



event:decision
track



M&G Annual Investment Forum 2024

post-event Track report

host organisation: M&G

event date: 30-31 January 2024

event: Annual Investment Forum (AIF) 2024

location: The Londoner Hotel, London, UK

date of assessment: 3 April 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 M&G AIF 2024.
- conference taking place at The Londoner, London, UK
- live date(s): 30-31 January 2024
- based on approximately 180 delegates including M&G staff on day one (UK day) and 160 delegates including M&G staff on day two (Global day).
- estimated delegate travel based on empirical travel data for a conference of this nature and duration. Long-haul flights are assumed Business Class and short-haul flights are assumed Economy Class.
- delegate accommodation has also been estimated at 25% for the night prior and 50% for the night post for day one and 100% for the night prior and the night post for day two.
- conference data excluding delegate travel is also demonstrated, based on actual consumption and data shared by agency.
- food and beverage breakdown estimated as 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.

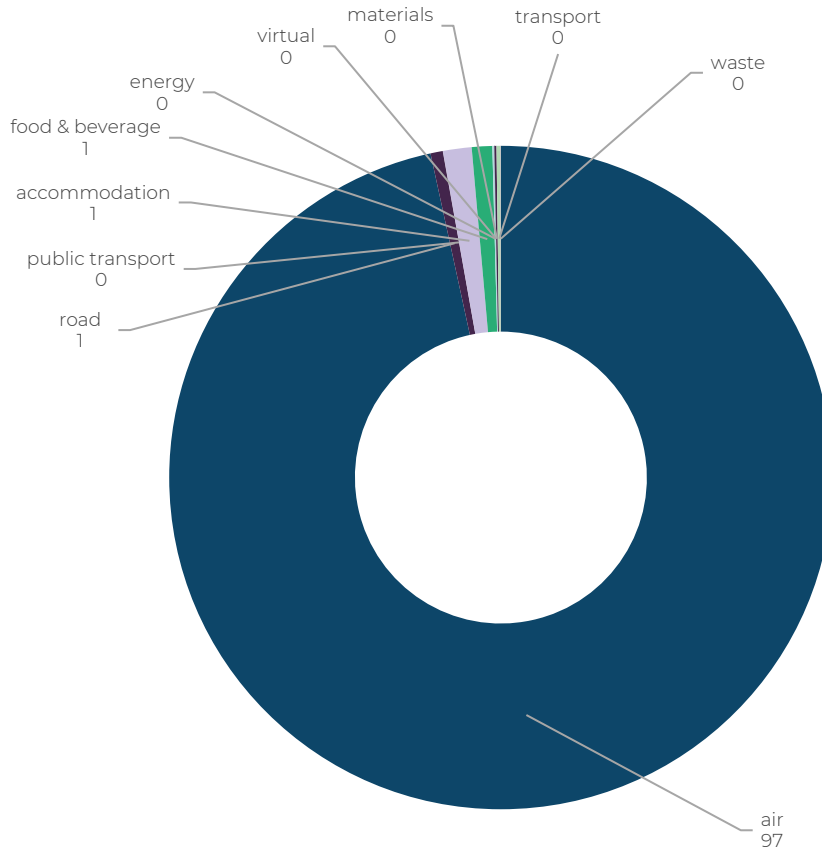


total emissions calculated

INCLUDING estimated delegate travel

M&G AIF 2024

tCO₂e estimated: 609.96 tCO₂e



	actuals tCO ₂ e	%
air	591.58	97
road	3.53	1
public transport	0.59	0
accommodation	8.59	1
food & beverage	2.67	1
energy	0.79	0
virtual	0.00	0
materials	0.90	0
transport	1.23	0
waste	0.08	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.

