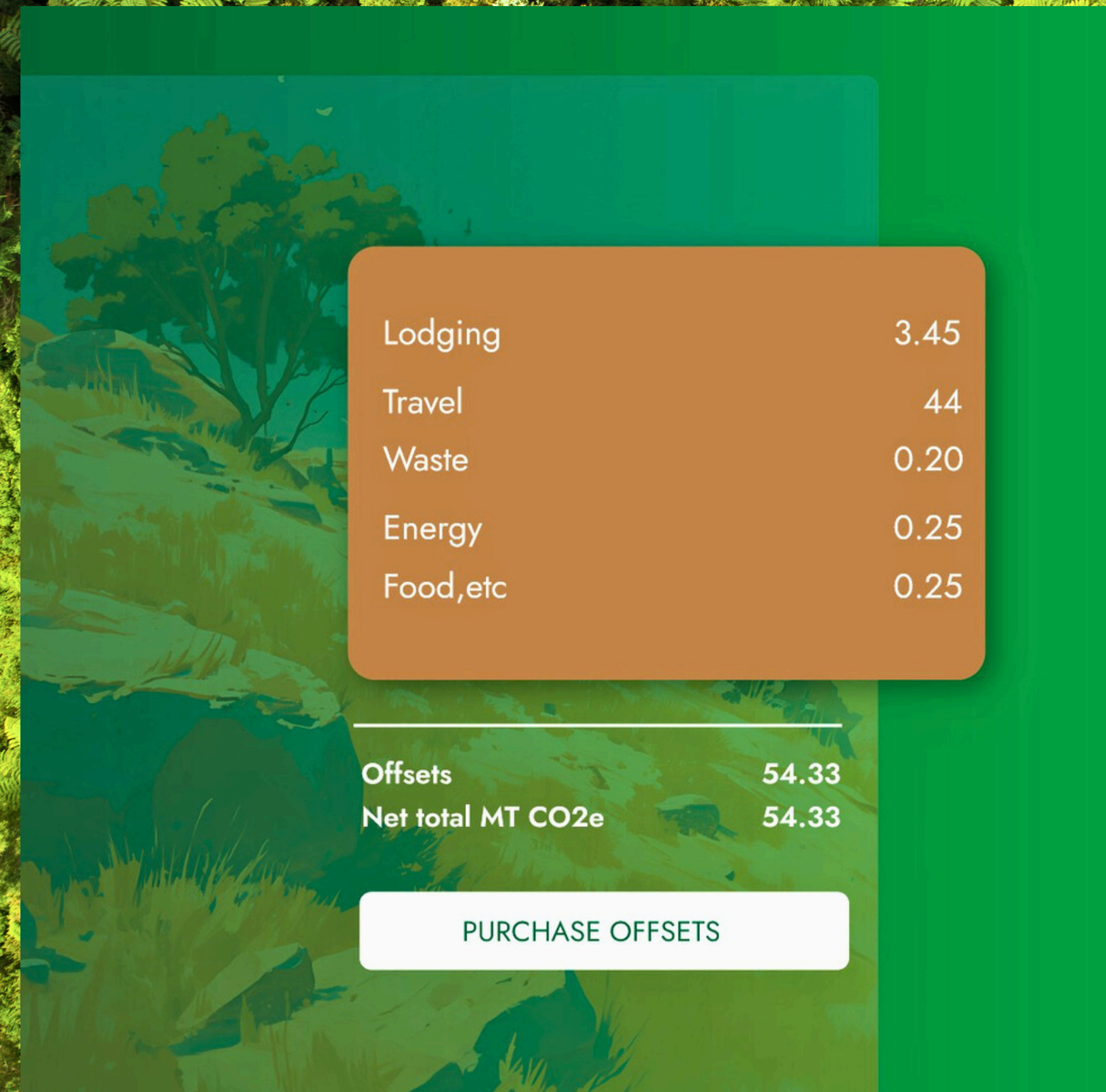




Plan and Execute Carbon-Neutral Events.

