



event:decision
track

**FIRST
EVENT**

Kensington Sales & Marketing Conference 2024

Pre event carbon footprint report

host organisation: First Event

event date: 15-18 April 2024

event: Kensington Sales & Marketing Conference 2024

location: Kimpton Clocktower, Manchester

date of assessment: 8 April 2024



your track report

results

shows the total estimated carbon footprint associated with each element of your event, by event function.

benchmark

displays your estimated 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.

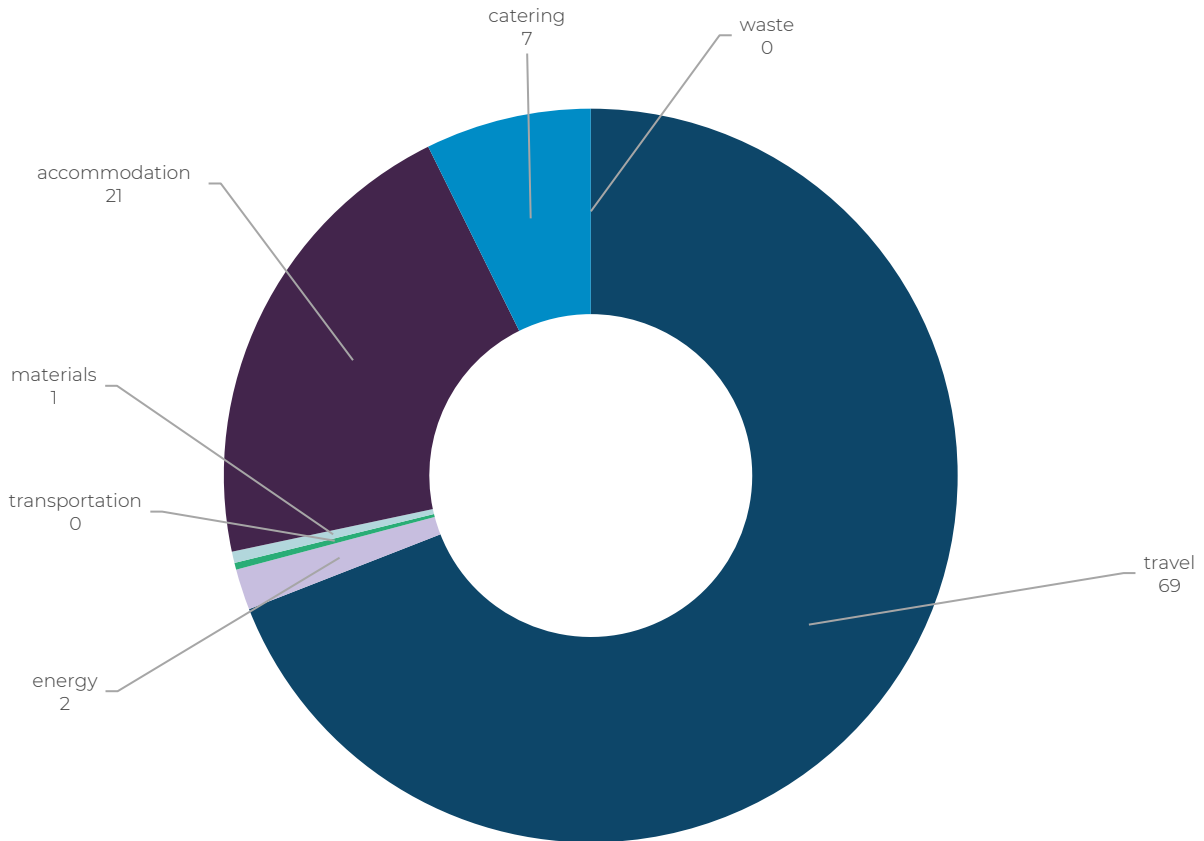
brief

- based on pre-event data shared via First Event for Kensington Sales and Marketing Conference 2024.
- set up date 15 April 2024.
- live dates 16-17 April 2024.
- based on 2 onsite First Event crew and approximately 42 delegates.
- includes emissions associated with crew and delegate travel based on data provided by First Event and estimates where data is missing.
- food and beverage breakdown estimated based on crew days onsite and live event days with a split of 20% vegetarian, 80% non-vegetarian.
- power draw and any attendee associated estimations have been included within the measurement.



estimated total breakdown of emissions

total tonnes tCO₂e calculated: **10.67 tCO₂e**



	actuals tCo2e	%
travel	7.31	69
energy	0.19	2
transportation	0.04	0
materials	0.06	1
accommodation	2.3	21
catering	0.77	7
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.

