GUIDE PRATIQUE

JUIN 2024

l'empreinte CARBONE

CARBONE VS ÉVÉNEMENTS

UNE ÉDITION ENGAGÉE ET RESPONSABLE DE L'ÉVÉNEMENT
AU SERVICE DE SES ADHÉRENTS

Editorial

I decarbonize, you decarbonize, ... we decarbonize our events.

Taking into account the carbon emissions (direct and indirect) of our events must be at the heart of our concerns. **We no longer have a choice. We have run out of time.** Global warming keeps knocking on our doors, uninvited. As companies, we have a moral and soon a legal responsibility (CSRD). As communicators, we must help our customers to decarbonize their events and support their employees' and/or customers' efforts to change.

A low-carbon event is invented at the design stage. After that, it's often too late. The project is sold. The teams go into production, then a new brief arrives, then a new prod. In short, it's too late to change everything. So, you might as well do it right from the start!

This third issue of *Lévénement*'s committed editions is designed to provide you with an educational guide to carbon reduction in the **pre-sales** phase.

In conjunction with this practical guide, we are launching ICE: **Impact Carbone Événement**. A simple, fun digital solution to help you simulate carbon emissions before the event.

ICE is not a Bilan Carbone but a tool to help you make the right decisions. We accept its imperfections (as opposed to a very precise Bilan Carbone), but we're proud of its everyday usefulness. Simpler and easier to complete, it will help you make carbon simulations according to your project's scenarios.

I anticipate my emissions, you anticipate your emissions, ... we anticipate our carbon emissions.

Together, we can transform our industry into a model to follow.

Enjoy your reading.

Isabelle Luoni
Global Performance Director - Hopscotch Groupe

Nicolas Turpin
Vice-Chairman of LÉVÉNEMENT in charge of Transitions and Impact

CONTENTS

Chapter 1: **Concepts, issues and means of action**

1. The greenhouse effect, a natural phenomenon
2. Anthropogenic factors in global warming
3. Devastating consequences
4. A committed international community

Chapter 2: Events and the decarbonization challenge

Chapter 3: Carbon tools for the events market

1. Benchmark of Bilan Carbone solutions® x Events
2. A decision-making tool from Lévénement: ICE

Chapter 4: Carbon and ethics

Glossary

Chapter 1: Global warming: a fundamental challenge

1. The greenhouse effect, a natural phenomenon
2. Anthropogenic factors in global warming
3. Devastating consequences
4. A committed international community

This first chapter is designed to give you a better understanding of the issues inherent in climate change, because in order to act, you need to understand.

1. The greenhouse effect, a natural phenomenon

Fine, but precious

The peel of an apple compared to the size of the fruit: that's how you can imagine the relative thickness of our atmosphere compared to the size of our planet. And although the atmosphere is only a few hundred kilometers wide, 99% of its components - water vapor and gases - are concentrated in the first thirty kilometers of the Earth's surface.

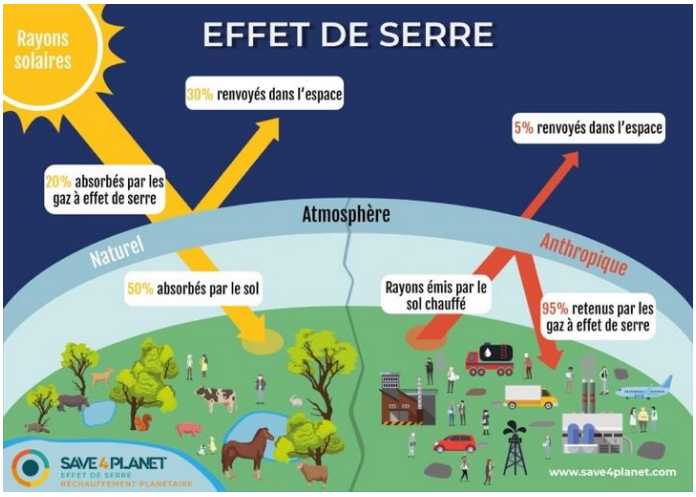
Without the atmosphere, the average global temperature would be not +15°C (on average) as it is today, but... -18°C! It is this atmospherically induced warming power that we call the "greenhouse effect", a perfectly natural phenomenon.

The greenhouse effect

The energy produced by the sun is made up of visible rays (light) and invisible rays: ultraviolet rays, responsible for our sunburns, and infrared rays, which convey heat.

Half of this solar energy is reflected or absorbed by the upper layers of the atmosphere, and half is directed towards the Earth's surface, with an immediate warming effect. The planet first absorbs this energy, then returns it to the atmosphere in the form of infrared rays, and thus heat. Instead of letting it escape, certain molecules in our atmosphere capture most of this heat and return it to the surface, further increasing the Earth's temperature.

In this way, our atmosphere acts as a protective cage, like a gardener's greenhouse: it absorbs heat without releasing all of it, enabling an ecosystem to develop within it that is conducive to life.

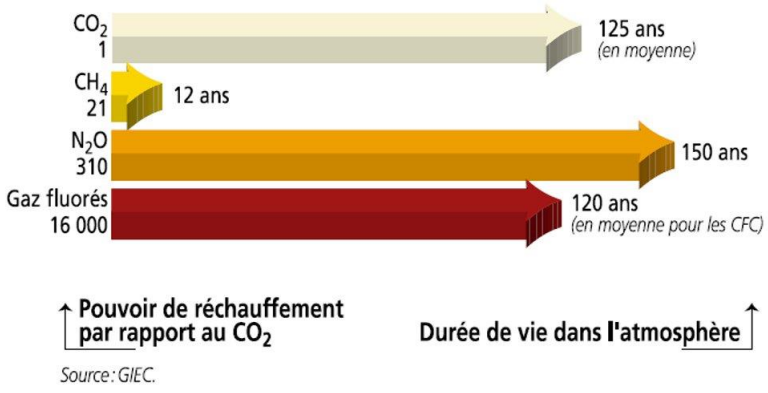


Greenhouse gases

Only certain molecules present in the atmosphere allow this vital rediffusion of heat to our planet. These include water in liquid or gaseous form, mainly in the first few kilometers of the atmosphere, as well as certain trace greenhouse gases (GHGs) such as carbon dioxide (CO_2), methane (CH_4) and nitrous oxide (N_2 O).

