Climeet



GUIDE

THE CLIMEET INDEX IN ACTION

Taking ownership and reducing the carbon footprint of your events

WHAT IS THE CLIMEET INDEX?

Climeet Index



The Climeet Index is much more than a simple score: it's an innovative and engaging feature designed to help you highlight, illustrate, compare, and improve the carbon footprint of your events.

What is the Climeet Index?

The Climeet Index assigns a grade from A to G to each completed event based on its carbon footprint per participant, while also recognizing eco-friendly actions through a bonus/malus system. This score helps you position your event relative to others, highlighting your sustainable initiatives. You can choose between a per-participant (intensity) rating or a global one, creating a multi-event Climeet Index indicator.

A transparent and rigorous process

1. Based on a large sample of events:
2. Derived from a dataset of real events finalized on Climeet and reviewed annually by our team. In 2024, the sample included 260 events.
3. Clear and understandable scores:
4. Using advanced statistical transformations, each score is normalized on an intuitive 0 to 100 scale, then converted into a grade from A to G.

Encouraging sustainable practices with a bonus/malus system

The Climeet Index doesn't just measure — it rewards and motivates!

- Bonus: recognizing your efforts:

Vegetarian or vegan meals (+10 points for over 80% low-carbon meals).
Reused materials (+10 points for over 90% reuse).

- Malus: incentivizing reduction of high-impact practices:

High-impact meals (up to -10 points for 100% meat-based meals).
Excessive single-use items (up to -10 points for over 90% disposable materials).
Overly carbon-intensive events (up to -10 points for over 1000 $kgCO_2e$ per participant or 1000 tCO_2e total).

Balanced weighting:

The system places greater emphasis on factors more directly controllable by organizers, such as food choices and material use.

Why adopt the Climeet Index?

1. A dynamic and relative comparison:
2. Your score reflects your position relative to other Climeet events. The Climeet Index score is relative and depends on the sample used.
3. A tool to act and showcase your initiatives:
4. Highlight your efforts and identify areas for improvement to take more effective action tomorrow.
5. Immediate readability:
6. The grading scale from A (exemplary) to G (needs improvement) simplifies communication and makes your event carbon footprints easy to understand.

Your event, your score, your impact

With the Climeet Index, you transform your carbon impact data into a strategic lever. Whether you are already committed to eco-responsibility or just beginning your transition, this tool helps you demonstrate your commitment, inspire trust, and improve your performance.

Make your event unforgettable for the right reasons: adopt the Climeet Index and stand out through your ecological responsibility!

Note: The Climeet Index is a voluntary approach! Its use in your deliverables is entirely optional. You have the freedom to include it or not in your reports, according to your preferences and needs. The choice is entirely yours.

Not all events can be graded A — and that's perfectly normal

The Climeet Index is based on a comparative and realistic approach. Not every event can achieve an A grade, especially certain formats such as trade shows or festivals, which inherently have a higher carbon footprint and intensity due to logistics, travel, or attendance.

The goal is not to aim for perfection, but to understand, position, and improve your impact within a fair and common framework, recognizing efforts where they are possible.

A trade show or a festival can very well receive a C or D grade while having implemented exemplary actions.

Here are the grades obtained by event type from the analyzed sample:

- **Local seminar: between A and E**
- **International seminar: between C and G**
- **Trade show: between B and G (most being C or D)**
- **Festival: between D and G**

These guidelines are based solely on the 260 events analyzed in 2024. They may not be representative of all existing events and cannot be verified for any specific event.

Climeet Index: understanding the scale behind each grade

The Climeet Index ranks events from A to G according to their carbon footprint per participant, adjusted by eco-friendly bonuses and penalties.

Here are the reference ranges observed from the analysis of over 260 events:

A: up to 13 $kgCO_2e$ per participant
B: between 3 and 86 $kgCO_2e$ per participant
C: between 11 and 120 $kgCO_2e$ per participant
D: between 25 and 470 $kgCO_2e$ per participant
E: between 119 and 1481 $kgCO_2e$ per participant
F: between 430 and 1983 $kgCO_2e$ per participant
G: from 1151 $kgCO_2e$ per participant and above

The intervals overlap because two events with the same footprint per participant can receive different grades depending on their bonus/penalty points. For example, an event with 3 $kgCO_2e$ per participant that receives all penalties will be graded B instead of A. It is useful to look at the extreme values within each range. An event with 470 $kgCO_2e$ per participant, even with all penalties, will not drop below a D grade.

