



World Summit 2022

Amsterdam

June 15-17, 2022

ProjectC!



**WE'RE GOING CARBON NEUTRAL,
HOW ABOUT YOU?**





What was first.

**SUSTAINABLE
DEVELOPMENT
GOALS**

**1 NO
POVERTY**

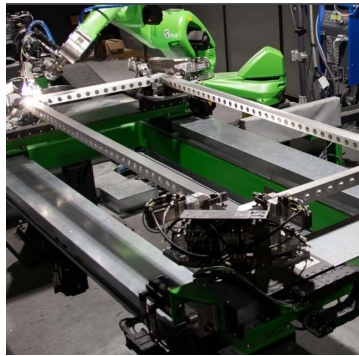


What was first.

Product



Production



Energy



Social



2%

BUT...





Jens Schäfer • 1st

Head of project management exhibition and speci...

2d • Edited •



we talk a lot about **#sustainability**. This is a good example of why you should focus on sustainability and waste avoidance, especially at trade fair stands. As a **#bematrix** partner, we face this challenge. **#restart**
#exhibition

You and 34 others

9 comments • 1 share



Derek Tallent • 1st

2d ...

AV | Sound | Lighting | Video | Computer hire for Exhibitions an...

A little disingenuous though Elliot. I'm sure I've seen this in a photo from a different angle, and it's in Barcelona, where the Fira will take all the waste and recycle it for a fee.

The aluminium frame fanatics bang on about sustainability, but what's the carbon footprint of manufacturing the frames in the first place compared to timber. And of course timber construction can be re-used....



so we launched our

ProjectC!

INTERNAL (Company)

1.1 Creating awareness with our employees.

1.2 Become Carbon Neutral in 2026

EXTERNAL (Product)

2.1 Provide Carbon Neutral Products ASAP

2.2 Provide Carbon Calculations of own product and related product (best practices).

EXTERNAL (Company)

3.1 Inspire other companies.

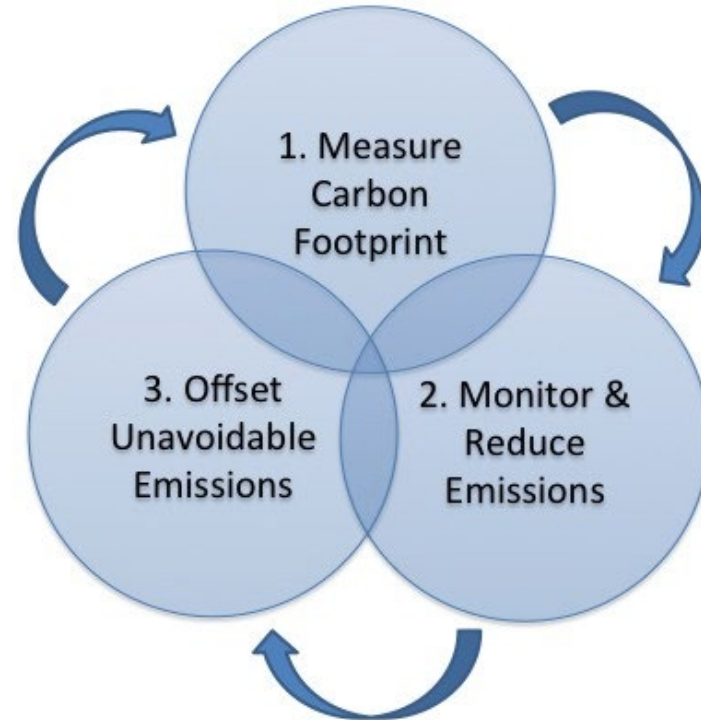
3.2 Collaborate with other companies.





ProjectC! Part 1.2

Become Carbon Neutral in 2026





first step = **MEASURE** (& report)



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



first step = **MEASURE** (& report)



Scope 1 – direct emissions from sources owned or controlled by a company

DIRECT



Scope 2 – indirect emissions from purchased electricity, steam, heat, and cooling

INDIRECT



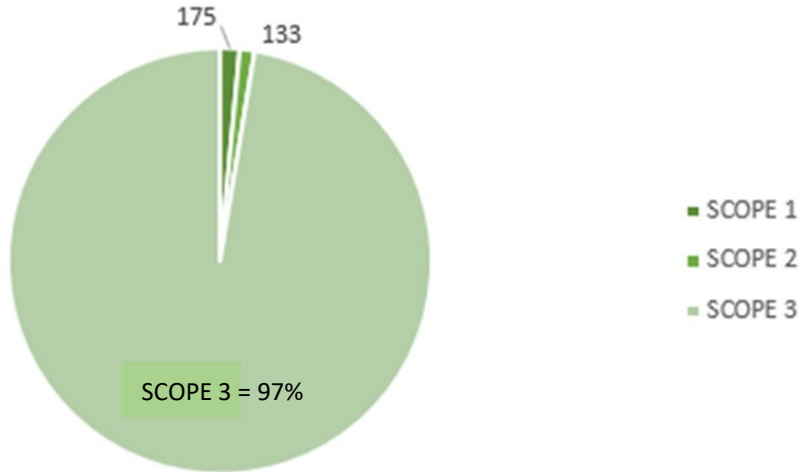
Scope 3 – all other emissions associated with a company's activities

VALUE CHAIN



first step = MEASURE (& report)