Each of these naturally-occurring gases contributes to the greenhouse effect in its own way, capturing and releasing heat from the earth's surface with its own unique power, known as the global warming potential (GWP).

As CO_2 is the most prevalent gas, the GWP of each of the other gases is calculated in CO equivalent$_2$ over a period of one hundred years, making any comparison possible. Thus, one gram of methane (a natural gas resulting from putrefaction, rice paddies, livestock digestion, polluted estuaries or forest fires) has a GWP almost thirty times that of CO_2, and one gram of nitrous oxide (mainly agricultural fertilizers, but also from the chemical industry) an GWP almost three hundred times higher... in other words, nitrous oxide is 300 times more "warming" than carbon dioxide. We'll see later that this notion is very important in the choices we must make.



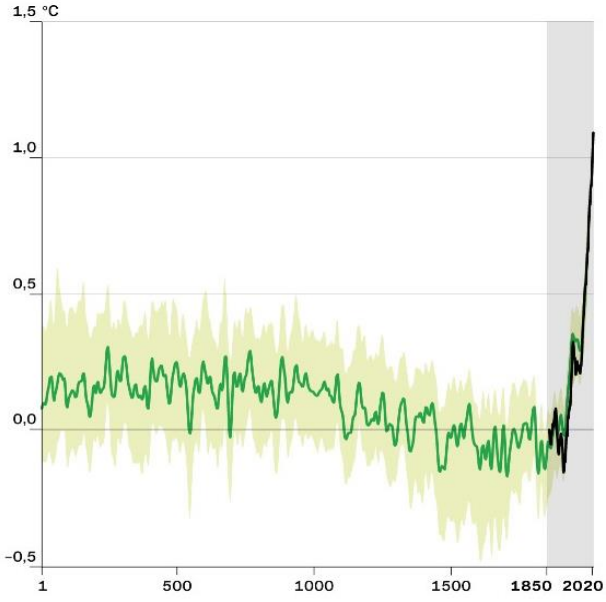
Trend breaking

This natural equilibrium means that the Earth's temperature has remained fairly stable over time, particularly since 1850, when the first modern temperature records were taken. Compared with the pre-industrial reference period (1850-1900), the deviation of global temperature was limited until the mid-1930s, then became slightly positive until 1980.

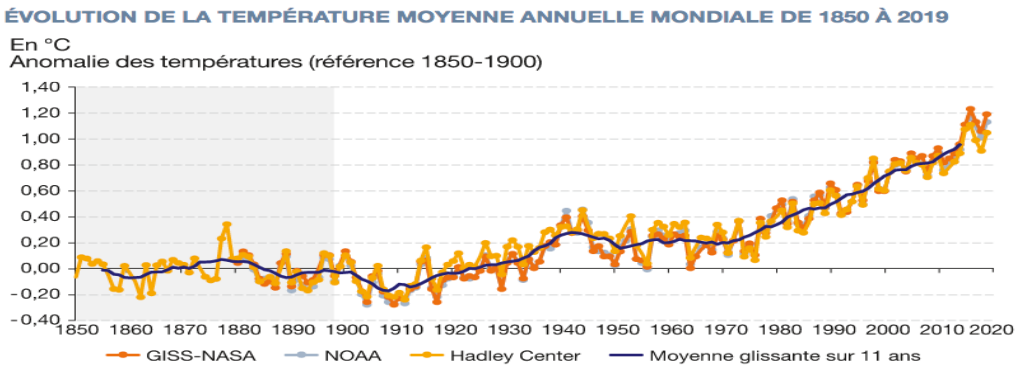
From the early 1980s onwards, the warming trend became more pronounced, with each decade warmer than the last. The last ten years (2013-2023) are the hottest on record, with annual global temperatures more than 1°C above pre-industrial levels. Finally, since the beginning of the 20th century, the earth's temperature has risen by 1.1°C. This is the steepest and fastest rise ever recorded on Earth.

The cause? Purely anthropogenic factors, i.e. those linked to the presence of human beings on Earth, which combine to form what is known as an "additional" greenhouse effect.

(Graph: Earth's temperature trend since 1850)



Source : Rapport du Giec « Climate change 2021 : the physical science basis », Résumé pour les décideurs, p.6 : https://www.ipcc.ch/report/ar6/wg1/downloads/report/IPCC_AR6_WGI_SPM_final.pdf



Note : en grisé la période préindustrielle 1850-1900.
***Sources :** NASA ; NOAA ; Hadley Center*

2. Anthropogenic factors in global warming

« Unequivocal »

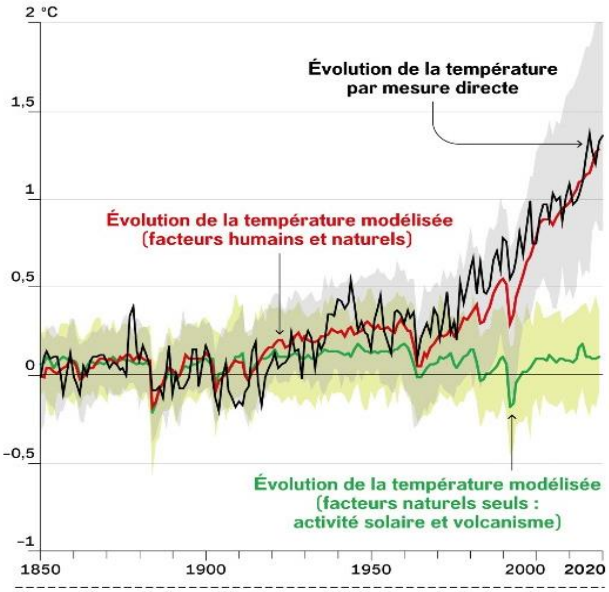
On August 6, 2021, the IPCC (Intergovernmental Panel on Climate Change, established in 1988) published its first report, formally underlining that *"unequivocally, human influence has warmed the atmosphere, the ocean and the land."*

This is the first time that the anthropogenic factor has been officially recognized as the sole and exclusive cause of the global warming experienced by our planet since the 1980s, with previous documents merely assuming "extreme probability."

