

NET ZERO CARBON EVENTS

AN INDUSTRY INITIATIVE TO ADDRESS CLIMATE CHANGE

survey of supporters

RESULTS and ANALYSIS

MARCH 2022

netzerocarbonevents.org

Foreword

The Net Zero Carbon Events initiative was launched in Summer 2021, with the support of UNFCCC, to engage the global events industry and stakeholders in a common ambition toward net zero. At the time of publication, **more than 300 entities based in 48 countries and regions, and their subsidiaries when this applies, are supporting the initiative.**

The project is running in different phases and the first deliverable was the Net Zero Carbon Events Pledge, launched at the COP26 conference in Glasgow in November 2021. Both “Operators” and “Associations” are invited to sign this pledge, and there are already more than 210 signatories.

The second phase of the project, to be delivered in November 2022 at the COP27 conference, is the **production of the roadmap** that will set-out the various definitions, approaches, and milestones for companies in the events industry to achieve net zero. The production of this roadmap is underway and with an interactive process that started in January, with a **survey of all Supporters** designed to gather the group’s insights on the key challenges and opportunities for achieving net zero in the events industry by 2050 and to find out where participants are on their net zero journey.

This report highlights those results with, depending on the theme, answers from “Operators” only (companies directly involved in the production of events: organizer, venue or service provider) or from “All Supporters” (including “Associations” of those operators and “Partners”: destinations, media, consultants).

We hope that you will find these results useful. Combined with other actions run in parallel, they are helping us to build the roadmap and our next step is to present for consultation its first draft to all Supporters in mid-May.

Best regards,

Christian Druart | UFI & **Olivia Ruggles-Brise** | Greenview, on behalf of the Net Zero Carbon Events Initiative

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Responses from across the segments and regions



