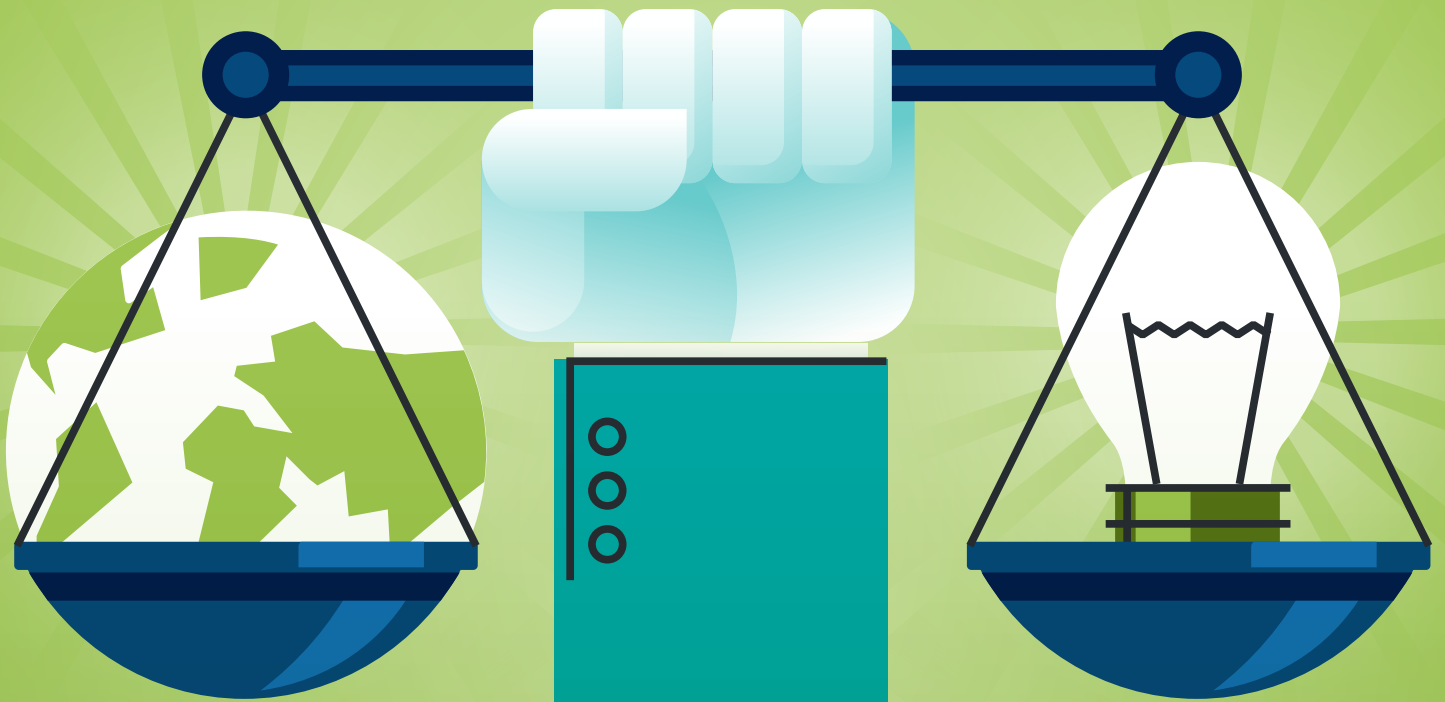


# NET ZERO CARBON EVENTS



# Route to Net Zero

Executive Summary

November 2022

# Contents

<b>The pledge</b>	<b>03</b>
<b>A common framework for stakeholders</b>	<b>04</b>
<b>Contributors to carbon footprint</b>	<b>06</b>
<b>Scopes and boundaries</b>	<b>08</b>
<b>Company pathway</b>	<b>09</b>
<b>Action areas</b>	<b>12</b>
<b>What you can do now</b>	<b>18</b>
<b>Workstreams</b>	<b>19</b>
<b>Additional guidance and appendices</b>	<b>20</b>
<b>Contributors</b>	<b>21</b>

# The Net Zero Carbon Events initiative is the events industry's global campaign to achieve net zero carbon by 2050 at the latest.

The Net Zero Carbon Events Pledge Signatories commit to the four following actions:

- Before the end of 2023, publish the organisation's pathway to achieve Net Zero by 2050 at the latest, with an interim target in line with the Paris Agreement's requirement to reduce global GHG emissions by 50% by 2030.
- Collaborate with partners, suppliers and customers to drive change across the value chain.
- Measure and track our Scope 1, 2 and 3 GHG emissions according to industry best practice.
- Report on progress at least every two years.