The same report also states that *"the widespread and rapid changes"* that *"have occurred in the atmosphere, ocean, cryosphere and biosphere"* are *"unprecedented in the last several centuries to several thousand years."*

From this point on, there can be no doubt: Humankind is entering a new era of history that will steadily and inexorably lead to self-destruction if we do nothing.

(Graph: curve showing changes in global temperature since 1850, natural vs. anthropogenic vs. recorded factors, source 6e IPCC report)



Source : Rapport du Giec « Climate change 2021 : the physical science basis », Résumé pour les décideurs, p. 6

Industrial revolution and global warming

Another certainty put forward by the IPCC experts is that the reintroduction of greenhouse gases into the Earth's atmosphere is directly correlated with industrial activity, and in particular with the combustion of fossil fuels naturally present in biomass and soils, a combustion that generates large quantities of CO_2. In 2019, 59 billion tons of greenhouse gases will be emitted worldwide, of which CO_2 accounts for three-quarters.

In terms of global CO_2 emissions, electricity generation alone will account for 40% in 2021, three-quarters of which will come from coal combustion. Transport and industry each account for 23%.

All forms of land-use planning, such as deforestation and intensive farming and livestock breeding, are also under scrutiny.

Naturally, successive industrial revolutions, population growth and the development of emerging economies have only amplified this phenomenon, hence the sudden acceleration in GHG emissions in recent decades.

Long synonymous with comfort and improved quality of life on Earth, industrial progress and the exploitation of natural resources are now revealing a completely different face: that of their harmful impact on our present and future ecosystems.

The CO_2 , but not only...

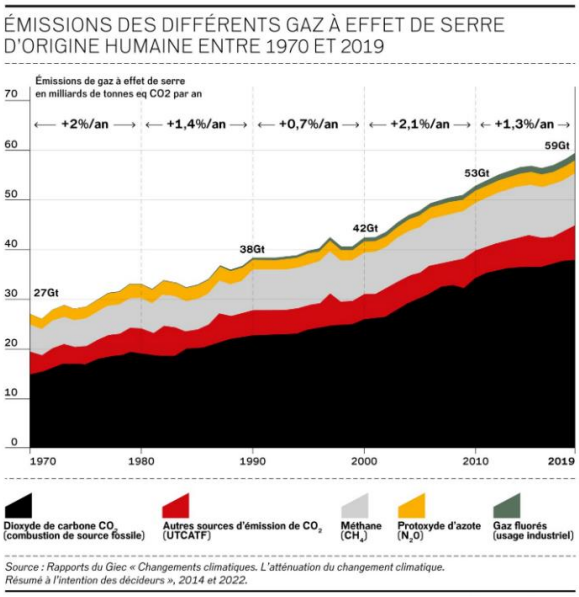
In the crosshairs of the scientific community: CO_2! Accounting for three quarters of global anthropogenic GHG emissions, it is the focus of much of the attention on global warming.

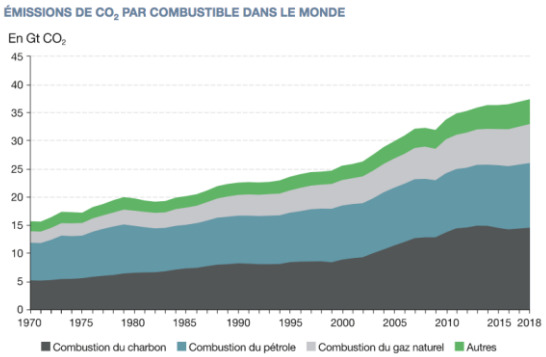
Most of which comes from all forms of combustion (coal, oil, wood, ore), nearly forty billion tons of CO_2 were emitted worldwide each year between 2010 and 2019. As a result, the ppm concentration of CO_2 (*parts per million*, i.e. the number of molecules per million molecules of air) has risen from 280 in 1750 to 415 in 2022. This is probably the highest concentration for at least two million years.

In addition to CO_2, there are also emissions of methane, nitrous oxide and fluorinated industrial gases, which do not occur naturally and are mainly attributable to cold production (air conditioning). And you'll understand that in an increasingly hot world, there are more and more air-conditioning systems.

The concentration of these other gases in the atmosphere has risen sharply since the 1980s, even though it remains much lower than that of CO_2.

(Graph: anthropogenic GHG emissions between 1970 and 2019, source: 6e IPCC report)



