

Curbing the Environmental Impact of In-Person Meetings with Virtual Communication Platforms

With so much focus on the COVID-19 pandemic and the ongoing travel restrictions, it's easy to lose sight of the bigger picture. However, the climate crisis has not gone anywhere, and minimizing our environmental footprint is more important than ever.

In-person meetings can have a large negative impact on the environment. The examples below show the carbon emissions associated with flights and ground transportation to regional, national, and international meetings. ¹

SCENARIO 1: REGIONAL ADVISORY BOARD

Assumptions: 20 total participants, each driving an average gasoline car, with a mean distance to/from the meeting venue of 50 km. ²



0.35 metric tons of CO₂

=



386 lbs / 175 kg
Coal burned ³

or



44,636
Smartphones charged ³

SCENARIO 2: NATIONAL ADVISORY BOARD (CANADA)

Assumptions: Meeting held in downtown Toronto, 30 km from the airport; 20 total participants, including 4 participants from Toronto (driving to venue), and 2 each from Calgary, Edmonton, Halifax, Montreal, Ottawa-Gatineau, St. Johns, Vancouver, and Winnipeg. Calculations include return economy flights for 16 participants, an average 30-km drive to/from the departure airport, and individual taxi rides between Toronto airport and the venue. ^{2, 4}



9.42 metric tons of CO₂

=



21.8
Barrels of oil consumed ³

or



1.6
Homes' electricity use for a year ³

SCENARIO 3: INTERNATIONAL CONFERENCE (EUROPE)

Assumptions: Conference held in downtown Berlin, 30 km from the airport; 1000 total participants, including 100 each from Germany (driving to venue), Belgium, England, France, Greece, Italy, Netherlands, Russia, Spain, and Sweden. Calculations include return economy flights for 900 participants, an average 50-km drive to/from the departure airport, and individual taxi rides between Berlin airport and the venue. ^{2, 4}



348.75 metric tons of CO₂

=

4.6



Tanker trucks' worth of gasoline ³

or

The amount of carbon sequestered by

5767



tree seedlings grown for 10 years ³

SCENARIO 4: VIRTUAL TOUCHPOINTS VIA THE IMPETUS INSITE PLATFORM®

Assumptions: a series of online touchpoints (asynchronous and/or synchronous) is conducted in lieu of an in-person meeting. All participants participate from their homes or offices, eliminating the need to travel to a venue while simultaneously minimizing costs and achieving superior engagement rates, speed to insight-gathering, and quality and quantity of insights. ^{5, 6}



0 metric tons of CO₂



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About Impetus Digital

At Impetus Digital, we are leaders in delivering virtual collaboration experiences for life sciences companies. We offer a range of asynchronous and synchronous tools to help clients virtualize their in-person meetings and build authentic relationships with their customers in the process. We are actively trying to do our part to minimize our environmental footprint and fight the climate crisis. Visit our website or book a demo of our platform to learn how Impetus can help transition your in-person meetings and events into compelling and environmentally-friendly virtual encounters!

¹ Calculations do not take into account the carbon footprint of other aspects of in-person meetings such as transportation/preparation/disposal of food and drinks, electricity use, printed agendas and materials, garbage created, hotel accommodations, etc.

² Calculated using <https://calculator.carbonfootprint.com/calculator.aspx?tab=4>

³ Calculated using <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

⁴ Calculated using <https://insight.co2analytics.com/climatecare/calculator#>

⁵ Carbon emissions associated with charging computers and programming/hosting the secure and compliant company portal are not included in the calculations.

⁶ <https://www.impetusdigital.com/>