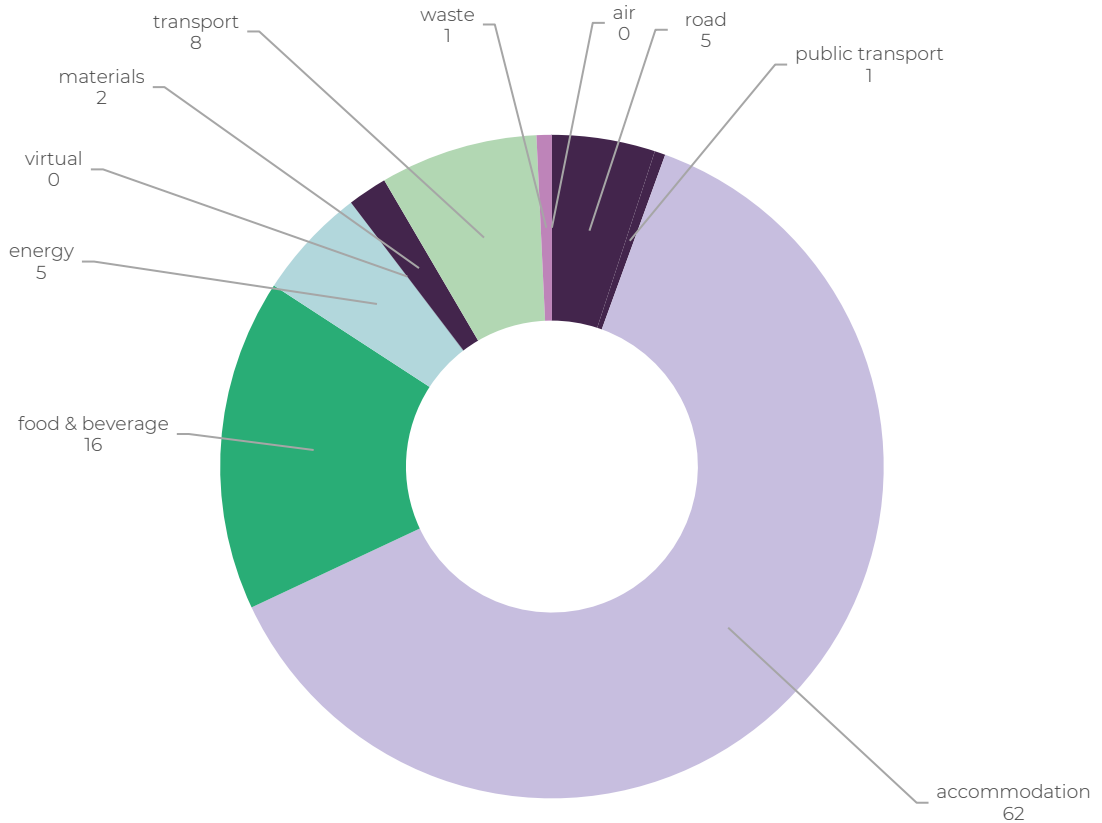


total emissions estimated

EXCLUDING estimated delegate travel

HSBC Spotlight Awards 2024

tCO₂e estimated: 22.89 tCO₂e



	actuals tCO ₂ e	%
air	0.00	0
road	1.15	5
public transport	0.12	1
accommodation	14.30	62
food & beverage	3.70	16
energy	1.25	5
virtual	0.00	0
materials	0.44	2
transport	1.76	8
waste	0.17	1

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.

