



PUBLIC DISCLOSURE STATEMENT

CITY OF MELBOURNE
MELBOURNE KNOWLEDGE WEEK 2021
26 APRIL – 2 MAY 2021

POST-EVENT REPORT

Australian Government
Climate Active
Post-event Public Disclosure Statement
Large event



NAME OF RESPONSIBLE ENTITY: The City of Melbourne

EVENT NAME: Melbourne Knowledge Week 2021

EVENT DATE(S): April 26 – May 2

Declaration

To the best of my knowledge, the information provided in this Public Disclosure Statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.

Signature

Date

A handwritten signature in blue ink, appearing to read 'Krista Milne'.

Name of Signatory – *Krista Milne*

Position of Signatory – *Co-Director, Climate Change and City Resilience*



Australian Government
**Department of Industry, Science,
Energy and Resources**

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Version number May 2021

1. Carbon neutral information

The Climate Active event calculator was used to prepare this carbon inventory, which is based on the *Climate Active Carbon Neutral Standard for Events*.

Event introduction

Melbourne Knowledge Week (MKW) is an annual festival that brings Melburnians together to explore and discuss, to share ideas, to challenge assumptions, and to spark new ways of thinking. Across seven days, the broad program of events, workshops and performances celebrates our City's rich heritage and potential for innovation.

MKW was first certified carbon neutral in 2019 and was cancelled in 2020 due to COVID19.

The events that make up MKW are a combination of in-person and online. Much of the in-person content will be housed at four hubs, an increase over the regular single hub. Hubs for 2021 are –

- The North Melbourne Meat Market – a heritage listed market, converted into a multi-purpose exhibition and performance space
- Wesley Place – a public urban park in the CBD of Melbourne
- The State Library of Victoria – Victoria's main public library in the heart of the CBD
- Melbourne Connect – a new space within Melbourne innovation district and part of Melbourne University

Events are classified for emissions reporting purposes into three tiers:

Tier one - Events run either directly by City of Melbourne (CoM) or run within a MKW hub

Tier two - Events induced by MKW with funding but run by partner organisations and;

Tier three – Events run by partners under the banner of MKW but without MKW having any influence.

While Tier three events are outside operational control of MKW, they are still included in the scope via an estimate which is based on the proportion of total attendees at tier three events. In previous years this has been estimated at 15% but this has been revised down to a 10% based on more programming being brought into the MKW hub under the 'tier one' category. An uplift factor of 10% is applied to the emissions inventory to cover Tier three events.

It was estimated pre-event that Melbourne Knowledge Week 2021 would attract 30,000 attendees. There were a total of 36,066 attendees – 10,007 ticketed attendees, 5,460 persons attending an in-venue activation, 18,149 persons recorded at an outdoor activation and 2450 online attendees. For each cohort of attendees a different travel emissions attribution factor was applied which recognises a decreasing proportion of travel emissions based on level of engagement with the event.

With changes to the Climate Active calculation for events, a predicted increase in the emissions for MKW was expected. Services such as advertising, graphic design and communications which are outsourced by MKW were quantified using new emissions factors developed by Climate Active for the first time.

2. Emissions reduction measures

The following emissions reduction opportunities were implemented at MKW 2021

Increase in digital and virtual content: A greater proportion of events were held virtually in 2021 as a direct result of the risk COVID19 has on event delivery. This enabled attendees to access MKW events without the need to travel and without contributing any venue energy emissions.

