UNEP

Sustainable United Nations

Sustainable Events Guide

Give your large event a small footprint



UNITED NATIONS OFFICE AT NAIROBI
unon The UN Headquarters in Africa

ICLEI Local Governments for Sustainability

IAM LADP

Cover image courtesy of Dr. Shipra Narang Vice-president, International Society of City and Regional Planners (ISOCARP) and Mr. Raj Liberhan, Director of the India Habitat Centre

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Sustainable Events Guide

Give your large event a small footprint



MESSAGE FROM DIRECTOR-GENERAL, UNON

Since its founding in 1996, the United Nations Office at Nairobi, a major conference facility and venue for numerous meetings every year, has been at the forefront of efforts to make meetings as sustainable as possible. UNON pursues that goal through many means such as providing shuttle buses for meeting participants, requiring caterers to comply with solid waste management standards, recycling unused publications and donating them to Kenyan schools, and recycling all plastic, paper and other solid waste through no-fee contracts with private sector recycling companies.

With the aim of enabling others to adopt its good practices, in 2008 UNON collaborated with the United Nations Environment Programme (UNEP) to produce the first ever guide to green meetings published by a United Nations organisation. The guide was launched at the 2008 International Annual Meeting on Language Arrangements, Documentation and Publications (IAMLADP) and made available on the websites of UNEP and other United Nations bodies. In 2008 UNON Conference Services Division was the first to obtain ISO 14001:2004 Environmental Management System (EMS) certification for sustainable print and digital publications and services. For many years now, UNON Conference Services Division has been supporting paper-smart meetings, saving many trees and millions of litres of water.

At the 2010 IAMLADP there was talk of expanding the green meetings guide to encompass conferences of over two thousand participants, and at the 2011 IAMLADP it was agreed that a guide for such conferences was needed, both for United Nations bodies and for other major international organisations.

UNON is pleased to announce that it has responded to the call from IAMLADP by producing, along with UNEP and ICLEI – Local Governments for Sustainability (ICLEI), the "Sustainable Events Guide", which provides much valuable information on how to keep large scale meetings as green as they can be. We trust that you and your organization will find the Guide to be innovative and informative, and we believe that it will become a must-have tool for those responsible for the planning and conduct of large-scale conferences and other events.

On behalf of UNON I wish to thank all those who participated in the preparation of the Sustainable Events Guide.

Sincerely,



Ms. Sahle-Work Zewde, Director-General, UNON

FOREWORD

Meetings and other events are standard business practice within the United Nations for the simple reason that they are often the most time-efficient and effective way of sharing thinking, identifying solutions and reaching agreement. At the same time, however, they can leave a significant environmental footprint – through consuming energy and water, generating waste, polluting the air and water, and contributing to climate change by creating greenhouse gas emissions.

Meetings and events will continue due to their many benefits. The purpose of this guide is, therefore, to provide a tool to help event planners maximise the positive impacts and minimise the potential negative ones in the course of planning and delivering meetings. It is a useful tool beyond the UN and can add value to event planning in the government, NGO, public and private sectors as well.

The United Nations hosts large-scale annual events as well as one-time specialty-focused ones. Due to the recurring nature of events as part of the UN business practice, and the number of people attending UN meetings, the Organisation has an opportunity to be an international leader of green meetings by managing them in as sustainable a manner as possible. Secretary-General Ban Ki-moon in his priorities for 2007 and 2012 emphasised that the Organization should take steps to use resources more efficiently, such as by increasing energy efficiency and minimising waste. Managing meetings and events in a sustainable manner is one way to meet this challenge.

The benefits of incorporating sustainability considerations into event planning can be manifold. Sustainability considerations lead to environmental improvements, financial advantages, creating a positive image for the event planners, and social benefits for the local community. They can also trigger secondary positive effects such as innovation in the marketplace, thereby stimulating new product growth; and by raising awareness and inspiring change they can create long-term benefits for the broader community.

To create valuable guidance on how to achieve these benefits for event planning, UNEP formed a partnership with three other organisations: IAMLADP, ICLEI, and UNON. Each organisation brings their particular contribution to the partnership. IAMLADP brings its experience working with an extensive network of international organisation managers that use conference locations and services worldwide, ICLEI has experience in guiding local governments to green their national and local events and UNON has experience as a hub for conference services. While this guide was originally developed to satisfy the needs of the four partner organisations, it is written in a manner so as to be useful to other organisations as well.

The present guide follows on from the success of its predecessor, The Green Meeting Guide 2009: Roll out the Green Carpet for your Participants. While the 2009 guide focused on small to medium-sized meetings with up to 200

participants, this edition covers larger indoor events but does not go into detail about the additional infrastructure that must be built to accommodate them (e.g., public transport, accommodation, city modifications). This guide also expands on the previous one by defining a "sustainable" event, and including social as well as environmental considerations. A key aspect to recognise is that large events are slightly different to smaller ones in that they offer the opportunity to significantly influence change – in the marketplace, ecology and society – and thus leave a positive legacy.