Launched in August 2021, now with over 400 supporting organizations from 55 countries, including 275 event operators.

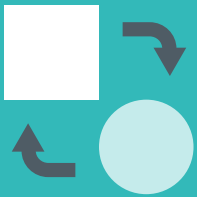


225 operators have already signed the Net Zero Carbon Events Pledge.

**“By working together the full force of the events industry can highlight not only the benefits it brings to the world, but also the support which may be needed to make the required changes in order to achieve Net Zero.”**

# The Roadmap sets out a common framework for stakeholders to make their net zero journey together.

**Applicable and adaptable** by individual companies across the industry.



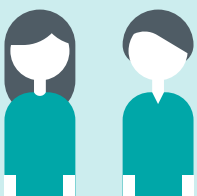
**A focus on event operators** – organisers, venues and service providers – with support for other stakeholders to be developed in the future.



**Recognition that organisations operate in different contexts**, with varying levels of resource and local infrastructure, so flexibility in terms of approaches and timelines is built in through equity principles.

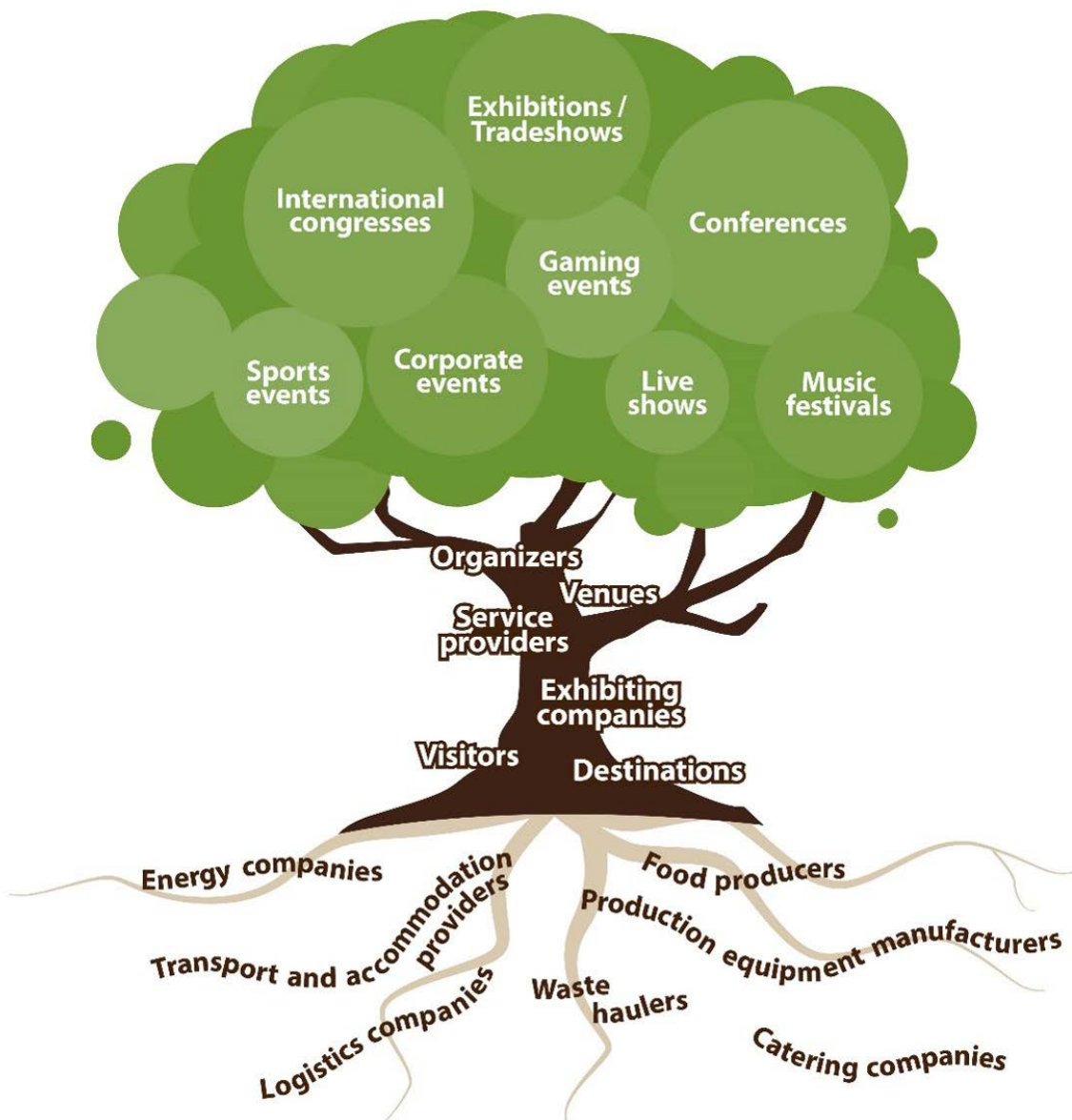


**Primary aim is to decarbonise the in-person element of events**, rather than propose digital or hybrid events as a solution.

