

Event Carbon Measurement Starter Pack

trace
by isla.



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Introduction

About this Event Carbon Measurement Starter Pack

Measurement is often seen as a chore, but when done well, it's an incredibly valuable activity and the foundation for essential data-led insights. It empowers you to make your events better for the planet and your stakeholders.

The goal of this starter pack is to equip you with the right information on how to measure your event emissions and to provide the practical guidance you need for successful event carbon measurement.

About TRACE by isla

TRACE is the definitive carbon measurement platform for events, developed by industry sustainability body isla.

TRACE makes event measurement simple, empowering businesses and event organisers with the vital insights needed to guide their decarbonisation journey.

traceyour.events

isla is deeply committed to driving positive change within the business events sector. Carbon measurement isn't just a responsibility- it's an opportunity to empower event professionals to lead the charge in reducing emissions and delivering real, lasting impact.

Collaborating with IMEX on this critical subject is a wonderful opportunity to accelerate industry progress, and we're excited to present this practical starter pack to the global industry. This guide doesn't just cover the basics of why, what, and how to measure event emissions - it also provides actionable insights to help you take the next critical step: turning data into meaningful climate action.

We've crafted a guide that is both accessible and comprehensive. We hope it serves as a valuable resource in your journey to understanding and reducing the carbon footprint of your events, making tangible progress towards a more sustainable future.



Anna Abdelnoor
CEO & Founder
isla.

About IMEX Group

We bring the global meetings and events community together to power profitable connections, foster innovation, spark inspiration, and propel purposeful progress at two world-leading trade shows, IMEX Frankfurt and IMEX America.

We use our influence to unite, advance and promote a thriving global industry focused on positive change.

imexevents.com

Our goal is to make the biggest possible impact on a net zero future. To achieve this we're working on delivering net zero shows by 2030. We're also committed to inspiring and enabling our industry to work towards net zero.

The event industry is one that's high impact – we have to acknowledge this and take action accordingly.

This Event Carbon Measurement Starter Pack will help event planners make some simple, planet-friendly changes regardless of where they are on their sustainability journey. For beginners, it's the obvious place to start and for those who are more informed, it's rich with ideas on how to step-up and accelerate progress.

IMEX knows from experience it's impossible to demonstrate – or even make – headway without baseline measurements. Having robust data to hand means client conversations immediately become more focused and grounded, expanding possibilities for a more positive impact and nuanced long-term planning.



Carina Bauer
CEO
IMEX

Why measure carbon?

Addressing our environmental impact isn't just about doing the right thing, it's also a smart business move.

Having the right measurement processes in place is an important step to future-proof your events, empower your teams and help your organisation stay ahead of the curve. Sustainability reporting isn't about ticking boxes, it's a powerful tool that helps teams, management and boards improve and fine-tune all aspects of business operations.

By taking a proactive approach to sustainability, we not only safeguard our planet but set ourselves up for long-term success. Here's how:

Legislation and compliance

Integrating measurement practices throughout your event cycle will future-proof your business and de-risk the compliance challenges raised by emerging regulations.

Professional development

The experience and learnings gained will equip you and your team with valuable skills for making informed, environmentally-conscious decisions.

Impactful reductions

It's impossible to implement effective choices without the insights generated from data. Effective decarbonisation strategies start with data-driven decisions so you can take action where it matters most.

Legislation and compliance

In an era where climate change poses an urgent global threat, businesses across all sectors are increasingly called upon to play their part in reducing Greenhouse Gas (GHG) emissions. Most incoming regulations mandate corporate reporting on **Scope 3** emissions, which will include those from events.

Even if current regulations don't directly affect your organisation right now, we advise that you get ahead by setting up your measurement and reporting processes. Regulations often trickle down, and it won't be long before SMEs need to adapt as larger companies start requiring data from their supply chains.

Where is legislation coming into force?

The EU's Corporate Sustainability Reporting Directive (CSRD) is leading the charge on ensuring Scope 3 is included within mandatory reporting. The directive requires large and listed companies, as well as some SMEs, to disclose ESG risks and opportunities.

Similar regulations are emerging worldwide. In New Zealand, the Climate Reporting Entities (CREs) Act came into play in 2023, while in Singapore externally assured Scope 3 disclosure will be required for large businesses with full effect in 2029. Although the US lags slightly, California's new bills SB 253 and 261 enforce comprehensive climate disclosures for those doing business in California.

By 2030, global Scope 3 reporting is expected to be the norm.

Professional development

Carbon measurement isn't another 'to do', it's an opportunity for professional growth. Understanding how to effectively measure and report is a useful and transferable skill, and outcomes from effective measurement empower you to:

Make data-driven decisions

Use data to identify emission hotspots and trends, so you can develop an informed and effective emission reduction strategy.

Track performance

Monitor progress over time, adjust strategies as needed, and report on achievements to stakeholders.

Develop carbon instinct

Make carbon-saving decisions as intuitively as cost-saving ones and instinctively consider emissions in every planning step.

Target high-impact areas

Ensure resources are used effectively by focusing efforts on areas with the greatest potential for emission reductions.