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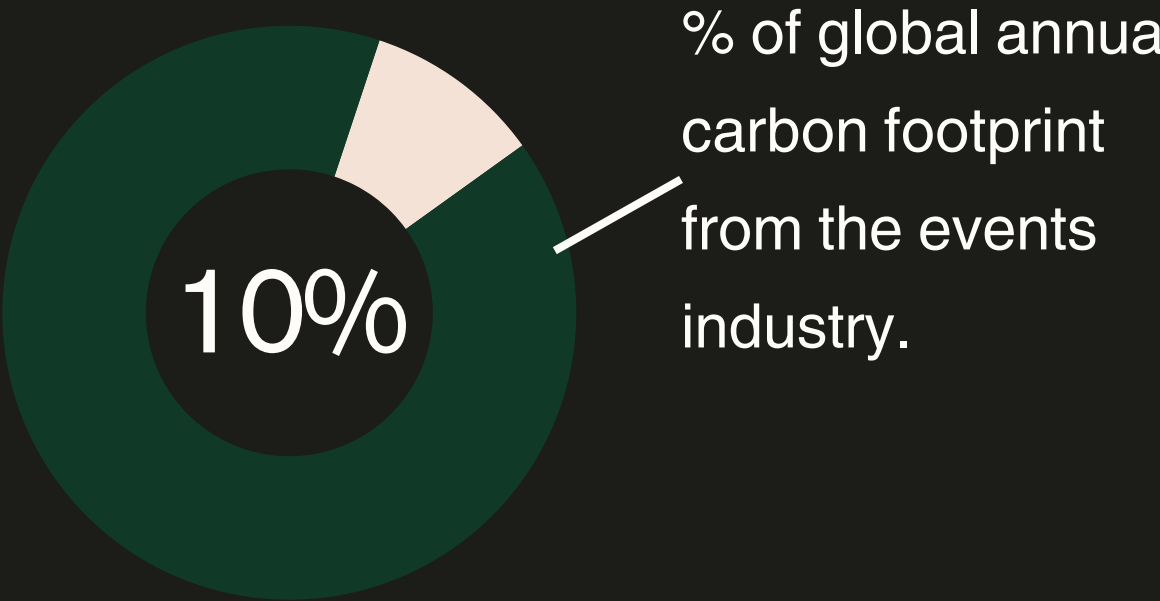
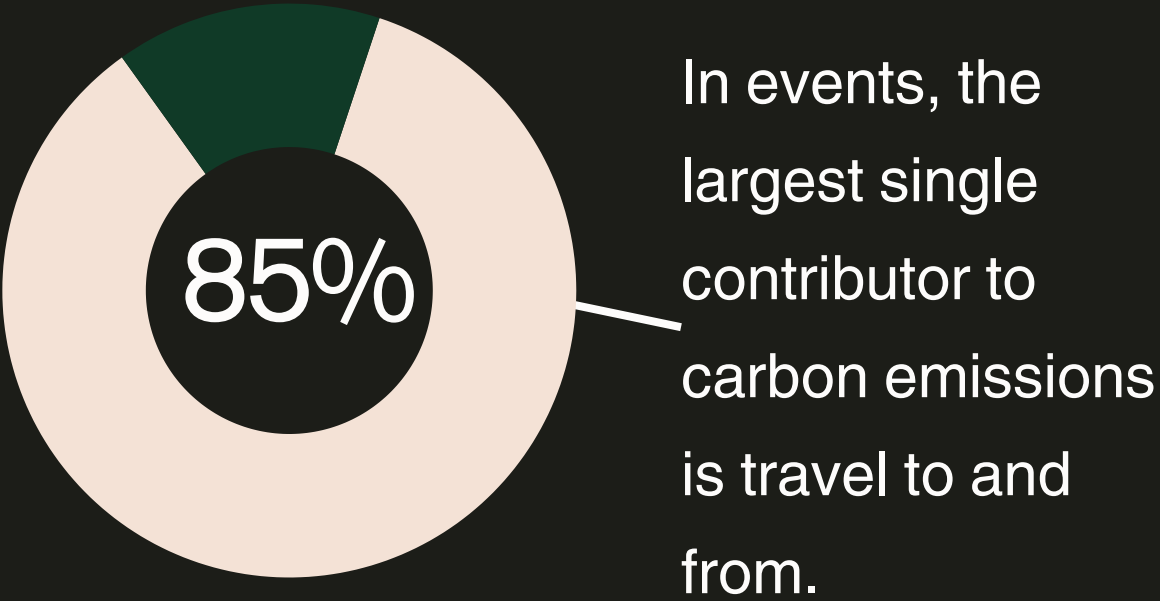
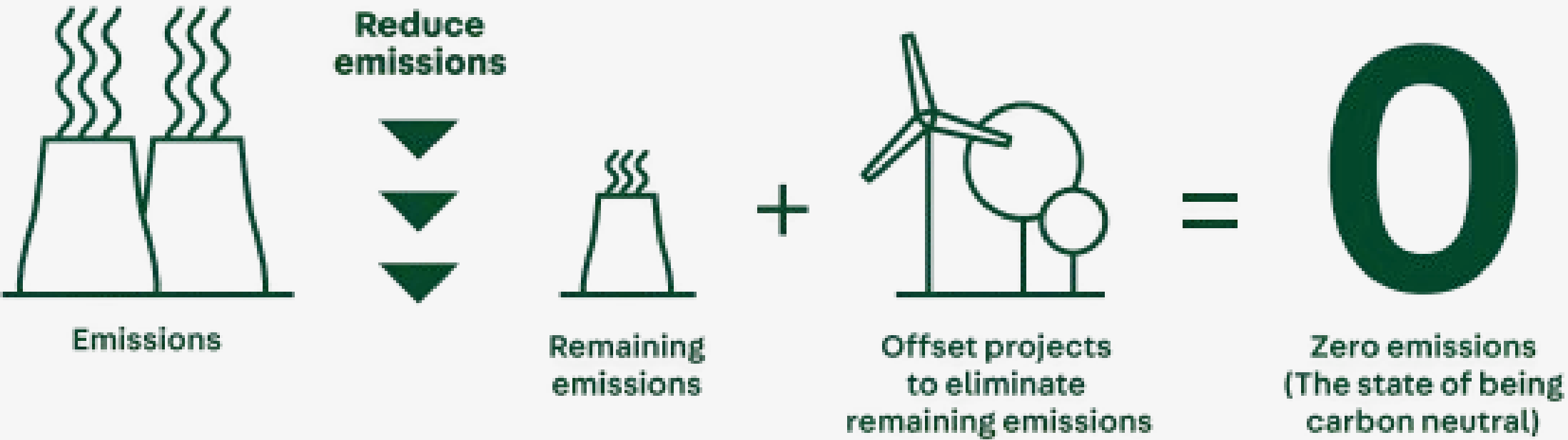


