

Press Release: For Immediate Release

TCVB Releases a Carbon Footprint Calculator for Business Events in Tokyo

March 2023, Tokyo, Japan:

Announcing the release of a carbon footprint calculator for business events held in Tokyo to enhance further the initiatives for a successful and sustainable event in the capital city of Japan.

Business Events Tokyo at the Tokyo Convention & Visitors Bureau (TCVB) proudly announces the release of a carbon footprint calculator, the “CO2 Emissions of Your Business Event,” to raise awareness of the importance of holding sustainable events in Tokyo. The tool helps event organizers see in numbers and understand how much environmental impact a business event in Tokyo may have. TCVB encourages meeting organizers and planners to utilize this tool to observe how much CO2 emission an event will cause and to take action to manage a more sustainable event.

The tool is easy to use and designed so the user can follow seven simple steps of inputting primary data to get the results on how much CO2 was emitted. By seeing the amount in total numbers and the amount per person, the organizer is able to understand the environmental impact of holding a meeting or event in Tokyo. Summarized and detailed reports are available for download when the calculation is completed. The user can share data with attendees to raise awareness of sustainable events.

Senior Director of Business Events Tokyo Team, Kazuko Toda, commented as follows:

“We are aware that holding business events has environmental impacts, but we also understand and promote the importance of people meeting in person and sharing the excitement of gathering in one place. We often hear from organizers and meeting planners that they are aware of the importance of paying attention to sustainability, but they do not know where to start. We hope this tool will be a springboard for organizers and the local industry to start thinking about what they can change from what they have been doing until now and to be more conscious about the environment.

Please find the link to the carbon footprint calculator [here](#).

About the Business Events Team at the Tokyo Convention & Visitors Bureau

The Business Events Team at the Tokyo Convention & Visitors Bureau (TCVB) serves as a one-stop shop for meeting/event planners, and organizers seeking assistance in successfully bidding to host international business events in Tokyo.

Contact us at: **Business Events Team**
Tokyo Convention & Visitors Bureau (TCVB)
e-mail: businesssevents@tcvb.or.jp
URL: businessseventstokyo.org