



event:decision
track



event
industry
news

Sustainable Breakfast Briefing 2024

post event carbon footprint report

host organisation: Event Industry News

event date: 6 March 2024

event: EIN Sustainable Breakfast Briefing

location: BMA House, London

date of assessment: 13 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

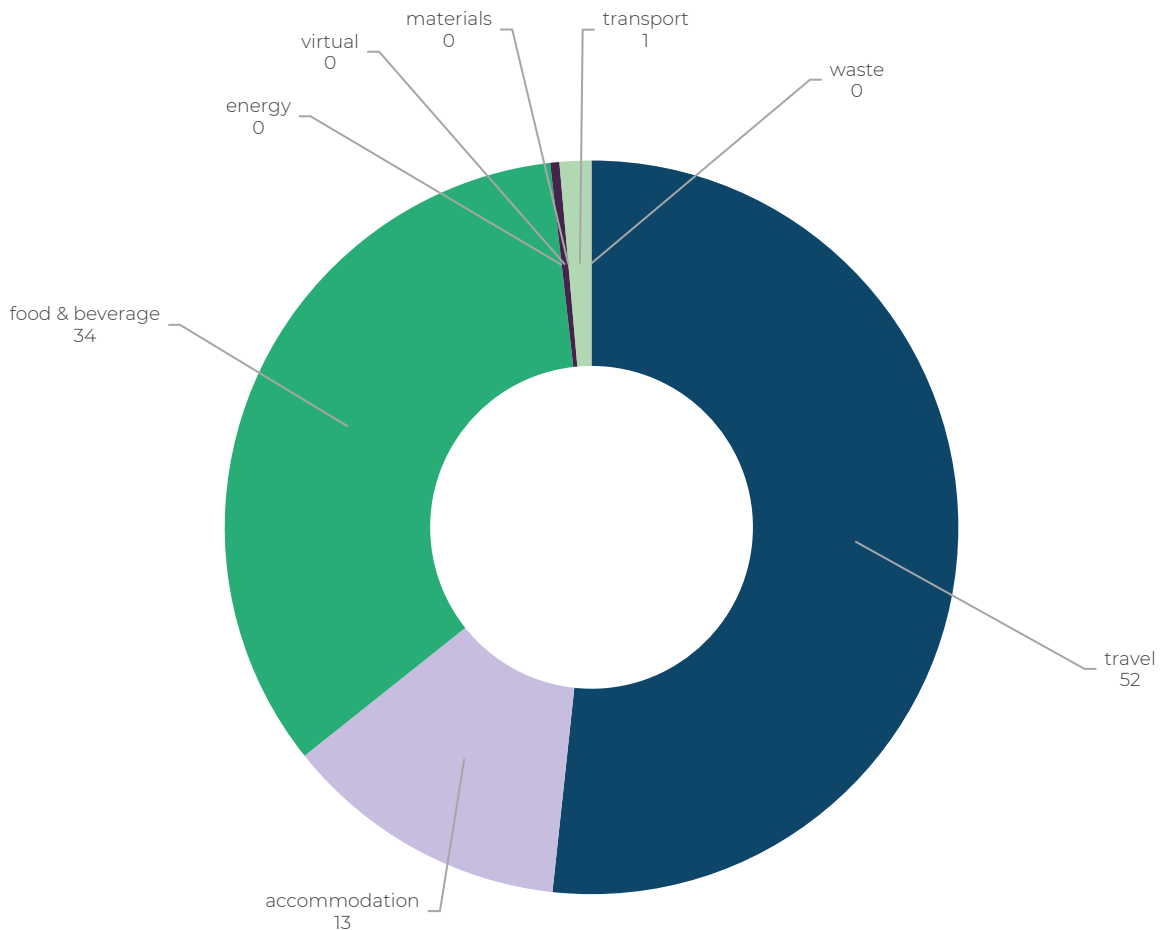
- based on post-event data shared via Event Industry News
- event took place at BMA House, London
- live date 6 March 2024
- based on 55 in-person delegates and 50 attending virtually
- includes emissions associated with delegate travel based on estimations agreed with Event Industry News
- food & beverage breakdown as specified in data provided
- build materials, transportation and power draw based on estimations agreed with Event Industry News