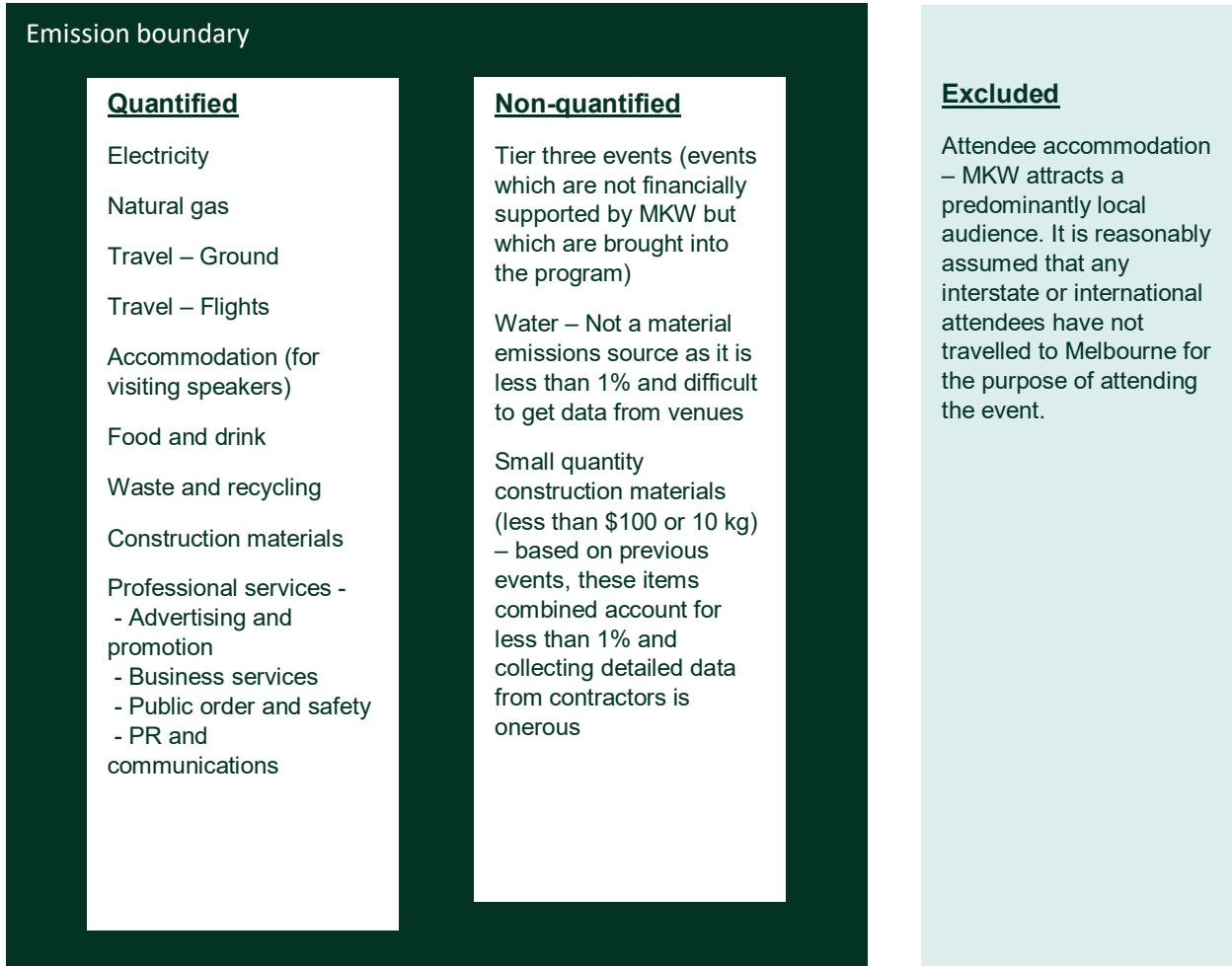
Renewable Electricity: The North Melbourne Meat Market, the primary MKW hub, uses 100 percent renewable energy.

Reduce virgin materials in hub fit out: The City of Melbourne engaged Moth Designs for the fit out and theming for MKW 2021. Moth has been working with the City of Melbourne on a number of large events over many years and employs a zero waste ethos and prioritises reuse and recyclability to all the items it produces. One of the over-arching principles of this contract is to minimise the use of new construction material in creating event theming items (e.g. booths, activations, sets, bars and signage)

Sustainable transport communication: It is now well understood that attendee transport is the largest single emissions source for CoM major events. Attendees to MKW 2021 are encouraged to walk, cycle or take a tram to reduce their transport emissions. An augmented reality transport emissions activation was hosted at one MKW hub which demonstrated the emissions from various transport options.

3. Emissions boundary

Emission boundary Diagram



4. Changes since pre-event report

Type of Change	Comment
Over estimation of electricity usage	The estimation of electricity usage was based on the primary hub (North Melbourne Meat Market) based on whole of hub usage over the full 10 days of the festival. In reality, only small areas of the other hubs were used and only for short periods of time
Under estimation of attendee travel emissions (ground transport)	Per attendee travel distance was slightly higher in 2021 when compared with 2019. This is likely just a result of the sampling. A sample of 228 attendees surveyed and extrapolated over 30,000+
Under estimation of food and drink	More data was collected from more vendors and caterers in 2021 including for one large new dinner event which represented more than 50% of all catering spend
Under estimation of professional services costs	2021 was the first year in which professional services costs were calculated and converted to emissions for MKW as part of the new Climate Active calculator.

5. Emissions summary

Table 1 Emissions summary

Emission source category	tonnes CO ₂ -e	
Electricity	0.997	
Land and Sea Transport (km)	18.338	
Air Transport (km)	0.418	
Accommodation and facilities	0.876	
Food and drink	25.998	
Waste	7.506	
Construction Materials and Services	15.914	
Professional services	62.767	
Total tCO₂-e	132.816	Total tCO₂-e
Uplift factor (10 %)	13.282	Uplift factor (10 %)
Total tCO₂-e + uplift factor	146.097	Total tCO₂-e + uplift factor

The 10% uplift factor covers all tier three events which are advertised under the banner of MKW but which are not managed or induced by CoM