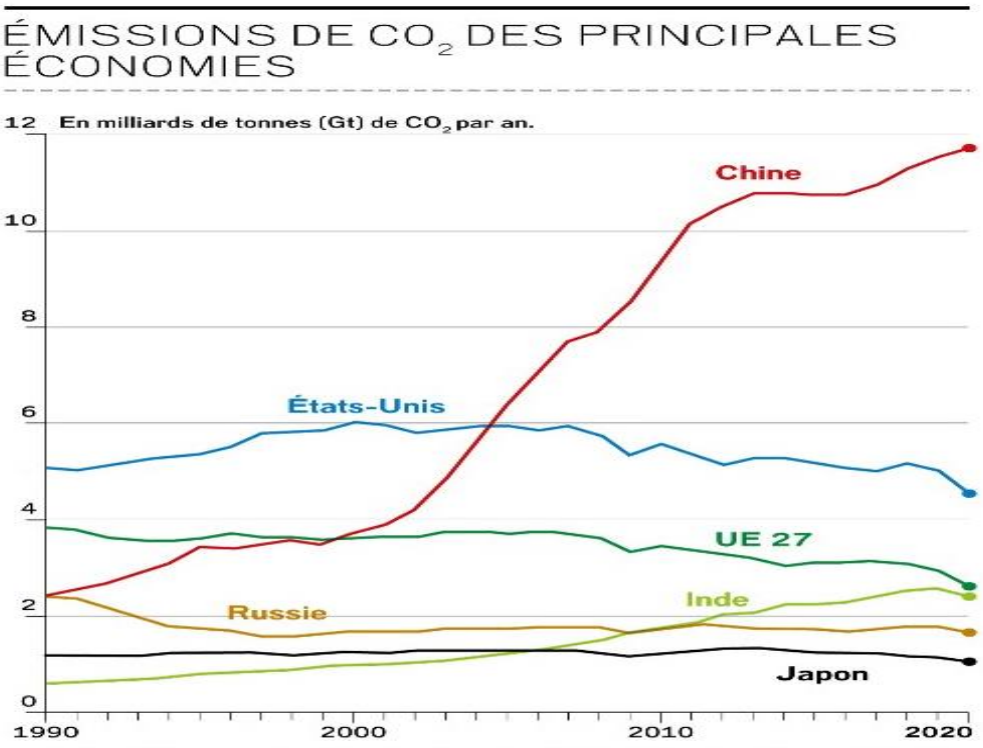


An uneven planet

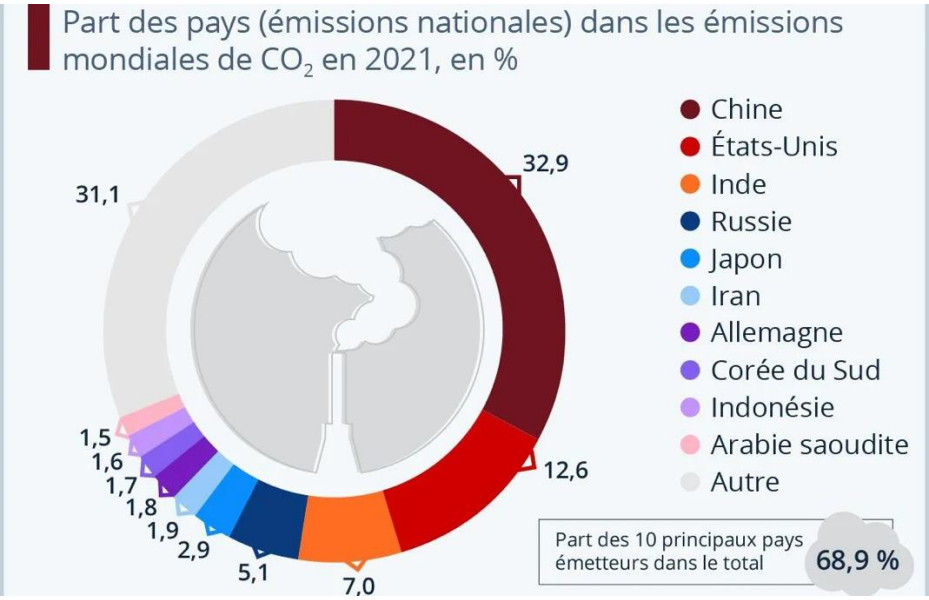
Not all economies contribute equally to global CO_2 emissions. In 2005, China became the world's biggest carbon emitter, and has been widening the gap ever since, exporting more every year and increasing its dependence on coal. By 2021, China will account for 13 billion tons of CO_2, almost a third of global emissions, far ahead of the United States (12.6%), India (7%), Russia (5.1%) and Japan (2.9%). France accounts for less than 1% of global emissions.

On a per capita basis, the findings are just as telling. While the global average is 5 tons of CO_2 per capita in 2023, the differences between countries are colossal. At the top of the ranking are the countries of the Arabian Peninsula, with their small populations and heavy dependence on the oil industry, such as Qatar (36 tons of CO_2 per inhabitant) and Kuwait (24 tons). Further down the list are the United States (16 tons), Russia (12 tons) and China (8 tons). In France, we are at around 10 tons/capita, whereas we would need to be at 2 tons to comply with the Paris agreements and thus limit the rise in temperature to +1.5°c.

The countries that have contributed most to the rise in CO_2 emissions since 1990 are China and India. Conversely, the European Union and Russia have improved their carbon footprints, while the United States has achieved relative short-term stability.



Source : « Émissions mondiales de gaz à effet de serre », rapport 2021 du Joint Research Center de la Commission européenne. https://op.europa.eu/en/publication-detail/-/publication/ 45c88a84-2d65-11ec-bd8e-01aa75ed71a1/language-en



This graph shows the share of countries (gross national emissions) in global CO2 emissions in 2021, in percentage - Sources: STATISTA

These figures should be treated with caution, as the Kyoto Protocol calculates emissions per country on the basis of what is produced in that country. Imports of manufactured goods (notably from the world's factory countries) are not included in the calculation. Let's take the case of France: if we were to include emissions linked to imports of products consumed on our territory, our CO emissions$_2$ would rise by 41%! ... hence the importance of buying Made in France and opting for proximity. **Think Global, Act Local**.

3. Devastating consequences

127 major risks

On February 28, 2022, the IPCC published its second report on the impacts of global warming, listing 127 major risks that cut across all regions of the globe and all sectors of activity. The report, described as *"an atlas of human suffering"* by UN Secretary-General Antonio Guterres, warns that *"as warming increases, the impacts already identified would become increasingly severe, i.e. widespread, systemic and potentially irreversible."*

The 127 major risks identified are grouped into four categories - agriculture, biodiversity, health and poverty - and are all correlated with the increasing frequency and intensity of extreme weather events such as heatwaves, droughts or fires, but also extreme precipitation, destructive storms or floods.

Agriculture

Climate change phenomena favored by rising global temperatures have the direct consequence of damaging harvests, degrading fertile land and making livestock farming more complex. The IPCC estimates that 9 to 10% of the world's cereal production was lost between 1981 and 2010. Corn, wheat, rice and soy have already been affected.

The world's arable land is also set to shrink drastically if the warming trend continues. Heat and humidity will turn certain regions into hostile ground for any form of agriculture or livestock breeding, or even for any form of work in the open air.

The direct consequence of these risks is an increasingly precarious agricultural sector, a drop in global food production, and a rise in cereal prices, estimated at nearly 30% by 2050.

Biodiversity

The IPCC states that *"climate change has led to widespread disruption of terrestrial, freshwater and marine ecosystems in all regions of the world."* One million animal and plant species are thus directly threatened with extinction, which has already begun to happen since, for the first time, species extinctions have been officially attributed to climate change. The IPCC estimates that 14% of terrestrial species are at risk if warming reaches +1.5°C, and up to 29% if it reaches +3°C.

The oceans are also impacted by global warming: sea levels have risen by 20 cm since the beginning of the century, fueled by the expansion of water levels and the melting of glaciers and polar icecaps. Some islands and populated coastal areas are at risk of being swallowed up, while the risk of flooding or, worse still, of marine submersion is increasing everywhere.

