Climeet Express

Methodological guide

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Introduction

This methodological guide compiles all the Emission Factors (EFs) and calculation methods used in **the Climeet Express** module of the Climeet tool. The EFs used in the Climeet Express module are the same as those used in Climeet. Calculation methods and assumptions may differ.

The EFs used in Climeet are in kg of CO2e, and include all the greenhouse gases covered by the Kyoto Protocol (1997), with a 100-year Global Warming Potential (GWP).

This guide was last updated in **September 2026.**

Design and (dis)assembly

This section calculates the emissions linked to the event's organization and design phase, and to its assembly and disassembly. The user enters the number of days required to prepare the event, and the number of people involved. The tool then multiplies the number of days of preparation with the number of people to obtain work-days. These work-days are then converted into CO2e emissions using emission factors in kgCO2e/ work-day. Similarly, the user enters the estimated number of days for assembly and disassembly, as well as the number of people involved. These two values are multiplied to obtain work-days and converted in the same way into CO2e.

The Emission Factors (EF) used are in kgCO2e/ work-day and are weighted according to the energy mix of the country concerned, which is entered in the estimation parameters. They are the same as those used in the Climeet tool (see Climeet methodological guide for further details).

Staff and participant transportation

Emissions linked to the travel of staff teams, service providers and participants are calculated on the basis of the origin of people and means of transport.

The user enters the percentage of staff members or participants by geographical origin (local, regional, national, etc.), and can enter between 1 and 3 means of transport for each origin, depending on the user's level of knowledge. If none or only some of the means of transport are known, the user can select "Unknown" from the list of means of transport. The "Unknown" EF is based on assumptions about the distribution of transport modes according to the distances covered and is explained in the general methodological guide. As in the Climeet calculator, the "Unknown" EF uses the "train" EF for France.
The total sum of the percentages entered by origin must equal 100% to cover all staff members or participants. Once the total of percentages reaches 100%, the user can no longer enter values in the "percentage" column.

For each origin, Climeet Express selects an average distance covered (see table below), which corresponds to a round trip.
The number of people is calculated by multiplying the percentage entered for each origin with the number of staff or participants entered in the estimation parameters. Climeet Express then multiplies the distance selected by origin with this number of people to obtain people.km. These people.km are converted into kgCO2e using the EFs corresponding to the means of transport entered for each geographical origin. The EFs for each means of transport are given in the general Climeet methodological guide.

Geographical origin	Roundtrip distance selected by Climeet Express (km)
Local	10
Regional	100
National	1000
Same continent	3000
Neighboring continent	7000
Other continent	15000
Distant continent	30000

3 means of transport indicated

If 3 means of transport have been entered for an origin, Climeet Express attributes the emissions linked to the mean of transport to 1/3 of the number of people concerned. The formula used is as follows:

Emissions = 1/3 * % of people * total no. of people * EF mean of transport n°1 + 1/3 * % of people * total no. of people * EF mean of transport n°2 + 1/3 * % of people * total no. of people * EF mean of transport n°3

2 means of transport entered

If 2 means of transport have been entered for an origin, Climeet Express attributes the emissions linked to the means of transport to 50% of the number of people concerned. The formula used is as follows:

Emissions = 1/2 * % of people * total no. of people * EF mean of transport n°1 + 1/2 * % of people * total no. of people * EF mean of transport n°2

1 means of transport entered

If 1 means of transport is entered for an origin, Climeet Express attributes the emissions linked to the means of transport to 100% of the number of people concerned. The formula used is as follows:

Emissions = % of people * total no. of people * EF mean of transport n°1

Awareness

The user can specify whether staff members or participants have been made aware of the impact of their movements.

If the user enters "no", the calculation remains unchanged. If the user enters "yes", the emissions calculated from the "unknown" EF are then reduced by 10%, on the assumption that, by raising awareness, participants or staff members have given preference to less carbon-intensive means of transport such as the train or car-pooling.

Transportation during the event

The user can specify whether or not participants will be transported during the event. They can indicate "yes", "no" or "unknown".
If they indicate "no", the other fields are grayed out.
If "yes" or "unknown" is selected, the user can then enter between 1 and 3 means of transport and the distance covered during these journeys from a drop-down list.

Climeet Express uses the distance equivalent to the distance range entered by the user (see table below) and multiplies by the number of participants entered in the estimation parameters to obtain people.km. The people.km are converted into kgCO2e using the EF of the means of transport.
Following the same principle as for "staff transport" and "participant transport", emissions are calculated according to the number of means of transport entered.

