

# Empowering Sustainable Events with Data Driven Insight & Strategies



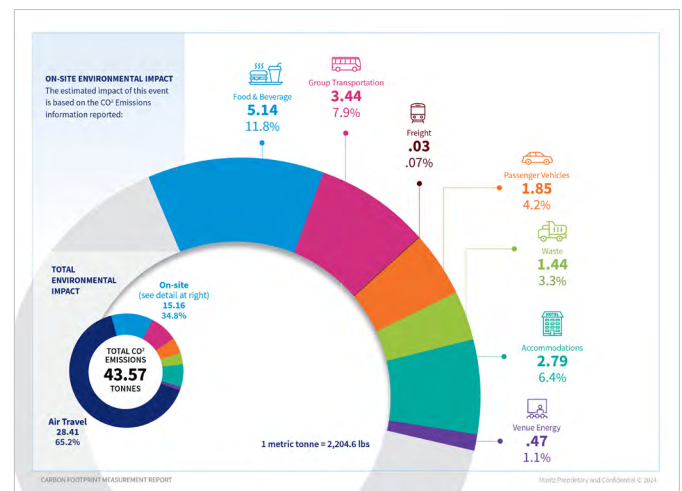
At Maritz, caring for people and the planet are inseparable. Sustainability isn't just a task; it's a shared responsibility that we take seriously. Business events are fundamental to our core, and we understand their impact on the world. *With the Carbon Footprint Measurement Tool, we help clients minimize the impact on the environment while achieving event objectives.*

There are many off-the-shelf carbon measurement tools in the market. Maritz delivers a full-service solution with the added value of audited data and guiding you throughout the entire process.

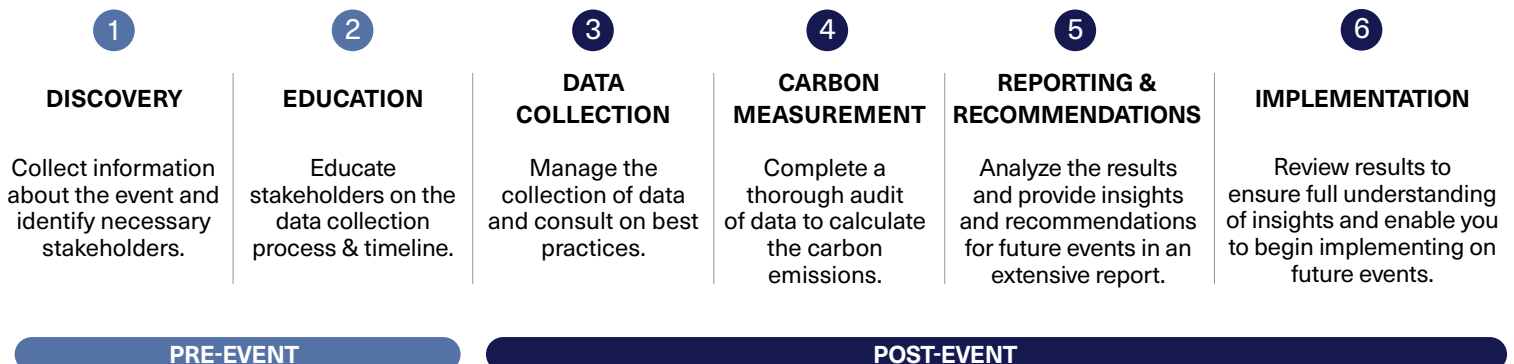
## What is the Carbon Footprint Measurement Tool?