The CO_2 released into the atmosphere is also making ocean water more acidic, threatening marine species and coral ecosystems. The IPCC warns of the probable total disappearance of reefs in the event of warming exceeding +1.5°C, and with it all the marine species living there.

Health

The impacts of global warming on human physical and mental health are considerable: illnesses linked to food or access to water, heat-related cardiovascular or gastrointestinal diseases, diseases transmitted by animals (particularly mosquitoes), increased anxiety, reduced sleep quality and time, development of post-traumatic syndromes in the face of extreme weather events...

A quarter of the world's population is already in a state of "severe water stress", and half of humanity is in such a state for at least one month a year, considerably increasing the risk of infection and health precariousness.

Poverty

The IPCC is categorical: we are still the most endangered species on Earth. 3.3 to 3.6 billion human beings, mostly from developing countries, are now considered *"highly vulnerable"* to the impacts of climate change. Over the past 10 years, mortality due to extreme weather events has been up to fifteen times higher in the southern hemisphere.

The immediate consequence of this trend is an exponential increase in the number of climate migrants, sometimes even within their own countries (climate displaced people).

The IPCC estimates that there will be 143 million additional climate-displaced people by 2050, in Latin America, sub-Saharan Africa and South-East Asia alone.

4. A committed international community

Kyoto Protocol

In 1992, the United Nations Framework Convention on Climate Change (UNFCCC) was launched, bringing together 197 countries with a dual objective: to limit greenhouse gas concentrations in the atmosphere to a level deemed acceptable, and at the same time to combat the most serious consequences of global warming.

Every year since 1995, these countries have met for a COP (Conference of Parties) to monitor the measures and decisions taken over time, and to define the next steps.

Organized in 1997, COP3 led to the signing of the Kyoto Protocol, the first official international commitment obliging signatory countries to reduce their GHG emissions over two distinct periods: first 2008 to 2012, then 2013 to 2020. Industrialized countries committed to reducing their emissions by an average of 5.2% compared to 1990 levels, and the European Union even pledged an 8% reduction.

This first commitment period ended in 2012 with a mixed picture: 15 European Union countries managed to reduce their emissions by an average of 11.7% compared to 1990, but global emissions continued to rise, driven by the United States and a number of emerging countries such as China, Brazil and India.

In 2010, global emissions are 29% higher than in 1990, and the second commitment period of the Kyoto Protocol will never really begin.

Paris Agreement

During COP21, held in Paris in December 2015, an agreement was ratified which, for the first time, established the goal of limiting global warming to well below +2°C, with a target of +1.5°C above the pre-industrial level of 1750. The agreement also aims to strengthen the ability of countries to cope with the impacts of global warming, and to make international financial flows compatible with climate objectives.

The terms of the agreement are largely based on the principle of Nationally Determined Contributions (NDCs), called for ahead of COP21, which guarantee each country a contribution commensurate with its capabilities, and its economic and social environment. Each country thus sets its own targets, leading to an international mobilization unprecedented in the history of the fight against global warming: the agreement is ratified by 185 parties. The parties agreed that the NDCs would be revised upwards every five years.

Another specific feature of the Paris Agreement is that, for the first time, it also mentions the essential role of non-state actors in this fight, such as individuals, municipalities, regions, companies, etc.

Glasgow Conference

In 2021, at COP26 in Glasgow, 151 signatory states of the Paris Agreement revised their NDCs upwards, and new binding measures were agreed to consolidate the + 1.5°C global warming target:

- initiate a global energy transition to accelerate the definitive phase-out of coal-fired power generation
- start work in 2023 on the upward revision of CDN 2030
- record the disbursement of funds allocated to the fight against global warming, in particular to developing countries
- strengthen cooperation between the United States and China, the world's largest GHG emitters
- stop global deforestation by 2030
- reduce methane emissions (some countries)
- accelerate the end of combustion engine car production (certain countries)

Thus, to achieve the objective of limiting global warming to + 1.5°C, global GHG emissions will have to be reduced by a further 45% by 2030 compared with 2010.

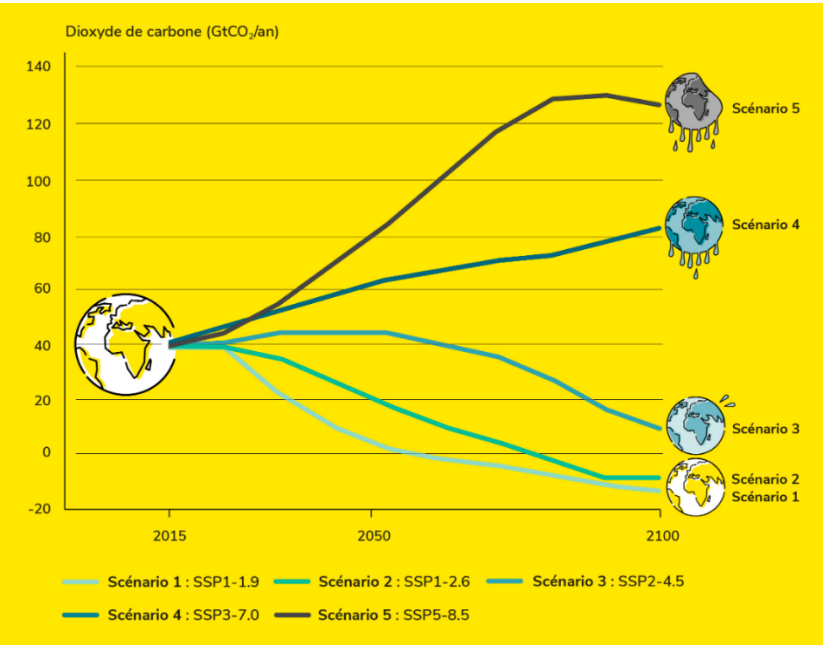
Different impacts for different scenarios

All these international commitments are, of course, considered by the scientific community and the IPCC which, with the aim of building a common framework for reflection on climate issues, has chosen to model five scenarios considering possible social, economic, political and technological developments between now and 2100.

From an optimistic and ambitious scenario (zero CO_2 emissions by 2050, controlled warming) to a catastrophic but no less realistic scenario (CO_2 emissions doubled by 2050, +4.4°C by 2100), all futures are possible and foreseeable...

