



event:decision
track

AMPLIFY

We Are Amplify for Converse New Edge LFW 2023

post event carbon footprint report

host organisation: We Are Amplify

event date: 15 – 16 February 2024

event: Converse New Edge LFW

location: Dazed Studio at 180 Studios, Surrey Street, London

date of assessment: 28th February 2023



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

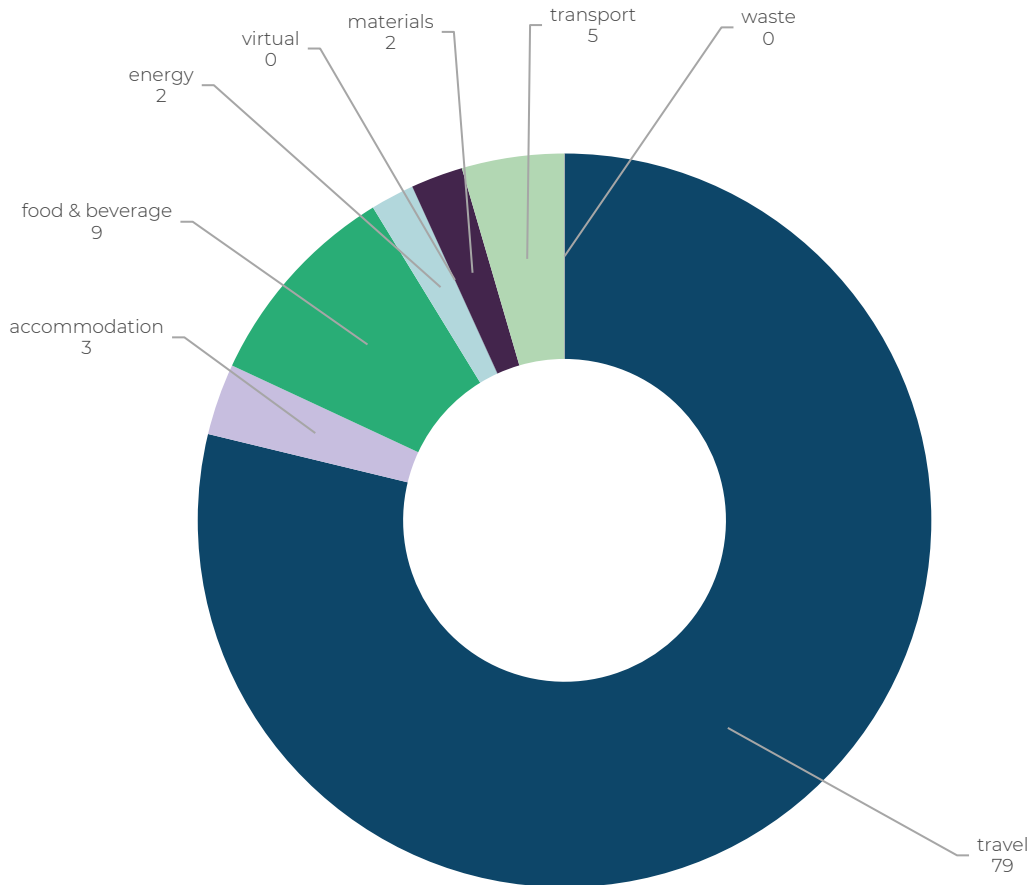
- based on post-event data shared via We Are Amplify for the Converse New Edge LFW
- interactive exhibition & press launch at the Dazed Studio in 180 Studio's, Surrey Street, London
- live dates 15th & 16th February 2024
- based on 490 in-person attendees on day 1 and 619 in-person attendees on day 2.
- includes emissions associated with delegate travel based on estimations agreed with We Are Amplify.
- food & beverage breakdown as specified in data provided and where not specified, based 80% vegetarian, 20% non-vegetarian.
- build materials, transportation and power draw estimated where not detailed in post-event reporting.



total calculated emissions

Converse New Edge LFW

tonnes CO₂e calculated: 13.95 tCO₂e



actuals tCO₂e %

travel	10.99	79
accommodation	0.44	3
food & beverage	1.30	9
energy	0.27	2
virtual	0.00	0
materials	0.32	2
transport	0.63	5
waste	0.00	0

boundaries:

