



event:decision
track



Revenue by Design - Global Revenue Forum 2024 post-event Track report

host organisation: Broadsword events for Revenue by Design

event date: 30 January 2024

event: Global Revenue Forum 2024

location: Hilton Bankside, London, UK

date of assessment: 8 March 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 post-event data shared via Broadsword for the Revenue by Design – Global Revenue Forum 2024
- conference taking place at the Hilton Bankside, London, UK
- live date(s): 30th January 2024
- based on 500 in-person delegates and an estimated 200 virtual attendees for duration
- estimated delegate travel based on empirical travel data for a conference of this nature & duration. Long-haul and medium-haul delegate flights are assumed Business Class. Estimated as 100 long-haul return flights business class, 100 medium-haul return business class, 150 short-haul return flights in economy and 50 Eurostar journeys plus vehicle transfer allowance
- delegate accommodation has also been estimated at 50% for the night prior and 50% for the night post.
- conference data excluding delegate travel is also demonstrated, based on actual consumption and data shared by agency
- food & beverage breakdown as specified in data provided and where not specified, based 20% vegetarian, 80% non-vegetarian
- build materials for AV, stage-set, exhibition stands and purchased furniture, transportation and power draw estimated where not detailed in post-event reporting

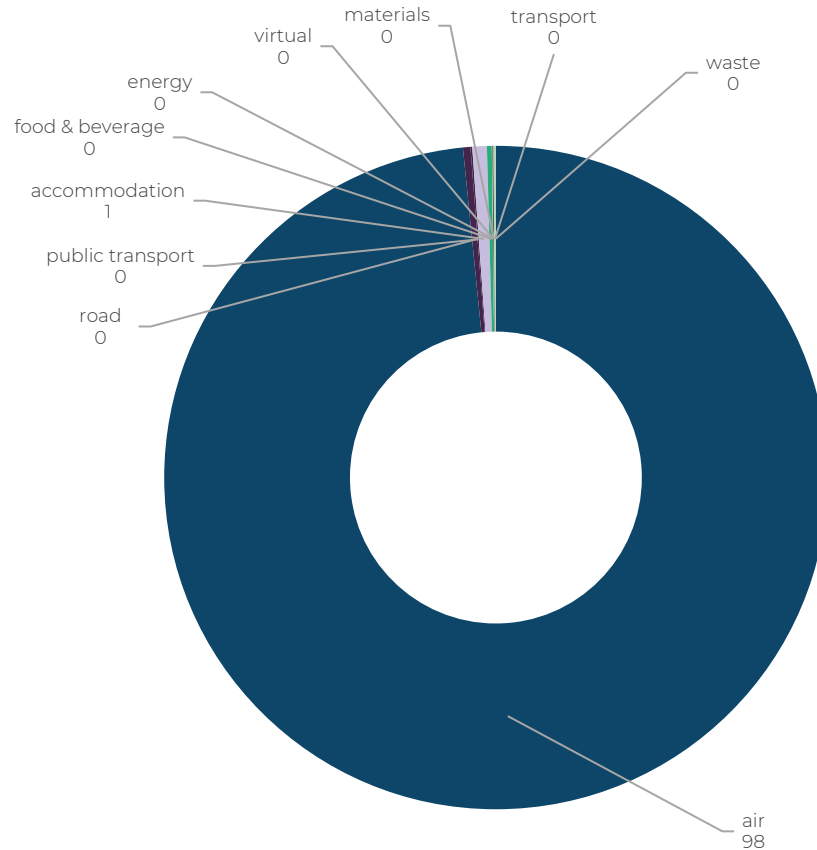


total emissions calculated

INCLUDING estimated delegate travel

Global Revenue Forum 2024

tCO₂e estimated: 1,312.58 tCO₂e



	actuals tCO ₂ e	%
air	1291.76	98
road	4.76	0
public transport	1.11	0
accommodation	9.28	1
food & beverage	3.10	0
energy	0.33	0
virtual	0.05	0
materials	0.63	0
transport	1.54	0
waste	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 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.