What do all these scenarios have in common? Global warming is certain to exceed +1.5°C in the next twenty years.

(Graph: details of the 5 SSP scenarios, source 6e IPCC report)



Chapter 2: Events vs. Carbon flows: the match or how to calculate your footprint

Often seen as a bad pupil in the fight against global warming and criticized for the high carbon footprint of the events it plans and organizes, the events sector is also taking numerous steps to reduce the impact of what it produces.

In the current climate emergency, the responsible events sector has a twofold objective: to improve the environmental performance of events by limiting their carbon footprint as much as possible, but also to raise awareness among all participants, so that they understand the steps being taken and are encouraged to change their behavior towards greater responsibility.

The sector's desire to limit its carbon footprint extends from the initial conception of the event right through to the smallest details on site.

But limitation means measurement! And this is where the exercise can be discouraging, as the variety of data collected as part of a carbon footprint can be both very broad and very diverse from one case to another, depending on the very nature of the event, the size and type of device installed, the location, the number of participants, and so on. The uniqueness of each event can make this "data hunt" tedious and undeniably counter-productive...

Thanks to the international standard of the Greenhouse Gas Protocol, established in 1998 and adopted by ADEME, every organization, whatever its size or location, now has a standardized unit for measuring its carbon footprint, which identifies the main direct and indirect emissions to help target reduction actions. All GHG emissions are thus grouped into three families known as "scopes":

- Scope 1 covers all direct GHG emissions: heating of premises, emissions from company vehicles, etc.
- Scope 2 covers all indirect GHG emissions linked to the production of energy: electricity, steam, heat, refrigeration and compressed air.
- Scope 3 covers all direct and indirect GHG emissions from our various stakeholders - suppliers, service providers, customers - across the entire value chain.

In view of this commonly accepted segmentation, it seems obvious that the events sector, when calculating the carbon footprint of the events it produces, cannot ignore any of these three scopes. However, the totality of an event's emissions can never be measured in utopian, perfect totality...

Given the complexity and plurality of the data potentially concerned by this calculation, the sector must necessarily identify those items that are most significant in terms of carbon footprint, but also the most easily measurable and actionable. On the other hand, data that is easy to collect or deemed particularly relevant for measuring impact, but whose weight in the total carbon footprint would be derisory, should be discarded. In other words, don't waste time trying to reduce by 50% the carbon emissions that account for 1% of your Carbon Footprint, but rather try to reduce by 20% the emissions that account for 75% of your Carbon Footprint. Let's be pragmatic and efficient.

Other key points to consider when using the Bilan Carbone method:

- Calculating our carbon footprint should enable us to identify our dependence on fossil fuels, and thus identify the main flows that will enable us to act.
- There is no such thing as a good or bad Bilan Carbone, but the process of assessing your emissions must be combined with a strategy of continuous improvement: how can I reduce my emissions? What actions should I take? How can I be involved and proactive in the fight against greenhouse gases?

This approach, necessary for any form of carbon footprint calculation for an event, has led the sector to identify five main GHG emissions, expressed in tons of CO_2 equivalent (t eqCO_2):

- Transport (goods, personnel, participants)
- Feeding
- Purchases (accommodation, scenography, signage, etc.)
- Energy consumption (lighting, heating, air conditioning)
- Waste production

These raw data, linked to the activities generated by each event, are converted into GHG emission quantities using an "emission factor", a complete list of which is provided by Ademe in its Base Empreinte®. Not all the emission factors specific to the events sector are included, but the most explicit should be selected from among those proposed, to approximate as closely as possible the reality of the emissions generated.

The conversion calculation then follows the following logic:

Flows recorded (kg, m^2, km, etc) x emission factor = GHG diagnostic (t eq CO_2)

This objective method of calculation, combined with the event industry's own commitments, can cover up to 98% of an event's estimated total carbon footprint.

Chapter 3: Carbon tools for the event industry

1. Benchmark of Bilan Carbone solutions® x Events

The aim of this chapter is to explain the different Bilan Carbone® solutions available on the market.

This comparative study, carried out during the 1er quarter of 2024, was carried **out independently** by a carbon expert according to a standard scenario validated upstream by the working group and applied identically to all the solutions tested.

It is important to specify that LÉVÉNEMENT is in no way a party to any of the audited solutions.

Working methodology:

1/ As part of the working group, we asked all members to give us **feedback on the various Bilan Carbone® solutions** known and/or used in different member agencies.

2/ On the basis of this pre-identification, we sent a **questionnaire to the various solutions**, to make sure that the event-driven part represented a real activity within their firm, to alert them to our audit approach, and to ask them to give us temporary access to their solution, so that we could put it through the "crash test" of our case study.

3/ **A carbon expert was commissioned** for this part of the study, in order to work independently and with the expertise required for a robust and serious approach.

4/ **A summary of the results** has been drawn up based on the audit report provided (available to those audited).

Audit case study:

Convention, followed by team building, then gala dinner and evening in June 2024 in Paris for 250 pax + 1,000 pax in digital during the plenary session.

Origin of participants :

- *150 pax come from Paris/Ile de France (100 pax by public transport, 50 pax by car, including 15 pax by car-sharing).*
- *70 pax come by train: 20 from Bordeaux, 20 from Lyon, 20 from Marseille, 5 from Rennes, 1 from Angers, 1 from Orléans, 1 from London, 1 from Stuttgart and 1 from Bourg Saint Maurice.*
- *30 pax come by plane: 10 from Marseille, 10 from Madrid, 5 from Amsterdam, 1 from London, 1 from New York, 1 from Tokyo, 1 from Lyon and 1 from Venice.*

Accommodation for some guests in 4-star hotels:

- *45 twins*
- *10 singles*

Catering :

- *Lunch Day 1: cocktail lunch based on 18 pieces for 250 pax.*
- *Gala dinner Day 1: 3-course sit-down dinner, based on plant-based meals + white meat, including 30 all-vegetarian meals*
    - *Starter: cold gazpacho-style soup (40g)*
    - *Main course: chicken supreme (120g) and vegetable tian (80g)*
    - *Dessert: chocolate fondant (50g)*
    - *Beverages: still and sparkling water (glass bottles) and wine (1 bottle for 3 pax)*
- *Permanent break Day 1: coffee, water, fruit juices and mignardises.*
- *Breakfast Day 2: European breakfast for 100 pax.*

