

Impact report

actual

<assessment year>

logo

event or venue or company

Event assessment scope

event	opening date	closing date	venue	status
<event name>	<date of opening to the target public>	<date of closing to the target public>	<event venue>	<OK> <Not assessed>
<event name>	<date of opening to the target public>	<date of closing to the target public>	<event venue>	<OK> <Not assessed>
<event name>	<date of opening to the target public>	<date of closing to the target public>	<event venue>	<OK> <Not assessed>

Understanding this report

Through its very activity, the industry of events, whatever their purposes (passion-driven, business, scientific, corporate, sports, cultural, political or societal) generates **values, spin-offs** and **impacts**.

Meeting performance

By engaging **publics**, events forge **business, knowledge** and **influence** relationships between attendees and among the managed stakeholder communities. Such values created are at the core of the **meeting performance**, generated during events, as well as before and after them, or even as part of long-term corporate, industry, community and place development strategies.

Event and tourism spin-offs

To create meeting opportunities, organisers and exhibitors are to involve a whole value chain of companies specialising in event production. On the other hand, attendees have to arrange for their travel and stay. Events therefore result in **event and tourism spin-offs**, benefitting **local** destinations in particular. **Economic spin-offs** are first and foremost produced by companies involved, which employ the necessary staff (**labour spin-offs**) and generate taxes (**tax spin-offs**) accordingly.

Environmental balance

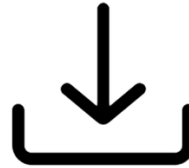
As for all activities, events have environmental consequences. Organisers have to tackle the challenge of optimising event **environmental balance**, while considering value created. They also have to steer it by assessing impact metrics (**carbon footprint, carbon tax equivalent, energy consumption, water consumption** and **waste production**), and by implementing positive initiatives (**responsible waste management, food waste mitigation, responsible catering** and fostering **low-footprint transportation**).

The metrics in a snapshot



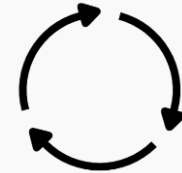
Meeting performance

publics
↓
business
knowledge
influence



Event and tourism spin-offs

economic
labour
tax
↓
incl. local



Environmental balance

carbon footprint
carbon tax
energy
water
waste
↓
responsible waste management
food waste mitigation
responsible catering
low-footprint transportation



Meeting performance



attendance

<XXX XXX>

attendees



publics



digital communities

<XXX XXX>

subscribers

incl. <XXX XXX>

content creators



incl. <XXX XXX>

international





Meeting performance



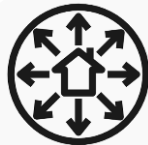
business

€ <XXX XXX> ex. VAT

of business dealings between participants

incl. € <XXX XXX> ex. VAT

made by French companies
on exports



<XXX XXX>

orders and leads





Meeting performance



knowledge

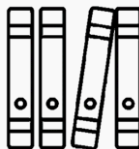
<XXX XXX>

hours of training
provided



<XXX XXX>

scientific publications
shown



<XXX XXX>

R&D and innovation bodies
involved





Meeting performance



influence

reputation spin-offs



<XX> / 5

satisfaction

<XXX>

recommendation (NPS)

social network spin-offs



<XXX XXX>

impressions

<XX> %

reactions
(engagement rate)

