reset-connect.com

Flagship
event of:
LONDON
CLIMATE ACTION WEEK

Reset Connect London launched its first in-person conference and exhibition, 28 - 29 June 2022 at ExCeL and was one of the flagship events of London Climate Action Week.

The event's goal was to help businesses address sustainability and transition to net-zero.

We brought together business leaders across small, medium and large enterprises with local government and policy leads, climate champions and thought leaders together with the finance and investment communities who are instrumental in funding the shifts we need to see within our businesses and wider ecosystem.

It was awarded Silver in the Exhibition News Independent Event Awards.

The event in numbers

215 speakers

148 exhibiting, partnering & sponsoring companies

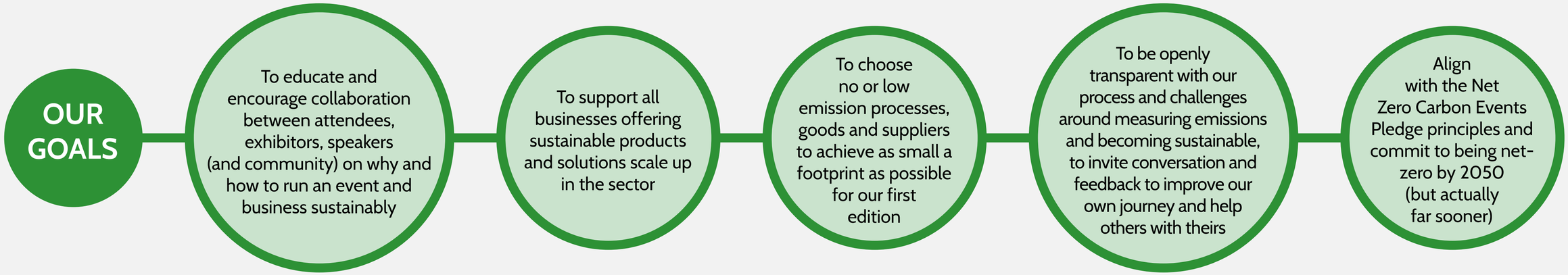
376 delegates

2,219 visitors

As a launch we wanted sustainability embedded into the very nature of the event

We were fortunate to not be tied into any pre-existing supplier contracts or relationships that didn't meet our sustainability needs.

It also meant we didn't have any comparison data from previous years to show emissions savings as such, though by choosing the low waste or low carbon option there is inherently a saving.



Our approach

We are signed up to the **Net Zero Carbon Events Pledge**. We also run our own Carbon Measuring & Reduction Workshops (in conjunction with Green Circle Solutions) which uses the Greenhouse Gas Protocol as the reporting standard. We also used data from isla to support with data values and also myemissions.green for detailed emissions on catering.

It is important to point out this is our first report and a learning curve. There are currently no benchmarks to compare to although initiatives like Net Zero Carbon Events and isla are working on this. So our focus is creating a benchmark for ourselves to improve against next year.

We will expand on this as we build our understanding of our overall impact and continue reducing as much as possible. The Net Zero Carbon Events roadmap suggests focusing on these biggest impact areas: **ENERGY, PRODUCTION & WASTE, FOOD & FOOD WASTE, FREIGHT & LOGISTICS** and **TRAVEL**. We haven't organised our data collection under these same headings but have accounted for all of these areas..

isla.

netzerocarbonevents.org

NET ZERO CARBON EVENTS

SUPPORTER OF THE INITIATIVE

The Net Zero Carbon Events is a great initiative to support the events industry to become net-zero by 2050.
They have just released their roadmap and will be supporting the industry with frameworks, best practice and benchmarking.

