Net-Zero Use Case CDD Final

CDD for Airline Travel for External Speaking Engagements and Conferences (whether speaking or not))

Actions (Decisions)

1 Total travel spending for conference /speaking

2 % of travel budget spent on conference /speaking airline flights

% of flight budget spent on conference attendees who don't present / just attend

% of flight budget spent on conference attendees with non-keynote speaking engagements

% of flight budget spent on keynote (conference or non-conference) speaking engagements

10 Degree of marketing of guidance to "try to attend conferences in person where you'll have a big impact on senior-level people" (called "meeting influence" at right)

Degree of marketing of guidance to "try to attend conferences in person where you'll learn a lot (called "meeting knowledge" at right)

Degree of marketing of guidance to "try to fly economy when you can"

10a Degree of marketing of guidance to "take all factors shown here into account and consider tradeoffs, don't just follow one rule single-mindedly"

14 % travel budget diverted to carbon sequestration

Externals

Average price of airline travel

15 MTCO2 sequestered / dollar

GHG MTCo2 / mile / economy class travel

GHG MTCo2 / mile / biz class travel

Intermediates

3 Types of conference attendance

# Agency in-person keynotes delivered	# Agency virtual keynotes delivered
# Agency in-person non-keynotes delivered	# Agency virtual non-keynotes delivered
# non-speaking conference attendee in-person conference hours	# non-speaking conference attendee virtual hours

4 Impacts of conference attendance on conference interactions

Number of attendees at in-person keynotes	Number of attendees at virtual keynotes
Quality of post-keynote interactions when in person	Quality of post-keynote interactions when virtual
Number of attendees at in-person non-keynote presentations	Number of attendees virtual non-keynote presentations
Quality of post-non-keynote interactions when in person	Quality of post-non-keynote interactions when virtual
Number and quality of interactions not related to a presentation when presented in person.	Number and quality of interactions not related to a presentation when presented virtually

11 Average "meeting influence" of conferences attended in person (defined as at left)

Average "meeting knowledge" of conferences attended in person (defined as at left)

Ratio of economy to business class flight miles

Dollars spent on carbon sequestration

5 Impacts of conference interactions (including later recorded views) on audience attendee opinion of Agency

Audience opinion of quality and importance of Agency-delivered content
- Are we responding in a timely manner to events?
- Are we knowledgeable?
- Is our content valuable?
- Does our content have impact /change behaviors and policies?

(other sources of agency reputation)

6 Agency reputation with colleagues and/or public (includes reputation of agency personnel as thought leaders)

9 Quality of relationships that agency personnel have with others attending conferences

(other sources of agency knowledge)

12 Agency knowledge: degree to which it is up-to-date, correct, and complete

Outcomes

7 Degree to which we integrate a wide array of perspectives

Breadth of stakeholder engagement

Degree of scope and reach

Degree of public awareness and support

8 Degree of compliance with government remit

Quality of understanding and sense-making

We have a direct influence on international policy-making

13 Operational effectiveness and efficiency

16 GHGs sequestered (emitted)