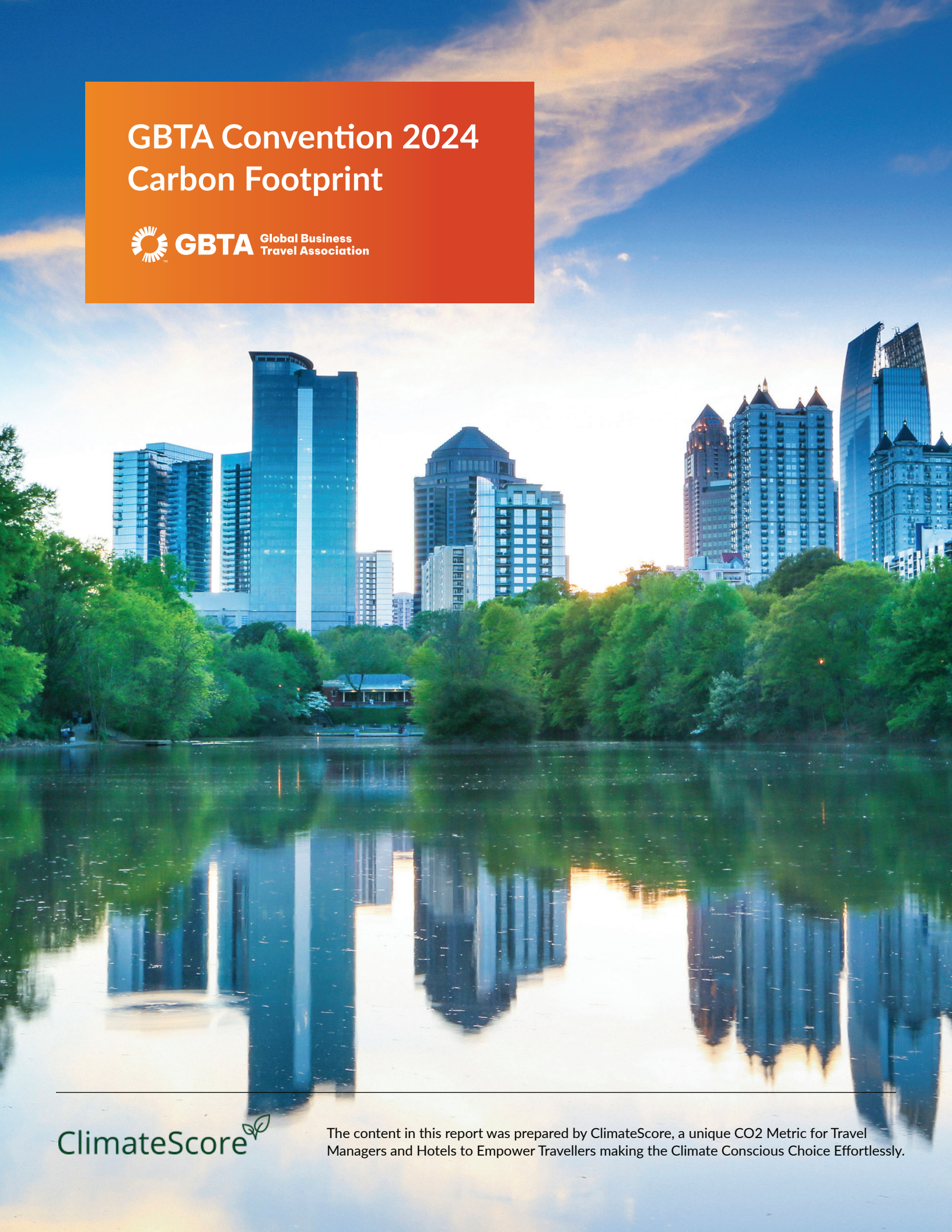


GBTA Convention 2024 Carbon Footprint



The content in this report was prepared by ClimateScore, a unique CO2 Metric for Travel Managers and Hotels to Empower Travellers making the Climate Conscious Choice Effortlessly.

About the Event



GBTA Convention
2024

Atlanta
July 22-24



Number of attendees: 5,400

Number of exhibitors: 331

Total carbon emissions: 4,193.6 tons of CO₂e

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 Convention 2024 is 4,193.6 tons of CO₂e.