Impactful reductions

You may already have made significant changes to how you run your events. However, to truly maximise these efforts and ensure you're achieving the greatest possible reduction in your carbon footprint, you need to understand exactly where your emissions are coming from. This is where measurement becomes vital!

Without accurate data, pinpointing significant sources of emissions and understanding their impact becomes impossible. Data is essential to designing effective reduction strategies.

Good measurement is the foundation for making data-driven decisions.

“

Measuring our event carbon footprint in detail has enabled us to identify areas where we can make a tangible impact straight away. It has also highlighted emission sources to focus on, that will result in sizeable reductions with long-term strategic planning.

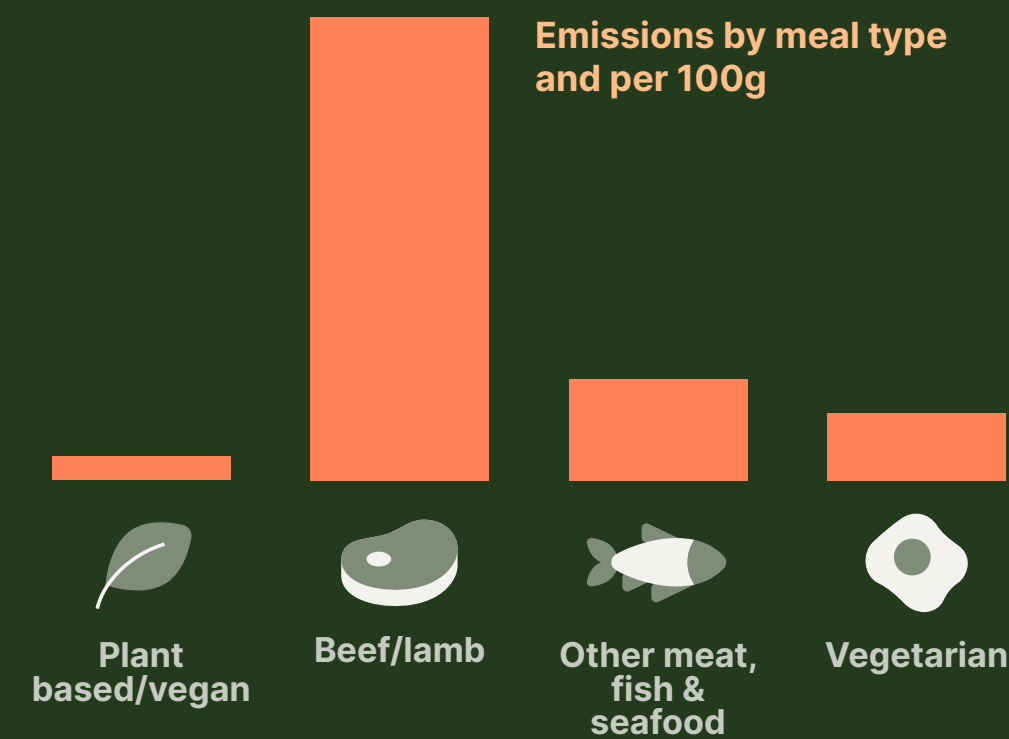
— Roger Lehner

Senior Operations & Sustainability
Executive, IMEX Group

What does a data-driven decision look like?

A data-driven decision is one that uses the data available to inform a carbon reduction choice or strategy. We can use the two examples below to help us understand data-driven decisions.

Simple swaps



In this example, we can demonstrate that when it comes to carbon, the data shows us that there is always a lower emission choice to be made. The data above shows that plant based catering can be more than 90% lower in emissions than red meat*.

Building awareness using data is all part of developing a 'carbon instinct' which helps us make lower carbon decisions by default.

*Data from TRACE by isla using Poore & Nemeck and World Food LCA Database to calculate emissions based on protein weights.

Strategic savings

Combined event carbon footprint by category



Over time, as your unique event data builds, you'll start to identify trends, patterns and emission hotspots. These insights will be unique to your events.

For example, we can see from the category breakdowns above* that for this organiser, the data shows production (materials, graphics, etc) as their largest emission area.

With this knowledge, the organiser is able to strategically focus on reducing emissions in production as a priority, as this is where most of their emissions occur.

This is using data to inform strategic decision making.

*Note that this is sample data only - every organisation's combined event footprint will look different based on the measurement scope, data quality and quantity and type of events measured.

In a nutshell

Using data to inform your emission reduction strategy can only be meaningfully achieved through effective measurement.

Your data will show you that, sometimes, your emissions hotspots will be areas that can be easily managed with simple swaps from A to B, and for other areas you'll need to develop and implement longer term strategies to make progress.

Obtaining these insights means starting with the data.

What and how to measure

What you should measure will vary depending on the type of event you're producing; an exhibition stand will have different measurement requirements in comparison to a conference.

This next section will help you to establish your measurement boundaries. These boundaries demonstrate the activities occurring because of your event(s) that should be measured.

You won't necessarily be able to measure everything straight away - and that's okay! These simple key steps will help to determine what data you need to collect for your event's carbon footprint.

1 Assess your control and influence

From coffee stations to signage, exhibitor stands to back of house, identify all event activities. Establish which you control, where you have influence and what may lie beyond your immediate reach.