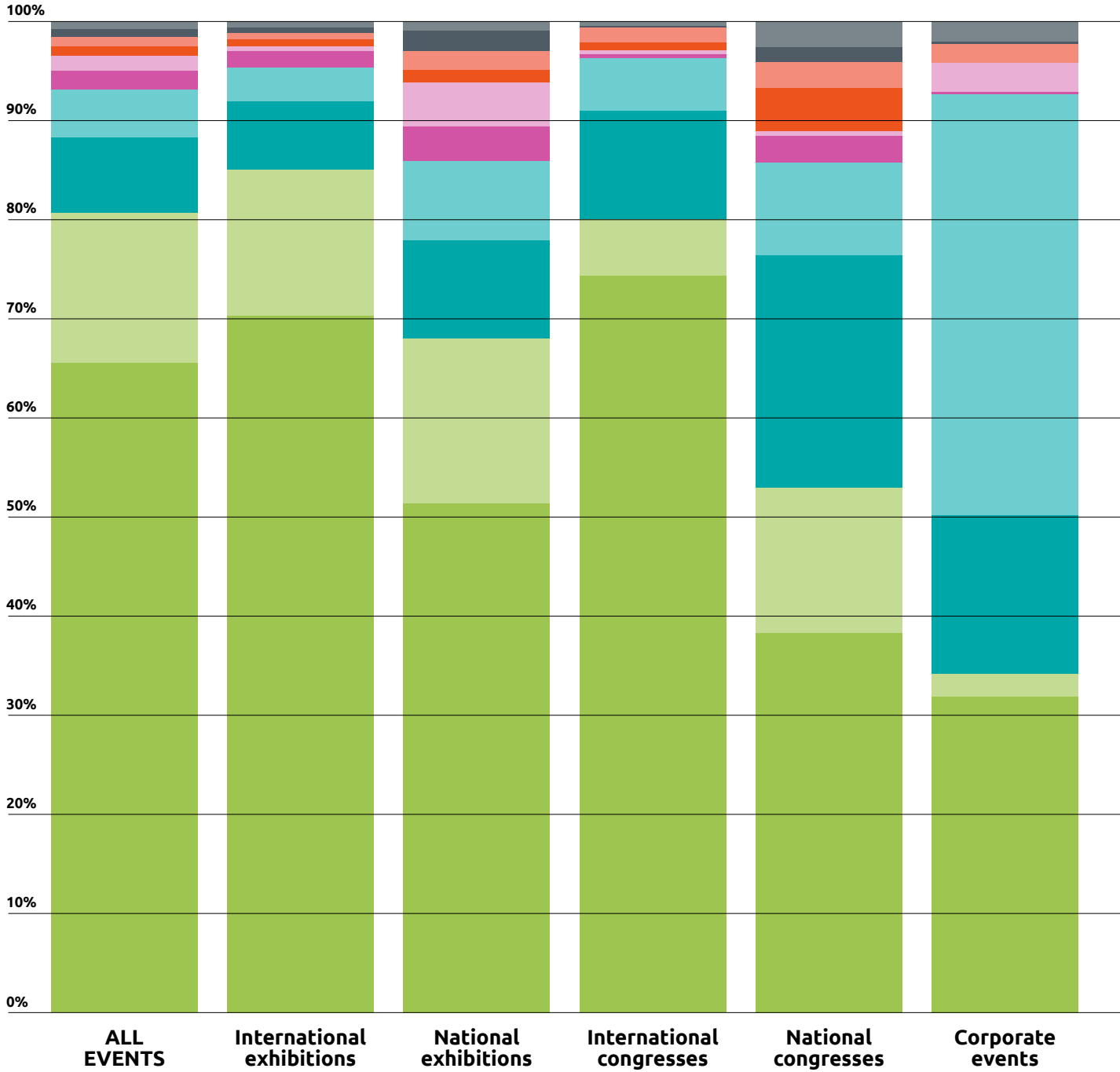


# Because systemic change is needed in order for Net Zero to be achieved.

- The events industry is made up of a complex network of stakeholders and a deep supply chain, all of whom will need to work to reduce their emissions in order for the industry to achieve Net Zero.
- In order for real change to happen collaboration will be needed. It will not be sufficient for a single organisation or group of organisations, or events, to take steps to decarbonise.
- A rethink in how events are planned, designed and delivered across the whole system will be required.