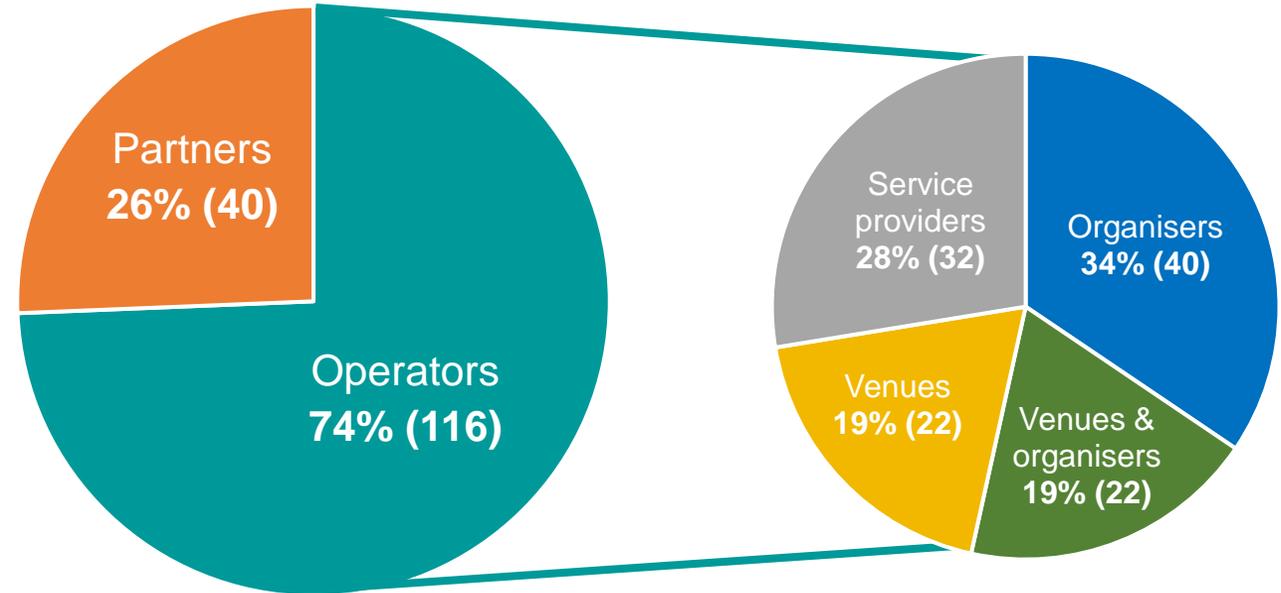
Sent to **293** companies



156 Responses

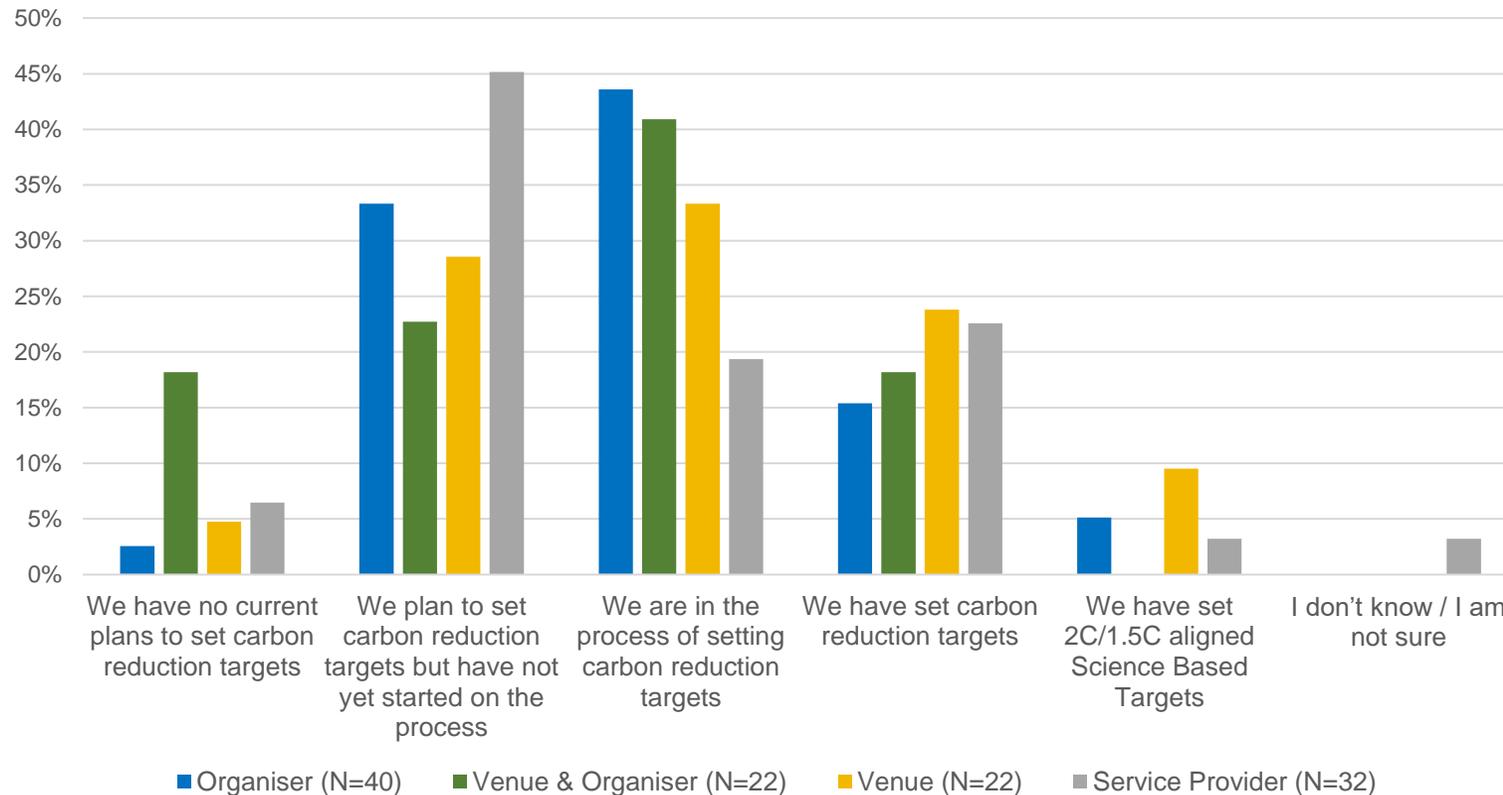


42 Countries represented



“**Operators**” are companies directly involved in the production of events: organizer, venue or service provider) and “**Partners**” are other stakeholders such as associations of those operators, travel and accommodation companies, destinations, etc.).

Most operators respondents are already on the journey towards target setting



88% of all respondents intend to set, have set or begun the target setting process

But help/guidance is still required

Of those who intend to set targets, 89% would appreciate help

“We have no understanding of **how best to calculate and measure carbon emissions**. We therefore **need a framework that is aligned with other events companies, venues, contractors and partners...**”

“Info about the **best carbon reduction practices of other venues in the world**, maybe their reports on this topic and other helpful information”

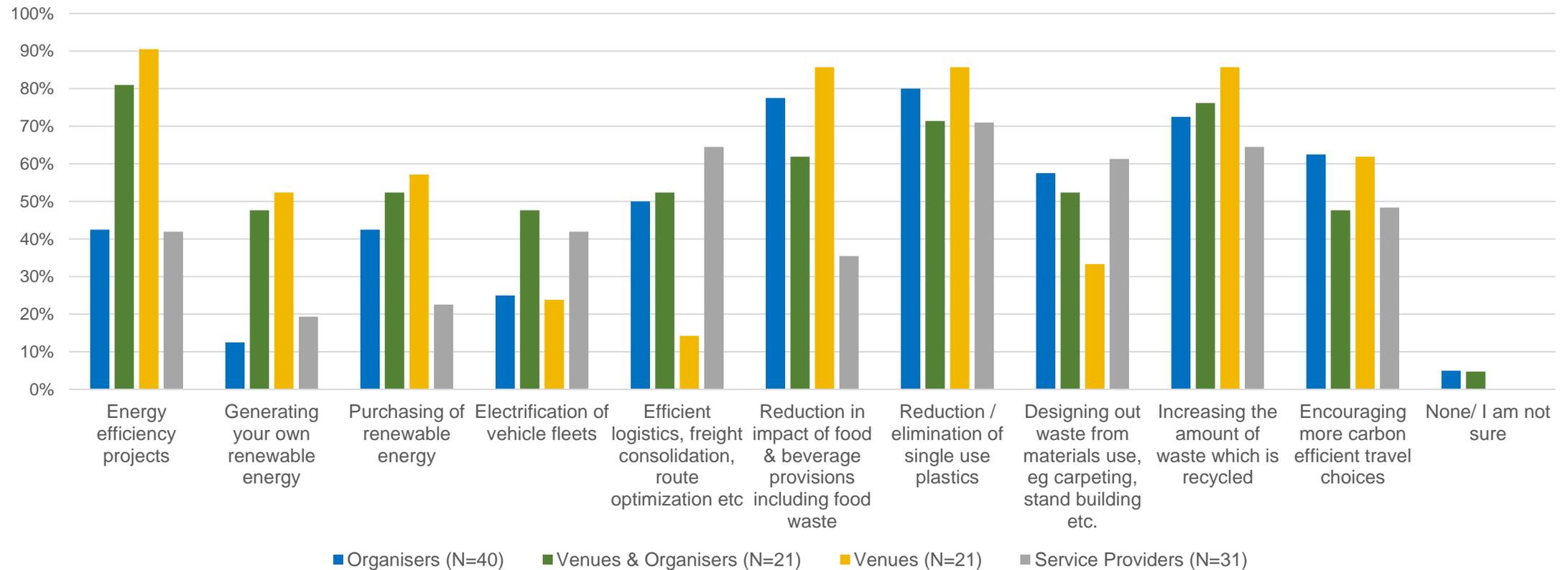
“...In short we need to work on **calculators that can be applied to projects on an ongoing basis**. That way when a booth is designed and parameters are inputted we **could calculate the carbon footprint fairly accurately in advance**. Right now trying to do this requires multiple technical tools and calculations. It's very complex.”