Events are becoming more global and are being hosted more often, causing additional CO₂ pollution:

- ✓ Event Related Travel
- ✓ Event Related Accommodation
- ✓ Electricity of the Venue
- ✓ Event Materials (Flyers, etc.)



What does it mean to be carbon-neutral.



Unique Opportunity

Your business' journey to carbon neutrality can be started at any point as long as there is a significant attempt to reduce emissions, waste, or promote environmental sustainability through action oriented measures.

Four key steps to adjust your actions to make your events carbon neutral.



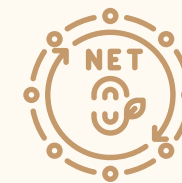
Identify Emission Sources

Calculate event carbon footprint by assessing : travel, waste, food, accommodation, and venue energy use.



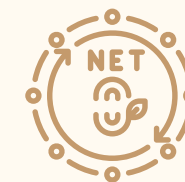
Create a Mitigation Plan

Reduce emissions by using sustainable options.



Offset Remaining Emissions

Neutralize hard-to-reduce emissions by investing in credible carbon offset projects verified by third-party auditors.



Create Climate Ambassadors

Educate participants on climate action & allow attendees to offset their personal emissions via easy QR/website integration.

What We Do

We help your **measure and offset event-related emissions** of your business in minutes.





Brand

Strengthen Brand Value



Industry

Be a step ahead as an innovator



Consumers

Show you care

64%

of global consumers are more likely to trust a brand that demonstrates a commitment to sustainability