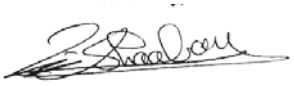
There are many examples of sustainably managed events, both in the UN and externally. This guide builds on these examples by making available relevant criteria and guidance. We hope it will help those interested in moving towards more responsible event management and that sustainability thinking will infiltrate event management worldwide making "sustainable" the "norm" of event planning globally.



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PURPOSE AND STRUCTURE OF THIS GUIDE

The Sustainable Events Guide 2012 has been developed as a follow-up to the Green Meeting Guide 2009: Roll out the Green Carpet for your Participants. The decision to do this newer edition was taken to meet the request from organisers of events that were not covered in the 2009 version.

While the 2009 version provides general guidelines and checklists on how to green meetings of up to 200 participants, this 2012 edition builds on that information by broadening its scope to cover larger indoor events, and social and environmental considerations. Some of the information in the 2009 guide is repeated in this guide where relevant to larger gatherings.

While the impetus for creating this guide was to assist IAMLADP members to organise more sustainable events, it has been written in such a manner that it can also be applied to events carried out by other organisations such as governments, member States, the public and private sectors and event planners. These guidelines are particularly useful for those taking their first steps in the field of event sustainability, but also provide inspiration and a new perspective for those with experience and who have more ambitious aspirations.

This guide draws on long-standing practical experience and offers organisers a wealth of concrete, easily understandable and accessible advice including on management issues, sector-specific recommendations, and action-oriented checklists.

This Sustainable Events Guide consists of six sections that can be used separately; we encourage event planners and organisers to familiarise themselves with the entire publication, however, since all sections are inter-linked.

The sections cover the following areas:

Section 1: Sustainable events as opportunity for change – an introduction to the concept of sustainable events and the benefits these can bring to event organisers and other stakeholders involved.

Section 2: Managing and communicating sustainable events – guidance on management and communication aspects of sustainable events, with a special focus on the engagement of relevant stakeholders.

Section 3: Implementing sustainable events – a summary of the main conference areas and the actions that can be taken to reduce potential negative impacts and increase benefits (with a special focus on venue



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selection, marketing and communication, accommodation, transport, exhibiting and catering). This section also covers recommendations on how to embed social criteria throughout event preparation and implementation (small local business support, social integration, food waste, etc.).

Section 4: Climate neutral and climate friendly events – an overview on the topic of carbon offsets and proposals for calculating and offsetting the remaining greenhouse gas emissions generated by an event.

Section 5: Reporting on sustainable events – guidelines on how to report on an event's sustainability measures.

Section 6: Sustainable Events Checklists – detailed sustainable recommendations for the day-to-day organisation of an event.

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The guide was prepared by ICLEI – Local Governments for Sustainability under the supervision of the UNEP Division of Technology, Industry and Economics (DTIE).

It was written by Francesca Schraffl (ICLEI Europe, Strategic Services), based on the extensive experiences of the ICLEI Greening Events Initiative, which supports cities that are hosting small and big events and conference service providers. Valuable input was provided by ICLEI colleagues: the ICLEI Europe Strategic Services team, Peter Defranceschi and Simon Clement (both ICLEI Europe's Sustainable Procurement team); Monika Zimmermann (Director Capacity Centre, ICLEI World Secretariat); and, former ICLEI staff and the co-author of the Green Meeting Guide 2009, Marta Anglada (Cyclus Vitae Solutions).

UNON was the donor for this important work: a special appreciation for this guide goes therefore to Rudy Van-Dijck, Henry Hunt, Pouran Ghaffarpour, Gideon Mureith and Jinita Shah (UNON).

On the UNEP side, the work was coordinated by Isabella Marras, Cécile Bordier and Dominique Brief (Sustainable United Nations (SUN)), Helena Rey and Elodie Perrat added aspects on sustainable tourism (Tourism and Environment Programme). The annex on climate neutrality was drafted in collaboration with Jacob Kurian (UNEP, SUN) and Anne Fernqvist (UNDP).

The guide was developed thanks to the valuable input and technical advice of a large number of UN colleagues, members of the International Annual Meeting on Language Arrangements, Documentation and Publications (IAMLADP) and experts outside of the UN. Special thanks go to: the IAMLADP Taskforce on Sustainable Meetings, in particular to the Co-chair, Steve Odera (United Nations Economic and Social Commission for Asia and the Pacific, ESCAP), Anne-Claire Blet (Universal Postal Union), Laura Lopez (ESCAP), Sergio Ferraro (Food and Agriculture Organization of the United Nations), Vanessa Ferragut (International Finance Corporation), and Moritz Weigel and the United Nations Framework Convention on Climate Change (UNFCCC) Green Team.

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SECTION ONE



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1. SUSTAINABLE EVENTS AS OPPORTUNITY FOR CHANGE

A sustainable event is one designed, organised and implemented in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved. [1]

Any gathering of a large number of people can have a potential negative impact on the air, soil, water, resources and people. This includes not only the location where the event takes place but also far beyond – participants may consume natural resources such as materials, energy and water, generate waste, create local air and water pollution, and contribute to climate change through greenhouse gas emissions.