They are asking for

- Nuanced industry standards and benchmarks which cover:
 - Scope and baseline setting
 - Calculation of carbon emissions
 - Target setting
 - Calculating offsets
 - Recommendations for reductions
- Nuances in:
 - Different **regulatory frameworks**
 - Carbon calculations across **different geographies**

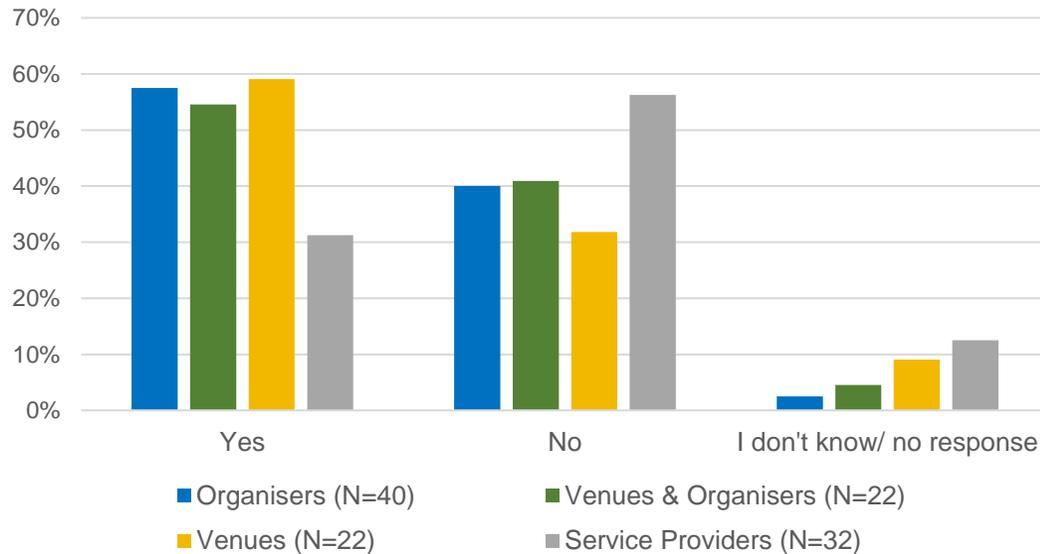
Reduction activity varies according to segment