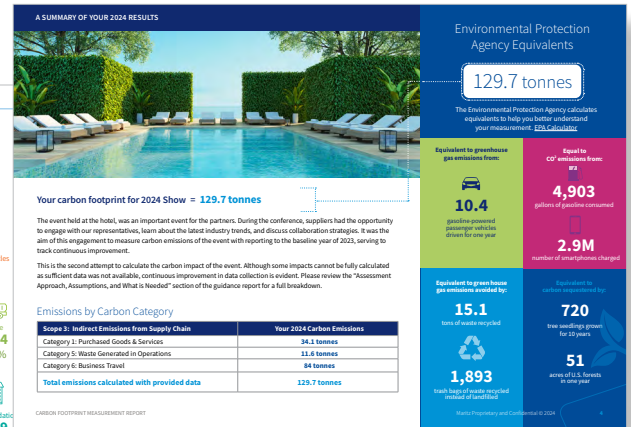
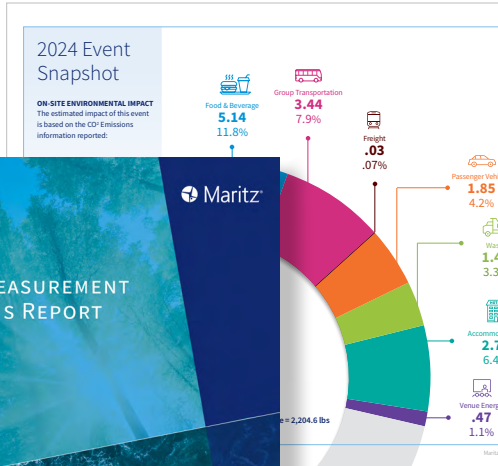
The Carbon Footprint Measurement Tool accurately measures the carbon emissions of events by a verified third-party audit, enabling us to deliver precise data and valuable insights.

In conjunction with the data, we provide actionable recommendations to reduce carbon emissions of the event. We partner with you to shape and inform your organization's event sustainability policies.



## The Maritz Carbon Measurement Process





### Design Review & Recommendations

Key Elements	Any	Green	Other	Goal	Observations	Further Recommendations/Notes
By familiar with GHG Protocol's "Corporate Value Chain (Scope 3): Accounting and Reporting Standard"	Improvement	Maximum Effort			Your team is learning and understanding the need for carbon accounting. There is always opportunity to learn more.	Appoint a Sustainable Event Subject Matter Expert (SME) on your team. Educate staff and suppliers on these standards and requirements. This should be part of new employee training and updated every three months. Consider certifying staff as the Event Industry Council's Sustainable Event Professional Certificate (SEPC).
Make an overall event sustainability strategy for all Toyota team, trade shows and meetings. Items to include a local list with vendors, checklist, and training programs.						Make a carbon budget for each program so you will understand or potential offset budget. This is similar to a financial budget and to guide decisions when designing the event.
Learn more about CCS and how Maritz can guide your assessment						Learn more about CCS and how Maritz can guide your assessment

#### Top Recommendations for 2024

Following is a summary of the top priority, short-term and long-term recommendations to accelerate your sustainability journey.

2024 Recommendations	Implemented in 2024	For 2025 Consideration	A Future Long-Term Goal
<b>GENERAL</b>			
Focus on creating and implementing an event sustainability strategy and take action to implement it.	Partially	Yes	Yes
Create environmental sustainability standards to share with your staff and suppliers (see recommendations on page 20).	No	Yes	Yes
Align to key event industry initiatives and standards.	Partially	Yes	Yes
<b>SITE SELECTION</b>			
Utilize the 5 Maritz Sustainability Questions for Site Selection. (located on page 21)	No	Yes	Yes
Include sustainability questions and request for vendor sustainability policies in all RFPs.	No	Yes	Yes
Choose a city from the CDP A List.	No	Yes	Yes
Choose sustainable venues using the LEED (Leadership in Energy and Environmental Design) rating system. Aim for Gold rating or higher.	No	Yes	Yes
Consider venues that are mindful of DEI initiatives including guest accessibility and human trafficking.	Yes	Yes	Yes
Work with suppliers ahead of programs to refine carbon emissions data collection.	Partially	Yes	Yes
<b>EVENT DESIGN</b>			
Incorporate sustainability education into the event itinerary.	Yes	Yes	Yes
Source local good and ecofriendly materials when possible (on-site gifts for example).	No	Yes	Yes
Include social impact and CSR initiatives.	Yes	Yes	Yes

## What We Measure

In alignment with [Greenhouse Gas Emissions \(GHG\)](#) emissions protocols, typical event measurements include:



Air Travel



Accommodations



Food & Beverage



Freight



Ground Transportation



Venue Energy



Waste

## Why Measure?

- ✓ Establish data baseline for reduction
- ✓ Proactively align with your organization's sustainability strategy
- ✓ Make more informed event design decisions
- ✓ Build credibility internally and externally
- ✓ Differentiate your brand
- ✓ Help supply chain partners take responsibility
- ✓ Remain ahead of government regulations
- ✓ Make a positive impact on the environment!

## Interested in taking the next step in your sustainability journey?

To learn more about how we can support your company's sustainability goals, reach out to your Maritz sales representative or contact us at [sustainability@maritz.com](mailto:sustainability@maritz.com).