Benchmark:

	BEEVENT	CARBO EVENT	CLEO CARBONE	CLIMATE SEED	CLIMEET
Raising awareness of carbon issue	Untested tool - no real dedicated carbon solution	Untested tool - currently under development for a section dedicated entirely to events (to be released in late 2024 / early 2025).	☆☆	☆☆	☆☆☆
Ergonomics / handling			☆	☆	☆☆☆
Technical robustness / reliability			☆	☆☆	☆☆
Carbon experience and events		We Love Green, Vivatech, Meet & Com, ... via the Entreprises solution.	☆☆☆	☆	☆☆☆
Relevance of results compared with the Bilan Carbone method		Untested tool	☆☆☆	☆☆☆	☆
Overall rating from 1 to 3 ☆		Untested tool.	☆☆	☆☆	☆☆
Price	From €1,050 excl.	From €1,200 ex VAT with the assistance of a carbon coach	VAT (UNIMEV member) - From €3,000 to €10,000 excluding VAT (non-UNIMEV member) - Annual subscription, unlimited number of carbon footprints	Annual subscription at €2,900 excl. tax with 3 user accesses and up to 50 carbon footprints/year.	- From €1,800 excl. tax/year (between 1 and 25 employees) - From €5,400 excl. VAT/year (26 to 500 employees) - From €9,000 excl. tax/year (more than 501 employees)
The plus	- CSR impact assessment platform - Referencing CSR service providers	- Structured platform for data collection (supplier access, spectator questionnaire, etc.) - Pedagogical approach - Event experience.	- 17,000 emission factors - Possibility of adding perimeter elements and customizing your project. - A solution truly dedicated to events.	- Quality and relevance of results analysis - 1st Bilan Carbone co-funded by BPI for companies with fewer than 500 employees.	At the moment, this tool is very much oriented towards MICE and the Il+G10e de France region.
The -	No specific carbon tool	- Waiting for the development of the event solution for a year. - To date, impossible to be autonomous on the platform (on sale of Coach Carbone services for support).	- Complicated to use, not very intuitive. - Lack of reliability for the moment (launch Q1 2024): display bugs, data export... - Models imposed.	- Unsuitable for events (furniture rental, scenography, catering, etc.) - Sometimes long and tedious to fill out (numerous mandatory drop-down menus).	Estimating GHGs is largely overestimated by using monetary ratios.
Test result in T eq. CO2	-	-	**19,65**	**35,20**	**95,30**

GCI	GLIMPACT	GOOD PLANET	GREENLY	WARIWARO
Tool not tested - test request not accepted.	Tool not tested - test request not accepted.	☆	☆☆	Untested tool - marketing planned for Sept. 24 for Paris/Idf events, then Q1 2025 for the whole of France
		☆☆	☆☆☆	
		☆☆	☆☆☆	
Tour de France, UCI, FIA, LFP and its clubs, Hopscotch, ...	UDECAM standard	☆	☆☆	In its Paris/IdF configuration, the tool is co-financed by OTCP and Unimev under the name Cléo Impact.
Untested tool.	Untested tool.	☆	☆☆☆	Untested tool.
Untested tool.	Untested tool.	☆	☆☆☆	Untested tool.
Annual subscription of €450 excl. tax, then pricing per Bilan Carbone carried out according to company size (from €350 excl. tax to €4,450 excl. tax).	Prices not given	Free	- Annual subscription between €3,000 and €5,000 excl. tax (depending on options requested). - Unlimited number of users and Carbon Footprints.	- Annual subscription between €500 and €5,000 excl. tax (depending on company size). - Unlimited number of Bilan Carbone and users.
- Calculation of the Product Carbon Footprint of purchased products. - Free access for suppliers (associated with the purchase of a Bilan Carbone event). - Event experience	- The Glimpact solution is not just a carbon tool. Glimpact takes into account all impact categories (16). - EU methodology.	Very easy to use.	- Tool ergonomics - CO2e valuation as data is integrated. - Scenarios can be duplicated for simulation purposes.	- The fields can be filled in using different methods. - Ranking of the event from A to G according to its emissions vs. an event of the same type. - Estimated economic impact on the Paris region and legacy.
- A solution specially designed for very large organizations. - A complex tool that requires you to be a carbon expert.	- Very complex tool. - No event repository.	- Too simple a tool for relevant analysis - No explanations or awareness of the tool. - Very low number of emission factors, so good practices are not promoted (e.g. no distinction between red and white meat).	Greenly's core business is corporate carbon strategy, rather than a focus on events.	At the moment, this tool is very much oriented towards MICE and the Ile de France region.
-	-	**65,89**	**25,22**	-

2. A decision-making tool signed by LÉVÉNEMENT: ICE

As the voice of event communications consultancies in France, LÉVÉNEMENT would like to propose its own working tool for its member agencies, called ICE for “Impact Carbone Événement”.

The purpose of this tool is fourfold:

- Responding to a need: to offer a simple carbon tool in the pre-sales phase, during project design. There are many more sophisticated solutions for a "real" Bilan Carbone® (upstream or post-event), but what's missing is a tool that's easier to use upstream. ICE is here to fill the gap.
- Unite member agencies around a common simulator to compare projects ethically and fairly.
- Professionalize our support and consulting services by integrating the notion of carbon footprint into our recommendations, using qualified data rather than mere declarations of intent.
- Helping our customers make informed decisions about their environmental footprint, with low-carbon alternatives at their disposal.

ICE is not a Bilan Carbone® but a tool to help you make the right decisions. We accept its imperfections (as opposed to the highly accurate Bilan Carbone®), but we are proud of its everyday usefulness. Simpler and easier to complete, it will help you make carbon simulations according to your project's scenarios.

Where to find ICE? On the levenement.org website

What are the conditions of use?

