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AI analysis

# Make Sustainability Count: Data-Driven Climate Action for Events with ECØS

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## Summary

The session titled "Make Sustainability Count: Data-Driven Climate Action for Events with ECØS" provided an in-depth discussion on how One Tribe utilises its ECØS tool to help event organisers and exhibitors measure, manage, and mitigate their carbon impacts. David Elliott, CEO of One Tribe, outlined the company's commitment to providing externally accredited solutions that empower businesses to take climate action that is both effective and beneficial for their bottom line. He emphasised the importance of transparency and high integrity in the carbon credits they use, aligning themselves with organisations like B Corp and the International Carbon Reduction and Offsetting Alliance (ICROA) to ensure credibility and accountability in their operations. Elliott also explained how their ECØS tool allows for straightforward calculation of carbon emissions and offers practical steps for reducing environmental footprints, providing a comprehensive reporting product that can be used for continuous improvement.

Elliott underscored the multi-dimensional impact of climate action, stating that their work aims to overlap with various sustainable development goals such as poverty reduction, water improvement, and sustainable development in cities. He highlighted the importance of making climate action accessible and practical, mentioning that their ECØS tool incorporates scientifically driven methodologies to provide accurate data points on material consumption, waste, energy consumption, travel, and food choices. The tool generates detailed reports that help exhibitors and event organisers understand and improve their environmental impacts, offering optional offsetting of residual emissions to achieve carbon neutrality.

One Tribe's approach to carbon credits involves investing in projects with the highest integrity, ensuring they are traceable, verifiable, and contribute significantly to sustainable development. Elliott showcased several international projects, including reforestation initiatives in Mexico, safe water projects in Rwanda, and timber construction projects that lock carbon for decades.





## Make Sustainability Count: Data-Driven Climate Action for Events with ECØS

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He argued that high-quality offsets can have a substantial impact on both the environment and local communities, countering common myths about offsets being low quality or ineffective. Elliott invited the audience to explore these projects further, proposing that offsets can bring much-needed private finance to projects that otherwise wouldn't be funded, thus making a real difference.

The session also addressed common challenges faced by event organisers in adopting sustainability measures. Elliott noted that the ECØS tool is designed to be simple and accessible, aiming to turn sustainability from a cost centre into a revenue generator. He explained how a small charge added to exhibitors' booking forms can fund the tool and offset investments, creating a win-win situation for exhibitors, organisers, and the climate. Elliott stressed the importance of collaboration and shared responsibility, suggesting that the tool can be used by both event organisers and exhibitors to collectively improve sustainability outcomes.

In the Q&A segment, Elliott responded to questions about the carbon footprint of AI, the choice and verification of carbon projects, and strategies for lowering the carbon footprint of events. He acknowledged the growing energy demands of AI and expressed One Tribe's interest in extending their solutions to AI data centres. He also explained that project choices are guided by the interests of event organisers and exhibitors, offering flexibility in geographical and thematic focus. Elliott recommended partnering with sustainability consultancies for deeper footprint analyses and highlighted the synergy between ECØS and initiatives like Better Stands, which promote the use of renewable and recyclable materials.

Elliott concluded by addressing the challenge of convincing decision-makers to invest in carbon offsetting amidst budget constraints. He reiterated that the ECØS model distributes costs minimally across exhibitors, making it a feasible option even with tight budgets. He emphasised that the shared revenue approach incentivises organisers to adopt the tool, ensuring that climate action is not only beneficial for the environment but also economically viable for stakeholders involved. Elliott invited attendees to visit One Tribe's stand for further discussions and to explore the ECØS tool in more detail.

# Takeaways

## **ECØS tool for carbon management**

The ECØS tool developed by One Tribe allows event organisers and exhibitors to measure, manage, and mitigate their carbon impacts efficiently. The tool provides straightforward calculations, detailed reporting, and optional offsetting to achieve carbon neutrality. It aims to turn sustainability efforts from a cost centre into a revenue generator for businesses.

## **High-integrity carbon credits**

One Tribe invests in projects with the highest integrity to ensure that carbon credits are traceable, verifiable, and contribute significantly to sustainable development. These projects include reforestation, safe water initiatives, and timber construction, all of which have substantial environmental and community benefits. The company counters myths about carbon offsets, arguing for their effectiveness in financing essential projects.

## **Making climate action accessible**

One Tribe aims to make climate action accessible and practical for businesses by providing tools and methodologies that are simple to use and scientifically accredited. The ECØS tool helps event organisers and exhibitors improve their environmental impacts through continuous improvement and collaboration. The shared revenue model ensures that costs are distributed minimally, making sustainability efforts economically viable even with tight budgets.



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