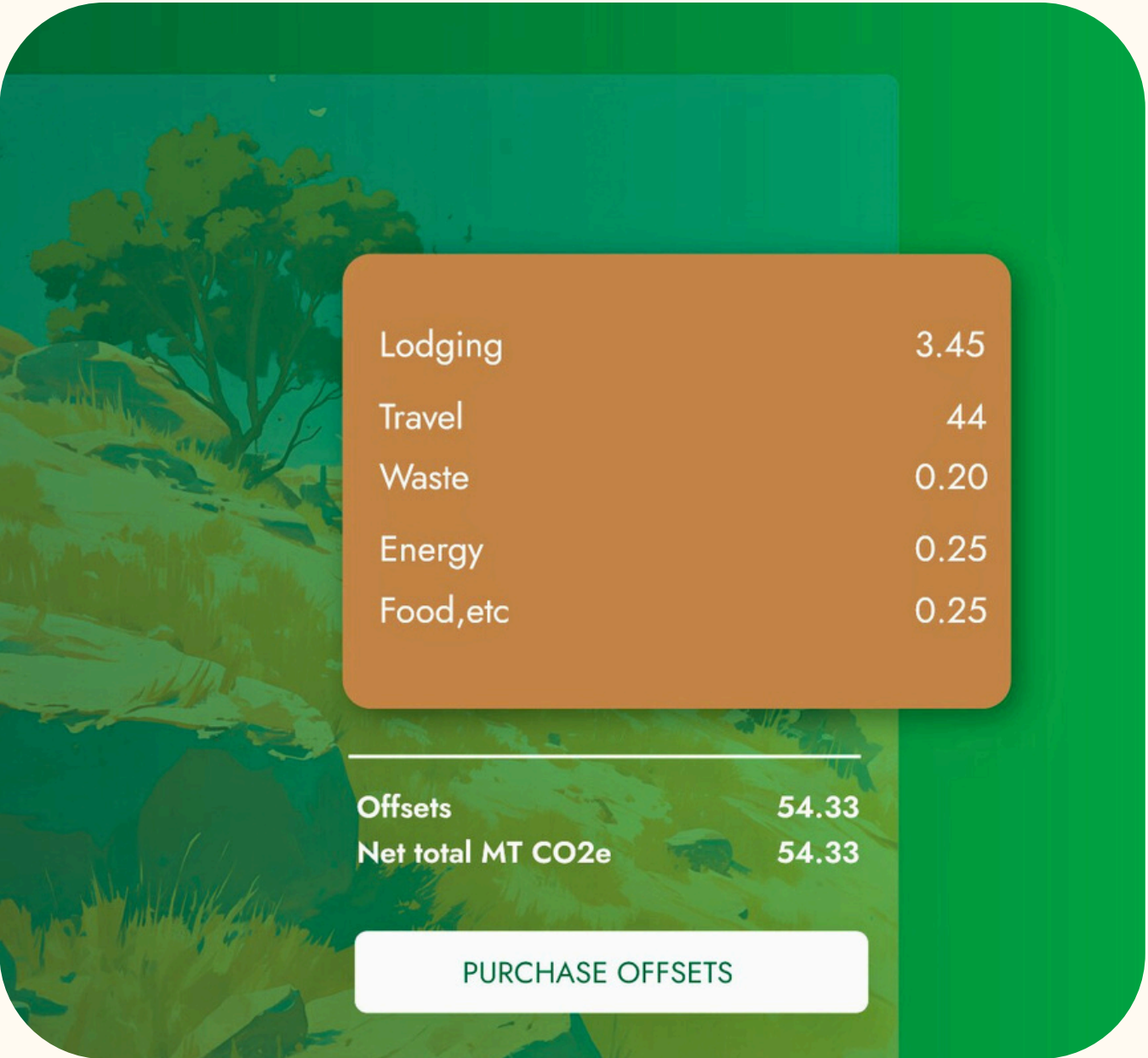
45%

of business decision-makers say that environmental and social responsibility are important to their purchasing decisions.

73%

of of millennials are willing to pay more for products and services from sustainable brands (Nielsen, 2023)

How it works.,



Calculate the carbon footprint of your sustainable event.

Add simple data—location, venue size, number of attendees—to calculate event carbon emissions tied to lodging, travel, waste, energy, food, giveaways, and more.

Mitigate

These areas provide the focus for collaborative action. With the combined power your organisation driven by your own net zero ambitions and industry commitments to unite these ambitions across events, progress can be achieved.

