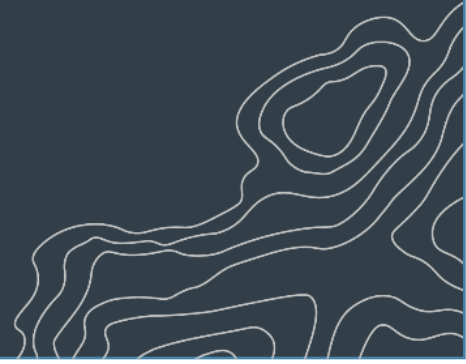


# THE GREAT OUTDOOR COMEDY FESTIVAL SERIES

## 2024 GHG EMISSIONS EVENT SUMMARY REPORT

November 2024



### 1. GHG Emissions Inventory Report

This greenhouse gas (GHG) emissions inventory report has been prepared for BrandLIVE Management Group (BrandLIVE) for the activities related to the 2024 Great Outdoor Comedy Festival (GOCF) series that was held in the following cities on these dates.

**Table 1. The Great Outdoor Comedy Festival 2024 Cities and Dates**

Venue	Dates
Edmonton, AB	July 12-14, 2024
Winnipeg, MB	July 19-21, 2024
Halifax, NS	August 9-11, 2024
Ottawa, ON	August 9-11, 2024
Calgary, AB	August 23-25, 2024
Spokane, WA	August 23-25, 2024
Vancouver, BC	September 13-15, 2024

The sources identified for the event-related GHG emissions are fuel combustion for generators and purchased electricity to power the event venues, fuel combustion related to travel and other transportation, and hotel stays of performers and staff. Emissions were calculated using data provided by BrandLIVE.

The 2024 GOCF series emitted a **total of 271.1 tonnes** of carbon dioxide equivalent (tCO<sub>2</sub>e), or an average of 38.7 tCO<sub>2</sub>e per event. Presented in Table 2 below is the GHG emissions broken down by the individual sources and scopes.

It should be noted that emissions from air-based travel contributed 85.5% of the total emissions for the events. Combined, the flights servicing the events in Halifax, Vancouver, and Winnipeg contributed 130.3 tCO<sub>2</sub>e, or 48% of the overall emissions for the GOCF 2024 event series.

Figure 1 below highlights the significant effect of flight emissions for each of event's emissions profiles. GOCF 2023 Vancouver is included in the chart as well to provide a reference for comparison.

Table 2. Overall emissions of GOCF 2024 series

Emissions Source	GHG Emissions (tCO <sub>2</sub> e)	% Of Total
<b>Scope 1</b>	<b>12.8</b>	<b>4.7%</b>
Fuel for generators	12.8	4.7%
<b>Scope 2</b>	<b>0.0</b>	<b>0.0%</b>
Electricity consumption	0.0	0.0%
<b>Scope 3</b>	<b>258.3</b>	<b>95.3%</b>
Purchased electricity	9.4	3.4%
Purchased heating (natural gas)	2.0	0.8%
Flights	231.7	85.5%
Land-based transportation	8.7	3.2%
Hotel stays	6.5	2.4%
<b>Overall Total</b>	<b>271.1</b>	<b>100.0%</b>
<b>Per-Event Average</b>	<b>38.7</b>	

Note: Figures may not add due to rounding.