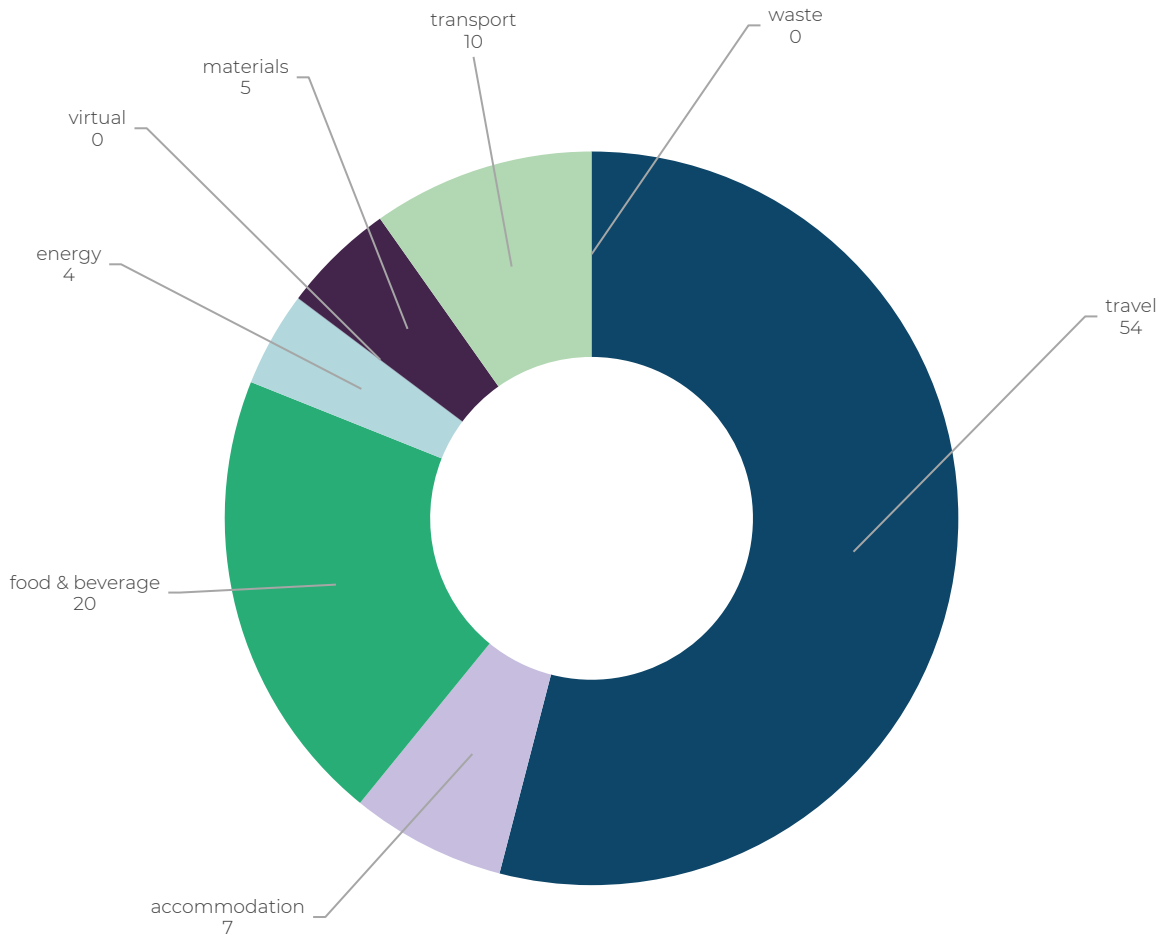
- event** duration (days), guests (where applicable), staff, crew, event area (sqm).
- travel:** guest, crew and staffing travel by mode (air, private vehicle, public transport) class and distance.
- accommodation:** hotel nights for guests, build crew or stand staffing, by star-rating.
- catering:**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



total calculated emissions

Converse New Edge LFW – EXCLUDING FLIGHTS

tonnes CO₂e calculated: 6.44 tCO₂e



	actuals tCO ₂ e	%
travel	3.48	54
accommodation	0.44	7
food & beverage	1.30	20
energy	0.27	4
virtual	0.00	0
materials	0.32	5
transport	0.63	10
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.

