



Energy efficiency



UNIMEV

THE ORIGIN OF YOUR SHOWCASE PROJECT AND ITS PROCEEDINGS

The French Event & Meeting Industry Council UNIMEV had issued a tender for a carbon footprint calculator for its members. Along with a consulting firm partner with expertise in the events industry, Green Événements Conseil, our society Verteego applied and was selected from among a dozen other concurrent societies: We differentiated ourselves by offering to assess not only carbon emissions – which reflect the energy and climate footprint – but also all “positive” impacts of the industry as the creation of economic value and employment, so that they can also be assessed and highlighted. UNIMEV could therefore offer to the entire French event and meeting industry the first global performance footprinter.

THE IMPLEMENTED TECHNOLOGY IN SIMPLE WORDS

It is a web portal featuring UNIMEV's colors but based on a pre-existing data processing platform called 'Verteego platform'. The Verteego platform can perform four different types of work: data collecting, data processing, data restitution and predictive prescriptions. For UNIMEV, we have for now activated the first three modules. But in this kind of project, besides merely using a pre-existing platform that presents undeniable long term benefits namely on upgradeability, what matters is to integrate suitable contents into that software platform – contents that will speak to the industry stakeholders. UNIMEV had gathered its members, meaning contractors, location owners and organizers, as well as institutional partners as the Ile-de-France Regional Tourism Committee or the Urban Community of

Nantes, to agree on the reporting framework of the industry. This consultation launched a process of methodological reflection that laid the foundation for the downstream implementation of relevant content into the Verteego platform.

HOW MANY TONS OF CO2 ARE SAVED COMPARING TO PREVIOUS SOLUTIONS

First of all, we have to remember that the UNIMEV tool of global performance assessment was made available to the industry stakeholders on September 2015! Therefore we don't have the hindsight needed to draw specific quantitative conclusions. Then, it should be pointed out that a minority of events organizers actually realized what an incredible lever they have to eco-design their events while improving their quality and reducing the bill! Finally, on the initiative of the stakeholders involved in the consultation in the specification phase, the UNIMEV global performance footprinter offers to his users a simulation mode allowing them to test and compare the impact of greenhouse gas in different event creation options. The UNIMEV calculator can therefore as well be used for simulation purposes.

THE MAIN INTEREST OF THIS PROJECT FOR FUTURE CLIMATE CHALLENGES; CONTROL OF GHG EMISSIONS, INTERNATIONAL NEEDS, ECO-INNOVATION

An old saying from the Anglo-Saxon business world states that 'What gets measured gets done'. This means, if you want to control a particular phenomenon in order to improve

it, you have to start by assessing it and measuring it. So the main interests of this project are the control of greenhouse gas emissions, an anticipated international reproducibility as the event market is global, and finally a support to eco-innovation for event organizers.

HOW DOES THIS EXEMPLARY PROJECT GIVE AN OPERATIONAL SOLUTION WITHIN COP21 ?

When it comes to climate, measuring data is not an ideal but a must do as the goals fixed by Countries and major geopolitical

groupings before the launch of negotiations for the 21th Conference of Parties (CoP) are mostly quantitative. So the UNIMEV global performance footprinter is in fact an exemplary project as it allows an entire industry to assess its greenhouse gas emissions at lower cost. This removes a major objection of today's firms that worry that the efforts made to reduce their carbon footprint will affect their competitiveness, without realizing the extraordinary opportunities generated by the necessity of rethinking their economic and social model.

CALCULATEUR DE PERFORMANCE GLOBALE PILOTER INDUSTRIE FRANÇAISE DE L'ÉVÉNEMENT INNOVER VALORISER

en partenariat avec : Paris Region Entreprises - Comité des Expositions de Paris - Nantes Métropole

- accéder au Calculateur
vers une nouvelle valorisation de l'événement
- comprendre le Calculateur
charte méthodologique de conception et d'utilisation
- les acteurs du Calculateur
les partenaires et 35 membres du Comité technique
- se former au Calculateur
programme de formation des utilisateurs
- s'informer sur le Calculateur
le dossier de presse
- aide
tutoriels et outils pédagogiques



contact | crédits | mentions légales

To keep contact with VERTEEGO : jeremy.fain@verteego.com