

Executive Summary

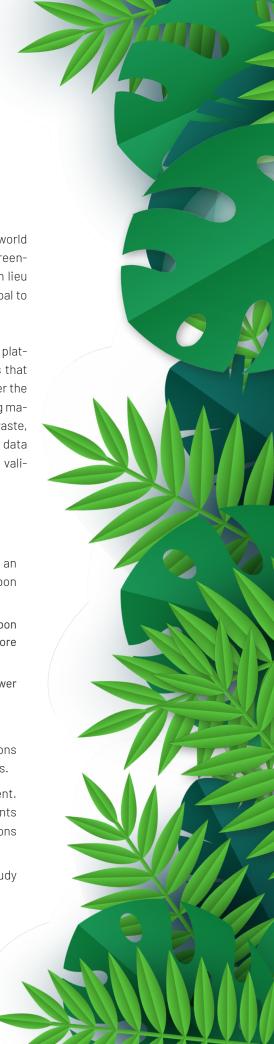
Background

In the spring of 2021, 6Connex, a Virtual Event Platform, contracted WSP, a world leading engineering and professional services consulting firm, to assess the greenhouse gas (GHG) impact of hosting virtual events on the 6Connex platform, in lieu of hosting on-site events. This engagement is a part of 6Connex' corporate goal to communicate the sustainability benefits of its platform and virtual events.

For this study, WSP analyzed 7 unique events that were hosted on the 6Connex platform in 2020. WSP and 6Connex defined the boundaries of typical activities that occur during both on-site and virtual events. On-site event boundaries consider the emission impacts from travel, hotel, meals, waste, event space, and marketing materials. Virtual event boundaries consider the emission impacts from food, waste, marketing materials, virtual workstations, and the 6Connex servers. Primary data was compiled for this assessment. WSP conducted estimations which were validated by 6Connex to conduct this study when primary data was not available.

Results

- ► The results of this assessment show that for each study, conducting an event using the 6Connex Virtual Event Platform is significantly less carbon intensive than conducting one in person.
 - ➤ Travel to and from events was found to be the primary driver of carbon emission impact for most events. This impact increased when more attendees flew to an event.
 - Events which had a higher amount of local attendees resulted in lower emissions from travel.
 - ▶ The duration of the event had an overall impact on the emissions.
- ► The carbon impacts of these events should be viewed as emissions avoided rather than saved given virtual events do not reduce emissions.
- ► The following documents outlines the results of each analyzed event. Analysis compares the carbon emissions of on-site events versus events virtually hosted on the 6Connex platform. Equivalent carbon emissions avoided are also estimated for each analyzed event.
- ► The methodology and assumptions that were used to conduct this study are included below.





Emissions Sources (Virtual)	mtC02e
Emissions from Transportation	-
Emissions from Lodging & Event Space	-
Emissions from Meals & Snacks	27
Waste Emissions from Virtual Event	2
Emissions from Company Marketing Materials	5
Emissions from Virtual Workstation	2
Emissions from 6Connex Servers	0.01

Emissions Sources (Physical)	mtC02e
Emissions from Transportation	1,486
Emissions from Lodging & Event Space	89
Emissions from Meals & Snacks	114
Waste Emissions from Live Event	5
Emissions from Company Marketing Materials	19
Emissions from Virtual Workstation	-
Emissions from 6Connex Servers	-

Marketing Organization

This growth marketing platform headquartered in San Francisco, CA, USA held their two-day event virtually in 2020, attracting 2,141 attendees nationwide. By hosting their event virtually, their leadership was able to avoid enormous amounts of carbon from transportation.

36
TOTAL EMISSIONS
FROM THE
VIRTUAL EVENT

1,713
TOTAL EMISSIONS
FROM THE
PHYSICAL EVENT

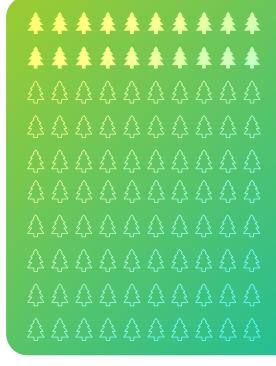
1,677
TOTAL
EMISSIONS
SAVED

Key Takeaways:

This virtual event emits ~48X less emissions than an in-person event

- ► The largest impact of in-person events is associated with Travel accounting for ~86% of total emissions
- Sever usage has an insignificant impact to the overall footprint

Transforming this event from in-person to virtual is equivalent to 2,055 acres of U.S. Forests









Sources per Impact Area

Travel (United States): Flight, Car, Rail, Bus

US EPA GHG Emission Factor Hub

Lodging and Event Space

US EPA eGRID

International Energy Agency, as cited by EIA for 1605b.

6Connex Servers

HPE server specifications

US EPA eGRID

 $\frac{ \text{UK: 2019 Government GHG Conversion} }{ \text{Factors for Company} }$

Reporting: Methodology Paper for Emission Factors.

GHG Equivalencies

EPA Greenhouse Gas
Equivalencies Calculator

Travel (International - Air)

2019 Guidelines to Defra / DECC's GHG Conversion Factors for Company Reporting.

Food & Event Materials & Services

UK Department for Environment, Food, & Rural Affairs (DEFRA)

Table 13 - Indirect emissions from the supply chain

Waste

US EPA Waste Reduction Model (WARM)

US EPA Facts and Figures on Materials, Wastes and Recycling

Event Waste Exposé: The Dirty Dozen

Municipal solid waste factsheet