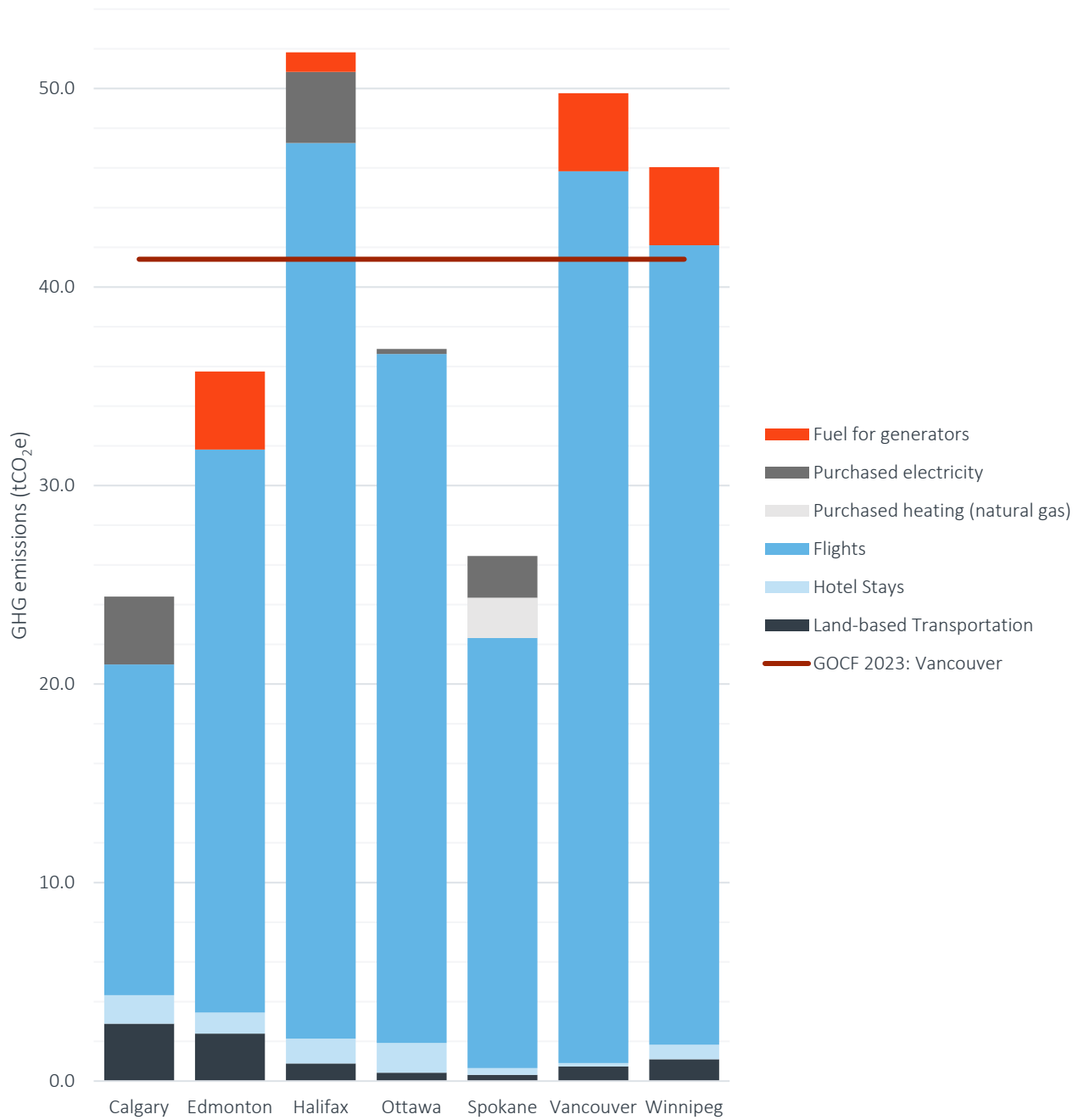


Figure 1. The Great Outdoor Comedy Festival 2024 Emissions Distribution. GOCF 2023: Vancouver provided for comparison.

Table 3. Emissions profile by city in the 2024 GOCF series

Emissions Source	GHG Emissions (tCO <sub>2</sub> e)							Total
	Calgary	Edmonton	Halifax	Ottawa	Spokane	Vancouver	Winnipeg	
<b>Scope 1</b>	-	3.9	1.0	-	-	3.9	3.9	12.8
Fuel for generators	-	3.9	1.0	-	-	3.9	3.9	12.8
<b>Scope 2</b>	-	-	-	-	-	-	-	-
Electricity consumption	-	-	-	-	-	-	-	-
<b>Scope 3</b>	24.4	31.8	50.8	36.9	26.4	45.8	42.1	258.3
Purchased electricity	3.4	-	3.6	0.3	2.1	-	-	9.4
Purchased heating (natural gas)	-	-	-	-	2.0	-	-	2.0
Flights	16.7	28.4	45.1	34.7	21.7	44.9	40.3	231.7
Land-based transportation	2.9	2.4	0.9	0.4	0.3	0.7	1.1	8.7
Hotel stays	1.4	1.1	1.3	1.5	0.3	0.2	0.7	6.5
<b>Totals</b>	<b>24.4</b>	<b>35.7</b>	<b>51.8</b>	<b>36.9</b>	<b>26.4</b>	<b>49.8</b>	<b>46.0</b>	<b>271.1</b>
					<b>Per-city average</b>		<b>38.7 tCO<sub>2</sub>e</b>	

Note: Figures may not add due to rounding.

## 2. Emissions Equivalency

Cattle digest their food through a fermentation process that produces methane as a by-product, which is eventually released into the atmosphere via their gastrointestinal systems. The emissions generated by hosting these seven outdoor festivals across Canada and the US are equivalent to the annual methane production of 103 cows. So, by offsetting the emissions associated with venue utilities, as well as travel and hotel stays for performers, volunteers, and staff, the GOCF series has offset the equivalent emissions to over 100 cows passing gas for a year.

## 3. Climate Designation

In most cases, organizations are not able to reduce 100% of their operational emissions for their events and are left with unavoidable emissions. To go beyond this reduction barrier and take responsibility for their emissions, event organizers can purchase carbon offsets to mitigate the greenhouse gas emissions that they can't reduce. Climate Friendly Event status means that organizers have measured the climate impacts from the utilities used at the venue (heating/cooling and electricity) as well as the emissions from travel and hotel stays for performers, volunteers, and event staff, and they have purchased the equivalent number of offsets to mitigate those emissions. A carbon offset is an investment in a project with a real and measurable emissions reduction and can help organizations cost-effectively meet their carbon targets.

In order to mitigate the climate impacts of all seven of the events in the GOCF series, BrandLIVE Management Group has purchased 271 tonnes of carbon offsets from Ostrom Climate's Great Bear Forest Carbon Project. In doing so, they have contributed to an Improved Forest Management initiative, which generates emission reductions by protecting forest areas that were previously designated, sanctioned or approved for commercial logging. It is a landmark project for balancing human well-being and ecological integrity through carbon finance and is the first carbon project in North America on Traditional Territory with unextinguished Aboriginal Rights and Title.

All seven events in the 2024 GOCF series have, therefore, been designated Climate Friendly.

