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2025 Greenhouse Gas Assessment for PPAI events

PPAI NALC

North American Leadership Conference (NALC)

PPAI WLC

Women's Leadership Conference (WLC)

PPAI Responsibility Summit

Responsibility Summit

2025 Greenhouse Gas Events Assessment

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EXECUTIVE SUMMARY

This report presents the results of a comprehensive greenhouse gas (GHG) emissions assessment conducted for three key PPAI-hosted events held in 2025: the North American Leadership Conference (NALC), the Women's Leadership Conference (WLC), and the Responsibility Summit. The assessment was conducted in accordance with the Greenhouse Gas Protocol Corporate Standard and industry best practices for quantifying emissions associated with carbon neutral events. This work supports PPAI's broader commitment to environmental stewardship and event sustainability.

The analysis quantified emissions across Scope 1 (direct emissions from on-site fuel use), Scope 2 (indirect emissions from purchased electricity), and Scope 3 (indirect emissions from event-related activities such as travel, lodging, waste, and freight). Scope 3 categories included air and ground travel of attendees and staff, hotel accommodations, waste generation, and the transportation of event materials. Data collection prioritized primary sources such as staff travel records, attendee travel survey responses and freight invoices, and secondary data from emission factor databases, such as the Environmental Protection Agency GHG Emission Factors Hub and the Greenhouse Gas Protocol GHG Emissions Calculation Tool, was used to complete the inventory. Where exact values were not available, conservative estimation methods were applied using relevant industry benchmarks.

In total, the three events generated approximately 429.50 metric tons of CO_2e. The largest emissions source was attendee air travel, followed by hotel stays and staff air travel. These findings reflect common trends in event-based emissions, emphasizing the importance of travel-related categories in overall climate impact. This represents an increase in emissions from 2024, primarily driven by choice of event location, with 2024 locations in Tennessee, & Virginia being more centrally located to attendee travel than the two events in California.

While this analysis was not conducted for formal certification, it follows recognized accounting practices used in carbon neutral event planning to enable transparent emissions tracking and future mitigation efforts. The insights from this assessment provide a foundation for informed decision-making and strategic emissions reduction across PPAI events. Key recommendations include enhancing data collection for transportation and lodging, engaging with vendors on low-emission alternatives, and developing attendee guidance to support lower-impact travel choices.

METHODOLOGY

GHG Accounting Standards

The greenhouse gas (GHG) emissions assessment for the 2025 PPAI events was conducted in accordance with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard ("GHG Protocol"), the internationally recognized framework for organizational GHG inventories. The GHG Protocol provides a comprehensive methodology for consistent, transparent, and accurate reporting of emissions across Scope 1, Scope 2, and Scope 3 categories.

The assessment also aligned with industry best practices for carbon neutral event accounting, applying emissions boundary setting, source categorization, and emissions quantification approaches commonly used for voluntary climate action initiatives. Particular attention was paid to selecting appropriate emission factors, prioritizing the use of U.S. Environmental Protection Agency (EPA) and U.K. Department for Environment, Food & Rural Affairs (DEFRA) databases, as well as GHG Protocol calculation tools where applicable.

Key principles of the GHG Protocol—relevance, completeness, consistency, transparency, and accuracy—guided the development of the emissions inventory. Where primary data were not available, conservative estimation techniques were used, ensuring that the reported emissions reflect a comprehensive and credible representation of the events' climate impacts.

Emissions Scopes and Categories

The greenhouse gas (GHG) inventory for the 2025 PPAI events included emissions across Scope 1, Scope 2, and Scope 3 categories, following the definitions outlined by the Greenhouse Gas Protocol.

Scope 1: Direct Emissions

Scope 1 emissions include direct emissions from on-site combustion sources at event venues. These emissions were calculated based on the total square footage of event spaces used, applying appropriate energy use factors for heating where necessary. Where specific square footage data was unavailable, estimates were conservatively applied to ensure completeness.

Scope 2: Indirect Emissions from Purchased Energy

Scope 2 emissions represent indirect emissions from the consumption of purchased electricity at event venues. Emissions were calculated using the total known or conservatively estimated square footage of event spaces, combined with regional electricity grid emissions factors. This approach ensured a consistent and transparent estimation where direct utility data were not available.