media spin-offs



<XXX XXX>

audience



National event and tourism spin-offs



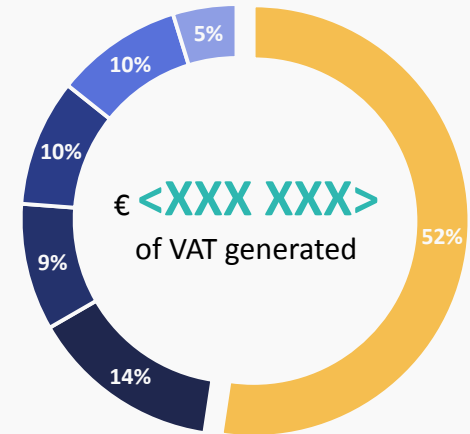
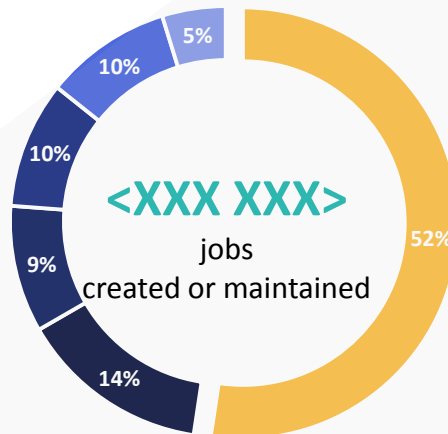
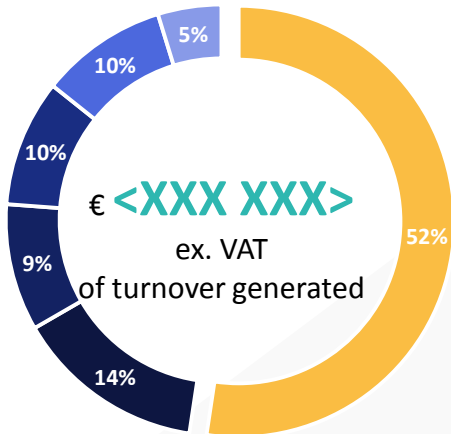
economic spin-offs



labour spin-offs



tax spin-offs



<u>Event production</u>	<u>Attendee hospitality and tourism, of which:</u>	local accommodation
	transportation to destination	local dining
	local transportation	other local businesses



Event and tourism spin-offs: focus on local spin-offs



incl. € **<XXX XXX>** ex. VAT
of local turnover generated



incl. **<XXX XXX>**
local jobs
created or maintained



€ **<XXX XXX>**
of local tourist tax generated



€ **<XXX XXX>**
of local airport tax generated



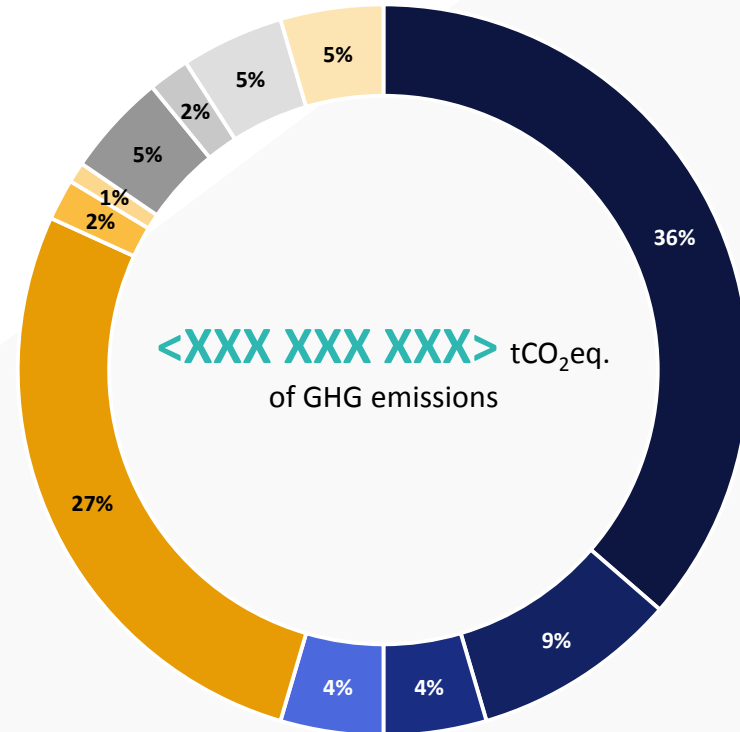


Environmental balance



carbon footprint

equivalent to € **<XXX XXX>**
by simulating the carbon tax



- attendee travel
- attendee accommodation
- space design and production
- intangible services
- water
- other items
- freight transportation
- attendee catering and dining
- communications
- energy
- waste