total emissions calculated post- event

EIN Sustainable Breakfast Briefing 2024

tCO₂e: 0.41 tCO₂e



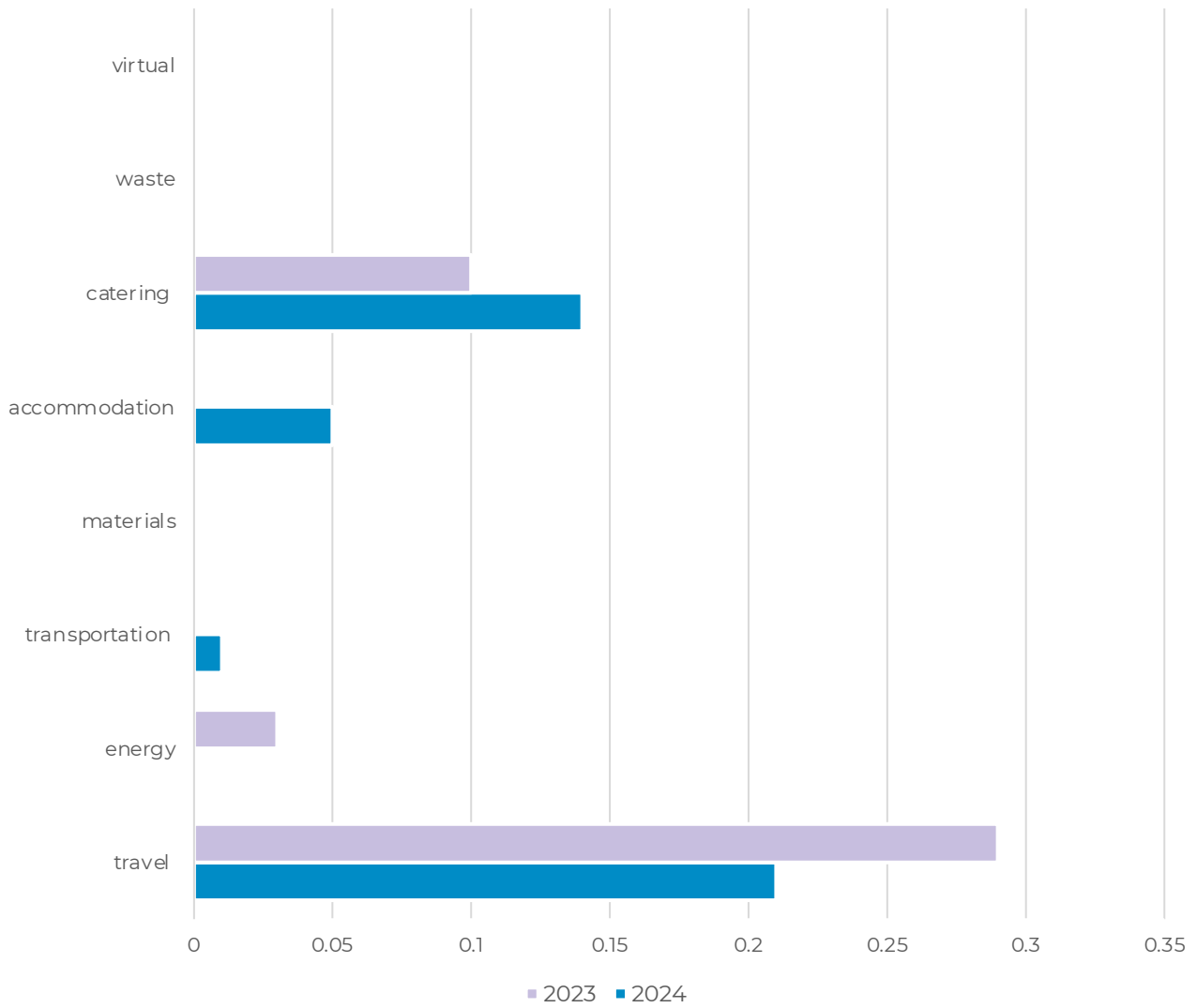
	actuals tCO ₂ e	%
travel	0.21	52
accommodation	0.05	13
food & beverage	0.14	34
energy	0.00	0
virtual	0.00	0
materials	0.00	0
transport	0.01	1
waste	0.00	0

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.