2 Decide your measurement scope

To establish your measurement strategy, decide which activities you will measure for your event(s) and which ones you will exclude, and be clear about why.

3 Set specific targets

You'll need these to:

- track progress
- review your performance
- communicate successes
- continuously improve

1

Understanding control and influence

A first step to creating a measurement strategy is to categorise event activities based on your level of control or influence, and the activities you might be accountable for that don't fall neatly into one of those categories. This hierarchy allows you to view carbon measurement from different angles, focusing on the ease of data capture and degree of responsibility.

Control (Direct spend)

Activities and emissions directly under your control, where you have full authority to implement changes. These will usually be things you pay for directly. The data here is often easier to obtain since you are directly responsible for these aspects and the money spent is by you. This might include things like staff travel and directly purchased products and services such as graphics and catering.

Influence (Indirect spend)

These emissions come from activities where you can influence outcomes but do not necessarily have full operational control. These will usually be things where money is spent on your behalf through your event partners - - like contractor travel, shipping and logistics or waste contractors. Obtaining this data will likely require cooperation from third parties and, as a result, can sometimes be a little more challenging to get!

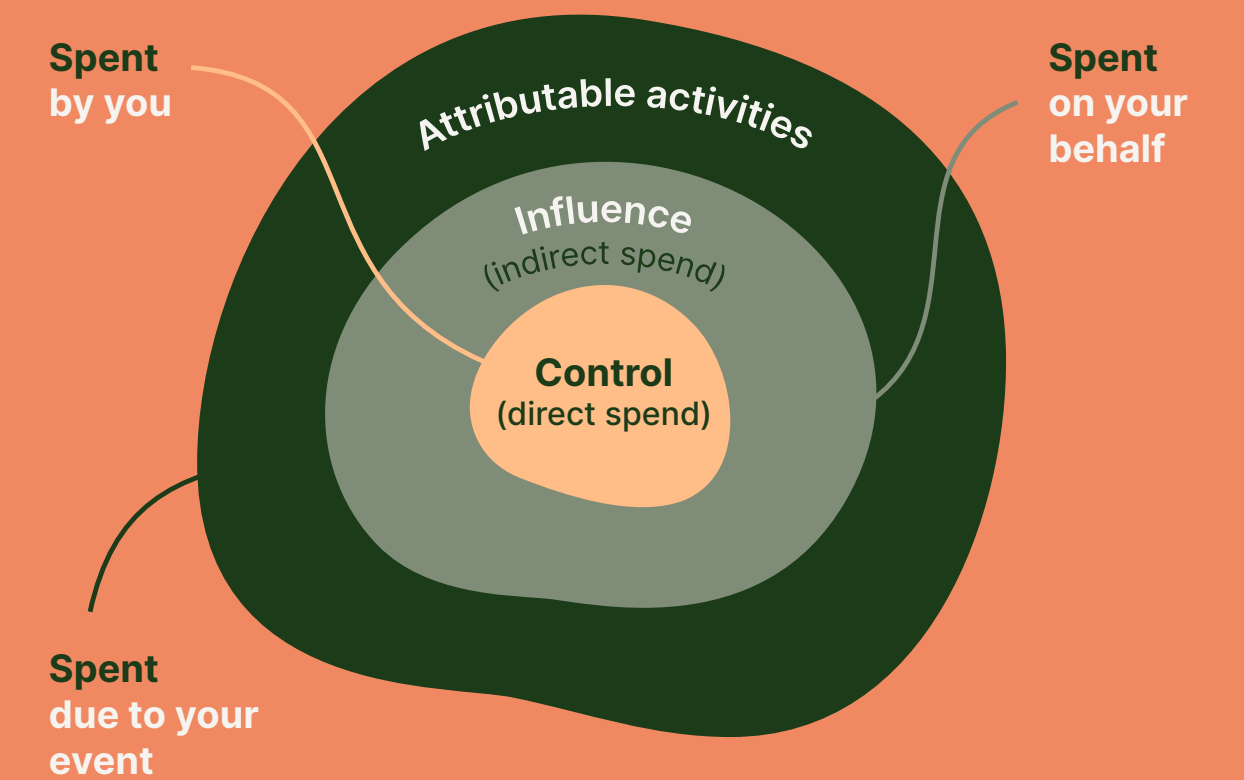
Attributable activities

Beyond direct and indirect spending and activities within your control or influence, some things occur solely because of the event taking place, even if they aren't directly your responsibility.

