

Offsetting Decarb Connect North America 2022

Carbon Neutrality Partner:



ClearBlue
Markets

decarb^{US}
connect

29–31 March 2022

Our Mission

Decarb Connect supports decarbonization leaders in the most energy-intensive sectors – those with complex challenges to solve. Our global platform combines a unique membership network (industry only) with an open-access summit series, reports, podcasts and more.

We broker access to hard-to-reach information and facilitate collaborations – all with the goal of accelerating decarbonisation in the hardest-to-abate sectors.

Decarb Connect North America is part of our event series and this year, for the first time ever, took place in-person in **Houston, Texas from March 29th – 31st, 2022.**

Carbon Neutral Partnership

- Decarb Connect – brings together stakeholders in the toughest-to-abate sectors to rise to the net-zero challenge
- ClearBlue Markets – works towards global decarbonization with companies across industries, mobilizing multiple strategies in the carbon toolkit, including participation in compliance and voluntary carbon markets
- ClearBlue Markets has become Decarb Connect’s **Carbon Neutrality Partner** in our continued efforts to support and decarbonize hard-to-abate sectors
- In this report we shed light on the offsetting policy for **Decarb Connect North America 2022**



Step 1: Measure Activity Emissions

The first step towards offsetting carbon emissions is measuring the tonnes of CO₂ the conference activities emitted. For in-person events like **Decarb Connect North America**, this depends on factors such as attendee travel and venue energy consumption.



Travel – These emissions are determined by noting where attendees have travelled in from and modes of transport used



Energy – These emissions are calculated based on the size of the venue and the activities conducted

Step 2: Calculate Footprint

Once the emissions for each activity have been established, we can calculate the overall footprint of the conference. ClearBlue Markets determined **Decarb Connect North America** to require 0.37 tonnes of CO₂ per participant. Overall, the event produced **66.88 tonnes of CO₂**.



Travel – Emissions factors for car, train and airplane were applied to determine how much CO₂ each attendee produced during travel. These were then added together to establish the overall emissions for attendee travel



Energy – Regional grid factors were applied to determine the amount of CO₂ emitted to produce this energy in Houston

Step 3: Offset

- Decarb Connect North America 2022 has become **carbon neutral** through the retirement of credits in Gold Standard Project 2307 – Solar Photovoltaic Project in Madagascar
- ClearBlue Markets and Decarb Connect are contributing to the construction and operation of a greenfield 20 MW solar photovoltaic power plant
- The project is certified to contribute to **SDG7** (Affordable and Clean Energy), **SDG8** (Decent Work and Economic Growth) and **SDG9** (Industry, Innovation and Infrastructure). The project's climate impact is equivalent to preventing the combustion of nearly 26 million pounds of coal each year
- Supporting this project enables Madagascar to reduce their reliance on fossil fuels for electricity



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Step 3: Offset

- With **approximately 180 participants** from a total of **58 locations**, the total emissions from Decarb Connect North America is **66.88 tonnes of CO₂ equivalent**
- In-person conferences are estimated to produce 0.5 tonnes of CO₂ per participant, 26% less than Decarb Connect North America's participants
- These emissions can be used as a baseline for carbon reduction strategies for future events



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Step 4: Reflect



- Decarb Connect North America 2022 was our first in-person event and emitted **26% less CO₂ per participant** than in-person event estimations, so we are off to a good start



- We aim to improve data collection for attendee travel to ensure our emissions calculations are as accurate as possible. To achieve this, we plan to ask more questions about attendee travel (i.e. how many forms of transport did they use, did you use EVs...)



- The materials purchased for the event, like banners, lanyards and badges, were recyclable and reusable to reduce waste. For future events we aim to track our food waste more closely by engaging more with suppliers and venues

About Decarb Connect

Decarb Connect focus on hard-to-abate sectors including cement, steel, O&G, power & utilities, ceramics and more. Their events and reports support those leading the deployment of decarbonization plans including heads of corporate strategy, innovation/R&D, carbon management, project directors, CTOs, COOs and finance leaders. Decarb Connect works with industry to set an annual agenda for essential research, benchmarking data, live events, retreats and more.

If you're selecting technologies, establishing high performing collaborations, initiating pilots or working out how to scale innovative projects – each element of the Decarb Connect offering helps you solve the systemic and technical barriers to decarbonization.