# There are significant emissions sources over which the event industry has great control, and other sources which can be reduced by working collaboratively with allied industries.

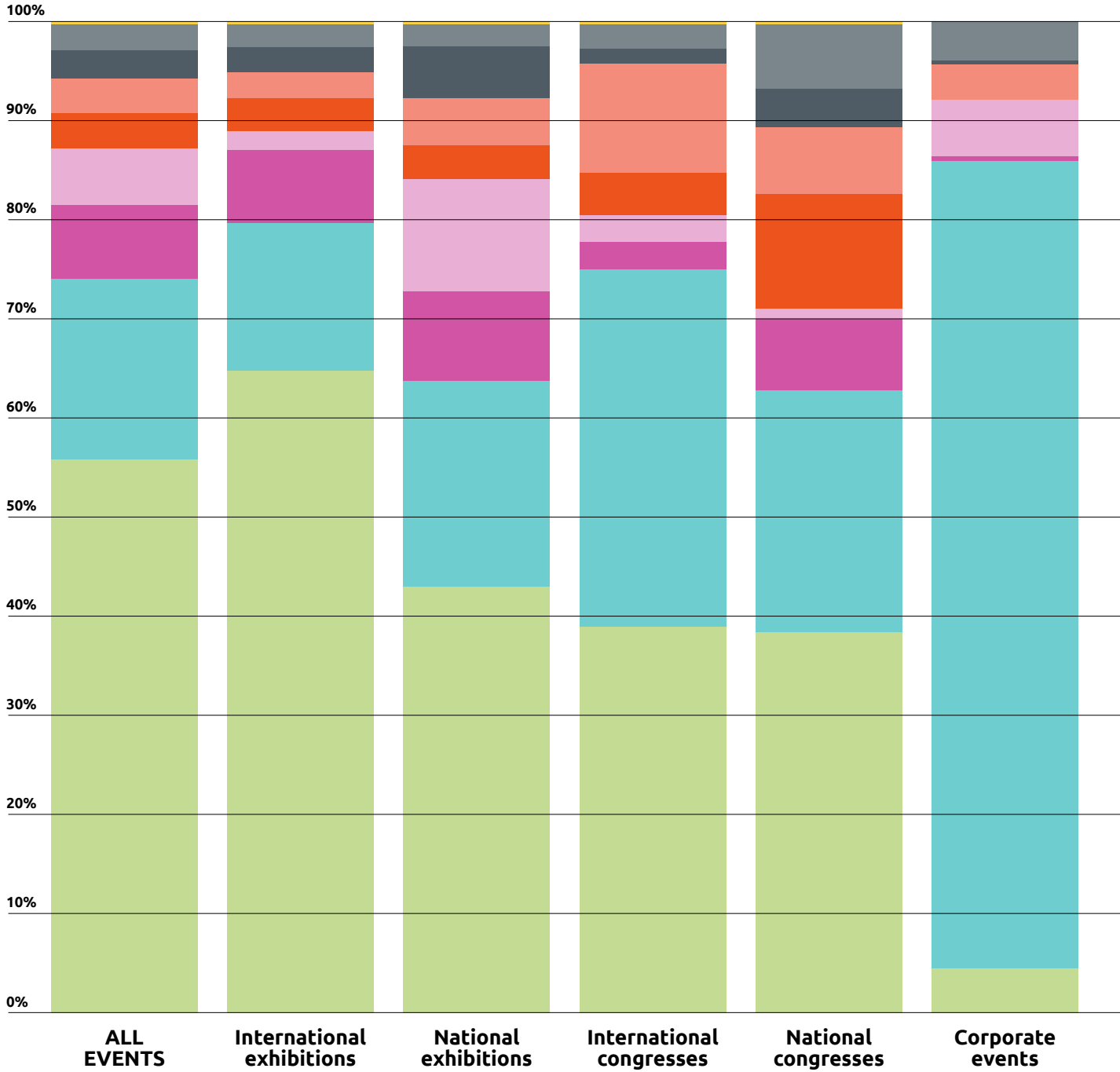


———— INCLUDING TRAVEL AND ACCOMMODATION ————

- Travel
- Space design and production
- Accommodation
- Food
- Freight
- Energy
- Communications
- Other
- Waste
- Intangible services
- Water

The Carbon Emissions of Events in France  
Source: **Unimev**

# A close-up look at event emissions excluding travel and accommodation.

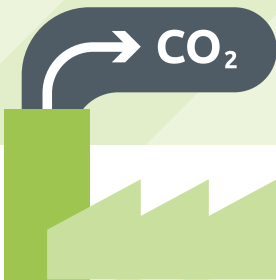


- Travel
- Space design and production
- Accommodation
- Food
- Freight
- Energy
- Communications
- Other
- Waste
- Intangible services
- Water

The Carbon Emissions of Events in France  
Source: **Unimev**

# Companies can use the guidance in the Roadmap to define their own areas of control and Scope 1, 2 and 3 boundaries.

## HIGH LEVEL OF CONTROL



### DIRECT

#### Scope 1

Direct emissions from sources owned or controlled by a company.



