

TRACKdecision CASE STUDY – UK

CLIENT

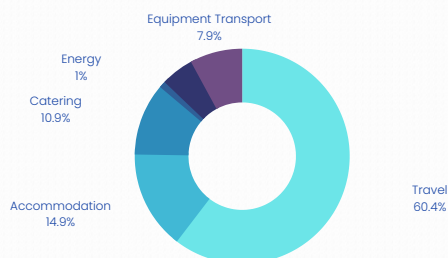
- Agency-led
- Enterprise computing solutions end-client
- Annual UK partner & customer meeting
- Proposed event date 9th Feb 2022
- New sustainability guidelines & processes being announced Q3 2021

EXTRACT FROM BRIEF

- Compare the footprint of the event at each of two venues
- 400 delegates in-person
- 1500+ delegates joining online
- Immersive XR screen in venue chosen
- 1-day build, 1-day rehearse, 1-day meeting
- Venue sustainability assessment to be included
- 3m x 3m expo space

EXTRACT FROM REPORT

- Venue A – out of town, country-house style
- c.75% of attendees drive private vehicles to the venue



- Venue B – adjacent to London mainline terminal
- c.95% of attendees use public transport to the venue

EXTRACT FROM ANALYSIS

- Reduction in emissions resulting from hosting at central London venue is 143 tonnes CO2e.
- In offset value this equates to a saving of approximately £3,400.
- 2021 is Year 0 of a three-year carbon mitigation project across a multi-event programme.
- EventDecision will be using this data as the benchmark to further demonstrate mitigation of this event in Years 1 & 2 (2022 and 2023)
- Under the terms of the event's sustainability guidelines...