



event:decision
track

Redactive Media: UK's Best Workplaces Awards 2024

Post-event carbon footprint report

host organisation: Redactive Media

event date: 14-15 March 2024

event: UK's Best Workplaces Awards 2024

location: Grosvenor House, London

date of assessment: 7 June 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

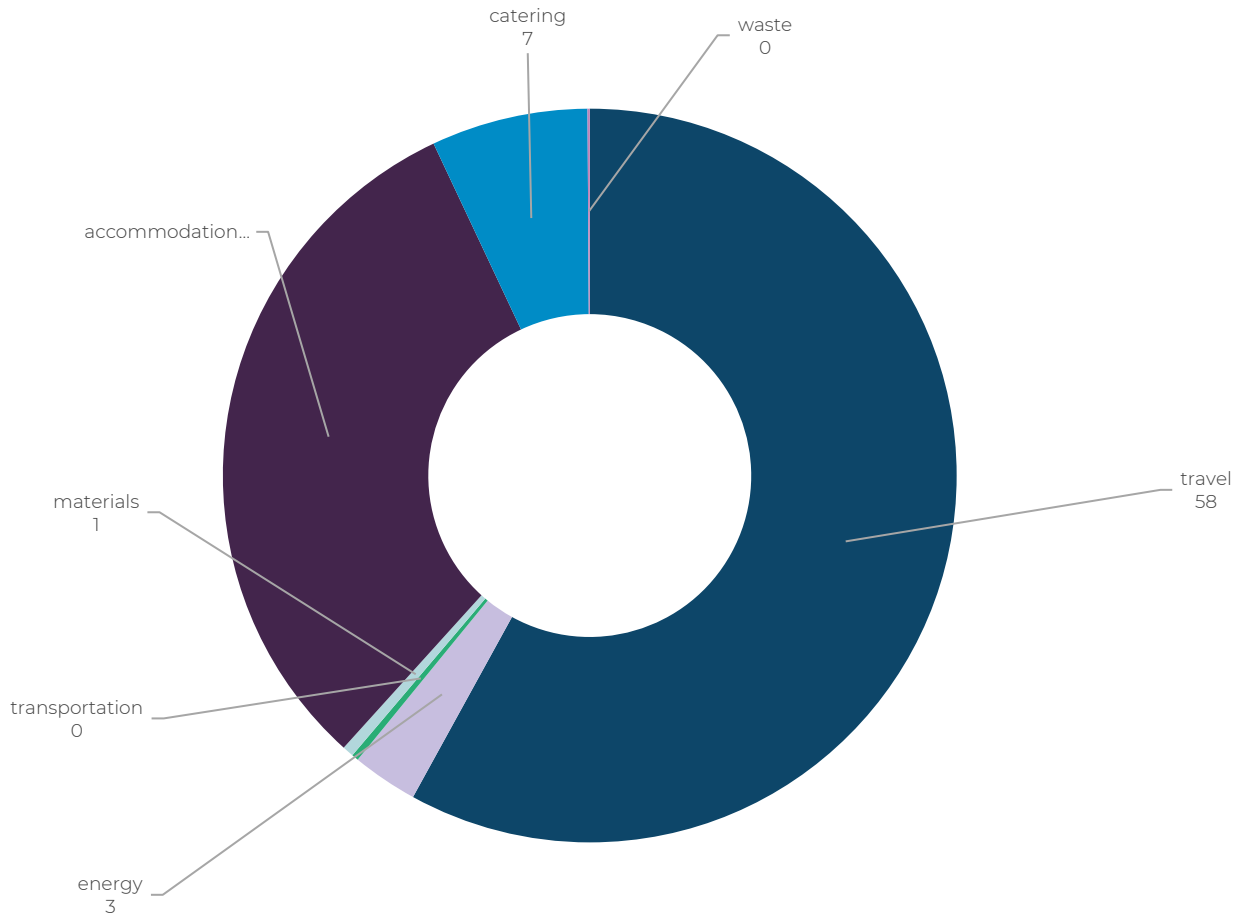
an illustration of a range of costs associated with purchasing certified carbon credits corresponding to the results, above, to deliver the event calculated by event:decision on a carbon neutral basis.

brief

- based on post-event data shared via Redactive for the UK's Best Workplaces Awards 2024.
- build and live dates 14-15 March 2024.
- based c. 1,018 delegates plus crew.
- includes emissions associated with estimated crew and delegate travel based on data provided by Redactive, scaled to delegate attendance numbers.
- food & beverage breakdown estimated based on crew days onsite and live event day with a split of 20% vegetarian, 80% non-vegetarian where specific split is unknown.
- build materials and transportation estimated from the documentation provided.
- power draw and relevant attendee-associated estimations have been included within the measurement.

total breakdown of emissions

total tCO₂e calculated: **39.53 tCO₂e**



	actuals tCo2e	%
travel	22.93	58
energy	1.16	3
transportation	0.1	0
materials	0.19	1
accommodation	12.38	31
catering	2.75	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.