Carbon Reduction Activity

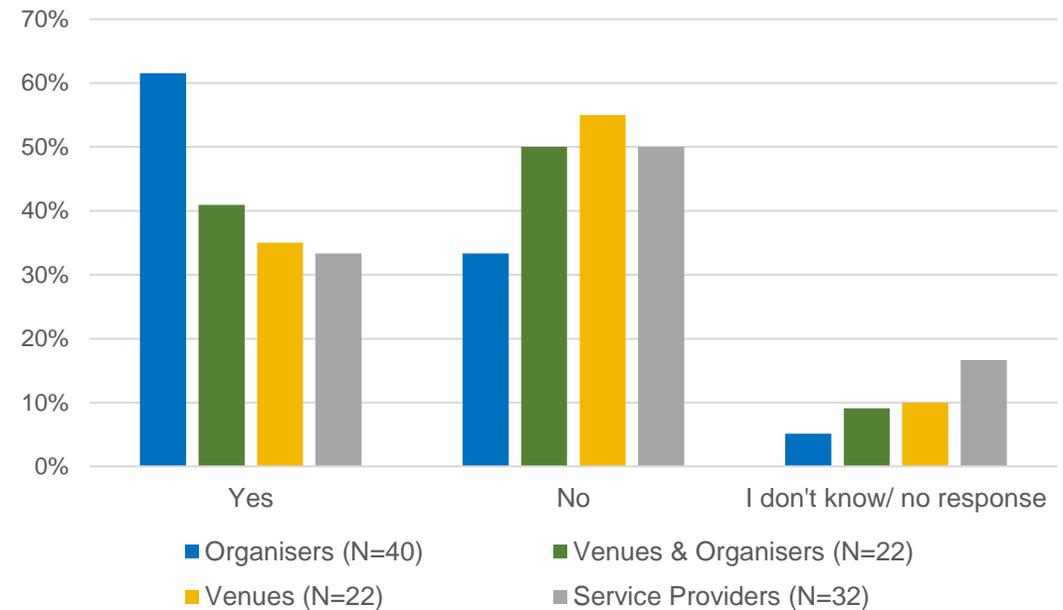


Measurement of emissions is already well underway

Have you measured company emissions

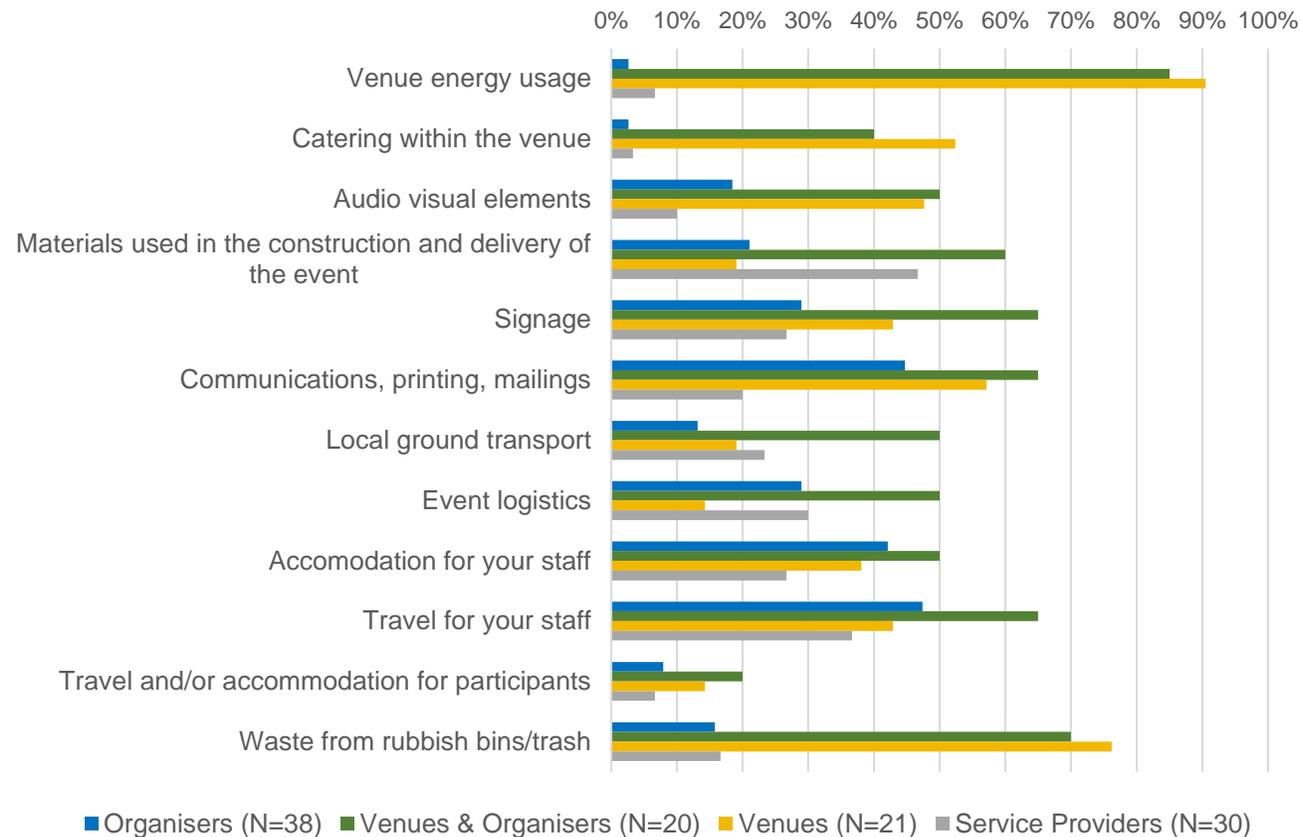


Have you measured events emissions?



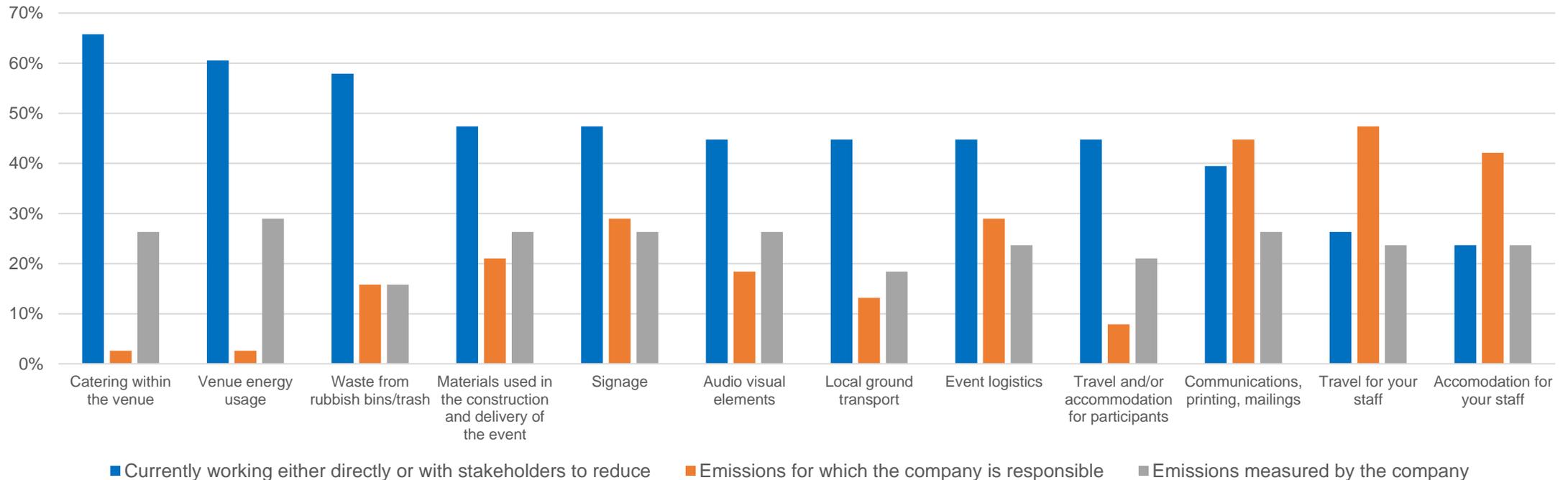
59% of venues and 58% of organisers are already measuring their carbon emissions
 62% of organisers and just over a third of venues and service providers are measuring (some) event emissions