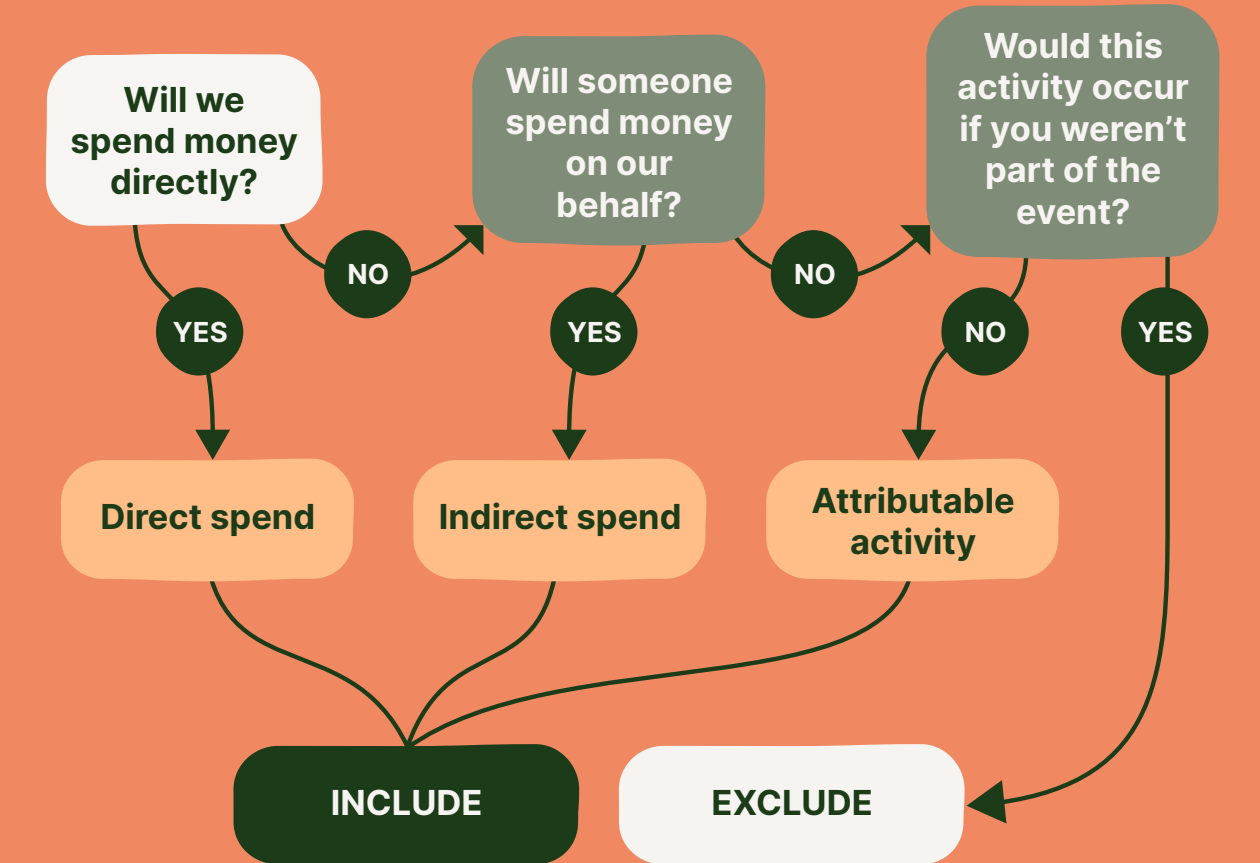
This might include things like audience travel, exhibitor booths and sponsor activities. Generally speaking, if the whole event is owned and operated by you, these things are "attributable activities". If you are a participant at an event - perhaps as an exhibitor - then the organiser's "attributable activities" will likely be under your control or influence.

To build a true picture of an event's carbon footprint, contribution is required from stakeholders across the event ecosystem.

In the end, we're all working towards the same goal, which makes collaboration for measurement and reduction so key!



This decision tree can be a useful tool for helping you decide what sits within your measurement boundaries.



2

Decide your measurement scope

Once you've identified all of your event activities, the next step is to decide which of these you'll include in your measurement strategy.

Because measurement boundaries can be extensive, we recommend deciding how far you will measure within these boundaries for your event(s).

Many event organisers find that, when starting out, including the activities they control within their scope of measurement means that they can effectively measure without becoming overwhelmed, increasing to include influence and attributable activities over time.

As measurement becomes a more familiar task and you build confidence and experience, you can increase your scope of measurement to include your full boundaries and develop a comprehensive picture of your event carbon emissions.

The important thing is to be clear about what is and isn't measured, so that you can effectively communicate your performance without accidentally greenwashing!

Boundary setting template

Use this template to conduct a boundary setting session with your team to help define measurement scopes. Clearly defining these boundaries allows you to focus your efforts and resources more effectively, making your measurement process comprehensive, manageable, and comparable across your portfolio.



Don't let perfection stand in the way of progress! No one expects you to measure everything from the beginning; start where you can and improve over time.

3

Setting measurement targets

Once you have established your scope of measurement, the next step is to set clear, achievable targets for measuring your carbon footprint. These targets should be:

Specific

Have targets that are specific to each aspect of measurement to ensure clarity in the target expectations.

Measurable

Ensure that your targets are quantifiable so you can track progress over time.

Communicable

Clearly communicate your targets to all stakeholders to ensure alignment and foster a sense of collective responsibility.

In a nutshell

Setting measurement boundaries is important for understanding the extent of your emissions accountability. Having a clear view of this means you can establish a robust plan to, over time, accurately measure and effectively address the full emissions profile of your events.

When measuring for the first time, we recommend keeping your scope fairly limited and focused on getting the principles of measurement right, so that you can grow your measurement initiatives on strong foundations.