Note: To avoid including test or fictitious events and to allow review by our teams, the Climeet Index is updated annually. New events are not automatically included in the sample to ensure methodological and statistical robustness.



EVENTS RATED A

Example n°1

DECATHLON



CONTEXT

2023: Carbon footprint calculation for Reveal Innovation, an internal Décathlon event where employees vote for innovations to be developed and marketed by Décathlon.

Multiplex studio in Lille + global satellite locations

1,900 in-person participants, 55,000 remote attendees

RESULTS

- Carbon footprint: approximately 70 tCO2e (exact result confidential)
- Carbon footprint per participant: approximately 1 kgCO2e

WHY THIS SCORE?

- Very low footprint thanks to limited travel. Most employees simply went to their usual workplace — no extra trips.
- The bonus: very little meat consumed!

Example n°2

GROUPE RATP



CONTEXT

The Climate Day, held on October 8, 2024, is the first internal RATP event dedicated to CSR at the Group level, aimed at raising employee awareness and empowering them to take part in the transition.
The event was eco-socio designed and received the LEAD* silver level certification.

300 in-person participants and 250 remote participants

Maison de la RATP, Paris

RESULTS

- Total carbon footprint: 1.3 tCO2e
- Carbon footprint per participant: 2.4 kgCO2e

WHY THIS SCORE?

- 100% vegetarian food
- Almost zero-waste event: use of on-site materials, no production of signage
- No production of goodies, replaced by a donation to a charity

*The LEAD label (Label for Events with Sustainable Ambition) certifies the impact efforts that an organizer implements for their event. Based on 12 excellence criteria, it is the first label to qualify and assess a sustainable event based on actual results. More info here.

EVENTS RATED B

Example n°1

ACTIVONS ENSEMBLE LES SOLUTIONS !

LE GRAND DÉFI ÉCOLOGIQUE

CONTEXT

The ADEME Grand Ecological Challenge, organized with Eko Event from April 3 to 6, 2024: four days of discussions, sharing, and exploration featuring 3 plenary sessions, 20 workshops, 10 inspiring visits, a transition hub, and many activities.
The event was awarded the LEAD Silver label.

2800 participants

Carré des Docks du Havre

RESULTS

- Total footprint = approximately 90 tCO2e (exact result confidential)
- Footprint per participant = approximately 35 kgCO2e/pax

WHY THIS SCORE?

- 90% vegetarian meals
- 85% of the scenography made from reused materials and 99% upcycled
- 0% single-use materials

Example n°2



CONTEXT

The PHP Forum is a conference series organized for 25 years by AFUP (French Association of PHP Users). It hosts up to 750 developers, with more than 40 talks and workshops over 2 days.
The PHP Forum 2024 was awarded the LEAD Silver label.

800 participants

Hôtel New York, Disneyland Paris

RESULTS

- Total carbon footprint = approximately 25 tCO2e
- Carbon footprint per participant = approximately 40 kgCO2e/pax

WHY THIS SCORE?

Bonus: less than 10% meat/fish served at the event
0% single-use materials
Reuse of roll-ups
Publication of an awareness guide for partners on giveaways

EVENTS RATED C

Example n°1



CONTEXT

- The 2023 Annual General Meeting of Groupe VYV, organized by the agency Tell Me.
- The event was awarded the LEAD Silver label.

ABOUT

250 people coming from France

Pantin (la Cité Fertile)

2 days in june 2023

WHY THIS SCORE?

- Total footprint: 9 tCO2e
- Footprint per person: 36 kgCO2e
- Shuttle transfers provided, eco-designed and mostly rented scenography, water fountains, no single-use materials
- Malus: insufficient percentage of vegetarian meals



EVENTS RATED D

Example n°1



CONTEXT

The Cosmetic 360 trade show brings together decision-makers around the latest innovations in the cosmetics industry and has been committed to eco-design since its inception.
Awarded the LEAD Bronze Medal in 2024.