Emissions “direct responsibilities” are often perceived as shared across the different segments



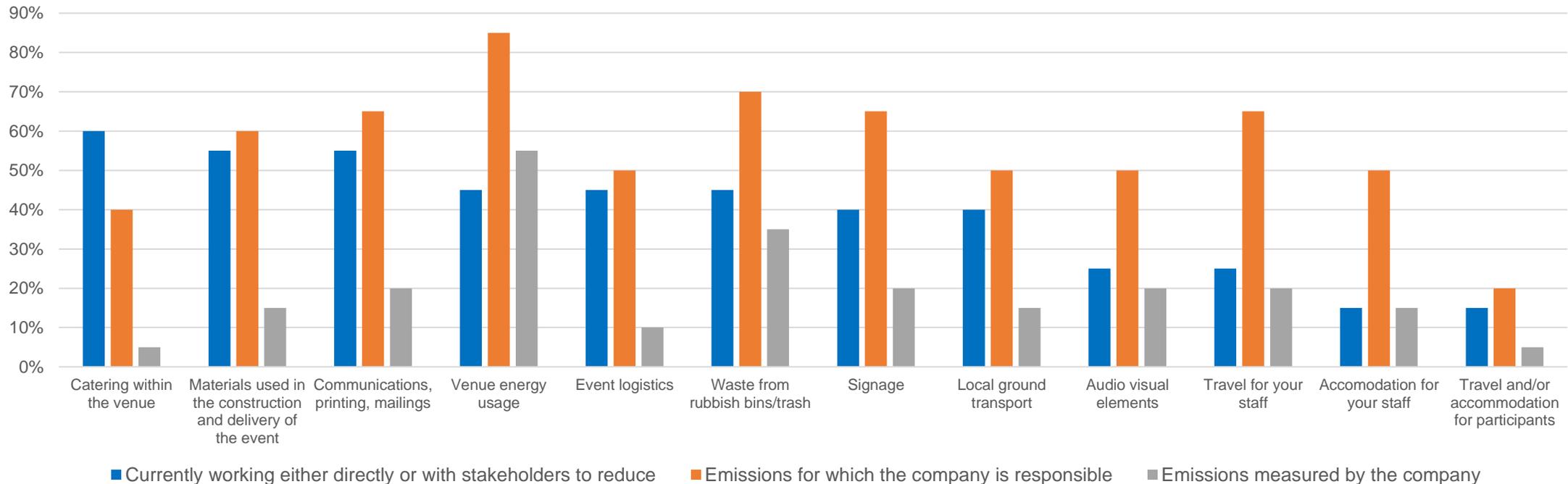
- Common across all are staff travel and accommodation and communications materials
- “Venue energy usage” and “Waste from rubbish bins/trash” are logically important categories for venues and venue & organisers
- Most “Organisers” consider that they do not have direct responsibilities for “Materials”, “AV” or “Food” (but they work on reducing them: see next page)
- “Materials” is the most important category for Service providers (the score would be higher with further segmentation of them according to the type of services they deliver)

