



## Offsetting

*As an event organiser, how can you continue to meet client, delegate and stakeholder expectations for sustainable event operations, while holding down costs? Given all the many things event organisers are doing to go green in order to try and stay competitive, it's not uncommon to occasionally overlook some of the easier ways of doing so. As far as sustainability measures go, holding a carbon neutral event is one of the easiest and most effective ones to implement.*

### How does it work?

The first step in making an event carbon neutral is to measure the carbon footprint of the event. We do this by identifying all sources of event-related greenhouse gas emissions. Major emissions sources will likely include travel to the host city, local road transportation, energy consumed by the event venue and energy used through stays at local hotels. Smaller emission sources include transportation of goods the event needs, event organiser travel during planning and preparation, catering, paper use and waste generation (especially food waste).

Once all emissions associated with the event are identified, we can assist in devising strategies for reducing these emissions as well as set targets to help track performance. For instance, organisers may set out to reduce travel-related emissions by 10% by encouraging participants to use public transport. Or if the event is held annually, reduction targets can be based on previous years' emissions.

Once emission reduction strategies are in place, emissions that cannot be further reduced can be offset via one of our climate projects. South African events have the unique opportunity to offset with projects in their own country, thereby promoting local sustainable development. Projects with a strong community emphasis, such as clean cook-stoves, have many positive co-benefits. Once you have offset your remaining emissions you have succeeded in making your event carbon neutral!

### What can you do with the outcome?

By staging a carbon neutral event, you will be taking responsibility for your event's emissions and use your larger purchasing power and profile to lead in climate change action. Benefits include the opportunity to publicly demonstrate commitment to sustainability and to inspire participants to choose low-carbon options in their own lives, as well as saving money through emission reductions. We will provide you with a carbon neutral event logo as well as an offset

Would you like to learn more about climate neutral events?

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## Climate Neutral Events

BUSINESS

certificate. You may also choose to get event attendees involved by getting them to offset some of their own emissions either online at the time of ticketing or at the event itself. Whichever option you choose Climate Neutral Group can assist you in making sure participants know they are attending a carbon neutral event.

### Who has already done it?

- Various sporting events, such as the Sanlam Cape Town marathon, the World Tennis Tournament in Rotterdam, the European Hockey League, the Midland Striders Half Marathon in Johannesburg and several golf tournaments
- Annual events such as the South African Association for the Conference Industry (SAACI) conference and the Sanlam Employee Benefits Symposium
- Various business events for companies such as Ricoh
- It is possible to easily green your event via various sustainable event venues (such as the Protea Hotel Balalaika in Sandton), certain event management companies and the Event Greening Forum (EGF)

### Francois Adriaan

Group Corporate Affairs, Sanlam

*"As a responsible corporate citizen that cares about the environment, and one that is concerned about the sustainability of our business and that of the communities in which we do business, we aim for every Sanlam event to be carbon neutral. We hope to achieve this by limiting greenhouse gas emissions and offsetting those emissions which we cannot avoid."*

Please contact us at + 27 (0)21 202 6067 or go to our website [www.climateneutralgroup.co.za](http://www.climateneutralgroup.co.za)



Holding a carbon neutral event



taking action on climate change

Climate Neutral Group   
for better business