

Eventia One Future

A carbon management initiative for the events industry



Aim

- The Eventia One Future initiative is designed to position carbon reduction and mitigation at the heart of event management
- Eventia One Future recognises the environmental and commercial benefits of lower carbon event management



The Carbon Context

- Carbon emissions are an increasing concern for companies and consumers
- Carbon emissions reduction will deliver commercial benefits
- Carbon emissions are increasing at a rate that will cause a climate change disaster



Benefits of Carbon Management

- Event managers and venues will receive support to audit, reduce and manage their carbon emissions
- Clients will in future receive lower carbon event management and an opportunity to offset emissions that cannot be saved
- Tangible results will be delivered in emissions reduction from events through planning, recycling and education



Carbon Saving Benefits

- **Financial:** Reducing emissions saves money. The Carbon Trust estimate that the UK hotel sector alone could save up to 20% on fuel bills totalling £800 million each year
- **Climate:** Reducing carbon emissions will help prevent drastic climate change
- **Strategic:** Lower carbon event management will help to underpin the long term future of the industry



Corporate Carbon Facts

- UK companies produce over 45% of all UK carbon emissions
- Over 30% of the FTSE100 companies have an active carbon policy
- Over 75% of employees would rather work for a company with an active emissions policy
- Companies have identified climate change as a key commercial risk and opportunity
- The carbon credentials of the supply chain are an increasing corporate focus



The Consumer View

- UK and other Western European residents are increasingly concerned about climate change resulting from carbon emissions. As consumers, employees and shareholders they are driving change
- 38% of UK residents believe in radical action now to prevent climate change
- 56% are concerned about the environmental impact of their flights
- 25% see climate change as the greatest threat to the world



Events and Carbon

- All consumption involves carbon emissions, events included
- Aviation produces up to 5% of world emissions.
- The UK hospitality sector emits over 11 million tons of CO2 each year
- UK road transport emits 119.9 million tons of CO2 each year
- Events help to comprise the 45% of total UK business emissions each year



Driving Carbon Savings

- **Planning:** Reduce emissions by planning events with lower emissions components
- **Recycle:** Recycling reduces emissions and conserves natural resources
- **Energy Efficiency:** Reduce emissions by energy saving programmes, including offices and transport
- **Supply Chain:** Identify and use suppliers with clear emissions reduction initiatives
- **Engage users:** Engage, motivate and educate event participants to save energy



Be Carbon Responsible

The future of our world is in our hands