Action Area 1:
Power events efficiently with clean, renewable energy.



Action Area 2:
Redesign events to utilise sustainable materials and be waste free.



Action Area 3:
Source food sustainably, and eliminate food waste.



Action Area 4:
Move goods and equipment efficiently and transition to zero emissions logistics.



Action Area 5:
Work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events.



Offset event emissions.

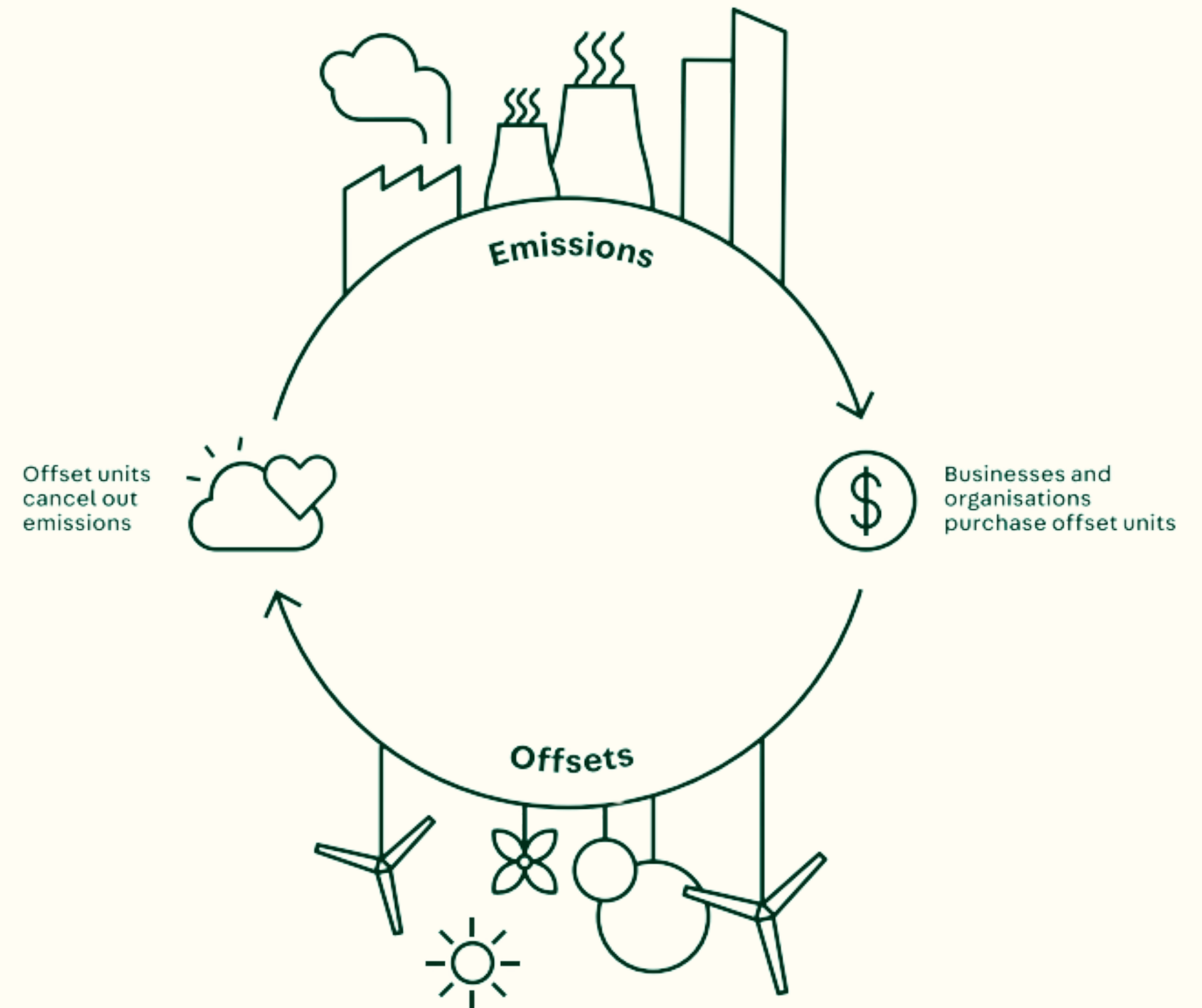
Purchase verified offsets to make your event carbon neutral, offset a portion like waste or out-of-town travel, or create opportunities for offset sponsors at your next carbon neutral event.

