

**Dear Mohammed Shafeeq,**

Thank you for using our **NetZero Platform** to measure the carbon footprint generated from your **Product Launch** activity.

We're pleased to provide you with the carbon footprint report, detailing the emissions associated with the mentioned activity.

**Total Carbon Footprint :**

<b>Comms</b>	35885.10 kgCO <sub>2</sub> e
<b>PR Agency</b>	524.87 kgCO <sub>2</sub> e
<b>Hospitality</b>	977.09 kgCO <sub>2</sub> e

**Total = 37387.06 kgCO<sub>2</sub>e**

## **Comms**

### **Email Invitations**

	<b>No of Emails</b>	<b>Attachment Size (Mb)</b>	<b>Emissions</b>
Emails	100	20	100.40

	<b>File Size (in Mb)</b>	<b>Sending to Media (No of Emails)</b>	<b>Emissions</b>
Video Byte	50	50	25000.00
Pictures	20	20	10000.00

### **PR Assets**

	<b>No. of Pages</b>	<b>Emissions</b>
Printing a Coloured Brochure	500	780.00
A4 Size (75GSM)	1000	4.70

## **PR Agency**

### **Meeting / Ball Room**

	Meeting Room Area (SqFt)	Meeting Duration (No of Hrs)	Emissions
Energy Consumption	10000	8	83.2

## Projector

	No of Hours	No of Devices	Emissions
Projector	1	8	1.72

## Branding

	Weight (Kgs)	Emissions
PVC Banners/ Standee	50	391.50
Giveway Paper bags (200 GSM)- A4 Size	100	31.25

## Transportation

Model of Transport	No of Kms	Emissions
Diesel	100	17.20

## Hospitality

Lunch	No of Pax	Emissions
Vegetarian	10	20
Non-Veg (Poultry/ Sea Food)	70	403.2
Non-Veg (Red Meat)	20	471
Tea/ Coffee + Cookies	100	60

Food Waste	kgs	Emissions
Food Waste (non-meat)	10	2.68
Food Waste (meat)	70	2.76
Municipal Solid Waste	100	4.51

Plastic Waste	No. of PET bottles	Emissions
250ml	500	12.94

**For every \$ you spend you are generating 1.50 kgCO<sub>2</sub>e**

We deeply value your commitment to sustainability and appreciate your proactive approach in understanding and mitigating your environmental impact.

If you have any questions or need further assistance on how to reduce the carbon emissions from your activity, please contact us at [info@sirat.earth](mailto:info@sirat.earth).

Best regards,

**Team Sirāt**