EQUIVALENCE TABLE TOTAL DISTANCE (KM)	
< 1km	1,6
< 5km	8
< 10km	16
< 20km	32
< 50 km	80
< 100km	160
< 500km	800
< 1000km	1600
> 1000km	3000

Freight

The user indicates the distance range corresponding to the majority of his suppliers, service providers or exhibitors.
Climeet Express calculates the distance equivalent to the range entered (see table above). Several deliveries are calculated, depending on the type of event and whether catering is provided at the event. The tool then adds up the emissions calculated for the various deliveries according to the parameters of the estimate.

Delivery of decorations and furniture

Delivery for decorations and furniture is calculated if the user does not enter 100% in the "Percentage of decorations and furniture already on site" field in the Material and space planning section. For trade show or stand estimates, this delivery is added to those calculated for stands.
For decorations and furniture, Climeet estimates the number of trucks delivered on the basis of the surface area in m² entered in the Energy item, assuming that a full truck carries a volume of equipment and furnishings capable of covering a surface area of 500 m². The total surface area of the event is then divided by 500 to obtain the number of trucks. The tool then

calculates the percentage of elements transported from the percentage of decoration equipment and furniture present on site, entered in the "Material and space planning" section. The percentage of items delivered to the event is calculated as 1 - % items on site. This percentage is then multiplied by the number of trucks delivered. This number is converted into CO2e emissions using the EF for trucks <33 t, expressed in kgCO2e/vehicle, given in the general methodological guide.

Trade show or equivalent

If the event type of the estimate is a trade show or equivalent, a stand delivery calculation is performed in addition to the above delivery. This calculation depends on the type of majority stands which the user enters.
For custom stands, we assume one truck per stand, as experience has shown that each exhibitor manages the delivery of his own stand. The number of custom stands is calculated by multiplying the number of spaces/stands by the proportion of custom stands.
For modular stands, the tool assumes one truck for 3 stands.
For stands packs, the tool assumes one truck for 6 stands.
The number of trucks is then multiplied by the distance selected via Freight section and converted into kgCO2e using the EF truck <33t.
If the user selects "furniture only", the delivery is already included in the above delivery, and no additional delivery is calculated.

Stand or equivalent

If the estimate is for a stand or equivalent, Climeet will make the same assumptions about the number of delivery vehicles as for the trade show, but with the number of stands equal to 1. Thus, if the stand type selected is "custom stand", the tool takes 1 truck. For a modular stand, it takes 1/3 truck, and for a stands pack, 1/6 truck. The number of trucks is then multiplied by the distance selected according to the distance range and converted into kgCO2e using the EF truck <33t.
If the user selects "furniture only", the delivery is already included in the above delivery, and no additional delivery is calculated.

Catering deliveries

If the user enters "Yes" in the Catering section, a delivery is calculated.
Climeet uses the distance corresponding to the distance range entered by the user in the Freight section.
If the number of participants on site is less than 100, we assume that 1 truck has been delivered. If this number is greater than or equal to 100, we assume that there is one food truck for every 100 people. This number of trucks is then converted into CO2e using the EF utility, as this is the delivery method most commonly used by caterers.

If the user enters "no suppliers", emissions from this section are egal to zero.

Energy & water

Energy and water-related emissions are estimated in the same way as in the Climeet calculator, in the "Unknown consumption" section of the Energy & water category. Based on the surface area of the event or stand, the energy class of the building or venue, the season of the event, the number of days, the country of the event, the renewable electricity produced on site and the use of air conditioning, Climeet estimates the emissions linked to the use of electricity, heating and air conditioning. The method is detailed in Climeet's general methodology guide. The difference with the calculator is the "Outdoor" option for the location's energy class. In this case, Climeet selects the consumption of an A-class building.
If the season entered is winter, Climeet does not take air conditioning into account.
If the user enters "Yes" in the "Renewable electricity generated on site" field, the tool assumes that the share generated is 50%. If "No" or "Unknown", the tool chooses the conservative assumption of 0%.
For Class A and Class B buildings, the heating system used is a heat pump. For all other energy classes, we make the conservative assumption of gas heating. Emissions associated with water consumption are calculated in the same way as in the calculator, based on assumptions regarding domestic water consumption (based on the number of participants or visitors) and water used for cleaning (based on the surface area in square metres of the event or stand).

Emissions linked to the use of generators are calculated separately. If the user enters "Yes", Climeet assumes a consumption of 0.05 liters per m² per day. This consumption is converted into CO2e emissions using Climeet's petrol EF, which is in the Fuel section of the Energy category. If the user enters "No" or "Unknown", no consumption is calculated.