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.

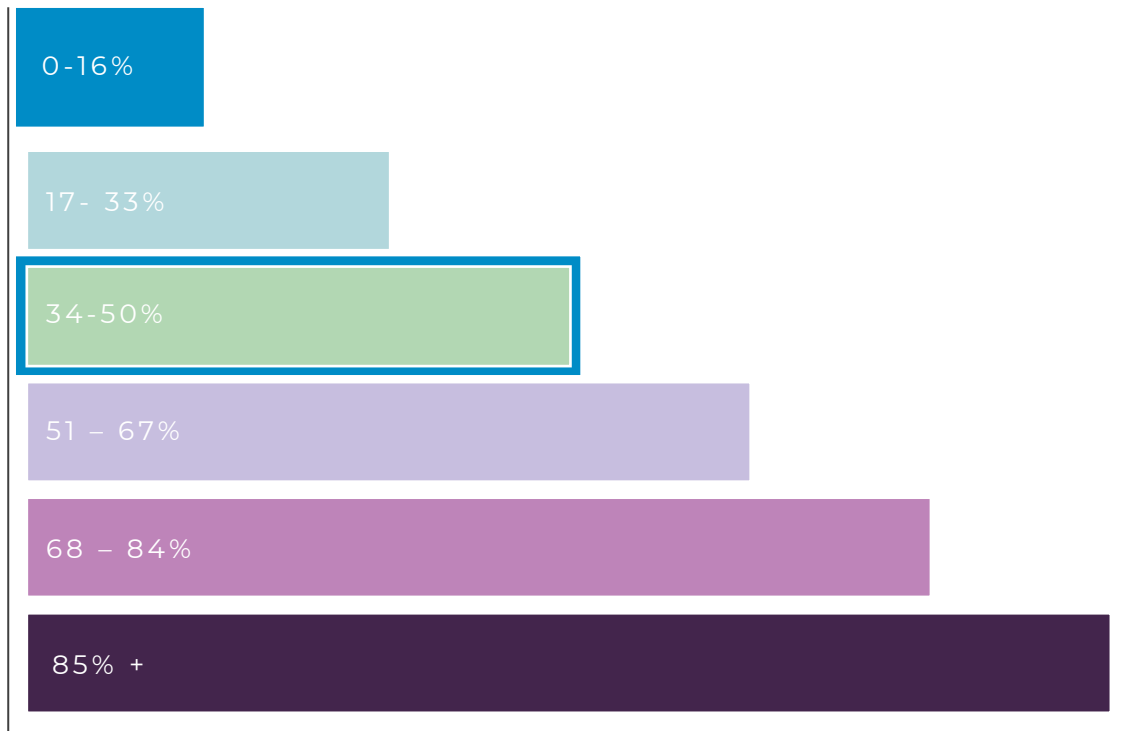
note: a % or result of 0.00 tCO₂e does not indicate zero emissions, merely that the category reports to less when reported in tCO₂e to two decimal places.



Illustration of UK's Best Workplaces Awards 2024 carbon intensity:

tCO₂e per delegate, based on 1018 persons

39.53 tCo2e = 0.04 tCo2e per person



the UK's Best Workplaces Awards 2024 carbon intensity per delegate is within the 38th 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, the report is based on a portion of long-haul flights, where delegates flew with premium economy seats. You may wish to consider discussing with your client incentives for delegates to travel in a less carbon intensive seat class. For illustrative purposes, if all flights were in economy (all other factors remaining unchanged), c. 4 tCO₂e. could be saved.

that said, as the majority of delegates were travelling within the UK, the centrally located venue may have provided more emission friendly travel options.

accommodation

as the majority of the delegate and crew accommodation was of a luxury standard, 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 for future events. By changing the standard of accommodation (all other factors remaining unchanged) the accommodation emissions profile could be reduced by c. 45%.

catering

as the emissions associated with the catering were the third highest factor, you may wish to explore ways to reduce the volume of meat consumed. This could be done by offering crew vegetarian meals only, providing a meat free starter for everyone or encouraging delegates to opt out during the registration process, by sharing the menu with attractive alternatives.

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:

[UK's Best Workplaces Awards 2024](#)

39.53 tCO₂e

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

£198 - £988 dependant on project & provider chosen