Boundaries

WE HAVE INCLUDED:

- Exhibitor travel (this is not always included in event reports)
- Attendee travel (some other reports we have seen don't include this)
- Supplier travel
- All materials used specifically for the event
- Food and drink the organisers supplied
- All energy used to power, heat and cool the venue space
- Water usage associated with the venue space
- Waste

WE DID NOT ACCOUNT FOR:

- Accommodation except for staff. We aim to cover this next year for exhibitors if they have not already offset this
- Food and beverage purchased by attendees. We only included the portion that we supplied as the catering aspect falls under the venue's and individual's own footprints
- Digital emissions of marketing and communications associated with the event. This is one to work on for next year
- WFH, this has been added to the latest UK government conversion factors list

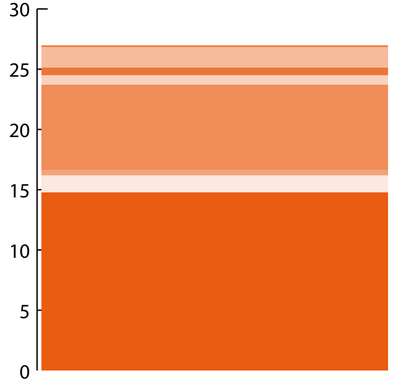
As we start gaining more understanding and transparency around our own footprints the hope is that we won't need to count all of these emissions as exhibitors/ suppliers/ attendees will be removing or offsetting these themselves.

Reset Connect London 2022 total emissions

2022 EVENT EMISSIONS

Attendee travel	54.70%
Contingency	5%
Delegate catering	1.78%
Exhibitor travel	25.97%
Materials & consumables	3.06%
Staff travel & board	2.27%
Supplier travel	6.39%
Venue energy	0.34%
Waste	0.22%
Water	0.00%

t CO2e



Attendee travel	14.757
Contingency	1.42
Delegate catering	0.481
Exhibitor travel	7.009
Materials & consumables	0.826
Staff travel & board	0.611
Supplier travel	1.724
Venue energy	0.091
Waste	0.06
Water	0
TOTAL	**26.978**

Offsetting was done through our Climate Partner Ecologi.
(see page 15)

Carbon calculation audited and verified by Green Circle Solutions.
Reset Connect London event verified as carbon negative by Green Circle Solutions.

Lessons and notes for next time

Ensure your communications to all parties involved includes your mission to reduce emissions and what this means. We had briefed for compostable serveware only but this got lost in translation momentarily when venue staff topped up the delegate water area with plastic cups (which got swiftly replaced!)

Make it easy for everyone. People could refill their water bottles on the concourse but signage and communication was poor
The venue trialled 3 stream recycling bins on the show floor but these were spread about which did not make choosing the right bin easy which resulted in higher contamination.

We collected back lanyards after the event but not everyone saw the return point, again we could have told each attendee upon receipt to drop it off at the end.

Choose no red meat where you can. We were surprised to see 200g lamb is 4165 g Co2e vs 200g chicken at 941g Co2e, such a huge difference! (Cauliflower would be 194g) So even setting this a company suggestion for team meals would be a great initiative.

Carpet, we're still undecided on this. We added carpet only to areas where people would stand for very long periods as the floors are cold concrete. However this decision was based on assumptions, it would be good to survey exhibitors and let them have a say in what we do for next year.

Notable savings

Saving equiv. to 38 London hotel nights

If we had fully carpeted the event, this would have resulted in 4,000 sqm and 1.04 tCO2e.
By carpeting only theatre dwell space and stands we saved 2,045 sqm, 0.53 tCO2e.

Saving equiv. to 55 London hotel nights

By offering plant-based delegate catering instead of white meat/fish we saved 0.76 tCO2e.

Whilst we made savings by using recycled card stock rather than virgin stock on signage panels, the quantity we used makes the saving less noticeable (we saved 0.0003 tCO2e). The difference between recycled board at 718.54 kgCO2e per tonne vs virgin board at 821.23 kgCO2e isn't huge **but it doesn't mean it's not a worthwhile swap to do.**

Venue

We chose to run the event at ExCeL, London. As a carbon-neutral certified venue running on 100% renewable electricity and offsetting any remaining emissions for gas, fuel, waste, water and employee commuting it offered many sustainability positives and emissions savings.