Material and space planning

Emissions linked to material and space planning are calculated differently depending on the type of event.

Decorative elements and furniture

To estimate furniture-related emissions, we focus on the most common items at an event: chairs, tables and screens.
The number of tables, chairs and screens is calculated on the basis of the number of participants for trade shows and seminars, or on the basis of the stand's capacity. It also depends on the percentages of permanent items on site, and those rented in addition as part of the event. We estimate that the emissions of items present on site are amortized due to their high number of reuses. Climeet Express therefore only calculates emissions from items assumed to be rented or in stock.

Reused items

First, we calculate the number of reused furniture items, which would be neither on-site nor rented, if the total percentage of on-site and non-rented items were not equal to 100%.

For chairs, we estimate their number on the assumption that there is one per person, which is either equal to the number of participants on site at the event for a trade show or seminar, or equal to the stand's capacity. The formula used is as follows:
No. of chairs reused = (1-% on-site equipment) * (1-% rented equipment) * number of people
For tables, we assume one table for 8 people. The formula is as follows:
No. of tables reused = (1-% on-site equipment) * (1-% rented equipment) *number of people/8
For screens, we assume one screen for every 50 people. The formula is as follows:
No. of screens reused = (1-% on-site equipment) * (1-% leased equipment) * number of people /50
The numbers of items are converted into CO2e emissions using the corresponding EFs in the Materials and Space planning section of the general methodological guide. The same hypothetical reuse numbers are used as in the guide.

Rented items

Similarly, based on the percentage of items rented and the number of participants or stand capacity, the tool estimates a number of chairs, tables and screens. The formulas are slightly different:
No. of chairs rented = (1-% on-site equipment) * (% equipment rented) * number of people
No. of tables rented = (1-% on-site equipment) * (% equipment rented) * number of people/8
No. of screens rented = (1-% on-site equipment) * (equipment rented) * number of people /50
Similarly, the numbers of items are converted using the same EFs, but divided by the hypothetical numbers used in the case of rental.

Decorative elements

For decorative items, we assume that they will not be reused after the event. Emissions are estimated on the assumption that one euro is spent on decoration per participant or visitor to the stand. The budget allocated to decoration is therefore calculated using the following formula:

(1- % on-site equipment) * number of people

This budget is converted into CO2e using the "Decoration" budget EF, which can be found in the general Climeet methodological guide.

These different emissions are then summed up for this Furniture and decorative items section.

Trade show or equivalent

For an estimate of a trade show or equivalent, the manufacturing emissions of the trade show stands are calculated in addition to the decorative elements and furniture.
The tool uses melamine as the main stand material, a material widely used in stand manufacturing. The melamine surface area is estimated on the basis of the number of stands, the predominant stand type, the surface area covered by all stands, and a ratio.

Custom stand ratio

For custom stands, we assume that partitions and other constructions account for 70% of the total floor area of the stand, with a stand composed of 3 partitions 2.5m high, and central elements. The total melamine surface area is obtained by calculating the number of stands

multiplied by the average stand surface area by a stand ratio. For a custom stand, the ratio is 0.7.

Modular stand ratio

For a modular stand, we assume that the majority of the stand is made up of partitions and additional furniture. Furniture is already accounted for in the Decorative elements and furniture section. For partitions, we assume that their total surface area corresponds to 50% of the stand's total floor area. A stand ratio of 0.5 is then used.

Stands pack ratio

For stands packs, the central partition is often replaced by a central poster. The melamine surface only represents 2 partitions of the stand, which represents 25% of the stand's total floor area. The ratio used is therefore 0.25.

The total melamine surface area is therefore calculated by multiplying the total stand surface area by the ratio corresponding to the stand type.
In the case of a majority of custom stands, the percentage of stands is multiplied by 0.7 and the remainder (1 - % custom stands) by the modular stand ratio, i.e. 0.5. If the user enters "Unknown" for the proportion of custom stands, the tool takes the custom stand ratio for the entire melamine surface, in a conservative approach.

Reuse ratio

Finally, the user can specify whether or not the majority of stands will be reused. If "Yes" is specified, then the emissions calculated above are divided by 2 (ration of 0.5), since it is assumed that the stands are reused 1 time, giving a total number of uses of 2.
If he enters "Unknown" or "No", we assume that the stands are not reused, and the reuse ratio is equal to 1.