6. Data collection

Table 2 Data collection

Emission source	Data collection method	Assumptions
Land and Sea Transport (km)	Survey sample by third party (Intuitive Solutions)	<p>The City of Melbourne has used a 'transport attribution factor' for all major events. This determines the proportion of an attendees transport emissions which should be attributed to the event's inventory. For MKW 2021 there were three identified cohorts of attendees –</p> <ol style="list-style-type: none"> 1. Those who attended a ticketed event. 100% of this cohorts transport emissions were attributed. 2. Those who attended a non-ticketed activation inside a venue. 67% of this cohorts travel emissions were attributed. 67% is the proportion of surveyed attendees across the whole event who said that attending MKW was one of the main reason for their travel on that day. 3. Those who were observed at an outside activation (using camera footage and mobile phone data). Only 10% of this cohorts travel emissions were attributed as they are effectively 'passers-by' whose travel is only tangentially related to the event.
Food/drinks	Food and drinks sales figures and catering spend for all tier one events are collected via invoices and data collection sheets.	
Construction Materials and Services	All construction material data is collected from the singular theming company via data collection sheets	
Professional services	All financial data is retained in the events budget tracking spreadsheet	

7. Electricity Calculator outputs

Market Based Approach Summary

Market Based Approach	Activity Data (kWh)	Emissions (kgCO ₂ e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC Purchased and retired (kWh) (including PPAs)	6,486	0	709%
Large Scale Renewable Energy Target (applied to grid electricity only)	173	0	19%
Residual Electricity	-5,745	-6,165	-628%
Total grid electricity	914	-6,165	100%
Total Electricity Consumed (grid + non grid)	914	-6,165	728%
Electricity renewables	6,659	0	
Residual Electricity	-5,745	-6,165	
Exported on-site generated electricity	0	0	
Emission Footprint (kgCO ₂ e)		0	

Emission Footprint (TCO₂e)	0
Mandatory LRET renewables	18.93%
Voluntary Renewable Electricity	709.42%
Total renewables	728.34%

Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Emissions (kgCO ₂ e)
Vic	914	997
Grid electricity (scope 2 and 3)	914	997
Vic	0	0
Non-grid electricity (Behind the meter)	0	0
Total Electricity Consumed	914	997

Emission Footprint (TCO₂e)	1
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8. Eligible offset units

Offsets summary

Table 3: Offsets summary

	Project description	Type of offset units	Registry	Date retired	Serial number	Vintage	Quantity (tonnes CO2-e)
Pre-event offset summary	Aak Puul Ngantam Savanna Burning: Caring for country in the Western Cape York. Overseen by Indigenous-led not-for-profit, Aak Puul Ngantam (APN Cape York), this project engages local Wik and Kugu Traditional Owners as project rangers in traditional Indigenous fire management practices, carrying out strategic 'cool' burns in the tropical winter to reduce emissions from larger, late-season bushfires.	ACCUs	ANREU	03/06/2020	3,799,427,512 - 3,799,428,511	2020	104
Post-event offset summary	As above	As above	As above	As above	As above	As above	43
	Total offsets cancelled						147

9. Use of certification trade mark

Table 4: Trade mark register

Description where trademark used	Logo type
Melbourne Knowledge Week Website	Certified event

10. Screenshot of offset registry

The screenshot displays the ANREU web portal. The header includes the Australian Government logo and the text 'Australian National Registry of Emissions Units'. A navigation menu on the left lists options like 'ANREU Home', 'Account Holders', and 'Projects'. The main content area is titled 'Transaction Details' and shows a notification: 'Transaction Successfully Approved'. Below this, the transaction details for AU15162 are listed, including its status as 'Completed (4)', dates, and initiator 'Galea, Rhyannon Margaret Rosalie'. It also details the 'Transferring Account' (AU-2977) and 'Acquiring Account' (AU-1058). A 'Transaction Blocks' table shows two rows of cancelled units. Finally, a 'Transaction Status History' table tracks the transaction's progress from proposed to completed.

Transaction Details

Transaction details appear below.

Transaction Successfully Approved

Transaction ID: AU15162
Current Status: Completed (4)
Status Date: 03/06/2020 18:37:47 (AEST)
 03/06/2020 08:37:47 (GMT)
Transaction Type: Cancellation (4)
Transaction Initiator: Galea, Rhyannon Margaret Rosalie
Transaction Approver: Galea, Rhyannon Margaret Rosalie
Comment: Carbon credits retired on behalf of City of Melbourne to comply with its Climate Active certification for emissions during FY2019/20

Transferring Account

Account Number: AU-2977
Account Name: South Pole Australia Financial Services Pty Ltd
Account Holder: South Pole Australia Financial Services Pty Ltd

Acquiring Account

Account Number: AU-1058
Account Name: Australia Voluntary Cancellation Account
Account Holder: Commonwealth of Australia

Transaction Blocks

Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			ENP101805					2019-20		3,792,963,615 - 3,792,964,614	1,000
AU	KACCU	Voluntary ACCU Cancellation			EOP100972					2019-20		3,799,427,512 - 3,799,428,511	1,000

Transaction Status History

Status Date	Status Code
03/06/2020 18:37:47 (AEST)	Completed (4)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:47 (AEST)	Proposed (1)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:47 (AEST)	Account Holder Approved (97)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:26 (AEST)	Awaiting Account Holder Approval (95)
03/06/2020 08:37:26 (GMT)	



