

HAVE YOU THOUGHT ABOUT OFFSETTING YOUR EVENT EMISSIONS?

A simple guide to understanding when carbon compensation may be appropriate and what to consider first.

Many organizations jump straight to offsetting without first understanding where emissions come from or what opportunities exist to reduce them.

This simple framework is designed to help you think through the process and identify the most appropriate next step for your event.



Have you measured the emissions associated with your event?

NO

A

GETTING STARTED

WHAT THIS MEANS

Before considering carbon compensation, it's important to understand the environmental impact of your event. Without measurement, it's difficult to identify where emissions are being generated or where meaningful improvements can be made.

WHAT TO FOCUS ON NEXT

- Understand attendee travel patterns
- Collect key event data
- Identify likely emission hotspots
- Establish a baseline for future comparison

WHY THIS MATTERS

Measurement creates visibility and helps ensure decisions are based on data rather than assumptions.

YES

Have you identified opportunities to reduce emissions through destination choice, travel, venue selection or event design?

NO

B

REDUCTION FIRST

WHAT THIS MEANS

The most effective sustainability strategies focus on avoiding and reducing emissions before considering compensation. Many event emissions can be reduced through destination selection, venue choice, travel planning and event design decisions.

WHAT TO FOCUS ON NEXT

- Review destination options
- Explore lower-emission travel choices
- Assess venue sustainability performance
- Identify opportunities to reduce waste and resource consumption

WHY THIS MATTERS

Reducing emissions at source often delivers additional benefits, including lower costs, reduced travel time and improved attendee experience.

YES

Have you achieved your emissions reduction targets?

NO

D

KEEP IMPROVING

WHAT THIS MEANS

Your event may already be benefiting from lower-emission planning decisions.

The focus now shifts to continuous improvement and identifying additional opportunities over time.

WHAT TO FOCUS ON NEXT

- Review post-event results
- Compare performance against previous events
- Share learnings with stakeholders
- Set future sustainability objectives

WHY THIS MATTERS

Sustainability is a journey rather than a one-time exercise. Small improvements made consistently can create meaningful long-term impact.

YES

C

CONSIDER COMPENSATION

WHAT THIS MEANS

Even well-designed events will always generate unavoidable emissions.

Once measurement and reduction opportunities have been considered, carbon compensation address remaining emissions.

WHAT TO FOCUS ON NEXT

- Understand your remaining emissions
- Explore verified compensation options
- Align decisions with internal sustainability goals
- Consider how results will be reported and communicated

WHY THIS MATTERS

Compensation works best as part of a broader sustainability strategy, not as a substitute for reducing emissions.

Need support?

BCD Meetings & Events helps organizations measure, reduce and, where appropriate, compensate event emissions as part of a broader sustainability strategy.

Get in touch to learn more.