



CARBON REDUCTION INSTITUTE CASE STUDY: AUSTRALIAN CARBON TRADING EXPO

**Australian
EXHIBITIONS
& Conferences**

Make a great
impression,
Without leaving
a footprint.



Making the Carbon Reduction & Trading Expo Event Carbon Neutral

Australian Exhibitions and Conferences (AEC) have commissioned the Carbon Reduction Institute (CRI) to provide a greenhouse gas emissions audit of the Australian Carbon Reduction and Trading Expo and Conference held at the Melbourne Exhibition Centre, 31 March to 2 April, 2009. The audit covered all emissions sources that AEC can reasonably control through policy implementation, technology choice or direct authority. This includes the emissions impact resulting from:

- Fuels combusted during the event
- Consumption of electricity incurred in running the Expo and Conference
- 3rd party contractor services consumed by AEC in the delivery of the event
- Materials consumed by the Expo in the delivery of the event
- The travel of Expo staff and exhibitors
- The travel of Expo and Conference attendees
- Waste created during the event

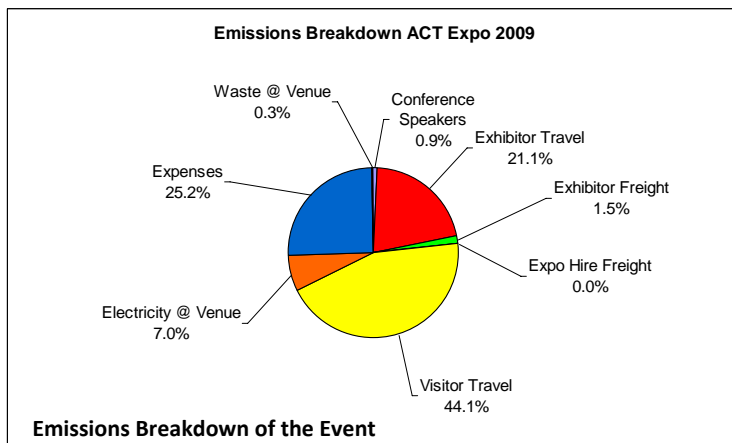


**Offsetting Carbon Emissions—
The Karnataka Renewable Energy Project**

The total emissions AEC are responsible for in hosting this event was found to be 142 tonnes of CO₂e. The equivalent carbon offsets are purchased in order to offset the impact of this event.

These were purchased from the Karnataka Renewable Energy project in India. Rice husks usually left to decay in fields (producing methane) are purchased from farmers (providing them additional income) and clean burnt as fuel, avoiding the need for coal fired power. Furthermore, the leftover fly ash is used as fertilizer and in making bricks for local construction projects.

As well as measuring and offsetting emissions created from events, it is important to reduce emissions where possible throughout the planning and execution of our event. Some simple and effective ways to do this are listed below.



EVENT REDUCTION TIPS

- Encourage public transport use and / or car pooling – provide information about the public transport options on event information or tickets
- Choose your venue according to its environmental credentials – it may already source Green Power, use energy efficient lighting or air conditioning
- If you are providing catering, choose chicken, kangaroo and pork. Avoid beef and lamb as these have a significantly larger environmental impact
- For large events, engage a waste service company which can provide recycle bins and the collection of recyclables, along with plenty of signage
- Choose carbon neutral businesses to supply third party services
- Engage your participants by communicating the green steps you've taken on tickets, programs or websites

For more tips and information about how you can reduce the environmental impact of your event, visit www.NoCO2events.com.au

NoCO2 Events Initiative

The NoCO₂ Events Initiative enables event managers, venue managers, conference and exhibition organisers to measure, reduce and offset carbon emissions resulting from events. The Carbon Reduction Institute can help make your event low carbon or carbon neutral. This is great for your corporate & social responsibility, brand reputation and simply to do something good for the planet. Any type of event, large or small, can have its footprint calculated to ensure 100% is captured. There are many ways we can advise you to reduce the impact of your event, and you can offset the event with quality carbon offsets. You also receive a disclosure statement and access to logos. For more information about this initiative visit www.NoCO2events.com.au.



**The Carbon Reduction Institute is a Supporting Sponsor of the
AEC Carbon Reduction and Trading Expo 2009**