### INDIRECT

#### Scope 2

Indirect emissions from purchased electricity, steam, heat, and cooling.

## LOW LEVEL OF CONTROL



### VALUE CHAIN

#### Scope 3

All other emissions associated with a company's activities.

See page 11 for more details >



# The Net Zero Carbon Events Roadmap provides a company pathway as well as industry action areas.

DEFINE & PLAN  
2023

COMPANY  
PATHWAY

See page 10  
for more  
details >

2025  
MEASURE &  
EMBED

REPLACE  
2035

2030  
REDUCE

REMOVE  
2040

2050  
NET  
ZERO

INDUSTRY  
PRIORITY  
ACTION  
AREAS

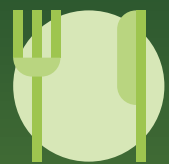
See page 12 for  
more details >



ENERGY



PRODUCTION  
& WASTE



FOOD & FOOD  
WASTE



FREIGHT &  
LOGISTICS



TRAVEL

# The company pathway sets a framework for events companies to decarbonise their own activities.

## 2023 DEFINE & PLAN

The boundaries of your carbon footprint are defined using the Scope 1, 2 and 3 guidance set out in the Roadmap and a plan is in place.

## 2025 MEASURE & EMBED

Systems to measure your footprint at corporate and event level are in place and sustainability criteria is embedded in all contracts.

## 2035 REPLACE

Remaining carbon intensive activities and items are replaced with renewable, reusable, sustainable alternatives.

## 2030 REDUCE

Carbon emissions are reduced through efficiencies and eliminating carbon intensive items and processes from the system.

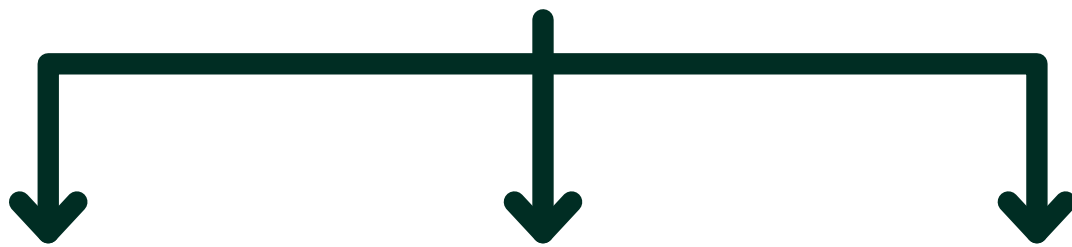
## 2040 REMOVE

Any residual carbon emissions are removed from the atmosphere using robust and accredited carbon capture or removal processes.

2050  
NET  
ZERO

# Boundaries and baselines will depend on the specific context of each company.

## Scope 3 VALUE CHAIN



### VENUE

Food and beverage  
(when responsible  
for catering)

Food waste  
(when responsible  
for catering)

Venue waste

### ORGANISER

Venue energy

Embodied carbon in stand,  
carpet, signage and other  
production

Intangible Communications

Food and beverage

Freight

In destination transport  
for participants

### SERVICE PROVIDER

Embodied carbon in stand,  
carpet, signage and other  
production

Food and beverage

Freight

Intangible communications

Food waste

Production waste

# Action Areas show where collaborative effort is needed to decarbonise.



## ENERGY

Power events efficiently with clean, renewable energy.

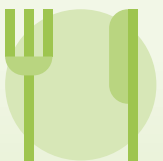
[See page 13 for more details >](#)



## PRODUCTION & WASTE

Redesign events to utilise sustainable materials and be waste free.

[See page 14 for more details >](#)



## FOOD & FOOD WASTE

Source food sustainably, and eliminate food waste

[See page 15 for more details >](#)



## FREIGHT & LOGISTICS

Move goods and equipment efficiently and transition to zero emissions logistics.

[See page 16 for more details >](#)



## TRAVEL

Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events.