Emissions sources : organisers



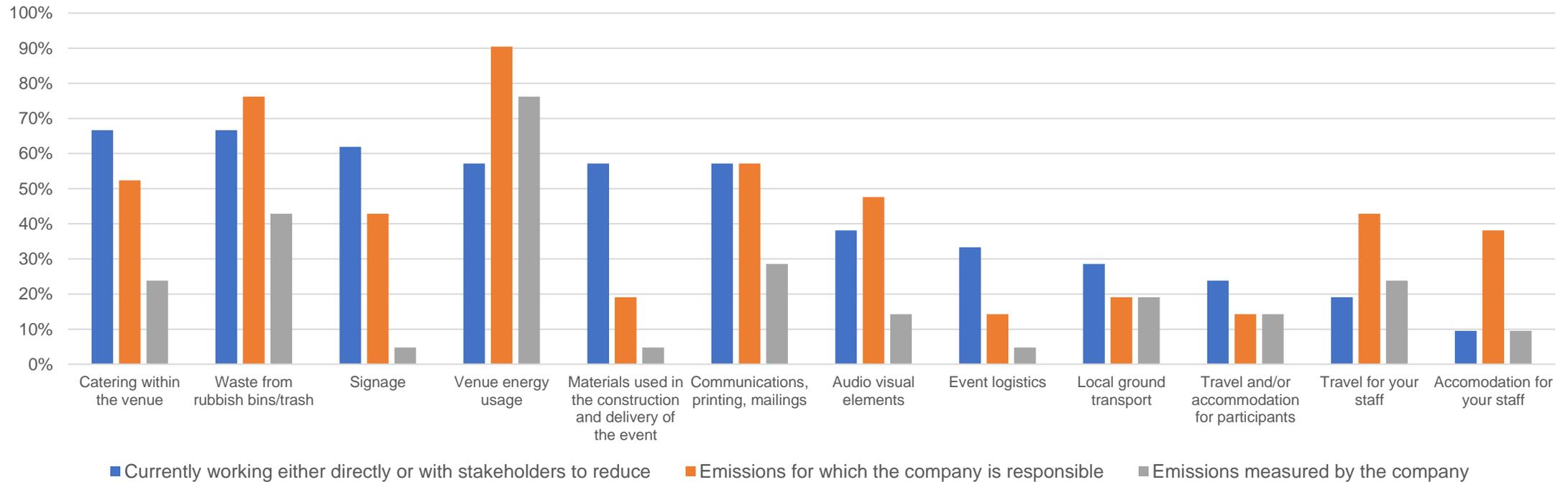
Organisers are working in several areas where they hold less responsibilities
Overall, measurement is limited

Emissions sources: venues & organisers



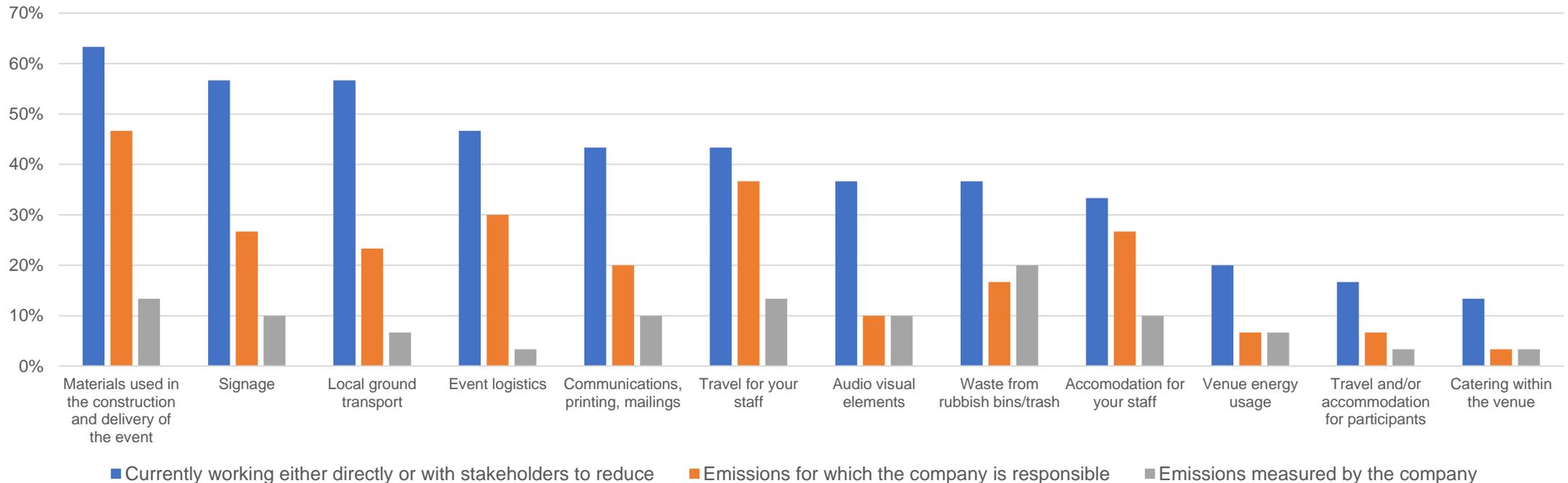
Venue & organiser respondents are usually concentrating their efforts on venue related activities rather than “external” elements such as travel and accommodation