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.

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.

transportation: transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.

waste: recyclable and residual waste.

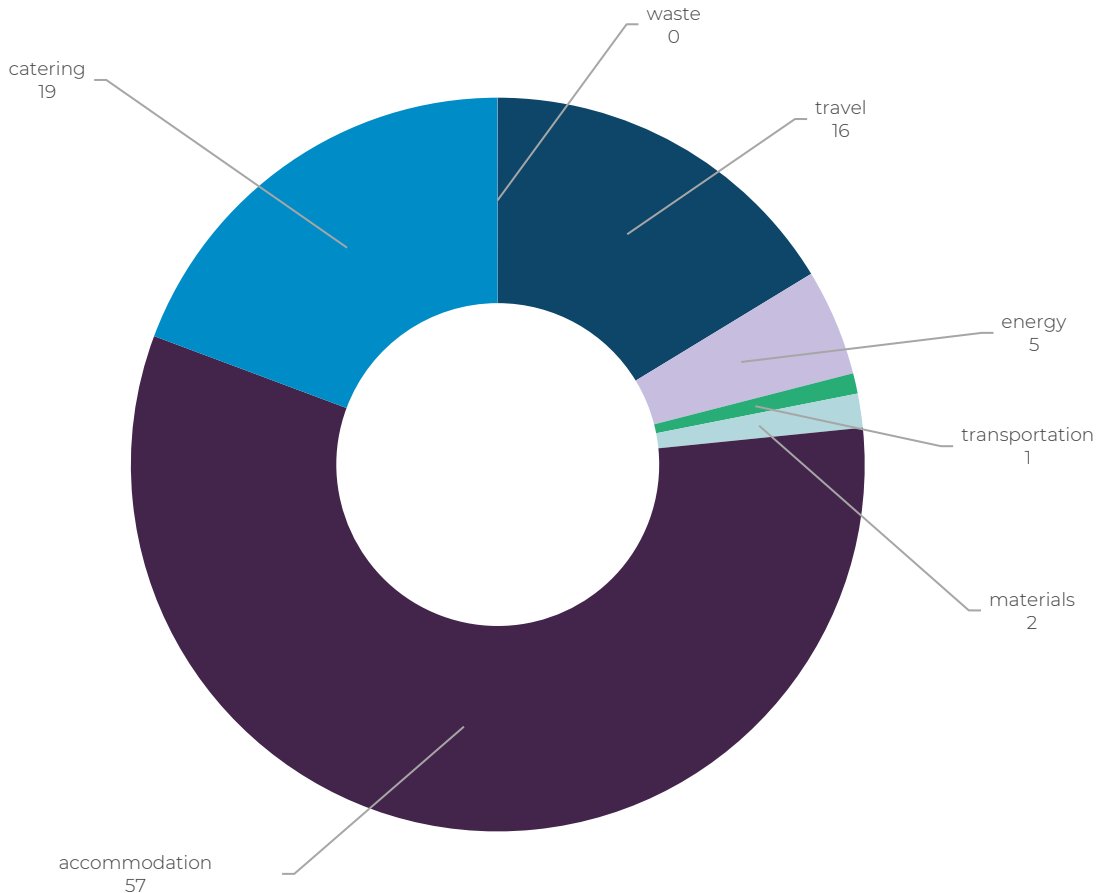
note: a % or result of 0.00 tCO₂e does not indicate zero emissions, merely that the category reports to less when reported in tCO₂e to two decimal places.



estimate total breakdown of emissions

total tonnes tCO₂e calculated: 4.01 tCO₂e

Excluding delegate flights



	actuals tCo2e	%
travel	0.66	16
energy	0.19	5
transportation	0.04	1
materials	0.06	2
accommodation	2.3	57
catering	0.77	19
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.