Carpet

Finally, in addition to emissions linked to partitions and stand fittings, emissions linked to carpet use are calculated. Users can enter the total surface area covered by carpet. Climeet recalls the total surface area previously entered in the Energy section. Climeet then multiplies the total carpet surface area with the average EF between the "velvet carpet" EF and the "needle-punched carpet" EF, found in Climeet's general methodological guide.

Emissions from the "Material and space planning" section for a trade show are the sum of emissions linked to decoration and furniture items, emissions from partitions and fittings, and carpet.

Stand or equivalent

For an estimate of a stand or equivalent, the tool allows you to go further in the level of data entered.

Stand structures

The tool first calculates emissions linked to stand structures, into which partitions are inserted. The user specifies the type of stand: custom stand, modular stand, stands pack or furniture only. The main stand material is also specified. The surface area of the stand structures is estimated on the basis of the floor area of the stand entered in the Energy section and a stand

ratio, which, depending on the type of stand, estimates the surface area occupied by the stand structures in relation to the floor area.
If the user specifies "furniture only", then the stand's emissions are calculated based on the percentages of decorative equipment and furniture.

Custom stand ratio

For custom stands, we take a ratio equal to 0.2. We estimate that stand structures occupy 20% of the total stand area in a custom stand, as it is often more dressed and complex.

Modular stand ratio

For modular stands, the ratio is 0.1. The surface area occupied by the stand structures is smaller, as they serve only to hold the partitions in place.

Stands pack ratio

For stands pack, the ratio chosen is the same as for a modular stand, i.e. 0.1.

The floor area is then multiplied by the stand ratio and converted into CO2e emissions using the EF corresponding to the stand's main material. The EF used for each material is the EF without end-of-life used in Climeet (see the general methodological guide).

EFs expressed in kgCO2e/kg are converted to kgCO2e/m² using conversion factors calculated on the basis of average thicknesses for each material. The conversion table used is as follows:

Material and units used in Climeet	**Conversion factor (kg/m²)**	**Thickness (mm)**
Rough wood (kg)	18	20
Plywood (m²)	1	
Medium (m²)	1	
Melamine (m²)	1	
Glass (kg)	15,6	6
Steel (kg)	78,5	10
Aluminum (kg)	13,5	5
Plastic (kg)	3	2

Stand partitions

Next, the emissions from the stand's partitions are calculated according to the number of partitions and their main material, entered by the user.
The total surface area of the partitions is calculated from the number of partitions multiplied by an assumed height of 2.5 meters, then by the square root of the stand floor area to estimate the floor length of the partitions. We assume a square stand for this calculation. This partition area is then converted into CO2e using the EF of the main material.
In the same way as for structures, the EFs expressed in kgCO2e/kg are converted to kgCO2e/m² using the same conversion table above.

Carpet

In the same way as for the estimate for a trade show, emissions linked to carpet use are calculated using the carpet surface area provided by the user and the average emission factor (EF) calculated from needle-punched carpet and velvet carpet, expressed in $kgCO_2e/m^2$.

Stand emissions are therefore the sum of emissions from stand structures and partitions, carpet emissions and emissions from decorative elements and furniture.

Catering

Catering emissions are calculated on the basis of the type of meals served at the event.
The user specifies whether catering takes place during the event. If "No" is selected, emissions from this section are zero.
If the user enters "Yes" or "Unknown", the tool estimates the number of portions served based on the number of people attending the event (participant + staff) and the number of days of the event, as entered in the estimation parameters.
The tool assumes that one breakfast and two full meals are served per person per day. The total number of portions served is converted into CO2e using the breakfast and full meal factors used in Climeet, according to meal composition. It is assumed that breakfasts are classic. For the two full meals per day, we take the EF corresponding to the type entered by the user (classic, mainly meat, mainly vegetarian, etc.).
For cutlery, we assume that it is reused.
For the percentage of seasonal products, we take a factor equal to 0, in a conservative approach.

Accommodation

Emissions linked to accommodation are divided between emissions from accommodation and emissions from travels between accommodation and the event venue, in the same way as in the calculator.

Type of accommodation

Accommodation emissions are calculated on the basis of the number of on-site people entered in the parameters, the percentage of people accommodated, the main type of accommodation and the duration of the event. The number of people on site is the sum of the visitors and the staff, and, in the case of a trade fair, the number of exhibitors as well.
Climeet calculates the number of nights by multiplying the number of on-site people, the percentage of people accommodated and the duration of the event. If the event duration entered in the parameters is 0.5, Climeet chooses 1 as the number of days. The number of nights is converted into CO2e using the EF corresponding to the type of accommodation selected and the geographical zone corresponding to the country of the event.