- Tool reserved exclusively for LÉVÉNEMENT member agencies (for membership information, contact infos@levenement.org).
- Totally free of charge.
- Unlimited number of users, as long as the user has an e-mail address from the member agency.
- Unlimited number of projects.
- Unlimited number of actions to reduce your project's carbon footprint :-)

CSRD

Initiated in April 2021 and ratified in December 2022, a new European directive, known as the **CSRD** (Corporate Sustainability Reporting Directive), aims to fundamentally change the way European companies communicate their sustainable commitments.
The aim of this new standard is twofold: to encourage more companies to be transparent about their sustainable commitments, and to harmonize reporting to make it easier to read.

Approximately 50,000 companies will be affected by these new reporting obligations from January 1er 2025, according to a staggered timetable:

- Non-European companies with sales of over €150 million in Europe;
- Companies listed on European markets of all sizes;
- Unlisted companies exceeding at least two of the following three thresholds:
    - 250 employees
    - 40 million euros in sales
    - 20 million euros balance sheet.

This new reporting system should make it possible to assess the impact of environmental issues on the company's activities, as well as the impact of these activities on the environment and on people.

The first financial year affected by this new directive is 2024, for companies already subject to reporting. Other large companies will have to report for 2025, and listed SMEs for 2026. Carbon emissions will be included in this reporting.

Chapter 4: Carbon and ethics

Companies as a whole, including us as event communications consultancies, have a moral and social responsibility to contribute to the fight against climate change... **but not at any price or under any conditions.**

Adopting an ethical approach to carbon footprint management has several advantages:

- **Reputation and trust**: Companies that adopt ethical practices gain in reputation and trust among their stakeholders. A good reputation can also strengthen customer loyalty and attract talent.
- **Resilience and competitiveness**: By processing carbon data without manipulating it to their advantage (greenwashing), and by adopting sustainable practices, companies become more efficient and, above all, less exposed to a crisis in the event of the revelation of possible deception.

Here are two ethical principles to consider:

<u>Carbon neutrality and carbon offsetting</u>

Carbon neutrality, also known as "net zero" or "zero net emissions" (these three expressions are synonymous), currently has only one scientific definition on a global scale. Since April 2021, ADEME has taken a stance against claims of carbon neutrality by economic players, but also by their products or even events. Several arguments have been put forward:

- **Perimeter argument**: are we 100% certain that we can control all our carbon flows (direct and indirect, imported, etc.)? Certainly not. There is always a margin of uncertainty and accounting (scope 1 to 3): how, then, can we claim to be truly carbon neutral?
- **Fairness argument**: it's too easy to claim to be "carbon neutral" by arranging GHG emissions to one's advantage. No one will check the accuracy of the fields entered. There is no carbon "policeman". And as a reminder, there is no such thing as a good or bad Bilan Carbone, only GHG flows to be identified and reduced. You act according to your own conscience.
- **Efficiency argument**: the search for an individual "accounting" net zero does not necessarily trigger the expected actions: those of reducing emissions as much as possible before starting to think about carbon offsetting. Indeed, carbon offsetting

is no more and no less than a right to pollute for those who can afford it. The claim of "carbon neutrality" may also imply that the work for the climate has already been done, a fortiori by others, thereby encouraging a regrettable inertia on the part of managers and employees.

Free use of the ICE tool and the value of a Bilan Carbone

ICE is made available free of charge to LÉVÉNEMENT member agencies. Its use by an agency may under no circumstances be a source of revenue (e.g. marketing a carbon simulation exclusively, detached from the design and production of an event).

However, it is possible, and even recommended, to value the time spent by teams collecting and entering data into the ICE tool as part of the pre-sales process. This time is particularly valuable if you wish to be compensated in the event of a competition.

In order to carry out a Bilan Carbone® in due form, it is essential to sell this mission (cost of the license/tool and time spent coordinating, collecting and entering data). To offer a Bilan Carbone® is to devalue your efforts and give the impression that the subject of carbon has no value.

Glossary

LCA: Life Cycle Assessment.

Anthropic: Resulting from human activities.

BC: Bilan Carbone.

CH4: Methane.

CO2: Carbon dioxide.

CO2e: Carbon dioxide equivalent.

ESG criteria: Environmental, social and governance (ESG) criteria are dimensions (broad categories) encompassing a company's activities that may have an impact on society or the environment.

CSRD reporting: The Corporate Sustainability Reporting Directive, or CSRD, is a new European extra-financial regulation applicable from January 1, 2024.

Decarbonation: All the measures and techniques used to reduce carbon dioxide emissions.

EF: An emission factor is a ratio between the quantity of air pollutants or greenhouse gases emitted by a good, service or activity and a unit quantity of that good, service or activity.

GHG: Greenhouse gas.

IPCC: Intergovernmental Panel on Climate Change, the UN body responsible for assessing scientific data on climate change.

Greenwashing: Behavior or activities that lead people to believe that a company is doing more to protect the environment than it actually is.

Energy mix: All energy sources for a country or organization.

$N_2$0: Nitrous oxide.

SDGs: 17 UN Sustainable Development Goals.

Carbon sink: Forest, ocean, land or soil that absorbs more carbon dioxide than it emits.

GHG Protocol: The GHG Protocol establishes comprehensive global standardized frameworks for measuring and managing greenhouse gas (GHG) emissions from private

and public sector operations, value chains and mitigation measures. It is the most widely used international method for measuring and reducing greenhouse gas emissions.

SBTI: Science Based Target Initiatives. Emissions targets set by organizations that follow the organization's scientific guidelines.

Scope 1: Direct emissions from sources owned or controlled by the organization. For example, company cars.

Scope 2: Indirect emissions from the production of electricity purchased and consumed by a company. For example, related power plants.

Scope 3: All other indirect emissions generated by the organization. For example, buildings, waste, air travel, etc.

This practical guide was designed and written by a LÉVÉNEMENT working group with:

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The solutions compared in this guide have been audited by Véronique Martin, auditor at RSE-Sport, according to an identical case study for all the carbon tools tested.

The ICE (*Impact Carbone Événement*) solution was developed for LÉVÉNEMENT by Norsys, a committed ESN, the originator of the perma-company concept, recognized as a mission-driven company and BCorp-certified.

Notice to readers

All the information contained in this practical guide has been drawn from reliable, verified sources. However, this booklet is in no way intended to supersede current legislation, which may have changed between its writing and publication. It is therefore the reader's responsibility to check with the relevant government sources to verify the relevance of the information chosen.

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