[See page 17 for more details >](#)

2050  
NET  
ZERO

**Equity considerations are embedded throughout to allow for different local contexts.**

The speed at which action towards Net Zero can be taken will not only depend on the commitment and resources an organisation or group of organisation dedicate to decarbonisation, but also external factors relating to the locations in which they operate. In addition, organisations which have already taken significant steps may show slower progress than those starting out as they will have already addressed the 'low hanging fruit'. In some cases, a specific business model may influence how an organisation addresses Net Zero. There is therefore no single pathway or timeline which can be applied to all organisations in all locations. While the end goal is the same – Net Zero by 2050 – some may reach this sooner than others, and the pathway taken may differ from company to company with different milestones reached at different times.

# Action Area 1:

## Power events efficiently, with clean, renewable energy.

By 2050, all energy related emissions should be accurately accounted for, energy efficiency should be maximised and renewable energy should be used where possible, including through the use of Energy Attribute Certificates (EACs). Credible offsets should only be deployed after the above steps have been exhausted to offset whatever emissions remain.

Short term (by 2025)	Medium term (2025–2035)
<p>Provide energy consumption data to organisers as standard.</p> <p>Establish energy baseline and set reduction targets.</p> <p>Put in place efficiency measures such as LEDs.</p> <p>Put a plan in place for procurement of renewable energy from other sources if on-site is not possible.</p> <p>Work with organisers to implement temperature guidelines which reduce energy consumption.</p>	<p>Submetering in place for better attribution of emissions to different events, to support more accurate consumption data.</p> <p>Show measurable progress in terms of energy efficiency and moving to renewables.</p> <p>Procurement of renewable energy from other sources if on-site not possible. PPAs and VPPAs are preferred.</p> <p>Development of on-site renewables where feasible.</p>
<p>Focus on embedding sustainability and carbon reduction into events.</p> <p>Request energy consumption data from venues as standard.</p> <p>Prioritise working with venues who have energy reduction targets in place.</p> <p>Ensure that all lighting contracted by the organiser is LED.</p> <p>Work with venues to implement temperature guidelines which reduce energy consumption.</p>	<p>Commit to working with venues who have shown a measurable improvement in energy efficiency and use a high % of renewables.</p> <p>Require venues and service providers to align with the industry Renewable Energy targets above, where that is not possible, organisers should work with venues to budget to offset the remaining emissions on an event by event basis.</p> <p>Share any cost increases as a result of renewables being purchased.</p>
<p>On-site energy efficiency plans in place.</p> <p>Ensure that all lighting used is LED.</p> <p>Ensure any new equipment procured is of high energy efficiency.</p>	<p>Required energy efficiency plans in place for overall business operations.</p> <p>Ongoing work with exhibitors to reduce energy consumption on site.</p>

BASELINE ACTIONS

Data collection and plans in place.

**2025**  
Measurement, monitoring and action underway.

**2030**  
Measurable progress made to reduce inefficiencies and renewables.

**2035**  
100% renewable where possible.

**2040**  
100% renewable for all markets.

**2050**  
**NET ZERO**

# Action Area 2: Redesign events to utilise sustainable materials and be waste free.

By 2050 events will send zero waste to landfill and all assets and materials will be hired, repurposed, refurbished, recycled or re-used.

Short term (by 2025)	Medium term (2025-2035)
<p>Put in place processes and systems to measure venue waste.</p> <p>Ensure full recycling options available front and back of house in line with local infrastructure.</p> <p>Ensure all equipment under direct control of the venue is sustainable and work with organisers / exhibitors to promote sustainable solutions across the board.</p>	<p>Event-relevant venue waste data shared as standard.</p>
<p>Commitment to engage with suppliers on sustainable production and materials and provide resources accordingly.</p> <p>Sustainable booth / production / materials protocols / standards in place and communicated widely to stakeholders.</p> <p>Use renewable materials for own items (lanyards etc.).</p>	<p>Sustainable booth / production / materials protocols / standards required as part of supplier contracts.</p> <p>Events designed to minimise waste e.g., no single use carpets, no merchandise / swag.</p>
<p>Commitment to engage with suppliers on sustainable production and materials.</p> <p>Source sustainable materials / products where possible.</p> <p>Communicate with stakeholders to remove waste appropriately (e.g., exhibitors).</p> <p>Waste reduction plans in place for depots where relevant.</p>	<p>All products sourced are reusable or recyclable.</p> <p>Waste at depots measured as standard.</p>

BASELINE ACTIONS

High level measurement of waste and diversion, industry-wide conversations on reducing and making sustainable production materials.



**2025**  
Measurement and action happening across events.

**2030**  
Measurable reduction in waste, quantifiable changes in production materials, elimination of single use plastics.

