



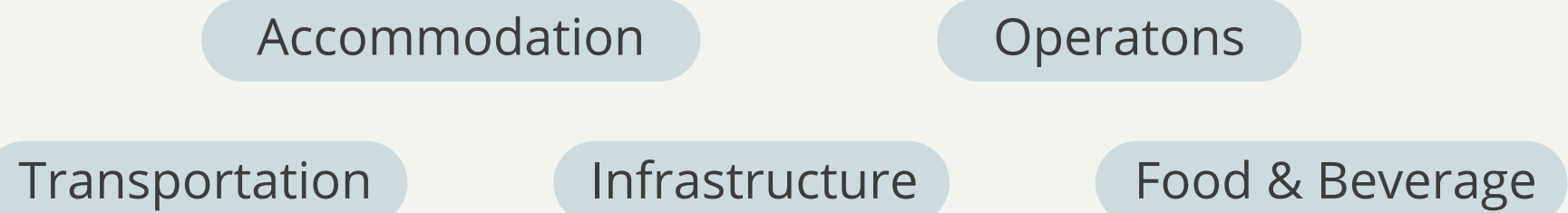
HOW IS THE CARBON FOOTPRINT OF A MAJOR INTERNATIONAL FOOTBALL TOURNAMENT MEASURED?

It's as simple as this:

1. Define what Will be measured

- Planning
- Event
- Post-Event

2. Identify emission sources



3. Classify emissions

- Direct emissions
- Indirect emissions
- Other emissions

4. Collect data

- Number of attendees
- Travel distance
- Hotel stays
- Energy consumption
- Materials and supplies
- Waste generated

5. Calculate CO₂ emissions

$$\text{Activity} + \text{Emission factor} = \text{CO}_2 \text{ emissions (tCO}_{2e}\text{)}$$

6. Analyze the results

Identify the sources that contributed the most emissions

7. Implement mitigation measures

- ✓ Reduce
- ✓ Improve
- ✓ Offset
- ✓ Create a lasting legacy