Emissions sources: venues



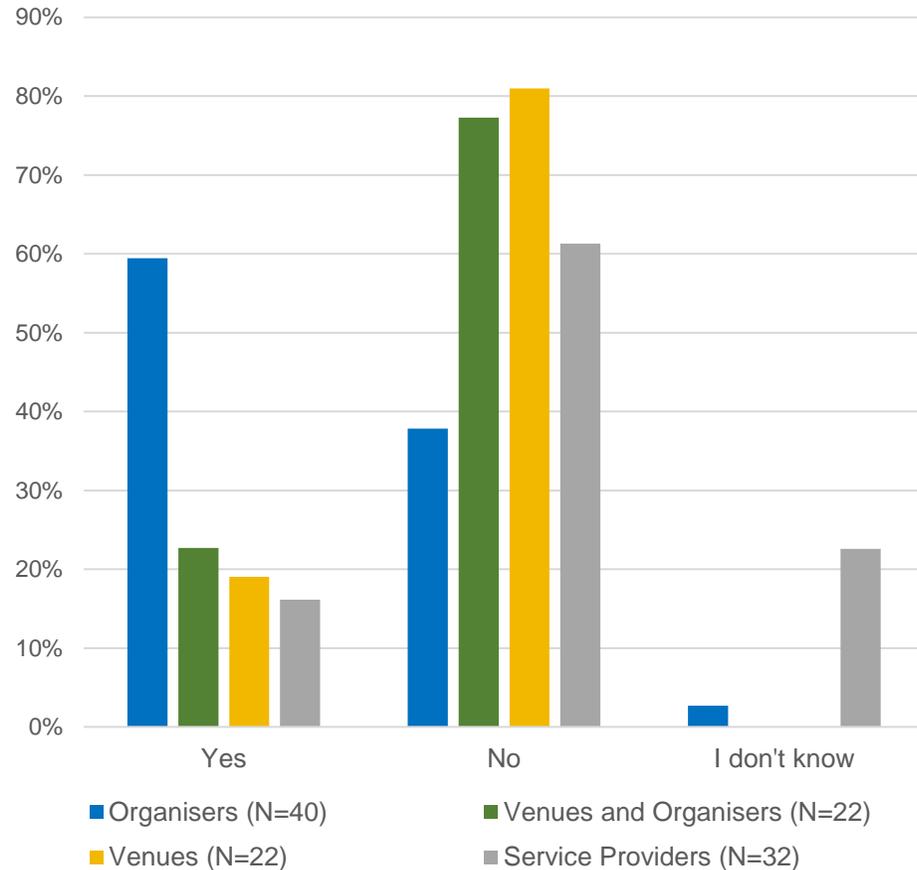
Level of action is often in line with the level of responsibility

Emissions sources: service providers



Action is underway in many areas with tangible components, particularly in materials, signage, local ground transport and logistics

Use of Carbon Offsets



- Carbon sequestration through tree planting is the most common offset used/ offered
- There is some understanding of the need to purchase high quality offsets with 4 respondents specifically mentioning it in the optional comments section.
- Among those who did not use or offer offsets, it was because they did not know how best to do so
- There is also awareness of the importance of reducing travel related emissions among all respondents

Benefits are broad, challenges are more specific

Top 3 perceived BENEFITS

1. Economic/**cost savings**
2. **Protecting the planet** and mitigating climate change
3. **Industry survival** and improved reputation

Top 3 perceived CHALLENGES

1. Emissions from transport/**travel** to and from the event
2. Agreement on methodology, scope, calculating emissions, data collection and **consistency** across all players
3. **Reducing materials waste** or switching to sustainable alternatives while maintaining standards and ensuring **costs** are kept affordable

Most easy and difficult emissions to address

Top 3 **easiest** items to address

	Organisers	Venues and organisers	Venues	Service providers	Partners
Venue energy usage		70%	86%		
Catering within the venue			62%		
Materials used in the construction /event delivery	41%	35%(*)		71%	
Communications (printing, mailings, etc)	46%	35%(*)			45%
Travel for your staff	38%	35%(*)		35%(*)	52%
Waste from rubbish bins/trash		55%	67%	35%(*)	33%

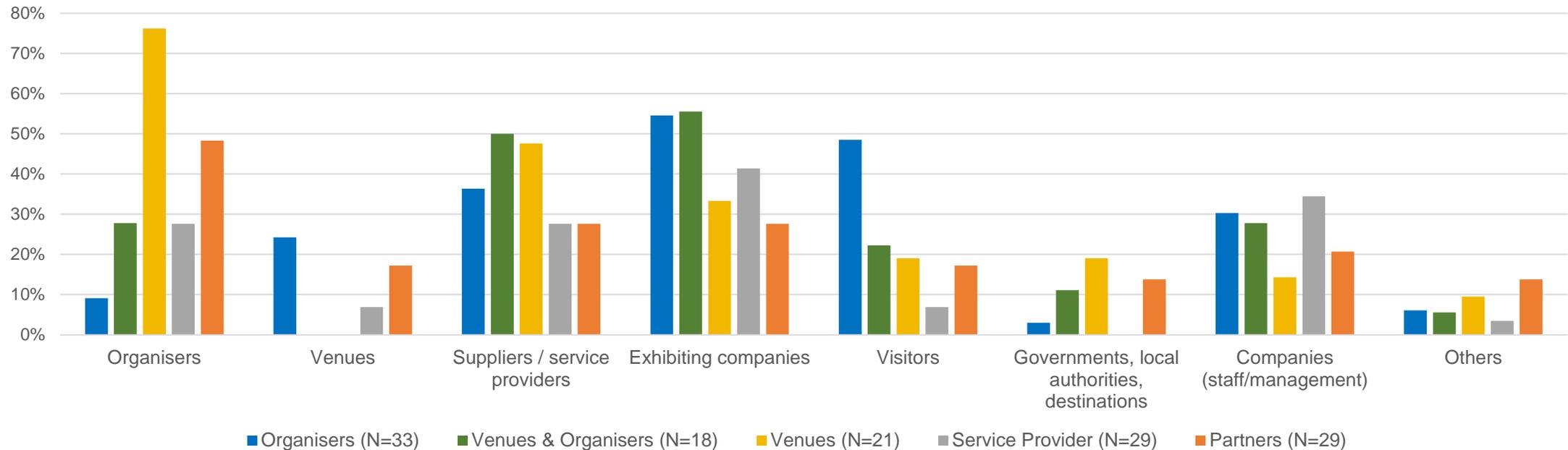
(*): same value

Top 3 **hardest** items to address

	Organisers	Venues and organisers	Venues	Service providers	Partners
Venue energy usage	46%			38%	32%(*)
Materials used in the construction /event delivery		52%	67%	52%	44%
Event Logistics	35%	38%	67%	48%	32%(*)
Travel and/or accommodation for participants	78%	71%	67%		65%