Decarbonization Leaders Network

Membership of the Decarbonization Leaders Network brings the opportunity to meet with peers and cross-sector allies from across the energy-intensive sectors. By learning with your peers, including sharing your own successes, creating a network that can jointly progress – speeding up decisions and making robust choices that will accelerate decarbonization. [Find out more >>](#)

Events, webinars & networking

Each event – whether digital or in-person – is constructed in consultation with the Decarbonization Leaders network and the wide community to balance your need for information and benchmarking. [View upcoming events >>](#)

Industry insights, reports and podcast

It's Decarb Connect's mission to accelerate industrial decarbonization by bringing you regular insight, articles, interviews and podcasts from those who share our vision. [Read more >>](#)

“ All of the biggest heaving emitting sectors are in this audience. People who have huge influence in their organisations to drive the change that we need see in the next decade

**Dexter Galvin, Global Director,
Corporations & Supply Chains,
CDP**

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Find out more by visiting:
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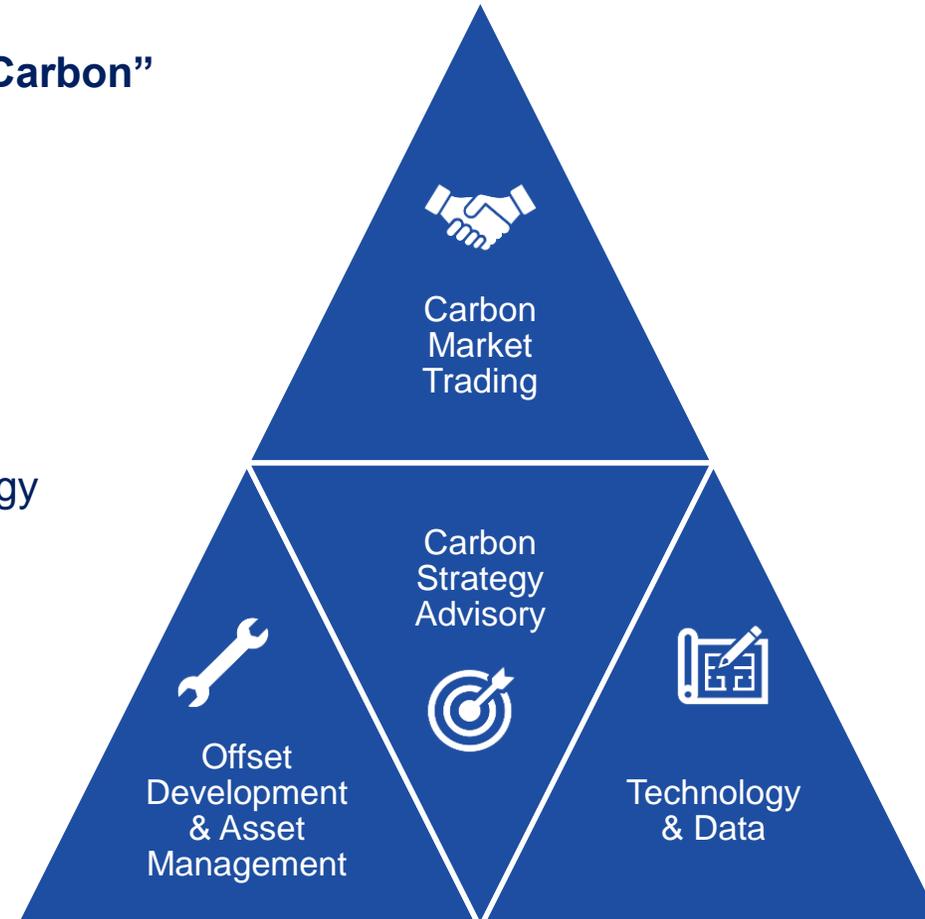
About ClearBlue Markets



How ClearBlue's services work together

Our Expertise is in "All Things Carbon"

- Advisory
- Carbon Market Compliance
- Policy and Regulations
- Offsets
- Capacity Building
- Risk Management
- Position Management & Strategy
- Sales
- Origination
- Advocacy
- Project Development
- Market Research



ClearBlue is an award-winning company specializing in carbon pricing advisory, market analysis, transactions, and offset development

Our services work together to create comprehensive carbon markets strategies and solutions for current and prospective ClearBlue clients