Travel between accommodation and event venue

Emissions relating to transportation between the accommodation and the event are calculated on the basis of the number of people accommodated, the distance range selected by the user, and whether or not a shuttle service is provided. If the user selects "On site (no transport)", emissions are zero.

Shuttle

If the user indicates that there is a shuttle service between the accommodation and the event, the EF used is Climeet's shuttle EF.
The number of people accommodated is multiplied by the distance corresponding to the selected range (see table below) and then converted into CO2e using the shuttle EF.

Indication of distance between accommodation and event venue	Distance	Unit
On site (no transport)	0,00	km/pers
Very close (< 1 km)	0,50	km/pers
Fairly close (1 - 5 km)	3,00	km/pers
Rather distant (5 - 10 km)	7,50	km/pers
Very remote (> 10 km)	20,00	km/pers

Other means of transport

If the user enters "No" or "Unknown" in the Shuttle field, the EF used is the unknown transport EF for the local origin (0 - 15 km) (see Climeet general methodological guide). If the average distance selected is "Very close (<1km)", the unknown EF is halved, as it is assumed that people will be more likely to use public transport, cycle or come on foot.

Accommodation emissions are the sum of emissions linked to accommodation and those linked to transport between the accommodation and the event.

Goodies

Emissions linked to goodies are estimated on the basis of the approximate quantity of goodies distributed, whether they are mainly edible, and if not, whether they are mainly made from recycled materials.

No goodies (badge included)

If the user enters "No goodies", emissions from this section are zero.

Mostly edible goodies

Small quantity (1 per person)

For mainly edible goodies, if the user chooses "Small quantity", we assume that each participant receives 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip. To this basic package are added 4 euros of edible goodies per participant

Standard quantity (2-3 per person)

If the user selects "Standard quantity", Climeet assumes that each participant has received 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 4 euros of edible goodies and 2 euros of paper/cardboard goodies.

Large quantities (> 3 per person)

If the user selects "Large quantity", Climeet assumes that each participant has received 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 4 euros of edible goodies, 2 euros of paper/cardboard goodies and 1 cotton tote bag.

Non-edible goodies

If the user selects "No" or "Unknown" in the "Mostly edible goodies" category, further assumptions are made about the types of goodies distributed.

Small quantity (1 per person)

If the user chooses "Small quantity", we assume that each participant receives 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip. To this basic package are added 2 euros of plastic goodies per participant

Standard quantity (2-3 per person)

If the user chooses "Standard quantity", Climeet assumes that each participant has received 1 neckband, 1 PvC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 2 euros worth of plastic goodies, and 2 euros from Climeet's "Other goodies" category.

Large quantities (> 3 per person)

If the user selects "Large quantity", Climeet assumes that each participant has received 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 2 euros of plastic goodies, 2 euros from Climeet's "Other goodies" category, 2 euros of paper/cardboard goodies and 1 cotton tote bag.

Non-edible goodies made from recycled materials

For non-edible goodies, the user can specify whether they are made mainly from recycled materials. A different breakdown of goodies is taken only if the user selects "Yes" in this field.

Small quantity (1 per person)

If the user chooses "Small quantity", we assume that each participant receives 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip. To this basic package are added 4 euros of recycled plastic goodies per participant

Standard quantity (2-3 per person)

If the user selects "Standard quantity", Climeet assumes that each participant has received 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 4 euros worth of recycled plastic goodies, and 2 euros worth of paper/cardboard goodies.

Large quantities (> 3 per person)

If the user chooses "Large quantity", Climeet assumes that each participant has received 1 neckband, 1 PVC badge, 1 badge holder, 1 nylon bracelet with RFID chip, 4 euros of recycled plastic goodies, 2 euros of paper/cardboard goodies and 1 cotton tote bag.

Unknown quantity

If the user chooses "Unknown" for the quantity of goodies, the quantities taken by Climeet are the same as for the "Standard quantity" option.

The quantities of each type of goodie are converted into CO2e using the EFs for the Goodies item, which systematically include the end-of-life of the objects. All EFs can be found in Climeet's general methodological guide.

Goodies emissions are the sum of emissions for each type of goodie.

Waste

Waste emissions are estimated on the basis of sector data, which gives us the average quantity of waste per m² per day for an event. This data comes from a study and has been compared with feedback from event organizers and is not shareable.

