



kris@mea.org.uk

www.mea.org.uk

01743 277112

Carbon Foot-Print Briefing

World Social Marketing Conference, Brighton, 09|08

Prepared by Marches Energy Agency

Stats

Total Delegates: 650

Total Staff: 150

Delegates surveyed: 266 (41%)

Total mileage travelled: 1.8 million miles (75 times around the world) – on average 2788 miles per person

37% of delegates flew here, making up 94% of the emissions

80% of UK delegates used the train, making up 5% of the emissions

Building energy use was also assessed – it makes up 0.1% of the total footprint.

Total Carbon Footprint

Total Carbon footprint: 522.5 tonnes Carbon Dioxide – or 0.65 tonnes per person

This is a third of each individual's personal allowance for the whole year. (to keep climate change in balance we are only allowed 1.8 tonnes per person per year)

Visualising the Carbon Footprint:

522.5 tonnes is equivalent to:

- 99 hot air balloons in size
- Travelling to the moon and back 6 times
- Travelling 8 million miles on a bus (actual mileage 1.8 million miles)
- 3254 sumo wrestlers in weight

Reducing the impact of this carbon footprint

Marches Energy Agency will be reducing the impact of this footprint through their Light Fantastic Project. Light Fantastic visits communities around the UK raising awareness of climate change, educating and signposting people to the tools to change and mitigating climate change through the distribution and installation of energy efficiency measures such as low energy lighting. The Light Fantastic project has to date saved 3855 tonnes CO₂

