'CISCO LIVE 2023 AMSTERDAM'

Cisco with George P. Johnson

> " This is a very holistic approach to sustainable events – including all the basics of reducing waste but also considering the attendees' carbon footprint and including content that educates attendees too.
>
> - Campaign Ad Net Zero judge. "

Challenge

The Cisco Live week-long events attract thousands of attendees from around the world (14,000 in 2023). The emissions generated from these large-scale events have historically been sizeable and needed to be reduced.

Brief

Cisco worked with marketing agency George P Johnson (GPJ) to make meaningful changes to reduce these event-generated emissions, while still delivering needs and expectations from attendees and organisers.

Solution

Use TRACE by isla to measure real-time carbon impact. Partner with sustainability consultants to help with general and specific areas where reductions could be identified and met during and after the event.

Execution

- Engaged with Reconomy and FESPA UK to plan for the sustainable use of graphics and graphics waste.
- GPJ partnered with full-time sustainability consultants for overall guidance, embedding best practices across workstreams, documenting and reporting holistically.
- Request For Proposal updated to include the TRACE tool, which helped to identify previously unknown areas for improvement, such as swapping out beef/lamb In favour of proteins with far fewer emissions attached. This helped achieve supply chain and Stakeholder buy-in.

Results

100% waste diverted from landfill