Scope 3: Other Indirect Emissions

Scope 3 emissions encompassed all other relevant indirect activities associated with the events. The following categories were included in the Scope 3 assessment:

- **Staff Travel:** Air travel, taxi use, and rental car travel by employees and contractors supporting event delivery.
- **Attendee Travel:** Air travel and ground transportation by attendees traveling to and from the events.
- **Hotel Accommodation:** Emissions associated with hotel stays for staff and attendees, based on the number of room nights booked and regional emission factors.
- **Event Waste:** Emissions resulting from both landfilling and recycling of waste generated during the events. This category also included estimated waste generated from freighted materials used for event setup and operations.
- **Freight and Material Transport:** Emissions from the transportation of event-related materials to and from the venues, based on freight invoices and shipment data.
- **Event Dining Transportation:** Emissions from the transportation of event guests to dining events in the host cities, as calculated by the transportation provider (Uber).

The inclusion of these Scope 3 categories reflects best practices for comprehensive event-based GHG accounting. Categories were selected based on their material contribution to the overall emissions profile and their relevance to a full and accurate representation of event-related climate impacts.

Data Collection and Sources

The greenhouse gas (GHG) assessment prioritized the use of primary data sources wherever feasible to ensure the highest possible level of accuracy and event-specific relevance.

Primary data were collected through several key mechanisms:

- **Attendee Travel and Hotel Accommodation:** Information regarding attendee travel and lodging was collected through post-event survey responses. Participants provided details about their origin location, mode of travel (flying or driving), and the number of hotel nights associated with their event participation.

- **Employee Travel and Hotel Accommodation:** Travel records for employees and contractors involved in delivering the events were obtained directly from organizational travel documentation. These records, including points of origin, travel modes, and hotel stays, were reviewed and verified by the PPAI operations team for accuracy.

- **Venue Energy Use (Fuel and Electricity):** Data on the total square footage of ballrooms, meeting spaces, and other venue areas occupied during the events was obtained directly from event organizers and venue management. Where direct measurements were unavailable, conservative estimates based on known room dimensions and usage were applied to ensure comprehensive coverage of venue energy consumption.

- **Freight and Material Transport:** Shipping invoices and freight records were provided for materials transported to and from each event. These documents detailed the total shipment weight and the locations of origin and destination, allowing emissions to be calculated based on distance traveled, weight of materials and freight transport mode.

Where minor data gaps existed, secondary data sources and standardized assumptions were applied. Emission factors were sourced from:

- The **U.S. Environmental Protection Agency (EPA) GHG Emission Factors Hub**[1],

- The **Greenhouse Gas Protocol GHG Emissions Calculation Tool** [2], and

[1] US EPA GHG Emission Factors Hub
[2] GHG Protocol GHG Emissions Calculation Tool

- For hotel accommodation emissions, the **Cornell Hotel Sustainability Benchmarking Index 2021**[3], which provided credible, location-specific emissions benchmarks based on industry-wide hotel data. UK DEFRA hotel standards were also evaluated, but were not used in the final report due to the more generalized emissions factors that did not weight hotel quality in emissions and provided lower estimates.

All collected data were reviewed for consistency, completeness, and alignment with the assessment boundaries. Conservative estimation methods were applied where necessary to maintain transparency and ensure a comprehensive representation of the events' climate impacts.

Key Assumptions

In the course of developing the greenhouse gas (GHG) inventory, several assumptions were made to address areas where direct measurement was impractical. These assumptions were based on industry benchmarks, historical data, and conservative estimation practices to ensure the accuracy and completeness of the overall assessment.

The key assumptions made are as follows:

- **Coach Bus Emissions (North American Leadership Conference – PPAI 100 Event)**: Three coach buses were used to transport attendees between two main destinations within the city. It was assumed that each bus operated continuously for approximately five hours. Based on a conservative estimate of **6 miles per gallon (mpg)**[4] for city driving conditions and approximately **10 gallons of diesel**[5] consumed per bus per hour, the total diesel consumption was estimated at **150 gallons**. Using standard diesel combustion emissions factors, this fuel use equated to approximately **1.7 metric tons of carbon dioxide equivalent (tCO_2e)**.

- **Waste Disposal**: For each event, it was assumed that an individual attendee generated approximately **4 pounds of waste**[6] daily at the conference. This waste generation was further allocated as follows:

    - **2.5 pounds** of mixed municipal solid waste (MSW) assumed to be **landfilled**.
    - **1.5 pounds** of mixed recyclable materials assumed to be **recycled**.

[3] Ricaurte, Eric, and Rehmaashini Jagarajan. "Hotel Sustainability Benchmarking Index 2021: Carbon, Energy, and Water." Cornell Center for Hospitality Research Cornell Hospitality Indices, 2021.
[4] P Fleet
[5] US Department of Energy: Energy Efficiency & Renewable Energy
[6] MeetGreen

- These assumptions were applied based on industry-accepted waste generation rates for professional events where detailed on-site waste audits were not conducted.

- **Freight Waste (Event Material Transport)**: For materials freighted to and from the event venues, it was assumed that any **decrease in shipment weight** upon return represented waste generated during event setup and operations. This difference in weight was treated as mixed MSW and included within the overall event waste disposal calculation.