**2035**  
Ongoing progress and disposable items eliminated.

**2040**  
Production materials are sustainable or used to a minimum.

**2050**  
**NET ZERO**

# Action Area 3: Source food sustainably, and eliminate food waste.

The emissions associated with food and catering at events should be minimised through the use of seasonal, organic and, where appropriate, local products, the elimination of high carbon foods and a circular approach to food production and waste.

Short term (by 2025)	Medium term (2025-2035)
<p>Raise awareness of food emissions reduction opportunities with catering stakeholders (concessions or contracted companies).</p> <p>Sustainable food sourcing and reduction of food waste included as part of RFPs / contracts.</p> <p>Composting facilities available.</p>	<p>Food waste sorting, composting and donation required from all catering providers.</p> <p>Practice of minimum amount contracting which results in significant food waste, to be ended.</p> <p>Consider investing in shared community infrastructure to handle food waste better.</p> <p>Seasonal food provided as the norm.</p> <p><b>Encourage caterers to:</b></p> <p>Put commitments in place to move towards sustainable menus.</p> <p>Develop local sustainable supplier lists for cities / venues so that produce can be sourced appropriately.</p> <p>Participate in initiatives such as the Sustainable Caterers Alliance or the Sustainable Restaurant Association (or similar).</p>
<p>Commitment to engage with suppliers on sustainable food sourcing and elimination of food waste.</p> <p>Clear guidelines for caterers in terms of food sourcing requirements with a focus on local sourcing, sustainable seafood, seasonal produce.</p> <p>Include local-sourcing, in-season produce and responsible farming as procurement evaluation criteria for event catering.</p> <p>Donation programmes in place for leftover food.</p>	

VENUES

ORGANISERS AND SERVICE PROVIDERS

BASELINE ACTIONS

Data systems and policies in place.

**2025**  
Measurement happening, embedded in decision making, action underway.

**2030**  
Efficient planning to reduce waste, disclosure of food sustainability metrics, measurable improvement on waste.

**2035**  
Ongoing progress made with a significant shift towards low carbon food.

**2040**  
Visible move towards low carbon food and seasonal produce, significant waste reduction.

**2050**  
**NET ZERO**

# Action Area 4:

## Move goods and equipment efficiently and transition to zero emissions logistics.

The weight of materials and items which are freighted for events is significantly reduced and logistics planning is built around maximum carbon efficiency so that the emissions from logistics are minimised, using low carbon options, with any residual emissions offset in a robust way.

Short term (by 2025)	Medium term (2025-2035)
<p>Develop network of local suppliers to support sustainable sourcing of equipment.</p> <p>Incentivise use of equipment owned by the venue to reduce need for shipping.</p> <p>Provide list of local government resources regarding sustainable transport options.</p>	<p>Maximise on-site storage facilities.</p> <p>Install EV charging stations.</p> <p>Provide low carbon onsite vehicles (forklifts etc.).</p>
<p>Build sustainable logistics requirements into contracting and RFPs (local sourcing, green transportation).</p> <p>Work with venues and service providers to find ways to use common or shared materials such as carpet, AV, staging, pipe and drape.</p>	
<p><b>General Contractors should:</b></p> <p>Build sustainable logistics requirements into contracting and RFPs.</p> <p>Aim to source products locally where possible.</p> <p>Promote and invest in the use of common or shared materials.</p> <p>Regularly communicate with exhibiting companies around sustainable logistics opportunities.</p> <p><b>Logistics companies should:</b></p> <p>Maximise network efficiencies.</p> <p>Consolidate shipments.</p> <p>Develop a network of sustainable transportation providers.</p>	
	<p>Work with exhibitors and sponsors to reduce the volume and weight of materials freighted to and from events.</p> <p>Systems in place to analyse carbon efficiency of logistics modes of transport – ship vs rail vs air – and decisions made accordingly.</p>
	<p>Work with exhibitors and sponsors to reduce the volume and weight of materials freighted to and from events.</p> <p>Advanced route planning as the norm to facilitate consolidation of loads.</p> <p>Investment in electric fleets where relevant.</p>

BASELINE ACTIONS

Measurement systems and plans in place, widespread communication to stakeholders.



**2025**  
Measurement and action happening across events.

**2030**  
Measurable impact shown, new models piloted, sustainable transportation prioritised.

**2035**  
Ongoing progress.

**2040**  
New models widespread, decarbonisation of transport underway, offsetting.

**2050**  
**NET ZERO**



# Action Area 5:

## Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events.

By 2050 travel and accommodation to events will be as low carbon as possible, and any residual emissions will be neutralised using accredited carbon capture or equivalent.