Here's an example of a specific, measurable target:

We will measure 75% of our audience's primary method of transport to and from the event, focusing on capturing data related to their main travel mode, such as flights, but excluding secondary transport details like airport transfers.

Our experience shows that there is no one set approach to what to include within your scope when you start out. We recommend that you're ambitious but realistic about what you can do with the resources you have.

What we do know is that there will be challenges and mistakes along the way - which is absolutely normal. It will also be a rewarding and enlightening experience with important lessons learned.

When you start measuring the carbon footprint of your events, you'll find that you already have a lot of data at your fingertips!

As event professionals, you regularly collect data for logistical, financial, and regulatory reasons during the management of your events. For example, information about vehicle types, fuel usage, travel distances, and the number of trips is often tracked for operational and budgeting purposes, and things like types of material used are often known to ensure compliance with H&S and fire regulations.

4 Collect the right data

This is what it all comes down to! All of the set up to this point has been about getting the right data to measure your identified boundaries.

5 Establish your measurement timeline

A well-thought-out and clearly communicated measurement timeline sets your team and stakeholders up for success. Embedding it into your event planning cycle will help you effectively manage resource and time constraints.

6 Engage your stakeholders for maximum success

Unlocking your stakeholders' support is the key to success. Engaging your event and supply chain partners allows for easier data collection, and an engaged team will keep your measurement efforts on track.

4

Collect the right data

We've created a list of emission generating activities that make up the core of most events.

These are the areas in which you'll need to collect data to create your event carbon footprint.

Not all of them will be relevant to you or active for every event you organise or participate in.

- Accommodation and travel (both audience and staff)
- Event and logistics transportation
- Food, beverage and serveware
- Materials used in build production and graphics
- Online activities
- Venue energy usage and additional temporary power
- Waste and resource management

To the right, we've shared some of the data points you'll likely need to collect. Please note that this is a guideline, and the exact data you'll need will depend on what measurement tool you are using, or if you plan to capture this data in a spreadsheet using your own methodology.

We cover how to choose the right measurement tool for you in the next section, which will ultimately help inform the data you need to collect.



Accommodation

- Energy tariff
- Number of nights
- Number of rooms



Travel

- Type of travel
- Start and end destination or distance travelled



Transportation

- Type of transport
- Start and end destination or distance travelled
- Fuel type
- Weight for freight



Build production

- Weight, size and type of materials
- Source of materials (virgin, recycled or reused)
- Onward life plan



Graphics

- Type of material
- Density of material
- M₂ of material



Waste

- Onward life plan
- Weight or volume of waste



Energy

- Meter readings in kWh
- Energy tariff



Food

- Protein type
- Meal type
- Number of meals
- Additional serveware type



Beverages

- Type of drink
- Packaging type
- Number of drinks
- Additional serveware type



Audience travel and accommodation are often contested areas when measuring the carbon emissions of an event. Some argue they fall outside the organiser's measurement boundary. However, we recommend capturing this data to build visibility on overall emissions.

5

Establish your measurement timeline

Generally speaking the earlier you can start the better, as this will help set your teams and supply chain up for success. We know that resource and time constraints can present real challenges for event professionals, but integrating measurement into project plans is a helpful way to spread the activity across teams and embed it within your event planning cycle.

Here's our suggested measurement timeline that we've tried and tested with hundreds of events.



6

Engage your stakeholders for maximum success

Effective carbon measurement requires cooperation with a broad range of stakeholders. It's important to identify who your key stakeholders are so that you can implement different approaches to maximise your likelihood of success, as well as set and manage expectations.

Typical stakeholders often include:

Supply chain partners

This might include venues, fabricators, caterers, DMCs, TMOs, logistics providers, and many other supply chain businesses.

Your event teams

Your colleagues and key supply chain partners who make up your core event delivery team(s).

Clients and internal stakeholders

If you work in house they'll be your internal stakeholders, if you're an agency or supply chain partners, these will be your clients.

Your event clients

Let's not forget your sponsors and exhibitors, event partners and your audience!

Whilst there may be various stakeholders to work with for data collection, the majority of data will likely come from within your supply chain and your event clients.

When approaching these key stakeholders, start as early as possible. Your targets and the data points you require must be clearly communicated, empowering them to play their part in measuring the footprint of your event.

Carbon measurement may be new to them, requiring your leadership and guidance or your stakeholders could be well established in data collection and can offer you insights from past experiences. Open dialogue and collaboration are key to your success.

Communicate goals

Having set specific goals, these should be clearly communicated along with why and how these are important to making progress on your sustainability journey.

Discuss data requirements

Explain the type of data needed and why it's important. Provide templates and guides to help stakeholders provide accurate data.

Invite collaboration

Encourage suppliers, contractors, and partners to join your measurement platform or use shared data templates to ensure consistency.



TRACE is designed for straightforward data entry and enhanced collaboration with your supply chain, improving accuracy and enhancing data collection. You can invite direct data entry from your supply chain partners, send reminders and review the data before finalising your report.