Results show some converging views in most areas, except for the category “Materials”

Most important stakeholders to address climate change



There are significant differences in the perception of the most important stakeholders: while 76% of venues mention the organisers, 55% of organisers mention the exhibiting companies

Appendix : survey form (1/4)

“CURRENT CARBON REDUCTION INITIATIVES” SECTION

1. Which of the following best describes your company’s status on carbon reduction targets? [tick one option only]

- We have no current plans to set carbon reduction targets
- We plan to set carbon reduction targets but have not yet started on the process
- We are in the process of setting carbon reduction targets
- We have set carbon reduction targets
- We have set 2C/1.5C aligned Science Based Targets
- I don’t know / I am not sure
- Not applicable

2. Do you need help identifying how and what to do to begin setting goals and targets? [yes/no]

Please let us know what support would be most useful

3. Has your company already set an objective to achieve Net Zero (beyond signing the Net Zero Carbon Events Pledge)? [yes/no]

If yes, by which year?

4. Which of the following carbon reduction activities, if any, are undertaken by your company? Please answer this and the following questions as they relate to your company, or to the events portion of your business, as relevant [tick all relevant answers, “Not Applicable” column available]

- Energy efficiency projects
- Generating your own renewable energy
- Purchasing of renewable energy
- Electrification of vehicle fleets
- Efficient logistics, freight consolidation, route optimization etc
- Reduction in impact of food & beverage provisions including food waste
- Reduction / elimination of single use plastics
- Designing out waste from materials use, eg carpeting, stand building etc.
- Increasing amount of waste which is recycled
- Encouraging more carbon efficient travel choices
- None
- Other (please state)
- I don’t know / I am not sure
- Not applicable

5. Are you using or offering carbon offsets? [yes/no/I don’t know/ Not Applicable] If yes, please give details

Appendix: survey form (2/4)

“MEASURING CARBON EMISSIONS” SECTION

1. **Have you made any attempt to measure the carbon emissions of your company?** [Yes / No / I don't know / Not applicable]
2. **Have you made any attempt to measure the carbon emissions of your event(s) or event product(s)?** [Yes / No / I don't know / Not applicable]

If so, please give brief details of the methodology you used

3. **Please identify the emissions sources your company is directly responsible for, has measured and has measured and those you are currently working to reduce** [tick all that apply]

- Venue energy usage
- Catering within the venue
- Audio Visual elements
- Materials used in the construction/delivery of the event
- Signage
- Communications (printing, mailings, etc.)
- Local Ground Transportation
- Event Logistics
- Accommodation for your staff
- Travel for your staff
- Travel and/or accommodation for participants
- Waste from rubbish bins/trash
- None of the above

- Other (please specify)
- I don't know
- Not Applicable

4. **Please identify what you believe are the top 3 EASIEST emissions sources for you / your company to address** [rank 1,2,3]

- Venue energy usage
- Catering within the venue
- Audio Visual elements
- Materials used in the construction/delivery of the event
- Signage
- Communications (printing, mailings, etc.)
- Local Ground Transportation
- Event Logistics
- Accommodation for your staff
- Travel for your staff
- Travel and/or accommodation for participants
- Waste from rubbish bins/trash
- None of the above
- Other (please specify)
- I don't know
- Not Applicable

Appendix : survey form (3/4)

5. Please identify what you believe are the top 3 MOST DIFFICULT but still important emissions sources for the industry to address [rank 1,2,3]

- Venue energy usage
- Catering within the venue
- Audio Visual elements
- Materials used in the construction/delivery of the event
- Signage
- Communications (printing, mailings, etc.)
- Local Ground Transportation
- Event Logistics
- Accommodation for your staff
- Travel for your staff
- Travel and/or accommodation for participants
- Waste from rubbish bins/trash
- None of the above
- Other (please specify)
- I don't know
- Not Applicable

6. Who do you consider are the most important stakeholders for your company when it comes to addressing climate change?

7. Please identify the top 3 emissions sources that you consider stakeholders expect your organisation to address [rank 1,2,3]

- Venue energy usage
- Catering within the venue
- Audio Visual elements
- Materials used in the construction/delivery of the event
- Signage
- Communications (printing, mailings, etc.)
- Local Ground Transportation
- Event Logistics
- Accommodation for your staff
- Travel for your staff
- Travel and/or accommodation for participants
- Waste from rubbish bins/trash
- None of the above
- Other (please specify)
- I don't know
- Not Applicable

Appendix : survey form (4/4)

“CHALLENGES AND OPPORTUNITIES” SECTION

1. What do you believe are the three greatest challenges to reducing carbon emissions in the events industry? [open]
2. What do you believe are the three biggest benefits when it comes to reducing carbon emissions in the events industry? [open]

“KNOWLEDGE SHARING” SECTION

1. Please provide links to any relevant documents/websites etc which you think should be reviewed by the project team [open]
2. Please add any additional comments you would like to make [open]
3. Are you happy for us to contact you directly to follow up on your comments? [Yes/No]

NET ZERO **0** CARBON EVENTS

Survey of Supporters Results and Analysis

For more information and registration:
netzerocarbonevents.org

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