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.

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.

transportation: transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.

waste: recyclable and residual waste.

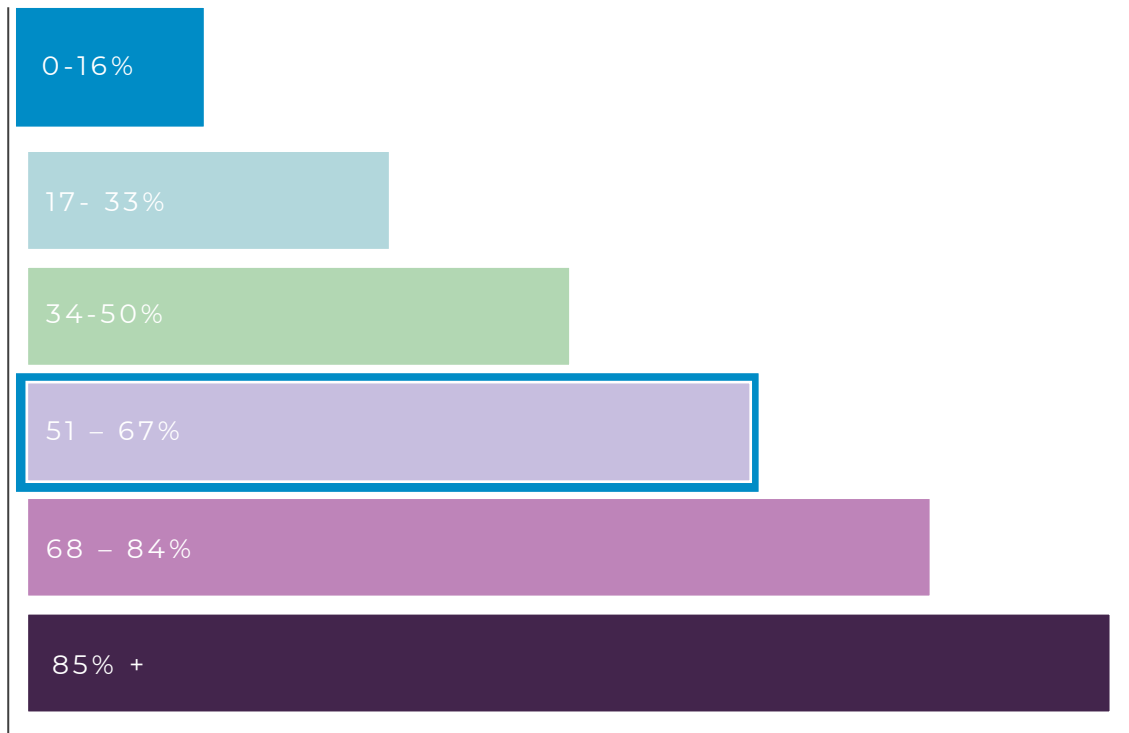
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Illustration of Kensington Sales and Marketing Conference 2024 carbon intensity:

tCO₂e per delegate, based on 42 persons

10.67 tCo2e = 0.25 tCo2e per person



the Kensington Sales and Marketing Conference 2024 carbon intensity per delegate is within the 64th 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

although travel remains the largest emission factor as the report is based on c. 50% of delegates flying to the event from Europe, you may wish to consider discussing with your client incentives for delegates to travel via the Eurostar, where possible or national rail for UK based delegates. For illustration, if flights were reduced by 50% (all other factors remaining unchanged) the overall footprint would be reduced by 27%.

to support with travel from the airport, a shuttle service could be implemented to reduce the number of journeys for this volume of delegates.

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 a 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. 1 tCO₂e.

catering

you may wish to consider a 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 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:

Kensington Sales and Marketing Conference 2024

excluding delegate travel 4.01 tCO₂e

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

£20 - £100 dependant on project & provider chosen

including delegate travel 10.67 tCO₂e

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

£53-£267 dependant on project & provider chosen