



HFMA annual conference 2023

Sustainability report

We had four focus areas in 2023

1. Transport
2. Energy
3. Waste reduction
4. Suppliers

1. Transport



1. Transport – actions 2023

- We offered an online ticket option to delegates and exhibitors to negate the need for travel
- The event was hosted at a well-connected venue. Paddington, a 5 minute walk away, is a major hub and connects to the Circle, District, Hammersmith & City, Bakerloo and Elizabeth lines
- We consolidated our event suppliers, resulting in reduced deliveries to the venue
- The vast majority of HFMA staff travelled to the venue via public transport
- We collated data on how stakeholders travelled to the venue, to establish our impact and to help us improve our performance year on year.

1. Transport – delegates and staff

- Just under 56% of delegates and staff travelled to the conference via train/underground
- There was a gap in data of 25% of attendees, which we will look to improve in 2024
- The third highest travel option was car with 1 passenger, which we'll look to decrease in 2024. There were rolling train strikes over the entire week of the conference in 2023, which may have contributed to car usage.

How did delegates arrive at the venue	Count	%
Train/underground	659	55.8
No data	299	25.3
Car with 1 passenger*	52	4.4
Walking	43	3.6
Other	42	3.6
Taxi	30	2.5
Public bus	21	1.8
Flight - international long haul	11	0.9
Flight - domestic	9	0.8
Car with 2 passenger(s)	6	0.5
Car with 3 or more passengers	5	0.4
Coach	5	0.4
Flight - international short haul	0	0.0
TOTAL	1182	100

1. Transport – speakers

Travel from	Count	Estimated emissions (KG CO2e)
London - tube	10	5
Sheffield – train	3	32
Portsmouth - train	1	7
Wales - train	1	20
Sydney, Australia – long haul flight	2	12,483
US – Chicago – long haul flight	1	2,332
Staffordshire - train	1	14
Norfolk – train	1	10
		14,903

*Carbon emissions estimated using [ecolibrium travel carbon calculator](#)

1. Transport – suppliers

	Lion exhibitions		Meet & Potato AV	
	Miles travelled	Estimated emissions (KG CO2e)	Miles travelled	Estimated emissions (KG CO2e)
Car with 3 people	140	37	0	0
Transit van	880	322	0	0
Large HGV	440	413	800	680
Luton van – electric	80	20	0	0
Train / underground	0	0	7,100	407
TOTAL	1,540	792	7,900	1,879

*Carbon emissions estimated using [ecolibrum travel carbon calculator](#)

1. Transport – continuous improvement

DELEGATES AND STAFF

- Increase the data collected in 2024 to get a fuller picture of our emissions
- Encourage more people to use public transport:
 - Make comms stronger on this point from the point of registration
 - Integrate travel carbon calculator to the webpage and link from all event comms
- Balance staff travel – measure with ecolibrium [travel carbon calculator](#) and make donation to their [Energy revolution](#) or [Trees +](#) programme
- Include a voluntary carbon offsetting donation option into the delegate and exhibitor registration pathways. Donations shared with ecolibrium, as above.

SPEAKERS AND SUPPLIERS

- Make efforts to reduce international speakers
 - Continue to work with suppliers on minimising vehicles and distances travelled
-

2. Energy



2. Energy – actions 2023

- We partnered with the Hilton, who used their Meeting Impact Calculator to create a custom report detailing the estimated carbon, energy, water and waste from our event. We then offset our event's carbon emissions – **25.5 Tonne of CO2e** – via a portfolio of high-quality carbon reduction projects with [ClimeCo](#)
- The Hilton source their energy from renewable sources, have ISO 14001 environmental certification, and have energy efficiency built into the design and running of the building, e.g. all lights will be LED by 2025.
- We worked with our AV partner to design out energy wastage, e.g. using the most modern and energy-efficient tech throughout the conference
- We communicated with delegates regarding ways to save energy during their stay.



Carbon Offset Confirmation

THIS DOCUMENT CONFIRMS

25.5 Tonnes of CO₂e

COMMITTED ON BEHALF OF

Healthcare Financial Management Association

TO COMPENSATE EVENT EMISSIONS ON

December 5, 2023

Your carbon offset purchase supports greenhouse gas emission reduction projects that are third-party verified & registered through the Climate Action Reserve or Verified Carbon Standard.

For more information, please visit www.climecogreen.com/hilton.



MEET WITH PURPOSE

2. Energy – continuous improvement

- Continue to work with all suppliers on bringing energy usage down, where possible
 - Continue to offset emissions via Hilton's ClimeCo programme
 - Work with the Hilton on menus that source fresh food regionally, to reduce energy from cold storage used to keep food fresh during travel
-

3. Waste reduction



3. Waste reductions – actions 2023

- Onsite badge printing, removing need for plastic wallets and eliminating unused badges being printed
- Eliminated leaflet drops in the plenary room and reduced printed tickets
- Delegate bags
 - Made from 70% recycled cotton and 30% recycled rPET
 - Ordered 500 to reduce wastage – all bags were taken
- Delegate handbook
 - 36 pages
 - 625 copies printed on FSC recycled paper
- Sourced conference pens made from rPEt material from recycled water bottles
- Zero airmiles lanyards, made in the UK using recycled materials
- Avoided event specific branding for items that can't be reused, e.g. staff uniforms, notepads
 - Fleeces made from 100% recycled material
 - Notepads made from recycled Kraft paper sheets
- Eliminated plastic cups and cutlery, and worked with the venue to make more recycling bins available and well labelled.

3. Waste reductions – continuous improvement

- Continue to reduce material / single use items from the event, where possible
 - Work with Hilton to reduce food waste and look at the option to partner with a food redistribution organisation for wastage
 - Encourage exhibitors to reduce their waste.
-

4. Suppliers



4. Suppliers – actions 2023

- [Whitehall printing](#) for the majority of printed materials – a carbon neutral organisation and ISO 14001 certified
- [Hilton London Metropole](#); ISO 14001 – Environmental Management certification, ISO 50001 – Energy Management certification, 100% renewable energy used across the hotel, reduced plastic keycards with digital check-in, no single use plastics in bedrooms.
- [Meet & Potato](#): 100% green energy supply at office, aim to employ minimum 30% of event crew within 50 miles of the venue, offer offsetting of environmental impact of events via tree planting
- Marketing materials: we use the most sustainable marketing material options available to us, e.g. notebooks with recycled sheets, UK made zero air miles lanyards, fleeces made from 100% recycled polyester
- [Lion exhibitions](#): stand lighting all LED, all equipment reused for other events, all vehicles fully loaded to reduce milage.

4. Suppliers – continuous improvement

- Consider vegetarian menu for Friday at the Hilton
 - Integrate sustainable practices from the very start of conversations with suppliers
 - Regularly review supply chain and continue to make informed choices
 - Use local suppliers wherever possible.
-



About the HFMA

The Healthcare Financial Management Association (HFMA) is the UK representative body for finance professionals working in the NHS and the wider healthcare sector. Our aim is to support the NHS finance function, to promote good practice in financial management and to improve the general understanding of NHS finance issues.

Our work is informed by a number of committees and special interest groups made up of healthcare finance practitioners. We publish numerous guides and briefings aimed at finance professionals, non-executive directors and non-finance staff. We also provide training and development opportunities – including a suite of web based learning modules – across all of these groups.

www.hfma.org.uk