year on year comparison
EIN Sustainable Breakfast Briefing 2024



total tonnes CO₂e 2023: 0.42 tCO₂e

total tonnes CO₂e 2024: 0.41 tCO₂e

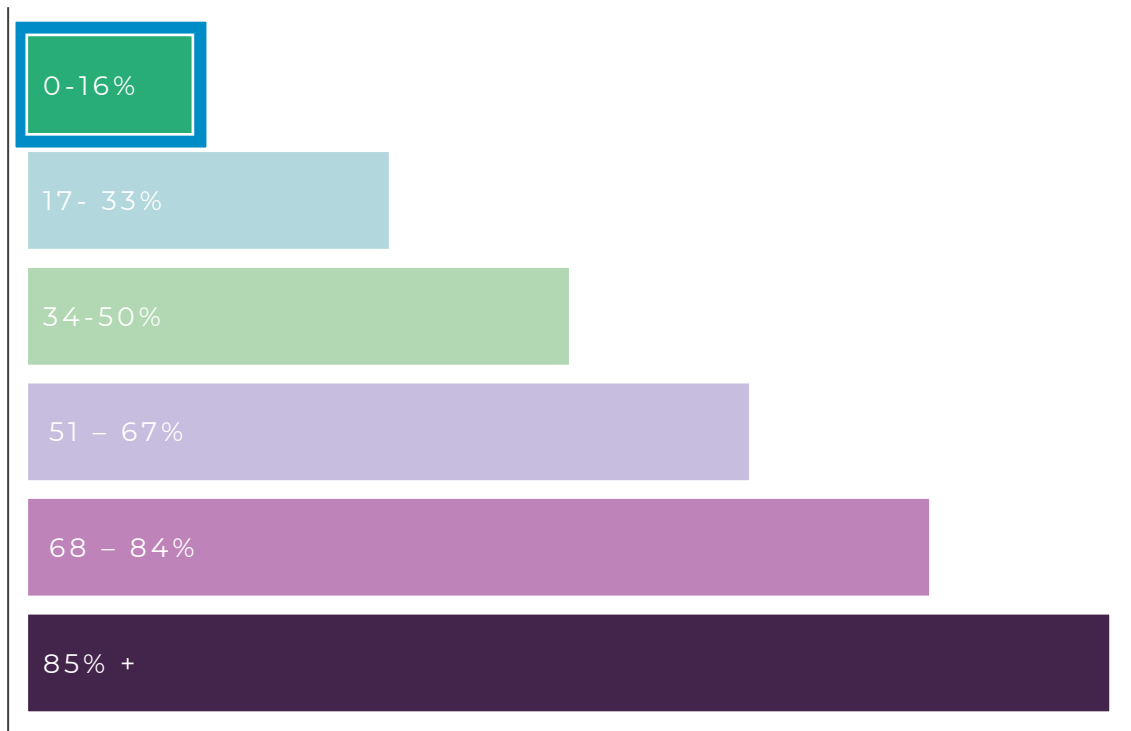
tonnes CO₂e saved: 0.01 tCO₂e



Illustration of EIN Sustainable Breakfast Briefing 2024 carbon intensity:

tCO₂e per delegate, based on 55 persons

0.41 tCO₂e = 0.01 tCO₂e per person



the EIN Sustainable Breakfast Briefing 2024 carbon intensity per delegate is within the 12th percentile of conference 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

although travel remains the largest emission factor, as the venue is within walking distance of three of London's major train stations, the majority of both the crew and delegates travelled to the event by public transport. That coupled with the hybrid delivery, has provided the largest reduction in year-on-year comparisons.

accommodation

although the amount of accommodation was minimal it was the third largest emissions factor for this event. Therefore, you may wish to explore increasing the use of a local team. As an illustration, if accommodation was reduced by 3 rooms (all other factors remaining unchanged), accommodation emissions would be reduced by over 50%.

transport

as materials were kept to a minimum and local suppliers were engaged for the AV streaming, the emissions associated with the transport were low for this event. As BMA House host this event alongside many others, they may wish to consider increasing in-house AV capabilities.

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:

[EIN Sustainable Breakfast Briefing 2024](#)

0.41 tCO₂e

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

£2.05 - £10.25 dependant on project & provider chosen