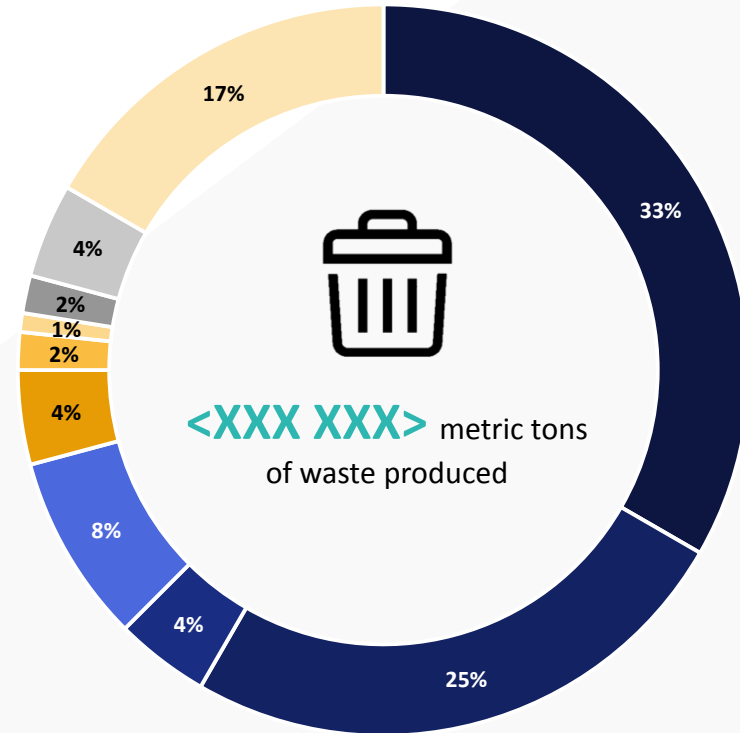
Environmental balance



<XXX XXX> kWh
of energy consumed



<XXX XXX> m³
of water consumed



- OIW (ordinary industrial waste)
- signage/banners
- paper/cardboard
- compostable waste
- plastic
- carpet
- wood
- metal
- glass
- other waste



Environmental balance



positive initiatives



<XX> % of waste managed responsibly



food waste limited to <XX> %



<XX> % of transportation with low footprint



<XX> % of responsible catering



Glossary

meeting performance

indicator	sub-indicator	definition
Publics	Attendance (attendees) - of which content creators - of which international	Total cumulative number of people physically present at the event(s): - of which the total number of people creating event content (exhibitors, speakers, presenters, facilitators, artists, performers, sportspeople, etc.) - of which the total number of people based outside of France
	Digital communities	Total number of members subscribed to event-related social media accounts (all social networks)
Business	Business dealings between participants - of which on exports	Total amount of transactions (contracts signed, orders, sales) completed between participants, made possible by the event(s) (during and following the event(s)) - of which the total amount of transactions completed by companies based in France with companies based outside of France
	Orders and leads	Total number of quotes sent, contracts signed, orders placed and sales completed between participants, whether they are clients or prospective clients, made possible by the event(s) (during and following the event(s))
Know- ledge	Training provided	Total number of hours of recognised training, received by attendees as part of the event(s)
	Scientific publications shown	Total number of scientific works (extracts, abstracts, articles, papers, dissertations, research theses, patents, etc., published in scientific journals, reviews, websites, etc.) presented as part of the event(s)
	R&D and innovation bodies involved	Total number of R&D and innovation specialist bodies (centres and laboratories for study and research within schools, universities, companies and sectors, clusters, competitiveness hubs, innovation ecosystems, etc.) taking part in the event(s)
Influence	Reputation spin-offs - satisfaction* - recommendation*	Reputation of the event(s) after they have been held: - Average general satisfaction rating (out of 5) given by attendees with regard to the event(s) - Net Promoter Score or average recommendation rating (on a scale of -100 to +100) given by attendees with regard to the event(s)
	Social network spin-offs - impressions - engagement rate*	Digital visibility of the event(s) (on all networks, in France and abroad, before, during and following the event(s)): - total number of views of event content published on social networks - percentage of the total number of reactions to event content published on social networks in relation to the total number of impressions
	Media spin-offs	Media visibility of the event(s) in terms of total audience of event content published by conventional media outlets (excluding social networks, in France and abroad, before, during and following the event(s)): - in the press (including press websites): OJD (Fr. official statistical body) distribution / number of readers (excl. OJD distribution), - in audiovisual media (and their websites): number of people watching/listening (Médiamétrie official data), excluding event websites, adverts and self-promotion content

* for the consolidated reports of several events and venues, the indicator is calculated as an average rating or percentage of the events.