Choose the right measurement tool for you

When measuring your carbon footprint, using a reliable carbon measurement platform like TRACE can significantly streamline the process. The right platform will help take away some of the complexity of measurement and automate data processing to visualise your results.

You can also measure offline using a spreadsheet, but due to the engagement required from stakeholders this can sometimes be a more complex process.

Beyond ease of use, a good platform will also benefit you by automating data visualisation and effective tracking over time, ensuring that all relevant activities within your defined measurement boundaries are consistently covered.

Three qualities to look for when choosing a measurement tool:

Transparent

The methodology used by the calculator should be available, or made available on request, to ensure full transparency on the calculations and emissions factors used.

Comprehensive

Look for something that covers the major event aspects such as travel, transport, catering, energy, waste and materials.

Collaborative

Sharing the responsibility for measurement is important. A platform that enables multiple users or stakeholders to input data will make the measurement process quicker and easier.

Ensuring that you make the best choice for your business is the most important thing when it comes to effective measurement. Industry sustainability heavy-weight Meegan Jones, Sustainability Advisor and Author, conducted an independent review of more than 40 carbon measurement tools for the event industry, including our star-performer TRACE, which you can check out [here](#).



Measure your event!

You're ready to get started!

Equipped with your targets, timeline and stakeholder engagement plan, and the right measurement platform for you, you're ready to get the ball rolling.

If this is the first time you've measured your event carbon emissions, well done! As a new endeavour for you and your team (and even for seasoned pros), there will be challenges and learnings as a result of this process - as well as success and pleasant surprises!

We've worked with hundreds of events on building successful measurement strategies, so here are a few ideas for how you can test your approach, build your confidence and establish a strong foundation for your event carbon measurement.

Three ways to approach measurement

➔ Best for small teams

Start with one event

For smaller teams, investing your resources into measuring a single event from your portfolio can be a useful way to approach measurement if you're just getting started.

You can treat it as a test run to determine what roles your team needs to play, how your supply chain engages with you, and what new policies or process you may need to implement moving forward to ensure effective measurement.

Your learnings can then be rolled out across more events, increasing your measurement capabilities and insights over time.

➔ Best for global event programmes

Conduct a pilot phase

If you organise a large number of events, and work with a lot of different suppliers it is often effective to establish a time period for measurement - like three or six months - and aim to collect as much data as possible from as many events as possible in that time frame.

Stepping back, you can then formalise your ongoing event measurement and strategy with clear expectations and a plan of action based on experience from your pilot phase.

This has been an effective approach for brands delivering a large number of varied events globally. It helps build a picture of how different types of events, the regions they are held in and the types of supply chain partners they work with will impact and influence measurement and reduction strategies longer term.

➔ Best for large repeating events

Measure your 'core' activities

If running a large and repeating event, there will likely be multiple activities and elements that will make up the full scope of your event.

In your first measurement year, focusing on the activities directly within your control, or where you are spending most of your budget, is often a useful place to start. If approaching in this way, set high targets for data provision and focus on obtaining quality data.

In subsequent years you should grow your scope and increase your measurement targets until you're measuring your full event boundaries.

What to do with your data

So you've measured your event, congratulations!

Now what?

This is where things become really interesting. Once you've collected all your data, the next step is to verify and analyse it and evaluate your progress so that you can report your emissions and findings.

Verify your data

Spending time to verify your results can increase the confidence in the insights you gain and ensure that both measurement and reduction targets are realistic. This will involve looking out for human error across your data input and also sense-checking that the data is within an expected range.

Some key things to look out for include:

- Do the number of meals served match expectations given the number of attendees?
- Has there been any confusion in converting between units? Are your decimal points in the right place?
- Have reasonable assumptions been made when estimating data?
- Are your travel miles calculated using the correct destination, are you travelling from Paris, France or Paris, Texas?

Discover more tips to verify your event when using [TRACE here](#).

Analyse your data

Once you've verified your data, you can start analysing it. This is where you'll start to develop insights, identify trends and build a picture of your event emissions that can be used to make data-driven decisions moving forward. It's what all your work has been leading up to.

At first, you may find it difficult to draw conclusions from your data and this is normal. The most interesting insights will develop over time as you measure more events, increase your scope of measurement and develop your analytical skills!

Here are some of the key ways you can begin to analyse your event data.

Identify hotspots:

Pinpoint your major carbon impact areas. Is the energy usage at your venue higher than expected? Do waste management practices contribute to a large carbon footprint? Identify these hotspots to understand where targeted actions can lead to significant carbon reductions.

Dive into the data:

Look for patterns or recurring themes in this data that could indicate larger trends and consider all event-related data, not just carbon figures to understand the underlying causes.

For instance, you may observe that attendees opted for plant-based options as preference, or that there was a high rate of attendees flying in.

Exploring why these occur - perhaps due to menu placements, or late registrations which limited travel options to flying - will lead to improved planning and communications for future events.



Benchmark the gathered data against previous events to track progress and regression. Consistent measurement and quality data are prerequisites for meaningful comparisons. If starting out, consider using industry benchmarks such as [isla's Temperature Check Report](#), to gauge where your event stands in relation to industry norms. Over time, as you accumulate more of your own data, begin comparing against all your events to identify common trends and unique outliers in carbon emissions.