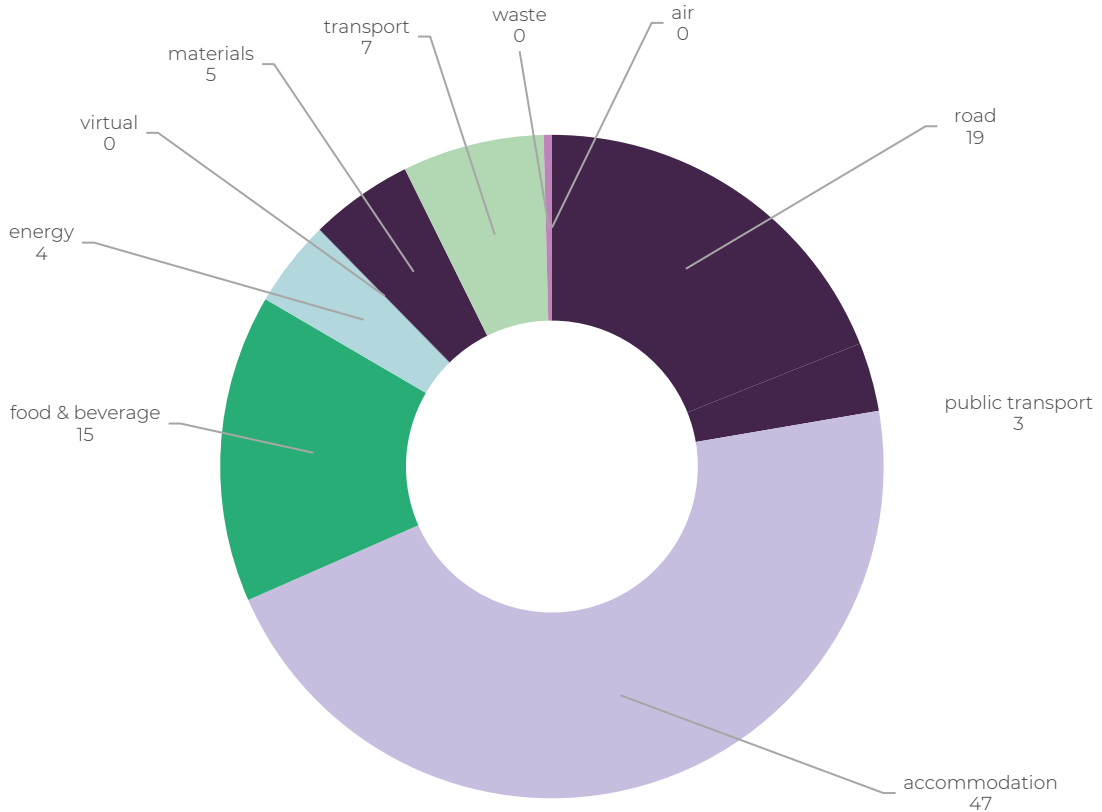


total emissions calculated

EXCLUDING estimated delegate travel

M&G AIF 2024

tCO₂e estimated: 18.38 tCO₂e



	actuals tCO ₂ e	%
air	0.00	0
road	3.53	19
public transport	0.59	3
accommodation	8.59	47
food & beverage	2.67	15
energy	0.79	4
virtual	0.00	0
materials	0.90	5
transport	1.23	7
waste	0.08	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.

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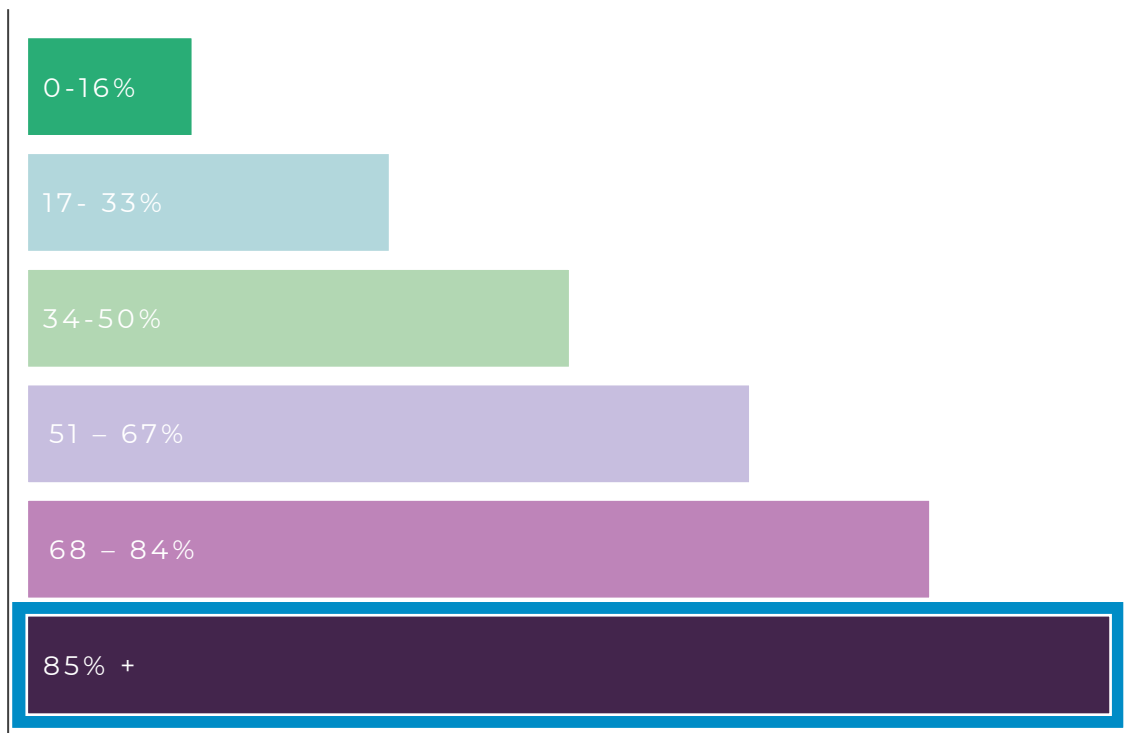
note: a result of 0.00 tCO₂e does not indicate zero emissions, merely that the category reports fewer than 10kg CO₂e when reported in % tCO₂e to two decimal places.



Illustration of M&G AIF 2024 carbon intensity:

tCO₂e per delegate, based on 340 persons

609.22 tCO₂e = 1.79 tCO₂e per person



the M&G AIF 2024 carbon intensity per delegate is within the 87th 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

by having the conference as a two-day event with different delegates attending on each day, the overall emissions will have been considerably less than running the two days as standalone events.

however, as day two was for a global audience, the volume of international flights significantly increased associated emissions. You may wish to consider discussing with your client the class of travel, as an illustration by swapping the long-haul flights from business to premium economy (all other factors remaining unchanged), the overall footprint would be reduced by c. 42%.

food & beverage

you may wish to consider a vegetarian-only menu and reducing the alcoholic beverage offering. For illustration, if all food provided for the attendees and crew was vegetarian and alcohol was reduced (all other factors remaining unchanged) the food & beverage footprint would be reduced by c. 1 tCO₂e.

accommodation

whilst it has been estimated that delegate accommodation was based on single standard (luxury) accommodation, you may wish to consider discussing with your 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 43% and the overall footprint could be reduced by c. 4%.

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:

M&G AIF 2024

excluding delegate travel 18.38 tCO₂e

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

£92 - £460 dependant on project & provider chosen