Estimated quantities of waste are differentiated according to the nature of the event, whether a roadmap has been put in place to reduce waste production, and whether leftover food is donated following the event.

Trade show / stand or equivalent

For trade shows and stands or equivalent, the quantity generated per m² is given by the sector study. If a roadmap is put in place to reduce waste production, it is assumed that the quantity is reduced by 10%.

Climeet then makes assumptions about the distribution of waste.
If leftover food is not donated, the breakdown is as follows:
30% plastic waste, 30% cardboard waste, 30% residual waste and 10% organic waste.

If leftover food is donated, an estimated 8% of potential organic waste is saved through donations. The breakdown is as follows:
30% plastic waste, 30% cardboard waste, 30% residual waste, 2% organic waste and 8% donations (i.e. not waste).

Climeet calculates the total quantity in kg of waste by multiplying the waste ratio in kg/m² by the total surface area of the event for a trade show, or the floor area of the stand entered in the Energy section, and then by the total number of days of the event.
The kg of waste is then converted into CO2e using the EFs for the waste item, according to the flow breakdowns above. In a conservative approach, the EFs used are those with an average end-of-life. All EFs by type of waste are given in the general Climeet methodological guide.

Seminar or equivalent

For a seminar or equivalent, the estimated quantities of waste per m² are lower, as the technical output of a seminar is much lower than that of a trade show, where it is common practice to use equipment on site, and to rent additional furniture or technology, which do

not generate waste. Similarly, signage production is generally much lower than for a trade show. Based on this observation, we assume that the ratio of kg of waste per m² is reduced by 80% compared to a trade show.
The calculation of waste emissions is then the same as for a trade show or stand.

In summary, the breakdown of waste by stream:

Waste flows	Breakdown of waste by stream	
	Without food donations	With food donations
Plastic	30%	30%
Paper/cardboard	30%	30%
Residuals	30%	30%
Organics	10%	2%

Communication

Communication emissions include emissions from print communications, digital communications and the connection of digital participants.

Print communication

To estimate emissions from print communications, Climeet asks the user whether paper is used to inform participants on site, and whether flyers or posters are used to promote the event in advance.
Climeet estimates grams of paper based on the number of participants and the answers to these two fields. These quantities are recorded in the table below:

Use of paper to inform participants on site	Flyers or posters to promote the event in advance	Grams of paper per participant on site
Yes/unknown	Yes/unknown	50
No	Yes/unknown	40
Yes/unknown	No	10
No	No	0

The grams of paper are then multiplied by the number of participants on site and converted into CO2e using the "paper" EF.

Digital communication

Emails

A number of emails is automatically calculated by Climeet Express according to the number of on-site and remote participants. The tool assumes 4 text-only emails per person. The total number of emails is converted into CO2e using Climeet's "text-only emails" EF.

Online promotion

If the user enters "Yes" in the "Online event promotion" field, a number of posts on social networks and views on a website are estimated.
We assume that promoting the event online corresponds to:

- 1 x 15-second Linkedin image post seen by 3 times the total number of participants (on-site and remote)
- 1 x 30-second Instagram video viewed by 3 times the total number of participants (on-site and remote)
- 3 web pages consulted by 5 times the total number of participants (on-site and remote). Website storage chosen is Cloud Unknown in a conservative approach.

The viewing zones for posts and the website depend on whether the event is 100% on-site or not. If the event is purely on-site, the viewing zone corresponds to the event's country. If the event has remote participants, the viewing zone corresponds to the remote participants' zone of origin entered in the parameters.

Application dedicated to participants

If the user puts "Yes" in the field on the application dedicated to participants, Climeet estimates that a 100 MB application is used 1 time by each participant (on-site and remote). Application storage is local. The viewing area is the same as for the remote participants, or the country if the event is 100% on-site.

Eco-design of websites and applications

The user can specify whether the websites and applications are eco-designed. If so, the EFs used to calculate website and application visits are the EFs weighted by eco-design (see general methodological guide).

Digital or hybrid event

If the user has entered a non-zero number of remote participants, the tool calculates the emissions relating to their connection. The user can enter the hours of connection per day for a remote participant. Climeet then multiplies the hours by the number of remote participants and converts them into minutes. Minutes of connection are converted to CO2e using the same method as in the Climeet calculator, in the Livestreams section. The viewing zone used is the zone of origin of remote participants entered in the parameters. Storage is Cloud Unknown, and the application used is Climeet's "other" category.

Communication emissions are the sum of print emissions, digital communication emissions, and in the case of a digital or hybrid event, emissions linked to remote participant connections.