    - **Exceptions — NALC & WLC**: For these two events, the weight of materials returned was recorded as **higher** than the original outbound shipment weight. As a result, no additional waste from freighted materials was attributed to landfill emissions for this event.

All assumptions were designed to be conservative, meaning that where uncertainty existed, estimates were made in a manner that avoids underreporting of GHG emissions. This approach ensures a credible and transparent emissions inventory aligned with recognized best practices for event-based carbon accounting.

Quality Assurance

Ensuring the accuracy, consistency, and transparency of the greenhouse gas (GHG) emissions inventory was a priority throughout the assessment process. Primary data sources were prioritized wherever possible, including attendee and staff travel data, hotel accommodation records, venue space usage, and freight documentation. Where primary data were unavailable, secondary data and conservative assumptions were applied following established best practices to maintain the integrity of the inventory.

All collected data were systematically reviewed for completeness, internal consistency, and alignment with the established emissions boundaries. Cross-referencing of event records and direct communications with operations teams helped ensure that all material sources of emissions were captured accurately.

To further support data integrity, Aclymate conducted an independent confirmation of data quality and reviewed the emissions calculation methodology. Additionally, a second-party technical review was conducted by an internal reviewer at Aclymate who was not involved in the initial data compilation. This review evaluated both the inventory development process and the detailed technical calculations to verify the accuracy of results and adherence to GHG Protocol standards.

Where estimation was necessary, conservative assumptions were intentionally applied to minimize the risk of underreporting event-related emissions. This approach supports the development of a transparent and defensible GHG inventory aligned with voluntary reporting expectations. While every effort was made to maximize data quality and minimize uncertainties, certain limitations remain inherent to event-based GHG assessments, including reliance on self-reported survey responses and estimated values where direct measurements were not available. These limitations are considered minor and do not materially affect the overall conclusions of the assessment.

North American Leadership Conference (NALC)

The North American Leadership Conference (NALC) took place from May 12-14, 202 at the Sofitel Magnificent Mile Hotel, located at 20 E. Chestnut St, Chicago, Illinois 60611. The event hosted a total of 188 individuals, including staff and attendees.

For the purposes of the greenhouse gas (GHG) inventory, emissions sources associated with the NALC were assessed across multiple categories to develop a comprehensive understanding of the event's climate impact. The following key emissions sources were identified and quantified:

NORTH AMERICAN LEADERSHIP CONFERENCE	
Emission Sources and Category	**Emissions (tCO2e)**
Direct emissions from on-site energy use	0.25
Indirect emissions from purchased electricity used in event venues	0.44
Travel of staff and contractors delivering the event, round trip	5.32
Hotel accommodation for staff	2.25
Travel of attendees to and from the event	-93.67
Hotel accommodation for attendees	19.72
Event waste landfilled	0.41
Event waste recycled	0.04
Freighted Event Material landfilled	0.00
TOTAL WASTE	0.45
Transport of event-related material to and from the venue	0.23
Dine Around Transit	0.00
PPAI 100 Shuttles	0.20
Total	**122.53**

Together, these sources provided a comprehensive accounting of GHG emissions associated with the North American Leadership Conference. Data quality prioritization and conservative assumptions were applied throughout the analysis to ensure the completeness and credibility of reported emissions.

Women's Leadership Conference (WLC)

The Women's Leadership Conference (WLC) took place from June 23–25, 2025 at the Coronado Island Marriot, located at 2000 2nd St., Coronado, California 92118. The event hosted a total of 201 individuals, including staff and attendees.

For the purposes of the greenhouse gas (GHG) inventory, emissions sources associated with the WLC were assessed across multiple categories to develop a comprehensive understanding of the event's climate impact. The following key emissions sources were identified and quantified:

WOMEN'S LEADERSHIP CONFERENCE

Emission Sources and Category	Emissions (tCO2e)
Direct emissions from on-site energy use	0.25
Indirect emissions from purchased electricity used in event venues	0.32
Travel of staff and contractors delivering the event, round trip	7.40
Hotel accommodation for staff	1.46
Travel of attendees to and from the event	139.62
Hotel accommodation for attendees	16.07
Event waste landfilled	0.44
Event waste recycled	0.04
Freighted Event Material landfilled	0.00
TOTAL WASTE	0.48
Transport of event-related material to and from the venue	0.49
Dine Around Transit	0.01
Total	**166.09**

Together, these sources provided a comprehensive accounting of GHG emissions associated with the Women's Leadership Conference. Conservative estimation practices and quality assurance measures were applied throughout the analysis to ensure transparent and credible reporting.

