

TSEF



Can!



**CARBON NEGATIVE
EVENTS**

**MOONSHOT
OVERVIEW**

EDUCATE INSPIRE COLLABORATE ACT

On Feb 8th, 2021, The Sustainable Events Forum" is hosting TSEF Carbon Negative - or "TSEF Can". Two working groups of industry professionals from varied backgrounds, at various experience levels, will present two carbon-negative event moonshots. These are realistic case studies but not real events.

Just as the first launch didn't land a person on the moon - we expect trials and errors - and we look forward to working with you and the rest of the meetings industry community toward carbon-negative events.

What is a moonshot?

An extremely ambitious project or mission undertaken to achieve a monumental goal - Merriam Webster Dictionary

What is carbon negative?

According to the International Energy Agency website;

"Carbon neutrality, or "net-zero," means that any CO2 released into the atmosphere from human activity is balanced by an equivalent amount being removed. Becoming carbon-negative requires a company, sector, or country to remove more CO2 from the atmosphere than it emits."

Below is the challenge issued to the teams for your background information.

We look forward to seeing you on February 8th!

Candice & Natalie

HOW WILL IT WORK

Both groups have been challenged to reduce the greenhouse gases (GHG) for a live or virtual event to reach carbon negativity. They will explore and identify processes a meeting professional can follow to reduce the GHG emissions of their event, venue, or service.

The teams will address this.

- 1) Each team will present a complete overview of their carbon negative event
- 2) Teams are asked to answer the following questions in their presentation:
 - a) What is the best way to plan for net zero-emissions?
 - b) What is available already in the marketplace? (i.e. carbon-neutral suppliers or products)
 - c) What is missing to make this process possible or easier?
 - d) How did they measure the emissions?
 - e) Provide the resources, carbon assessment tools & processes used by the team.

MOONSHOT EVENT SCENARIOS

Virtual Event

The client is a tech company based out of Montreal and will be live streaming a client/user conference at the end of June 2021 to about 1000 people from around the globe, 60% of them will be in Canada.

2 days of meetings, networking and interaction, but no trade show. Marketing campaign will be fully virtual, live streaming presenters from Montreal, Toronto and Calgary offices.

The client would like to consider a swag bag; catering for lunch and snacks to be arranged for teams in the 3 live streaming offices.

Budget is not an issue in this case study, and the client is eager to be seen as environmentally sensitive.

Audience is 25 to 45 yrs of age, global, well-travelled, tech-savvy & eco-conscious. The client has asked you to avoid carbon offsets as much as possible.

You have complete autonomy on the choice of platforms, services and products - your RFP and service requirements and parameters should reflect the emission reduction goals. Add the assumptions as needed to do your work into the presentation and report.

MOONSHOT EVENT SCENARIOS

Live Event

The client is hosting a hybrid event at a location of your choosing in Canada in July of 2021 with 200 live attendees and 300 virtual attendees.

The event will be 2 days, lunch each day, breakfast and dinner are on their own - but please give guidance on low impact meals and activities. There may be sponsored dinners and breakfasts be sure to provide some direction.

There will be a small trade show component - 10 booths, open over the lunch hour. This needs to meet all appropriate covid-19 safety measures for your destination.

You have full autonomy on venues, products, and suppliers - you must keep items in line for average event budgets.

The client is a traditional oil and gas company who wishes to be seen as environmentally friendly, their minds tell them this is smart but their hearts aren't really in it. They are wary of being called out by environmentalists on social media.

Please ensure you cover registration, swag bag, accommodation, badges, meals as outlined above, transportation, speaker gifts, AV, and staffing.

Your typical attendee is a 45-year-old male with a BComm who hasn't really bought into the environmental movement, but his kids, his wife, and his PR/marketing department have.