

# THE ENVIRONMENTAL FOOTPRINT OF AN EVENT

## THE TYPICAL CONFERENCE ATTENDEE PRODUCES:

**1.89 KG**



OF DISCARDS, OR WASTE, PER DAY<sup>1</sup>

**1.16 KG**



OF WHICH IS LANDFILL<sup>2</sup>

**176.67 KG**



OF CO<sub>2</sub>E EMISSIONS PER DAY<sup>3</sup>

## FOR A 1000-PERSON, THREE-DAY EVENT THAT TRANSLATES INTO:



**5670 KG**

OF DISCARDS

> WEIGHT OF 4 COMPACT CARS<sup>4</sup>



**3480 KG**

OF LANDFILL

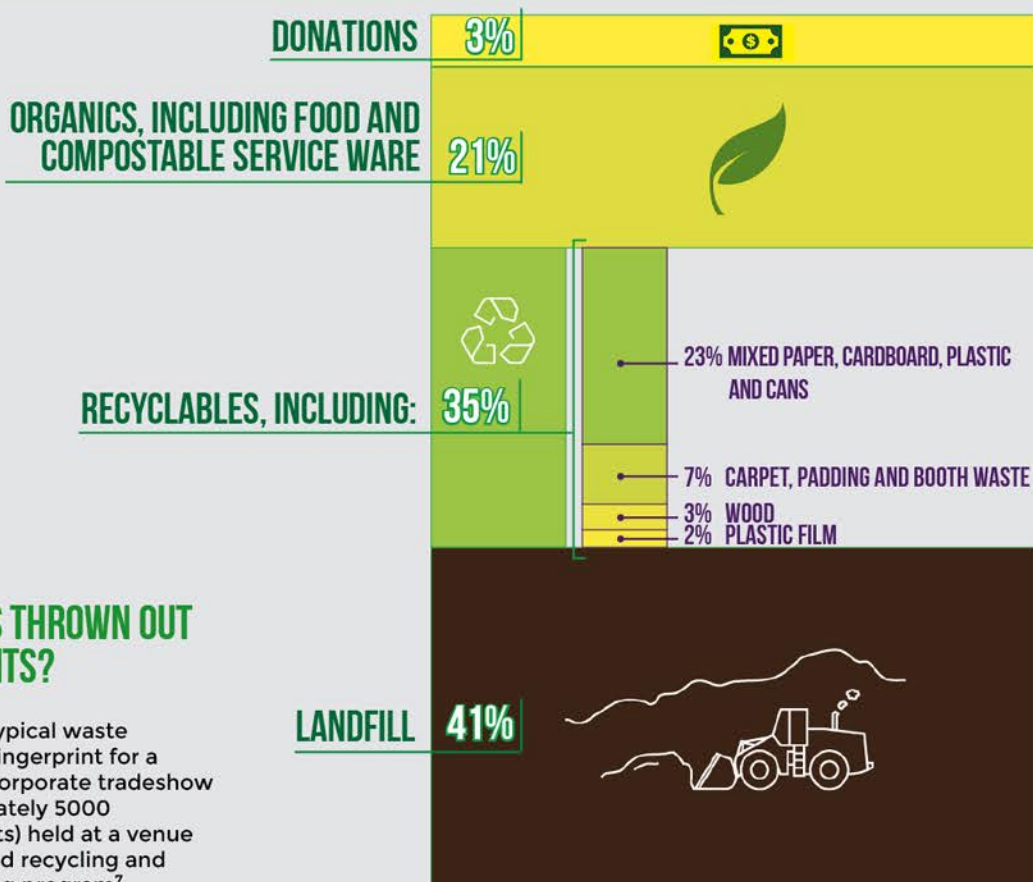
> WEIGHT OF 2.6 COMPACT CARS<sup>5</sup>