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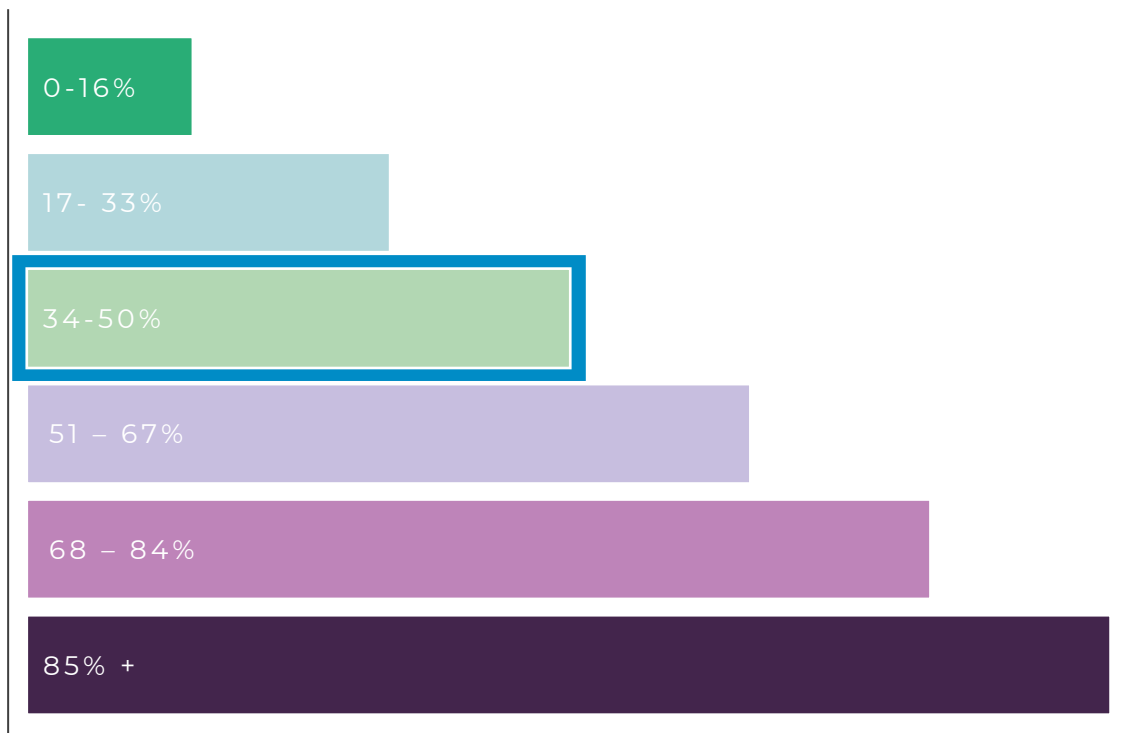
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Illustration of HSBC Spotlight Awards 2024 carbon intensity:

tCO₂e per delegate, based on 750 persons

62.06 tCO₂e = 0.08 tCO₂e per person



the HSBC Spotlight Awards 2024 carbon intensity per delegate is within the 47th percentile of in-person 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

it has been estimated that all attendees will be travelling from within the UK with a split of 50/50 road & public transport, with a small number of delegates flying from Scotland. You may wish to incentivise the attendees from further afield to travel to the event via public transport. As an illustration if all attendees and crew travelled to the event via public transport (all other factors remaining unchanged) the travel footprint would be reduced by 71% and the overall emissions profile could be reduced by 46%

food & beverage

you may wish to consider offering an all vegetarian-only menu. For illustration, if all food provided for the attendees and crew was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by 25% and the overall emissions could be reduced by c.1-2%.

accommodation

whilst the attendees are expected to stay in the onsite luxury level accommodation, you may wish to consider placing the crew in either a 3 star or more sustainable level of accommodation. As an illustration if the crew did stay in this level of accommodation (all other factors remaining unchanged) the accommodation footprint would be reduced by 2% and the overall emissions profile by c. 1%.

transport

you may wish to consider using local suppliers to provide the equipment and materials for this event. As an illustration if all materials and equipment came from suppliers based within a >100 km radius of the event (all other factors remaining unchanged) the transportation footprint would be reduced by 41% and the overall emissions profile could be reduced by c. 1-2%.

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:

HSBC Spotlight Awards 2024

62.06 Tonnes CO₂e

Offset calculation dependent on project & provider chosen from £5/tCO₂e - £25/tCO₂e.

£310 - £1552 dependant on project & provider chosen