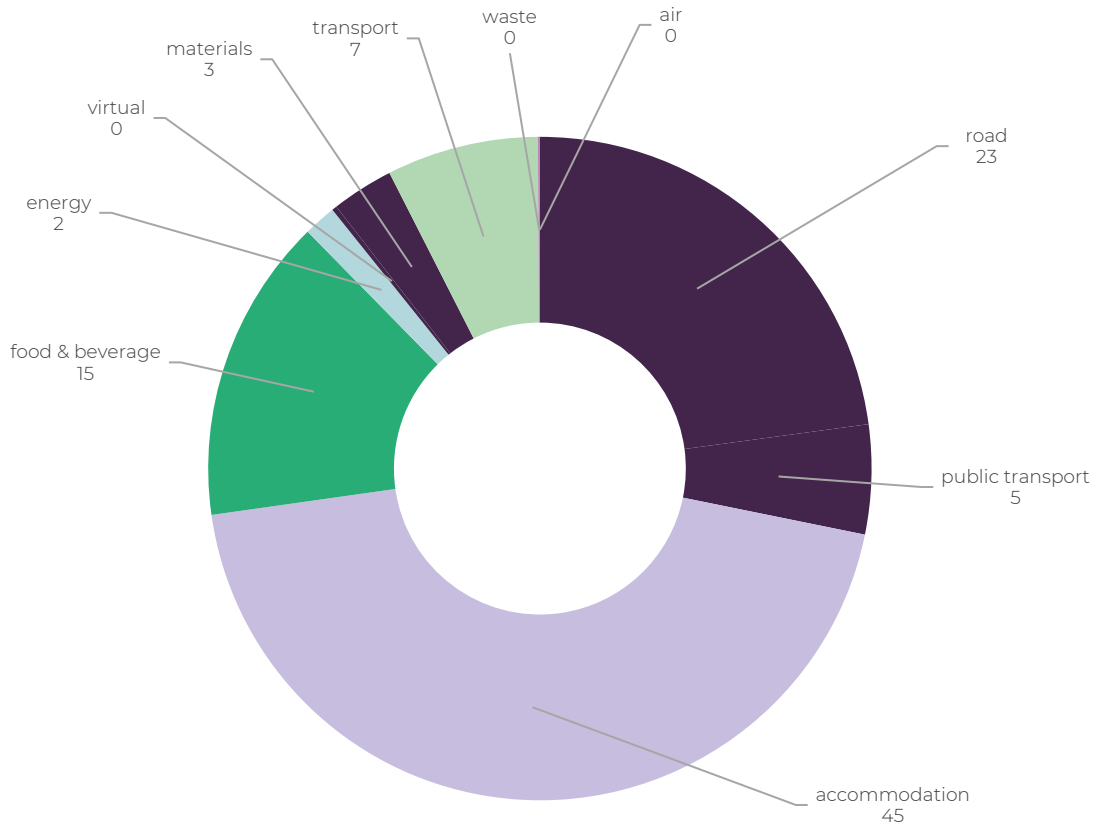


total emissions calculated

EXCLUDING estimated delegate travel

Global Revenue Forum 2024

tCO₂e estimated: 20.82 tCO₂e



	actuals tCO ₂ e	%
air	0.00	0
road	4.76	23
public transport	1.11	5
accommodation	9.28	45
food & beverage	3.10	15
energy	0.33	2
virtual	0.05	0
materials	0.63	3
transport	1.54	7
waste	0.02	0

boundaries:

