

GBTA Europe Conference 2023 Event Footprint



The content in this report was prepared by Thrust Carbon, an award winning green technology firm, focused on a world where our actions don't have to cost the Earth.

About the Event



Number of attendees: 1090

Number of exhibitors: 60

Total carbon emissions: 580 tCO₂e



Why This Report

Recognizing the significant environmental footprint of meeting and events, the Global Business Travel Association (GBTA) is committed to tracking, managing, and reducing the emissions to address and mitigate the environmental impact associated with its events.

GBTA's dedication to reducing its environmental impact extends beyond event-specific measures, encompassing a broader commitment to fostering a culture of environmental responsibility within the business travel sector with the GBTA Foundation Sustainability Initiative.

Read more at gbtafoundation.org/planet.



Event Footprint

The carbon footprint of GBTA Europe conference 2023 is 580 tons of CO₂e.

This is equivalent to...



Producing 244 thousand bars of dark chocolate



Driving a small car 5.27 million kilometres. You could also drive to the moon 13.7 times



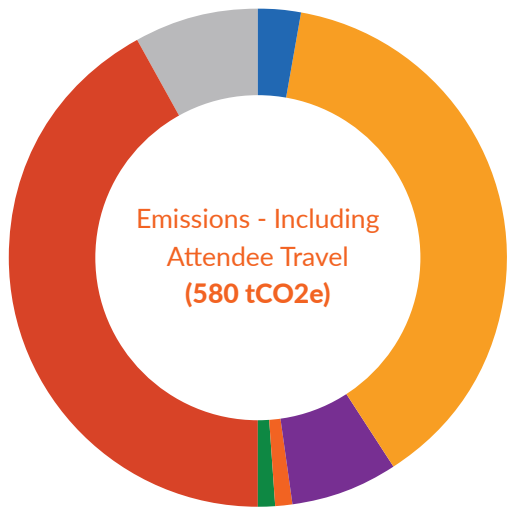
156 days of video conferencing.



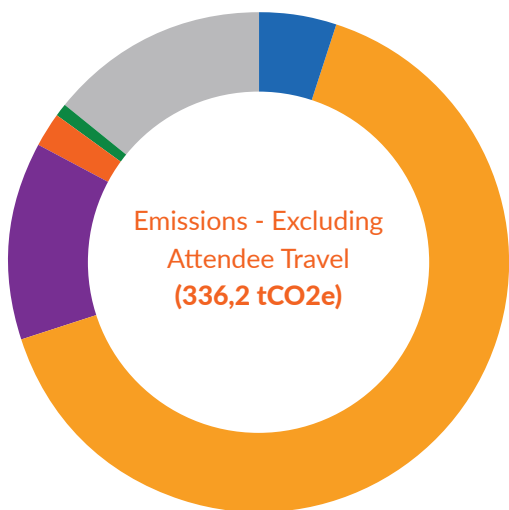
This is a footprint of 532kg CO₂e per attendee.

Attendee Travel Emissions

A significant data collection exercise and complex calculations were executed to understand the impact of **attendee travel**. This accounted for **42% of total emissions**.



- Staff Travel **3%**
- Shipping **38%**
- Event Venue **7%**
- Materials **1%**
- Waste Disposal **1%**
- Attendee Travel **42%**
- Food & Beverage **8%**



- Staff Travel **5%**
- Shipping **65%**
- Event Venue **13%**
- Materials **2%**
- Waste Disposal **1%**
- Food & Beverage **14%**

Offsetting Emissions

GBTA has offset a total of 337 tCO₂e, equivalent to the emissions from staff travel, venue usage, food & beverage, shipping, material use, and water.



Carbon Offset Certificate

GBTA 2023

has purchased and retired
337 tonnes of CO₂e
on
Feb 26, 2024

This offset was purchased from **A-Gas, US, Ohio, a Verra Verified Carbon Standard** project that offsets emissions through **Industrial Process Emissions**.

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GBTA is on a mission to reduce the carbon footprint of its events. However, for those emissions that are unavoidable, GBTA believes offsetting can also help drive investment and innovation in low-carbon technologies and practices and help create new jobs and economic opportunities.

Detailed Footprint

Attendee Travel

Air travel	237/t CO2e
Hotel stays	4.25/t CO2e
Generics	0.81/t CO2e
Car rental	0.79 /t CO2e
Car-mileages	0.28 /t CO2e
Train journeys	0.58 /t CO2e
Coach journeys	0.01 /t CO2e

Staff Travel

Air travel	17.9/t CO2e
Couch Journeys	0.12/t CO2e

Shipping, Electricity Use, Materials, & Water

	267.37/t CO2e
Shipping	219/t CO2e
Electricity use	41.9/t CO2e
Materials	6.38/t CO2e
Water	0.09/t CO2e

Waste Disposal

	3.37/t CO2e
Material waste	2.33/t CO2e
Food & beverage waste	1.04/t CO2e

Food & Beverage

	46.9/t CO2e
Food & beverage	46.9/t CO2e



Methodology

Staff & Attendee Travel: Air

Emissions are calculated based on the distance flown, adjustments for closed airspace and circling airports, the fuel burn of that specific aircraft type (if known), the load factor of that airline, the amount of freight in the aircraft's hold, and seating configuration, the class of travel by the passenger, and an uplift of 1.9x for the effect of radiative forcing.

Staff & Attendee Travel: Hotel

We use the Cornell Hotel Sustainability Benchmarking Index (CHSB) to understand the carbon emissions for a hotel stay in the city that the travellers are staying. This methodology further accounts for the hotel's market segment (e.g. 4 star). We then multiply this emissions number by the number of nights and rooms booked.

Staff & Attendee Travel: Generic Travel

The Thrust Calculator applies an average emission per traveller. Thrust Carbon has conducted research into business travel in both Europe and the USA.

Methodology for events at a USA / non-European venue:

A generic traveller emission has been estimated by Thrust Carbon using research conducted by the EPA based on data collected from the American Census to determine an average distance travelled for business trips. This same census research facilitated the calculation of modal split of transport taken by a traveller for the aforementioned calculated average distance of travel. Travel emission factors from DEFRA were used to determine an average emission from travel per attendee.

Methodology for events at a European venue:

An average distance travelled and mode of transport used per business event was extrapolated from data collected by the Institute of Mobility Research, Berlin. Travel emission factors from DEFRA were used to determine an average emission from travel per attendee.

Food & Beverage

Food & Beverage emissions were calculated using methodology and research by the International Olympic Committee, who have conducted substantial research into the average carbon emissions of meals. We then applied the number of plated meals and beverages by multipliers within the IOC dataset. Where a particular food is not specified within the IOC dataset, we applied a 'nearest' food type, based on reported food estimates from other sources.

Food & Beverage Waste

Waste is calculated using the DEFRA conversion factors. The type of disposal used is based on reported disposal types from the respective suppliers (e.g. landfill or recycling). If the disposal type is unknown - such as for food waste - we have defaulted to landfill.

