



## Carbon Neutral

The Middle East Events Award will become Carbon Neutral by using the following process:

- Estimate** EcoVentures will generate an initial estimate of the event's carbon footprint based on key drivers.
- Offset** For CO<sub>2</sub> emissions that are unavoidable we will propose and manage carbon offset projects. For every one tonne of unavoidable CO<sub>2</sub> produced by the event, these projects are calculated to save one tonne of CO<sub>2</sub> somewhere else in the world balancing carbon emissions to net zero.
- Reduce** EcoVentures will identify where, how and within what timeframes the event can reduce emissions internally.
- Measure** We will calculate CO<sub>2</sub> emissions with particular focus on energy and water consumption, waste, plus transport and accommodation. The resulting carbon report provides a breakdown of CO<sub>2</sub> emissions by source. The measurement will be in accordance with WBCSD/WRI standards.