Evaluate your progress

To evaluate your performance, you now need to look back. Reflect on the scope of measurement and the targets you set for the event. Use the questions below to act as guides to help you critically assess how you performed. The aim is to learn from experience and continually improve. Record these learnings in post event reporting.

Evaluation prompts

Did you meet your measurement targets?

This is essential for assessing how well you've adhered to your goals and what impacts your efforts have had.

What have you learned from this?

Reflection is key to continuous improvement, helping you learn from each experience.

Regular reassessment of your boundaries, scope and targets is essential to ensure continuous improvement. When it comes to making plans for the future, consider activities that you may not have measured on this event, and think about how you will incorporate them into future measurement to grow your scope and develop a comprehensive emissions picture.

What did or didn't work? Why?

Analysing both successes and challenges is crucial for understanding the effectiveness of your strategies.

What approach will you take next time?

This forward-looking perspective is vital for planning and enhancing future strategies.

Reporting and communicating to your stakeholders

When it comes to measurement, it's good to remember that we're only doing it so that we can act on the insights we generate. This makes reporting and communicating your measurement outcomes to your stakeholders as central to your efforts as collecting the data.

Reporting should be transparent and accountable, and it should be used to develop a culture of continuous improvement which centres climate action.

Here are some top tips for reporting your outcomes to your stakeholders.

Transparency and accuracy

Be open and honest about your carbon footprint, the data collected, and the methods used. Transparency and accuracy build trust and credibility.

Tailored communication

Adapt your message to suit different stakeholder groups, ensuring that the information is relevant and understandable for each audience. For instance:

- **Internal teams:** share detailed data and analysis to engage and motivate your team. Highlight successes and areas for improvement.
- **Suppliers and partners:** provide specific feedback on their contributions to your carbon footprint and suggest collaborative efforts for reduction.
- **Attendees and public:** use simplified summaries and visual aids, like infographics, to communicate key achievements and future goals.

Highlight achievements and setbacks

As well as celebrating milestones and acknowledging the contributions of team members and partners, it's important to discuss challenges, data gaps and solutions.



Make your readers the heroes in your reporting! When people understand that they've played a part in helping to achieve a goal, they often feel pride in their actions. Pride has been identified as one of the biggest factors in lasting pro-environmental behaviour. Communicate stakeholder contributions towards goals and let them know they played a vital role.

Using your data to inform your reduction strategy

Let's remember the reason we're measuring carbon emissions is so we can reduce them.

As we showed with 'What does a data-driven look like?' there are immediate savings that can be made with simple swaps. However to deliver against a net zero ambition, long-term strategic plans need to be implemented.

When it comes to developing a strategy, everyone's decarbonisation journey will look different. It will depend on the kind of organisation, the sort of events, the boundaries defined and the insights and trends drawn from the data.

In a nutshell

Reducing emissions is straight forward in theory and more challenging in practice. The reality is that for meaningful and effective reduction, a long-term strategy is required.

Once immediate savings have been made from simple swaps, strategic approaches need to be implemented to begin driving down the harder to manage aspects like travel, energy and resource circularity.

Instead, here are some solid suggestions for ways to reduce or limit your event carbon emissions that are true for everyone, no matter the event:

Economy class is cheaper and produces three times fewer carbon emissions per person. ¹

Go meat free. Plant-based can reduce emissions from food by over 90%. ²

Opt for venues with natural light and ventilation to avoid or reduce use of HVAC systems, which are estimated to account for 10% global energy consumption! ³

If a journey can be done by train - do it! You can save upwards of 70% on emissions. ⁴

Buffets increases the likelihood of food waste - in the US it's estimated 50% of hotel buffet food goes to waste, so opt for pre-portioned or pre-ordered meals whenever possible. ⁵

Don't put dates on graphics and use neutral branding where possible so they can be utilised again. Plan to use them again!

The wonderful news is that as more event organisers engage in these reduction practices, the easier they will be to achieve as infrastructures, expectations and regulations evolve.

So for now, just get started! Find the opportunities where you can, don't be afraid to test new approaches and remember that carbon reduction matters, so do what you can wherever you can!



We know that food is an emotive subject that ties into culture, comfort, religion, lifestyle and health amongst other things that make up who we are as individuals and societies. Whilst the science unequivocally shows that a meat-free diet is best for our planet, mandating meat-free in the face of this complex context won't always be an option.

Normalising plant-forward eating and making this the default, not necessarily the only option, is a great first step. So if you're not ready to go plant based across your events then swapping red meat for white meat will bring down emissions. Increasing the number of plant based or vegetarian options on a menu and decreasing the number of meat ones is a simple way to make a shift without impacting the dining experience.

Bringing it all together

We hope that this starter pack has given you the guidance, confidence and resources you need to get started!

Here's a handy checklist to round up the key steps for robust event carbon measurement.

We suggest you build these elements into your project documents and production timelines to really bake them into the event planning process.

- Assess your control and influence
- Establish your measurement boundaries
- Set specific targets
- Choose your measurement tool
- Build your measurement timeline
- Engage your stakeholders
- Measure!
- Verify your data
- Analyse and report your results
- Refine your approach
- Go again!