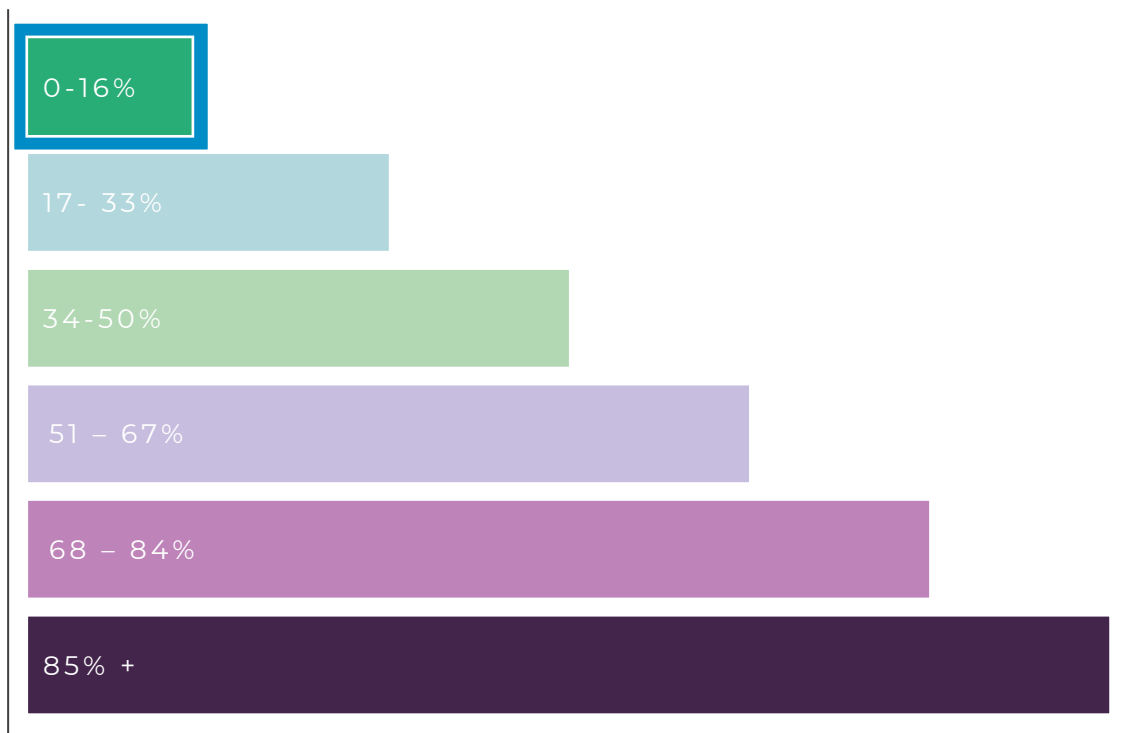
note: a result of 0.00 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in % tCO₂e to two decimal places.



Illustration of **Converse New Edge LFW** carbon intensity:

tCO₂e **per delegate**, based on 1,109 persons

13.95 tCO₂e = 0.013 tCO₂e per person



the **Converse New Edge LFW** carbon intensity **per person** is within the **14th 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

due to the location of the event, it is estimated that approximately two thirds of the attendees travelled by public transport and one third travelled by car/taxi to the venue. For future events you may wish to encourage or incentivise the attendees to travel by public transport to the venue. As an illustration if ALL attendees travelled to the event by public transport (all other factors remaining unchanged) the travel footprint would be reduced to 12% and the overall emissions could be reduced by 9%.

one talent flew to the event from Las Vegas. Given the nature of this event and the level of talent involved, virtual appearance may not be appropriate but should be considered. Alternatively talent from within the region could be considered. As an illustration if this one flight were removed from the travel profile (all other factors remaining unchanged) the travel footprint would be reduced to 68% and the overall emissions could be reduced by 54%.

food & beverage

the majority of the catering is already plant-based thus the impact of the catering has been kept to a minimum.

accommodation

although the amount of accommodation was minimal it was the third largest emissions factor for this event, based on 4-star accommodation. Therefore, you may wish to encourage those staying to stay at a hotel with a lower star rating or a more sustainable profile. As an illustration, if all accommodation was reduced to 3-star or more a sustainable option (all other factors remaining unchanged), accommodation emissions would be reduced by 45% and the overall emissions could be reduced by c. 1-2%.

transport

local suppliers have been engaged for all the materials required for this event, with the exception of the artwork transported from Rotterdam. As an illustration, if the artwork was not transported over from Rotterdam (all other factors remaining unchanged) the transport emissions would be reduced by 63% and the overall emissions could be reduced by c. 3%.

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:

Converse New Edge LFW

13.95 Tonnes CO₂e

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

£70 - £349 dependant on project & provider chosen