They have installed water fountains that save 200,000 plastic bottles every year, have operated a zero-waste-to-landfill policy for over a decade, house the UK's largest commercial wormery to create compost from food waste, and have recently earned the 'Triple Crown of Sustainability' award.

As such we have not had to include any emissions from electricity (except transmission), gas or water within our footprint as these have already been accounted for.

Water

Unfortunately the venue is currently unable to measure water. Their meters capture a range of sources, not just the venue and event's usage. They hope to have a submetering system in the next year. As they have already offset all emissions including water, we are lucky that the limited data available doesn't require us to work out any guestimates. As they have already offset all water emissions, we don't need to include them in our own report.

EMISSIONS: 0 t CO2e (OFFSET by the venue)

Electricity and gas

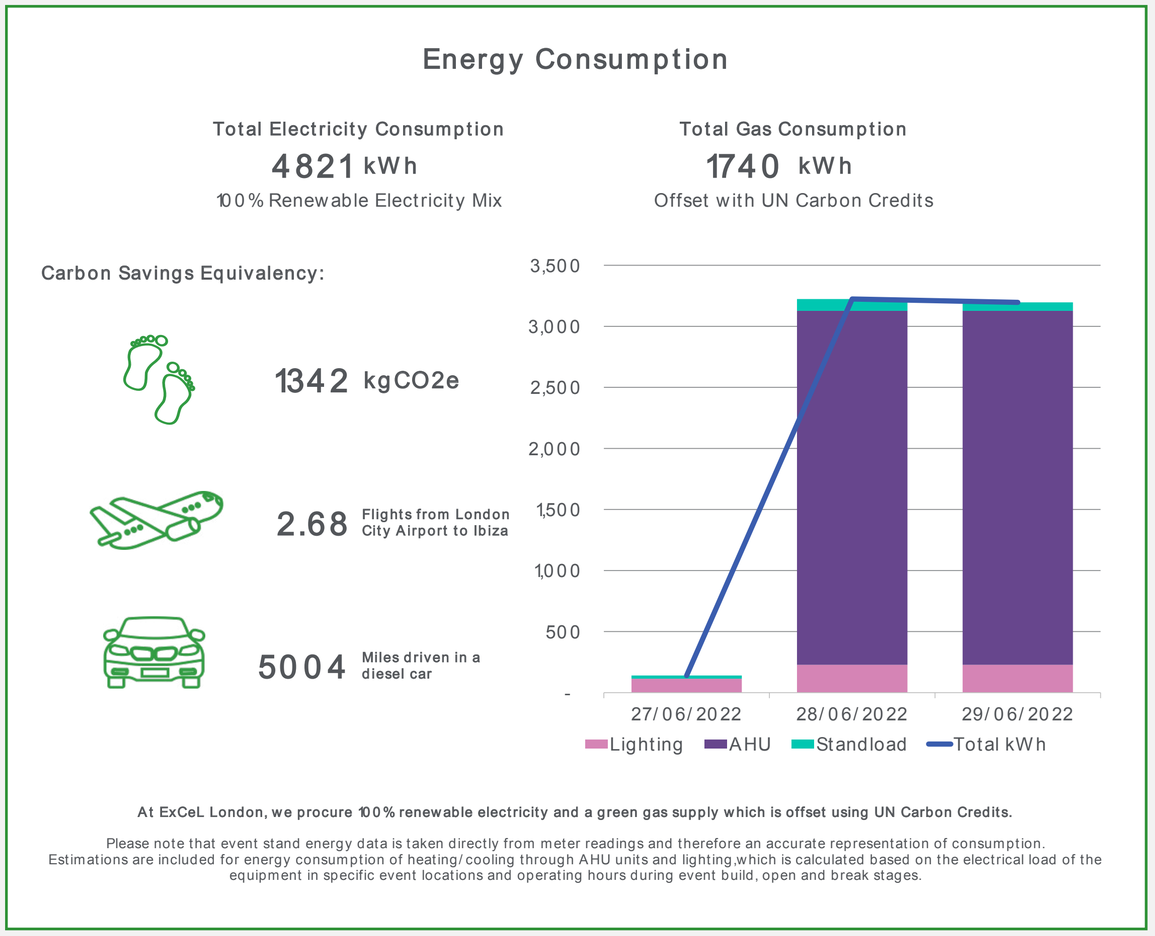
Total electricity used was 4821kWh. Total gas was 1740kWh.