This is equivalent to...



The carbon captured in a forest of 2,768 mature oak trees



Driving 7.7 million miles in a car or 620 times around the world



Eating 107,452 kg of beef



1 year of emissions from 247 average Danes

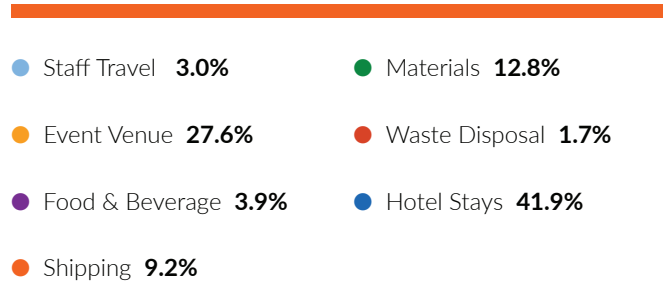
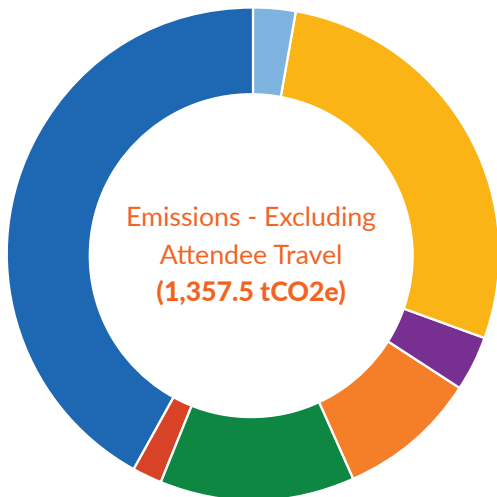
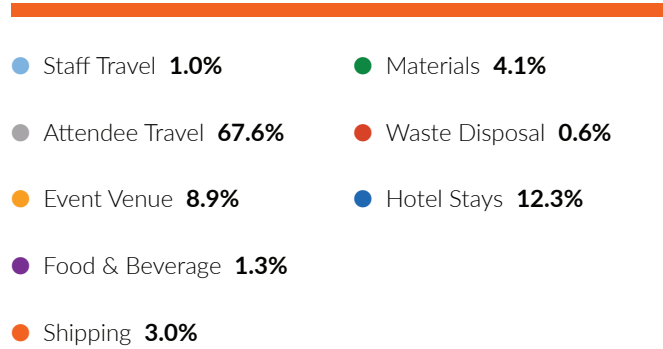
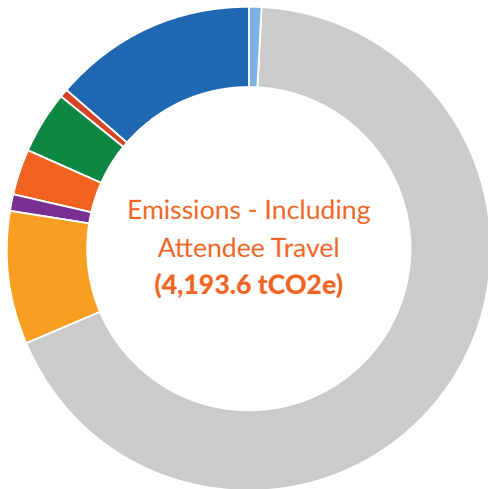


This is a footprint of 0.78 tons of CO₂e per attendee.

Attendee Travel Emissions

A significant data collection exercise and calculations were executed to understand the impact of **attendee travel**.

This accounted for **67.6% of total emissions**.



Offsetting Emissions

GBTA has offset a total of **1,357.3 tCO₂e** equivalent to the emissions from staff travel, venue, shipping, hotel stay, materials, waste, F&B, and the additional 10% uncertainty buffer.

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.



Carbon Offset Certificate

GBTA Convention 2024
has purchased and retired
115 tonnes of CO₂e
on
Aug 30, 2024

This offset was purchased from **Roadway Recycling Industrial Process Emissions**, a **Verra Verified Carbon Standard** project that offsets emissions through **Roadway Recycling**.