PPAI Responsibility Summit

Responsibility Summit

The Responsibility Summit took place from September 15-17, 2025 at the Renaissance Newport Beach, located at 4500 MacArthur Blvd., Newport Beach, California 92660. The event hosted a total of 152 individuals, including staff and attendees.

For the purposes of the greenhouse gas (GHG) inventory, emissions sources associated with the Responsibility Summit were assessed across multiple categories to develop a comprehensive understanding of the event's climate impact. The following key emissions sources were identified and quantified:

RESPONSIBILITY SUMMIT

Emission Sources and Category	Emissions (tCO2e)
Direct emissions from on-site energy use	0.20
Indirect emissions from purchased electricity used in event venues	0.26
Travel of staff and contractors delivering the event, round trip	7.05
Hotel accommodation for staff	0.99
Travel of attendees to and from the event	124.56
Hotel accommodation for attendees	6.99
Event waste landfilled	0.33
Event waste recycled	0.03
Freighted Event Material landfilled	0.01
TOTAL WASTE	0.38
Transport of event-related material to and from the venue	0.41
Dine Around Transit	0.05
Total	**140.89**

Together, these sources provided a full accounting of GHG emissions associated with the Responsibility Summit. Conservative assumptions and internal quality assurance processes were applied to ensure the reliability and transparency of reported results.

OFFSET STRATEGY

Carbon Offset Overview

To address the greenhouse gas emissions associated with PPAI's 2025 events, PPAI purchased verified carbon credits through the **CNaught Impact Portfolio**. This portfolio is designed to deliver maximum climate impact while minimizing risk by supporting a wide range of high-quality offset projects.

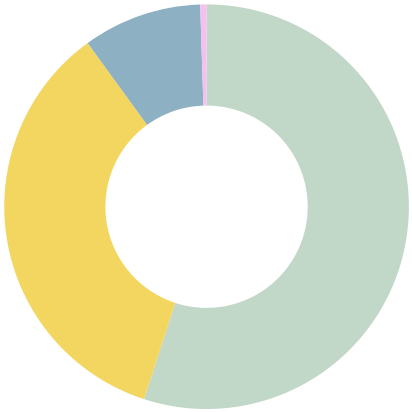
Carbon Offset Details

Offset Provider: CNaught
Portfolio: Impact
Verification Standards: All projects are verified by independent standards and tracked to ensure transparency and impact.
Credit Retirement: All credits have been fully retired on behalf of PPAI.
Certificate of Retirement: https://registry.cnaught.com/orders/WZVngBEt67
Public Display Page: https://impact.cnaught.com/aclymate-LBC4PbOr/ppai-t4w2EW3L

Impact Portfolio

The CNaught Impact Portfolio supports a diverse mix of project types, including:

- **Emission Reductions (55%)** - Clean cookstoves, renewable energy, methane capture
- **Conservation (35%)** - Forest protection and land-use conservation
- **Nature-Based Removals (9.5%)** - Reforestation and soil carbon
- **Long-Lived Removals (0.5%)** – Direct air capture and other permanent storage



EMISSIONS AND OFFSETS

This greenhouse gas (GHG) assessment provided a comprehensive accounting of the emissions associated with three major PPAI events held in 2024: the North American Leadership Conference, the Women's Leadership Conference, and the Responsibility Summit. Emissions were calculated across Scope 1, Scope 2, and relevant Scope 3 categories, following the Greenhouse Gas Protocol and industry best practices for carbon neutral event emissions accounting. PPAI may credibly and fully claim these events to be carbon neutral.

By prioritizing primary data collection, applying conservative estimation methods, and conducting internal quality assurance reviews, the resulting inventory offers a credible and transparent representation of the events' climate impacts. The insights from this assessment provide a valuable foundation for ongoing emissions reduction efforts, improved data collection processes, and future event sustainability initiatives.

PPAI's commitment to quantifying and understanding the environmental impacts of its activities represents an important step toward integrating sustainability into event operations and supporting broader organizational climate goals.

TOTAL EMISSIONS – NALC, WLC, & RESPONSIBILITY SUMMIT

Emission Sources and Category	Emissions (tCO2e)
Direct emissions from on-site energy use	0.70
Indirect emissions from purchased electricity used in event venues	1.02
Travel of staff and contractors delivering the event, round trip	19.77
Hotel accommodation for staff	4.70
Travel of attendees to and from the event	357.85
Hotel accommodation for attendees	42.78
Event waste landfilled	1.18
Event waste recycled	0.11
Freighted Event Material landfilled	0.01
TOTAL WASTE	1.30
Transport of event-related material to and from the venue	1.13
Dine Around Transit	0.07
PPAI 100 Shuttles	0.20
Total	**429.50**