**530 METRIC TONS**

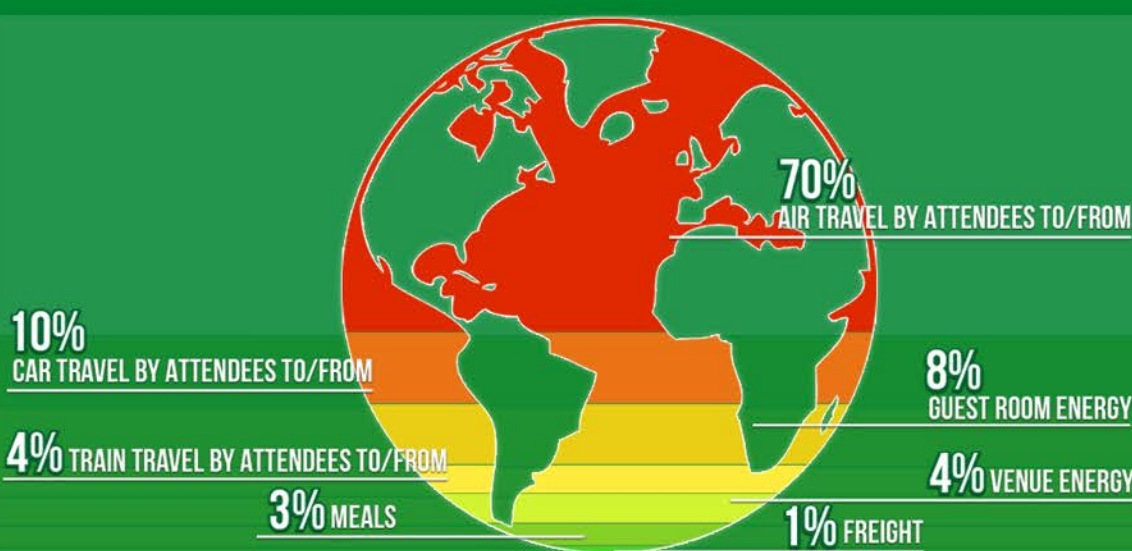
OF CO<sub>2</sub>E

> 1233 BARRELS OF OIL CONSUMED<sup>6</sup>



## WHAT CONTRIBUTES TO AN EVENT CARBON FOOTPRINT?

Here is a typical carbon footprint fingerprint for a mid-sized national association conference tradeshow (approximately 5000 participants)<sup>7</sup>:



## EVENT CARBON FOOTPRINTS

can vary depending on your event type. Some top actions to shrink your conference carbon footprint include:

1.

PROVIDING VIRTUAL AND HYBRID OPTIONS TO ATTEND.

2.

CHOOSING LOCATIONS THAT ARE NEARER TO PARTICIPANTS TO REDUCE OVERALL TRAVEL REQUIRED TO AND FROM.

3.

SELECTING VENUES AND HOTELS WITH EMISSION REDUCTION PROGRAMS, INCLUDING GREEN ENERGY PURCHASING.

4.

PROVIDING INCENTIVES TO ATTENDEES TO TAKE TRANSIT INSTEAD OF THEIR CARS.

5.

ELIMINATING GROUND SHUTTLES BY DESIGNING A WALKABLE EVENT NEIGHBOURHOOD.

WANT TO CALCULATE YOUR EVENT FOOTPRINT?

VISIT [HTTP://MEETGREEN.COM/TERRAPASS/](http://MEETGREEN.COM/TERRAPASS/)

## WHAT YOU CAN DO TO

1.

### SHRINK THE SIZE OF YOUR WASTE FOOTPRINT:

Reduce commonly wasted materials at source by reading our Event Manager Blog post here:

[WWW.EVENTMANAGERBLOG.COM/DIRTY-DOZEN-EVENT-WASTE](http://WWW.EVENTMANAGERBLOG.COM/DIRTY-DOZEN-EVENT-WASTE)

2.

### REDUCE THE SIZE OF THE LANDFILL SLICE:

Select a destination, venue and caterers with good recycling and composting programs.

Provide waste stations, signs and monitors to help exhibitors and attendees sort their waste.

Take advantage of and improve donation programs, particularly for food and exhibitor materials.

<sup>1</sup> Based on an analysis of actual event venue and catering waste from 60 sample conference event projects held in North America, Asia and Europe between 2007-2014 (MeetGreen, 2014).

<sup>2</sup> Based on an analysis of actual event venue and catering waste from 60 sample conference event projects held in North America, Asia and Europe between 2007-2014 (MeetGreen, 2014).

<sup>3</sup> Based on analysis of CO<sub>2</sub>e emissions from 56 sample international and national conference event projects held in North America between 2007-2014. Scope includes meeting space, guest rooms, ground shuttles, food

preparation, freight, portable generation, waste and attendee travel to and from the event location. No radiative forcing applied to air travel. (MeetGreen, 2014).

<sup>4</sup> Assumes average curb weight of 1354 kg (USA Today: [http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars\\_N.htm](http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars_N.htm)).

<sup>5</sup> Assumes average curb weight of 1354 kg (USA Today: [http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars\\_N.htm](http://usatoday30.usatoday.com/money/autos/2007-07-15-little-big-cars_N.htm)).

<sup>6</sup> USEPA Greenhouse Gas Equivalencies Calculator.

<sup>7</sup> MeetGreen, 2014.