Thanks for engaging with this guide!

Taking the first steps can seem daunting, but we hope it feels a little less so now.

We'd love to hear how you get on with measuring your next event! Keep us posted on social media by tagging your progress with [#itstartswithdata](#).

TRACE by isla

Thousands of events around the world are using TRACE to measure their event carbon footprint. Developed by event professionals for event professionals, we understand how important it is that the platform is accessible and easy to use across our complex multi-stakeholder industry.

Our measurement solution

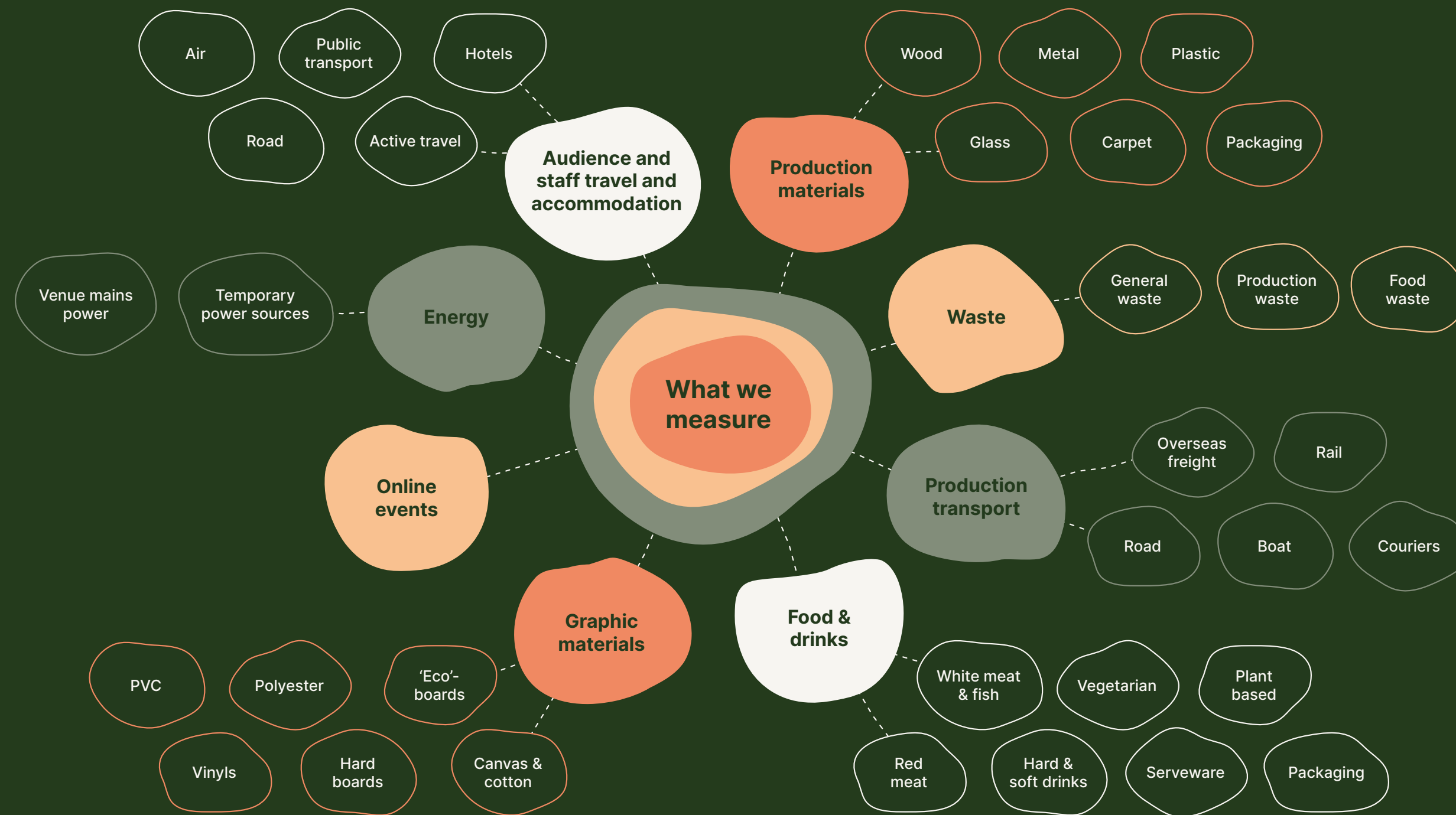
TRACE is the definitive carbon measurement platform for events.

Designed specifically for the events industry, TRACE is an ideal platform for business events and allows for seamless supply chain engagement for data capture across all aspects of your events.

We work with hundreds of clients to empower them on their measurement and decarbonisation journeys and offer a range of services, from light touch to comprehensive support.

With insights from a team of experts and a growing global community of like-minded event professionals, TRACE supports your carbon measurement and reduction objectives.

What TRACE measures



If you'd like to get started with measurement, need some support with a project or just want to find out more you can [book a call](#) or email tom@weareisla.co.uk.

You can also visit the website by clicking [here](#).