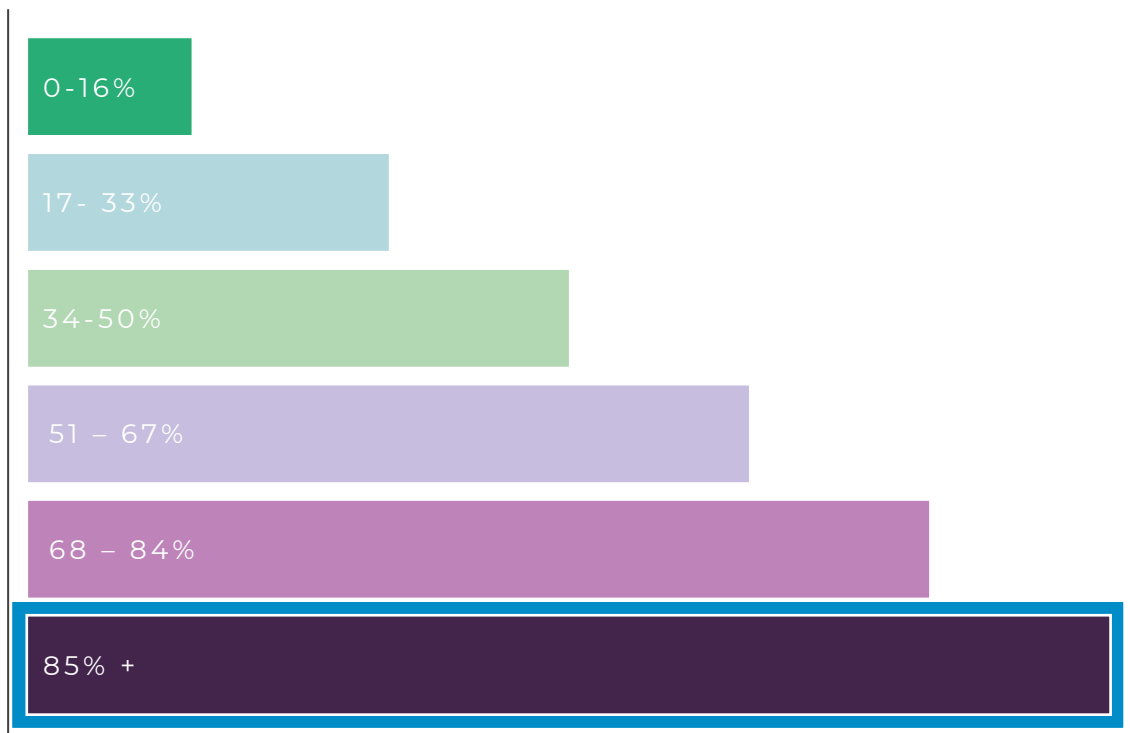
- event** duration (days), guests (where applicable), staff, crew, event area (sqm).
- travel**: guest, crew and staffing travel by mode (air, private vehicle, public transport) class and distance.
- accommodation**: hotel nights for guests, build crew or stand staffing, by star-rating.
- catering**: 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 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.



Illustration of **Global Revenue Forum 2024** carbon intensity:

tCO₂e per delegate, based on 500 persons

1,312.58 tCO₂e = 2.63 tCO₂e per person



the **Global Revenue Forum 2024** carbon intensity *per delegate* is within the **92nd percentile** of **conference format events** measured by event:decision.

this is an event:decision® benchmark of per delegate intensity 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

the forum was designed as a worldwide forum for revenue managers; taking place in 3 locations simultaneously. An in-person global footprint results in travel emissions comprising 98% of the total emissions-profile.

we note a virtual element to this event however, you may wish to consider expanding this option, offering alternative formats for the event, including additional elements of hybrid &/or virtual. You may also wish to offer your client for consideration the class of travel consumed. As an illustration only, had all delegates estimated to be flying travelled in economy (all other factors remaining unchanged), the travel factor would be reduced by 62% and total emissions associated with the event by 61%.

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%.

accommodation

whilst it has been estimated that delegate accommodation was based only single standard (luxury) accommodation, you may wish to consider discussing with you client if they would consider offering an incentive for delegates to stay in a different class or more sustainable option of accommodation. By changing the standard of accommodation (all other factors remaining unchanged) the accommodation emissions profile could be reduced by 44% and the overall footprint could be reduced by c. 1%.

transport

with the exception of one exhibition stand, local suppliers have been engaged for all the materials required for this event. This has kept the emissions associated with transport to a minimum for this event, however if the exhibition stand had not travelled from the Netherlands the transport emissions would be reduced by 10% with the overall footprint being reduced by c. 1%.

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:

Global Revenue Forum 2024

excluding delegate travel 20.82 tCO₂e

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

£104 - £521 dependant on project & provider chosen