Event History			
EVENT	DATE	EMISSIONS MT CO2E	OFFSETS MT CO2E
Q3Offsite - Nairobi Carbon neutral event			
Design Conference	3/18/22	74.35	74.35
Q2 Offsite - Mombasa	4/8/22	46.22	74.35
Q2 Board Meeting	4/13/22	24.23	74.35
Q1 Offsite - Nairobi	2/24/22	52.94	74.35

Offsetting Methodology.

Carbon offsetting in itself is not the answer to Net Zero. However, as an interim measure carbon offsetting is a legitimate strategy to mitigate the impact of carbon emissions and can enable events, achieve 'carbon neutral' status

*Adheres to the Oxford Principles of carbon offsetting
Fulfils the basic attributes of good carbon offsets.*



Balance your event's emissions with carbon offsets

AMOUNT OF YOUR EVENT



SOIL CARBON REMOVAL

- ☒ The Northern Kenya Rangeland Carbon Project
KES 10,850

BIODIVERSITY AND FORESTRY

- ☐ Chyulu Hills REDD+ Project
KES 14,500

Highlight your event's reduced carbon emissions.

Create a competitive advantage and market your carbon neutral event. Pre-estimate potential carbon emissions to uncover energy consumption and carbon reduction opportunities.

Use Cases



Event organizers and business coordinators

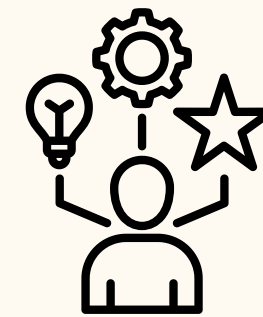
Conferences

Offsites

Corporate retreats

Customer events

Board meetings



Experience and engagement managers

Client events

Special exhibitions

Experiential marketing

Concerts

Sporting events

Contact

Learn more about our event partnerships.

Share your needs and explore our carbon neutral events solution with our experts.

info@peercarbon.earth

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