Short term (by 2025)	Medium term (2025-2035)
<p>Work with local infrastructure / transport companies to develop and promote sustainable transport to / from the venue within destination.</p> <p>Develop a sustainable transport plan.</p>	<p>Provide supporting infrastructure such as EV charging points, bike storage etc.</p> <p>Work with destination to provide free public transport tickets for event attendees.</p>
<p>Establish systems to collect travel / accommodation information from attendees.</p> <p>Provide opportunities for attendees to offset their carbon footprint (opt in).</p> <p>Promote and incentivise sustainable hotels.</p> <p>Promote more sustainable options such as car pooling, rail etc., for local events.</p>	<p>Provide opt out for attendee offsetting across most events and offset remaining travel and accommodation emissions.</p> <p>Embed sustainable transport options / proximity to audience into decisions regarding event location to minimise travel emissions.</p> <p>Where possible, promote only sustainability accredited or net zero hotels to delegates.</p> <p>Provide hybrid options for remote attendance where possible.</p> <p>Participation in industry-wide initiatives for green transport – e.g., sustainable aviation fuels.</p>
<p>Source crew / staff locally to reduce travel emissions.</p>	

BASELINE ACTIONS

Data collection systems in place, commitment to sustainable travel plans.



**2025**  
Data collection, sustainable travel plans and attendee communication in place at all events.

**2030**  
Industry collaborations and incentives in place, low carbon options promoted as a priority.

**2035**  
Ongoing progress, offsetting widely in place.

**2040**  
Travel industry decarbonisation progress made, sustainable options the norm.

**2050**  
**NET ZERO**

# You can put the Roadmap into action right away to set your company pathway.



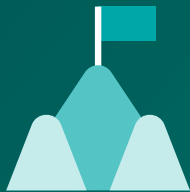
1. Identify the type of entity your company is.



2. Define your Scope 1, 2 and 3 boundaries.



3. Identify what you are measuring already and the gaps.



6. Define your milestones based on the Priority Action Areas.



5. Establish your tracking systems and baseline.



4. Work out how to fill the gaps in data availability.



7. Establish a 'net zero' culture in your organisation.



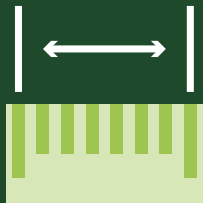
8. Collaborate with your key partners.



9. Engage in industry-wide initiatives to address the Priority Action Areas.

# And are invited to participate in the workstreams which will find collaborative solutions.

## TRANSVERSAL WORKSTREAMS



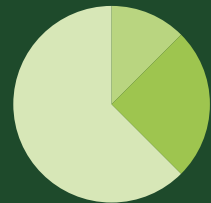
### Measurement

Standard methodologies, metrics and industry coefficients for measuring the carbon footprint of events.



### Carbon Offsetting

Evolving offsetting hierarchy approach into industry-wide strategy.



### Reporting

Communication of progress made by supporters.

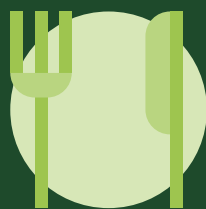
## WORKSTREAMS ABOUT THE PRIORITY ACTION AREAS | See page 12 for details >



### Venue energy



### Production & waste



### Food & food waste



### Freight & logistics



### Travel

# The Roadmap has a wealth of additional guidance to help you.

- Framework for Scope 1, 2 and 3 boundaries for the events industry: How to determine your company's emissions boundaries
- Framework for consistent metrics for measuring the carbon footprint of events: The key metrics to be collecting
- Setting a baseline: Outline of standard approaches to determine a baseline
- Reporting template: Simple reporting template for supporters to feed back their progress to NZCE
- A carbon offsetting strategy for the events industry: A simple hierarchy approach and how to ensure your offsets are making a difference
- Engaging with destinations and attendees: How to communicate your net zero plans and actions with different stakeholder groups

# And appendices with further information on key topics.

- Appendix A: Net zero carbon emissions pledge
- Appendix B: Alignment with other frameworks
- Appendix C: Other industry net zero pathways
- Appendix D: Understanding the emissions sources of an event
- Appendix E: Prioritisation of events emissions
- Appendix F: A framework for measuring events emissions
- Appendix G: Purchased renewable energy – Key concepts and definitions
- Appendix H: Methodology and acknowledgements
- Appendix I: Glossary
- Appendix J: References

# Current financial contributors

To allow for a 'fair share' distribution of the financial needs among the supporters, four levels of financial support have been developed.

## PLATINUM LEVEL



## GOLD LEVEL



## SILVER LEVEL



## GREEN LEVEL