Powered by Thrust Carbon
© Mapbox, © OpenStreetMap



Carbon Offset Certificate

GBTA Convention 2024
has purchased and retired
1,243 tonnes of CO₂e
on
Aug 30, 2024

This offset was purchased from **Foam Blowing Agent Project 005, Virginia**, an **American Carbon Registry** project that offsets emissions through **Industrial Process Emissions**.

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Green Wins (1/2)

GBTA provided a free shuttle service to the convention center, saving 40.7kgCO₂e for every 100 attendees who used this instead of a taxi.

GBTA's reductions in secondary aisle carpet saved 25 tonnes of CO₂e.



GBTA gave exhibitors the option to donate their furniture at the end of the convention saving 600kgCO₂e compared to if it was sent to landfill

Green Wins (2/2)

The majority of meals served at GBTA were vegetarian or contained white meat. This saved **28tCO2e** compared to meals containing beef.



Detailed Footprint

Staff Travel

Air travel	30.8/t CO2e
Car travel	4.8/t CO2e
Public & Shuttle transport	0.2/t CO2e
Taxi	0.7/t CO2e
	36.6/t CO2e

Attendee Travel

Air travel	2218.5/t CO2e
Car travel	345.6/t CO2e
Public & Shuttle transport	2.7/t CO2e
Taxi	11.5/t CO2e
	2578.3/t CO2e

Event Venue

Electricity usage	293.3/t CO2e
Gas usage	4.4/t CO2e
Water usage	0.1/t CO2e
Indirect Venue purchase	42.8/t CO2e
	340.6/t CO2e

Food & Beverage

Event food	38.8/t CO2e
Event beverages	9.2/t CO2e
	47.9/t CO2e

Shipping

Shipping	113.0/t CO2e
	113.0/t CO2e

Materials

Graphics & other	20.1/t CO2e
Flooring	26.9/t CO2e
Exhibitors	110.6/t CO2e
	157.7/t CO2e

Waste Disposal

General trash	20.9/t CO2e
Materials recycling	0.0/t CO2e
Food waste	0.3/t CO2e
	21.2/t CO2e

Hotel Stays

Energy	86.3/t CO2e
Waste	17.4/t CO2e
Purchase	22.1/t CO2e
Laundry	9.9/t CO2e
Food & Beverage	381.4/t CO2e
	517.1/t CO2e

Uncertainty buffer (10%)	381.2/t CO2e
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TOTAL: 4,193.6 tons of CO2e



Methodology

Emission Factors

All emissions factors are based on Lifecycle assessment (LCA) values from international recognized climate databases. Data collection of consumption data from the event is described under each sub headline.

Attendee & Staff Travel

GBTA provided ClimateScore with travel registration data including departure destination, mode of transportation to Atlanta and mode of ground transportation in Atlanta city. Shuttle bus data was collected from registration data and bus route assessment.

Event Venue

Gas and water consumption was delivered by the venue together with electricity source. Electricity consumption was sourced from Convention 2023 with specific electricity emission factor for Atlanta.

Food & Beverage Venue

All food and beverage portions and menus ordered for GBTA Convention 2024 was analyzed in detail. Volume for each ingredient category was matched with specific CO2 equivalents.

Shipping

Total freight of mileages with trailers and propane used for forklifts & boom lifts was reported by Freeman in their Convention sustainability report. The report includes destinations, number of round trips and fuel consumption.

Materials

Graphic and flooring material data was provided by Freeman's sustainability report describing each material and volume. Exhibitor data was collected via ClimateScore-GBTA Convention survey and scaled with ClimateScore's event experience.

Waste Disposal

Data was collected from the venue waste suppliers to determine share of waste fractions. Exact donation volumes of furniture's and equipment from exhibitors was collected. Other waste volumes was estimated by ClimateScore.

Hotel stay

A hotel survey was conducted by ClimateScore with replies from 10 hotels utilized during the Convention. The data was combined with ClimateScore's LCA hotel database and specific electricity emission factor for Atlanta. Read more at climatescore.io.

Uncertainty Buffer

While the data effort was big, there is still room for improving the data quality even more. We therefore add a reasonable buffer (10%), to capture unknown emissions