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AI analysis

## Tech Demo: OneTribe

John Davy  
Head of Events at One Tribe

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## Summary

The tech demo presented by John Davy from One Tribe focused on the functionality of a calculator that measures emissions at events, specifically for exhibitor stands. Davy detailed how the calculator works, starting with inputting basic event information such as event name, exhibitor name, event dates, and stand details including size, height, lighting, materials used, and the number of items on the stand. The data required for the calculator are typically provided by the operations team or contractors responsible for building the stand. This ensures accuracy in reporting the emissions associated with various aspects of the stand setup.

Davy demonstrated the ease of using the calculator by inputting nominal values for a hypothetical event, showcasing how the tool calculates the total footprint of an exhibitor's stand. He illustrated that the calculator accounts for various emission sources, including lights, graphics, furniture, and transportation of materials. The report generated by the calculator provides detailed insights into the emissions contributed by different components of the stand, highlighting the importance of using reusable materials to reduce overall emissions.

The demo revealed that the calculator not only measures emissions for individual exhibitor stands but also for entire events. By aggregating data from exhibitors, attendees, and staff, the tool can provide comprehensive emissions reporting for an event. This includes emissions from flights, hotel stays, catering, and other logistical aspects. Davy emphasised that the most significant emissions typically come from flights, underscoring the need for event organisers to consider sustainable travel options for participants.





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Wednesday, 12 November 2025

One Tribe's calculator offers a revenue model for event organisers by charging a fee per exhibitor stand, which can range from £49 to £99. This fee is added to the stand invoice at the point of booking or rebooking, generating funds for organisers to measure, reduce, and offset emissions for the entire event. The tool thus not only aids in emissions reporting but also contributes to the financial sustainability of events by providing a clear value proposition for organisers.

Davy also highlighted the importance of using local, sustainable suppliers for materials and services, noting that the calculator can track the use of reusable stands and materials. This feature allows organisers and exhibitors to make informed decisions that align with sustainability goals. The detailed emissions reports generated by the calculator can help stakeholders identify areas for improvement and implement strategies to mitigate their environmental impact.

In conclusion, the One Tribe calculator is a valuable tool for event organisers and exhibitors, enabling them to accurately measure and report emissions associated with events. By providing detailed insights and actionable data, the tool supports sustainability efforts and offers a viable revenue model for organisers. Davy's demo showcased the practicality and effectiveness of the calculator, encouraging stakeholders to adopt it for their events to achieve better environmental outcomes.

# Takeaways

## Ease of use and accuracy in emissions reporting

The One Tribe calculator simplifies the process of measuring emissions for exhibitor stands and entire events. By inputting basic event information and stand details, the tool generates accurate emissions reports, providing detailed insights into the environmental impact of various components. This helps organisers and exhibitors make informed decisions to reduce their emissions.

## Revenue model for event organisers

One Tribe's calculator offers a viable revenue model for event organisers by charging a fee per exhibitor stand. This fee, ranging from £49 to £99, is added to the stand invoice at the point of booking or rebooking. The funds generated enable organisers to measure, reduce, and offset emissions for the entire event, contributing to financial sustainability.

## Importance of using local, sustainable suppliers

The calculator tracks the use of reusable stands and materials, encouraging the use of local, sustainable suppliers for event materials and services. This feature aligns with sustainability goals and helps organisers and exhibitors identify areas for improvement. By making informed decisions based on detailed emissions reports, stakeholders can implement strategies to mitigate their environmental impact.



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