This is made up of accurate meter readings from stand electricity loads and estimates based on the event space for heating, cooling and gas. This was provided as a report by the venue. Make sure to ask your venue for a report or if they cannot provide this, estimates of your usage based on event space.

As the electricity provided is 100% renewable, this is classed as creating no direct emissions. However, the transmission of the electricity from generation to site does incur emissions, we have accounted for these by applying the conversion factor from the UK government to the total number of kWh used.

For gas, as this was offset already with UN Carbon Credits (that reduce, avoid or remove GHGs from the atmosphere), these emissions have been accounted for so not included in our report.

EMISSIONS: 0.09 t CO2e



Waste and recycling

The venue trialled segregated recycling on the show floor at our event. This offered 3 waste streams alongside general waste:

- **Organic waste (wormery)**
- **Plastic/ cans/ glass (DMR)**
- **Cardboard & paper (DMR)**
- **Non-recyclables (general waste)**

Total waste is then calculated based on event size and location, factoring in other tenancies in operation e.g. 2 events the same size and using the same compactor would be split 50/50. **Whilst we don't know the recycling/ waste split, we do know that any waste not recycled is sent to a local refuse derived fuel facility for energy recovery – none of the waste went to landfill.**

2.82 tonnes of waste was recorded overall however a composition analysis was not booked between the venue and Biffa (waste and recycling management) so the average rate of 79.43% recycling was applied.

Without an accurate breakdown, we can only run off estimates. However, as the systems improve and suppliers build in more regular reporting, data will become more accurate and available. With more accurate data it is easier to get a picture of the biggest contributors to landfill to make improvements for next time. In the meantime, it gives us a general baseline to improve against.

EMISSIONS: 0.060 t CO2e

Materials and consumables

The bulk of our orders through suppliers were for reusable goods. So furniture, AV, stand build, stand electrics, draping and even floral we didn't have to account for any emissions as these are used 15-20+ times, furniture and stand build 100+. We ensured these orders were packed with reusable packing materials also so no emissions there, we only needed to account for travel.

Signage

We used recycled stock such as DISPA (fully recyclable card) for panels, Kavalan for hanging banners (PVC free, water-based coatings, 100% clean material) and Reboard (recycled board) for freestanding items. All material was collected post-event and recycled through Biffa.

Badges and Lanyards

We requested these to be returned post show in the drop bin for recycling after the event. We struggled to find fully sustainable lanyards. We opted for bamboo ones but they still had the plastic safety clasp. The majority of these were also collected post event to be re-used next year.

Printing

We kept this to a minimum. We opted for digital options where possible such as a digital show guide and only necessary signage.

We realised after feedback that not everyone finds it easy to access information via their phone so will provide more navigation and programme signage next year.
The only printed items were for build-up and contractual purposes and 500 flyers in the run up to the event.

Stationery

A lot of this was a one time purchase such as scissors, ruler, high vis vests so will be reused over and over (and therefore not included in subsequent footprints). We kept orders to a minimum.

Carpet

We initially chose to remove carpet from the whole event space to reduce emissions. However, with people standing for hours upon hours on concrete floors in the theatres and stand spaces we decided their wellbeing was of equal consideration so went with a mixed approach. We removed carpet from the bulk of the floorspace except those areas.
It was collected by the supplier and recycled into new carpet. We would love to find a reusable or hireable option but closed loop was a great first step.

TOTAL MATERIAL EMISSIONS: 0.703 t CO2e

Food

We provided finger food for delegates as well as tea, coffee and water throughout the day which we have accounted for. All food was plant-based and served on reusable serveware.