Scopes beMatrix



Carbon streams beMatrix 2019		Relative share (%)
Energy		1%
Nonenergy (GHG leakage)		0%
Inputs		75%
Packaging		0%
Freight		13%
Transport		4%
Direct waste		0%
Immobilisation		5%
Total		100%

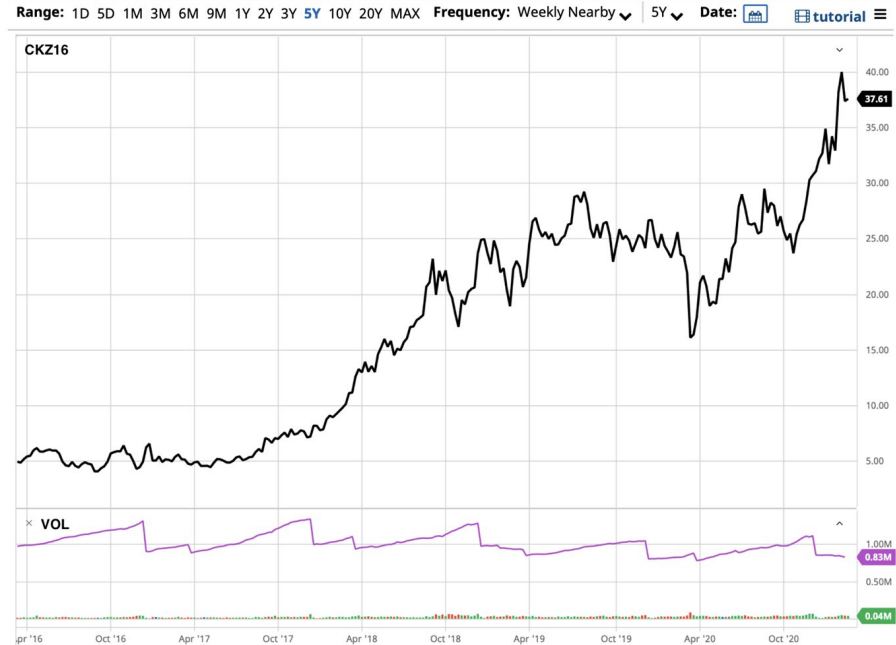


second step = **REDUCE** with a plan following the Paris agreement



third step = OFFSET or **CONTRIBUTE**

Gold Standard[®]





Families in Guatemala use clean cooking technology to improve their quality of life while fighting climate change



ProjectC! Part 1.2

**CLIMATE
NEUTRAL
NOW**



ProjectC! Part 2.2

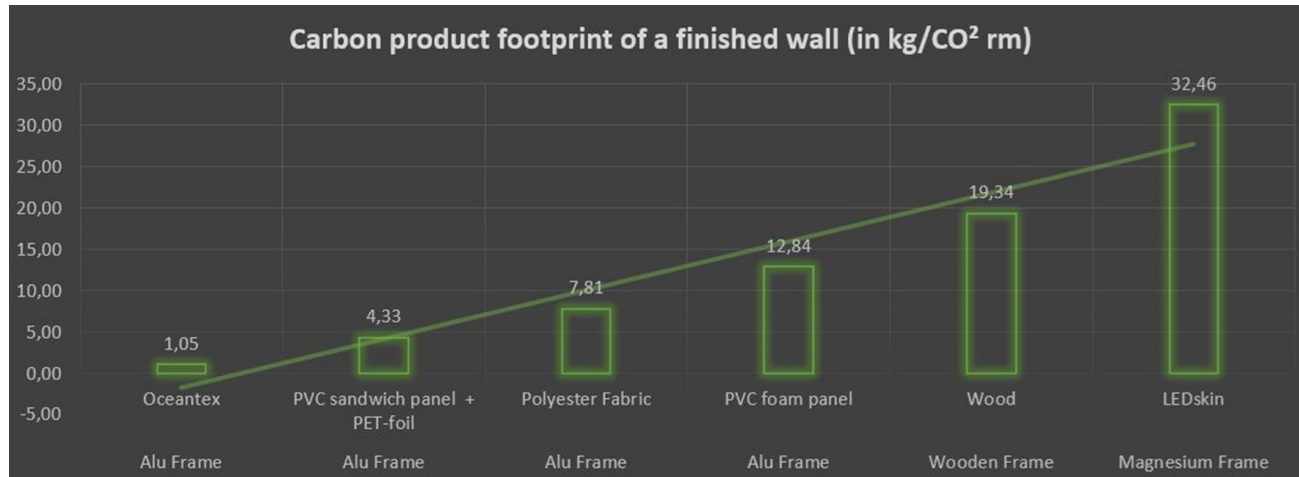
Provide Carbon Calculations!





ProjectC! Part 2.2

Provide Carbon Calculations





ProjectC! Part 3.2

Collaborate with other companies.

Take part of the "NET ZERO CARBON EVENTS" Community.





ProjectC! Part 3.2

Collaborate with other companies.

Consider a shift in your business model of not already done ...

Go as close as possible to the VENUE for both MATERIALS and LABOR.

nothing is as valuable as a SHARED network!

IFES



ProjectC! Part 3.2

When we can all **COLLABORATE**,
over the value chain, our industry
will have a beautiful **FUTURE!**



There is no time to WASTE.
Start NOW, start SIMPLE!



Edwin Van der Vennet ❤️

CIO & Owner at beMatrix, beMatrix USA &
beMatrix Asia

