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## Advito Unveils Groundbreaking, ISO-Certified Emissions Calculator for Meetings and Events

*Advito and BCD Meetings & Events' (BCD M&E) new emissions calculator is the industry's first ISO certified calculator designed for meeting planners to reduce the overall environmental impact of their programs.*

**CHICAGO – August 14, 2022** – Leading global travel consultancy, Advito, together with BCD M&E, is proud to announce the development of the industry's first ISO certified carbon emissions calculator for meetings and events. The tool was developed in response to their clients' needs to factor sustainability into their event strategies, and their desire to understand and measure the non-traditional elements contributing to overall emissions. Advito and BCD M&E are empowering their clients to make the environmental impact of their meetings and events a central element of their planning process and driving the industry toward a more sustainable future.

Advito's Sustainable Collaboration Practice Lead, Julien Etchanchu, led the development of the calculator based on the consultancy's ISO certified carbon emissions scale, GATE4.

*"We know that the industry standard for measuring emissions across all four travel categories isn't granular enough to capture the true environmental impact of a meeting or event," said Etchanchu, "So we developed our M&E calculator to ensure clients are getting a true picture of their footprint. The ISO certification means that the emissions figures can be included in annual financial reporting as recognized carbon calculations, and that the methodologies are accurate, robust, and compliant with internationally recognized GHG measurement and reporting standards."*

The calculator allows meeting planners to input a wide range of data in the pre-event planning stage to understand the impact of their choices and the levers they can adjust to decrease emissions. It provides a way to drive more conscious decisions when choosing a destination, venue, and other event design elements, but also to consider non-emissions related impacts like plastic use, water waste and more. It will influence decision makers to choose more sustainable options and the insights gleaned from the calculator will educate organizers and attendees on key sustainability issues.

*"Sustainability has been the biggest topic in the meetings and events industry for the past year," said Charlene Rabideau, Managing Director of North America for BCD M&E. "We are thrilled to be able to offer our clients the industry's most robust emissions calculator that considers traditional elements, like the venue, giveaways, and food, but also measures the most important contributor to overall emissions – where attendees are coming from and how they are getting there. We want to give meeting planners the tools they need to look at things like economy vs. business class flights for attendees, airport transfer options, and even percentage of vegetarian meals, to help significantly reduce the emissions impact of their programs."*

The M&E emissions calculator is available today, and is an invaluable tool to help meeting planners, travel managers, or anyone involved in decision making around events and travel to make data-driven, sustainable choices.

## About Advito

Advito is transforming corporate travel programs. With a powerful, intelligence-driven framework that dynamically manages supplier spend and traveler behavior, travel programs can continuously run in balance and at peak performance, keeping the needs of all stakeholders met. With smart analytics, unique supplier strategies and integrated traveler engagement, we'll elevate your program to reach new levels of sustainability, savings, and satisfaction. Advito is the first travel consultancy to develop their own ISO certified carbon reporting methodology, GATE4, and the first to create a dedicated practice area for sustainable business travel.

## About BCD Meetings & Events

BCD Meetings & Events is a world-leader in crafting digital and live experiences that connect organizations with the people that matter most. At BCD M&E, we create human connection by uniting emotion and action to change behavior. With more than 35 years of expertise spanning event design and strategic meetings management, our global network and custom solutions focus on fostering moments that engage and inspire action. Our passion behind the power of an experience shows in the fun we have while unleashing it. BCD Meetings & Events is an independently managed operating company of BCD Group and a subsidiary of BCD Travel.

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