Hot drinks were served in disposable, compostable cups. Water was served in paper compostable cups. However, a good note to ensure all teams are fully briefed on the vision, at one point the cups were restocked with plastic by a well-meaning member of catering staff and quickly switched back to paper once realised.

We also put on drinks at the end of Day 1 all covered within our footprint. Any food or drink purchased and consumed by exhibitors and attendees outside of this has not been covered within this report.

Getting data for food and drink was very limited using the government conversion factors. They provide one calculation to be applied broadly across anything generically classed as “food and drink”. So we used some of the statistics provided in isla’s TRACE reporting tool which handily breaks down emissions depending on plant based / vegetarian / beef/lamb / other meat or fish, number of serves and serveware.

EMISSIONS: 0.481 t CO2e

isla.

Travel

Supplier Travel

We discussed with suppliers beforehand who were all great at ensuring they made the most sustainable, efficient use of logistics choices. Vehicles were fully laden where possible to ensure less vehicles and fuel use and trips to/from the venue (after drop off or before pick up) were mostly booked with other jobs to ensure no unnecessary empty vehicle routes.
Where we used agency staff for security or systems we did not ask where staff would be travelling from but will make sure to request local for next year.
We did not ask if suppliers already offset these travel emissions in their own calculations. It can only be a good thing to offset this twice but worth looking at closer next year to really drive down emissions and get all suppliers responsible for making the best travel decisions.

Exhibitor Travel

We chose to include these within the report as exhibitors would not be coming to the venue if not for the event. We collected the data as a survey and extrapolated the information to the full set of exhibitors so it is based on approximations.
This included mode of transport and approximate distance travelled.
It was the 2nd largest impact area of our report making up 26% of the total.

EMISSIONS: 7.009 t CO2e

Attendee Travel

It is less likely individuals will be offsetting their travel than businesses, unless business travel is within their reports. We decided to include this in our report to give as big a picture as possible for the impact the event is creating. Again, attendees would not be travelling if not for Reset Connect.
This formed the single largest impact area at 55% purely due to the number of people travelling.

This data was collected upon registration. The majority of attendees were fairly local:
London underground - 57%
National rail - 29%
Walk / Cycle - 5%
Car for 1 - 3%
Bus - 2%
Shared car - 2%
Short haul flight - 1%

TOTAL EMISSIONS: 14.76 t CO2e

Staff

Staff Travel & Board

The team stayed at a hotel over the event duration which contributed the highest amount of staff emissions. Travel was mostly within London by tube.

Staff lunches and dinners were approximated. We found the myemissions. green site to be a good source of data for approximating emissions as you can select individual ingredients. For example, pizza was an easy calculator but Lebanese dinner meant approximating total grammes of chicken, lamb, falafels, hummus, etc and it lets you get into this level of detail.

Breakfasts were included within the hotel occupancy figures.

EMISSIONS: 0.611 t CO2e

Contingency

As not absolutely everything can be accounted for and because it is our first report upon which we expect the detail and understanding (and availability of data) to grow each year we have applied a 5% contingency whereby we have added another 5% to our total emissions to account for any oversights.

Total results (with offsetting)

We worked with Ecologi as our Offsetting Partner. We wanted to offset all participants' emissions for the 3 event days (including build-up). Not just the event but their lives for those 3 days. So we went big not knowing what emissions to expect.

Ecologi offset 295 tonnes of Co2e for us and our participants through projects to remove carbon today and plan reductions in the future (planting trees). The projects we supported were:

Generating renewable solar electricity in Egypt, developing the largest solar photovoltaic (PV) park in the world, preventing 779,450 tCO2e from entering the atmosphere over its 10 year lifespan.

Peruvian protection of the Amazon, a Reduced Emissions from Deforestation and Forest Degradation (REDD) project, sustainably managing 98,932 hectares of rainforest in Peru.

VERIFIED AS CARBON NEGATIVE BY:

Green Circle Solutions

Ecologi

RESET CONNECT LONDON Emissions: 26.99 t CO2e
ECOLOGI OFFSETS: 295 t CO2e
NET BALANCE: MINUS 268 t CO2e