Glossary

event and tourism spin-offs

indicator	sub-indicator	definition
Event and tourism spin-offs	Economic spin-offs	<p>Total amount of the organiser’s expenses, and those of exhibitors and other content creators, in terms of event programme production services (space rental, design and production; intellectual and tangible production of content and management services; reception, security and safety, insurance; communications and promotion; hosting and catering; transportation, freight, handling, etc.)</p> <p>+</p> <p>Total amount of attendee expenses in terms of tourism and hospitality, outside of the event framework:</p> <ul style="list-style-type: none"> - transportation to destination - local transportation - local accommodation - local dining - other local businesses
	Labour spin-offs	Total number of jobs created or maintained through the economic event and tourism spin-offs (in annual full-time equivalent)
	Tax spin-offs	Total amount of VAT generated by the economic event and tourism spin-offs
Focus on local spin-offs	Local economic spin-offs	Share of economic spin-offs generated among companies located in the vicinity of the event(s): municipalities, associations of municipalities and metropolitan areas impacted by the event(s)
	Local labour spin-offs	Share of labour spin-offs created or maintained through local economic spin-offs (in annual full-time equivalent)
	Local tax spin-offs - of which tourist tax - of which airport tax	<p>Amount of local taxes (not included in VAT tax spin-offs):</p> <ul style="list-style-type: none"> - total amount of tourist tax paid by event attendees (including for extended stays) - total amount of airport tax paid by event attendees (for the airport nearest to the venue(s) only)



Glossary

environmental balance

indicator and sub-indicator		definition												
Carbon footprint by event item		<p>Total quantity of greenhouse gas emissions and CO₂ equivalents generated by event production and organisation and by event attendee hosting and hospitality:</p> <table border="0"> <tr> <td>1. attendee travel</td> <td>6. communications</td> </tr> <tr> <td>2. freight transportation</td> <td>7. intangible services</td> </tr> <tr> <td>3. attendee accommodation</td> <td>8. energy</td> </tr> <tr> <td>4. attendee catering and dining</td> <td>9. water</td> </tr> <tr> <td>5. space design and production</td> <td>10. waste</td> </tr> <tr> <td></td> <td>11. other items</td> </tr> </table>	1. attendee travel	6. communications	2. freight transportation	7. intangible services	3. attendee accommodation	8. energy	4. attendee catering and dining	9. water	5. space design and production	10. waste		11. other items
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	11. other items													
Carbon footprint in carbon tax equivalent		Simulation of the Fr. carbon tax, applied to the total quantity of greenhouse gas emissions and CO ₂ equivalents generated by event production, organisation and hosting												
Energy consumption		Total quantity of energy (heating/air conditioning + electricity) consumed during the build-up, live and tear-down phases of the event(s)												
Water consumption		Total quantity of water consumed during the build-up, live and tear-down phases of the event(s)												
Waste production (detail by flow)		Total quantity of waste produced during the build-up, live and tear-down phases of the event(s), and controlled by the organiser and/or the event venues concerned, broken down by flow												
Positive initiatives	Responsible waste management*	Percentage of waste responsibly managed (materials recycled, re-used or converted / agronomic composting) in relation to the total quantity of waste produced during the build-up, live and tear-down phases of the event(s) and controlled by the organizer and/or the event venues concerned												
	Food waste mitigation*	Percentage of meals discarded (uneaten) in relation to the total number of meals ordered during the event live phase and controlled by the organiser												
	Responsible catering*	Percentage of foodstuffs from environmentally-responsible sources ("organic", "fair trade" or local food certification labels) in relation to the total mass of foodstuffs ordered during the event live phase and controlled by the organiser												
	Low-footprint transportation *	Percentage of attendees using low-footprint transportation (travel by foot, bicycle or non-motorised equivalent) or by public transportation (train, bus, tram, etc.) as their last means of transportation used locally to reach the event venues, out of the total number of attendees												

* for the consolidated reports of several events and venues, the indicator is calculated as an average percentage of the events.