ABOUT

- 5,500 participants
- Carrousel du Louvre, Paris
- 2 days
- International trade show

WHY THIS SCORE?

- Bonus:

Use of reusable stands
No carpet

- Malus:

Less than 50% vegetarian meals
Highly international audience



Example n°2



CONTEXT

The SETT trade show — European Tourism Trends Exhibition (formerly the Equipment and Techniques for Tourism Exhibition), held in November 2023 in Montpellier for its 44th edition, brings together the key players in the outdoor hospitality sector.

It is the first trade show to have received the LEAD label.

ABOUT

Parc des Expos, Montpellier

18 400 participants

WHY THIS SCORE?

- Bonus:

Removal of carpet from the aisles

- Malus:

Low percentage of vegetarian meals
Single-use signage
High carbon footprint due to transportation



EVENTS RATED E

Example n°1



CONTEXT

International leadership program held over 3 days in France at a turnkey venue.

280 participants

3 days

International reach

WHY THIS SCORE?

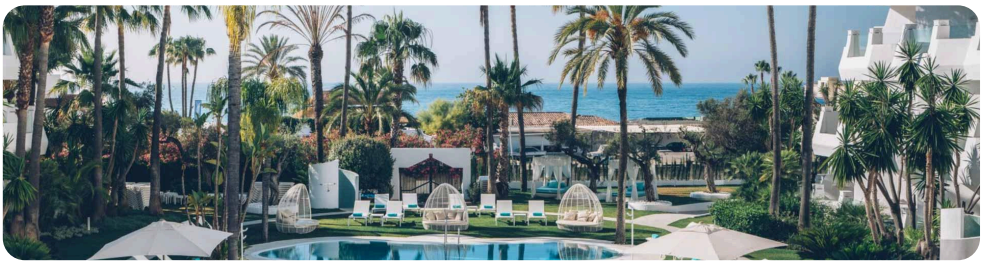
Carbon footprint per participant: 460 kgCO2e/pax

80% of the footprint is due to transportation
Bonus: 100% reused equipment
Malus: 98% of meals include meat or fish



EVENTS RATED F

Example n°1



CONTEXT

One-week incentive trip to Spain

Program: plenary sessions, working workshops, and team-building activities

750 participants

Spain

International reach

WHY THIS SCORE?

Almost 100% of participants arrived by plane, from all corners of the Earth.

Malus: 70% of meals included meat or fish.

Bonus: 88% of equipment was reused.

RESULTS

Total footprint = approximately 1500 tCO2e

Footprint per participant = approximately 2000 kg CO2e/pax (equivalent to the annual footprint targeted for a French person by 2050)

EVENTS RATED G

Example n°1

Ho ho ho!



CONTEXT

From December 24 to 25, we take into account the year-long gift production by the elves in the factory in Finland.

14 staff members: 13 elves + 1 Santa Claus.

2 billion participants

International

WHY THIS SCORE?

Bonus:
- 100% vegetarian meals
- Transport: the magical sleigh runs solely on reindeer power and is made from reused wood. A beautiful lesson in sustainability, isn't it?

Malus:
- Gift wrap waste (442,200 tonnes)

RESULTS

- Gift production: 1.5 million tonnes of CO_2
- Elf factory: open 365 days a year, generating 1,895 tonnes of CO_2
- Accommodation: the chalets generate 9 tonnes of CO_2e
- Reindeer methane: 41 tonnes of CO_2e per year — Rudolph included!

For a lower-carbon event, start by

Increase



The share of vegetarian meals



Second hand equipment



Walking and cycling



The use of renewable energy



Raising participants' awareness



The proportion of local suppliers



Partnerships with committed service providers

Move towards



The reuse and repurposing of equipment



Soft mobility



Carpooling solutions for participants



Renting equipment rather than buying



Commited and certified venues



Suppliers who measure and share their carbon footprint



Events with minimal raw material use

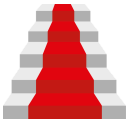
Reduce



Air travel



Red meat



Carpet



Waste



The use of single-use plastic



The quantity of goodies



Energy-intensive equipment



Thanks!

We hope this guide will be both informative and valuable in helping you understand the Climeet Index and become a low-carbon event organizer. If you have any questions or need further assistance, please don't hesitate to contact us!

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