By taking sustainability planning into consideration, event organisers have the opportunity to not only to minimise potential negative

1 Adapted from the Green Meeting Guide 2009 and based on the principles developed at the ICLEI Greening Events Symposium in Barcelona, Spain, September 2004.

impacts but also, given the large number of stakeholders involved, concretely influence change by leaving a positive legacy and hopefully inspiring those involved to live more sustainably.

1.1 What is a sustainable event?

The first question you need to ask yourself is whether the event is necessary. Is it possible to obtain the same results by alternative design? For instance, can you hold smaller meetings in different regions in combination with video conferencing, thus reducing the need for long-distance travel? Or, is it possible to plan the event back-to-back with another larger one so that resources can be shared and the need to travel reduced? After exploring the options and finding that the event does indeed need to take place, then the following qualities should be incorporated in the event design:

- an accessible and inclusive setting for all
- a safe and secure atmosphere
- minimal negative impacts on the environment
- encourages healthy living
- promotes responsible sources
- leaves a positive legacy
- delivers excellent customer experience
- encourages more sustainable behaviour

(adapted from the London 2012: Sustainability guidelines — events)



A Sustainable Event Balances Environmental, Social and Economic Responsibilities

Environmental responsibilities *such as low-emission transport and mobility, waste reduction, reuse and recycling, water and energy efficiency, exclusion of dangerous and hazardous substances and material, climate targets, etc.*

Economic responsibilities *such as savings through increased efficiency, avoidance of corruption, sensible and transparent public procurement, quality of goods, boosting innovation, job creation, profitability, responsible accounting, sustainable growth, etc.*

Social responsibilities *such as fair use of human resources and a healthy and safe workplace for all involved, respecting human rights, complying with international labour rights standards, inclusion of minorities, respecting diversity, attention to equal opportunities, sensitivity to cultural or religious groups encouraging involvement* >>

>>

of the local community, ensuring accessibility to the event, tracking product supply chains to ensure ethical production and fair trade agreements, sourcing goods and services locally and employing local people, etc.

(adapted from the Triple Bottom Line Approach, Green Meeting Industry Council [GMIC] [2])

1.2 Why organise a sustainable event?

Organising sustainable events not only reduces their environmental impact, but can also benefit the main actors involved. Such benefits include:

Financial advantages – Conserving energy, reducing waste, purchasing local products and simply consuming less - all can result in money saved. Despite a sometimes higher investment of resources (financial or human) to research new systems or invest in new tools, applying sustainability principles can bring immediate savings (e.g., by printing less material and having less waste to collect). They can also have long-term financial benefits, due to the more efficient use of resources and easier access to credit lines and sponsors.

GOOD PRACTICE: RESOURCE EFFICIENCY AND COST SAVINGS

The 2010 International AIDS Conference held in Vienna, Austria, and organised by the International AIDS Society, attracted more than 19.000 participants but impressively saved:

- US$ 15,000 by not printing invitation programmes
- US$ 18,000 by not printing general information booklets
- US$ 20,000 by printing abstract books only upon order (instead of printing stock)
- US$ 500,000 by not providing shuttle buses (based on the AIDS 2008 transportation budget) and encouraging the use of public transport, by offering a 30% discount on ticket prices of public transport
- US$ 50,000 by not having to buy water for delegates (based on the AIDS 2008 water budget) in favour of tap water

Total saved compared to previous conferences: US$ 603,000

http://www.aids2010.org/

Positive reputation and improved image – Promoting the fact that you are organising or hosting a sustainable event will raise the profile of the event, attract participants that are becoming increasingly aware of sustainability issues and potentially engage the media's attention. It may also be appreciated by the general public as well as partners and potential donors.

2 The Green Meeting Industry Council (GMIC) is a global community dedicated to sustainability in the meetings and events industry, through education but also by spearheading research, policy and standards. The GMIC has led the development of numerous sustainability standards and metrics that are endorsed by the industry as a whole. As a global non-profit association, the GMIC has member representation in over 20 countries.

GOOD PRACTICE: SUSTAINABLE HOST — COPENHAGEN

As a result of the very successful sustainability programme at the Climate Change Conference COP15/CMP5, held in Copenhagen, Danish tourism authorities refer to Copenhagen as the Capital of Sustainable Meetings. Sustainability is now a clear differentiator for their branding and marketing actions.

http://www.visitdenmark.com/international/en-gb/menu/mice/news/csmp/csmp-stakeholder-engagement.htm

Social benefits – If planned and implemented carefully, the event can provide benefits to the region by creating jobs, encouraging local investment, involving regional Small and Medium Enterprises (SME) and can promote better working conditions and social inclusion. It can also act as a catalyst for encouraging environmental and sustainable best practices across the region, as well as improving the relationship between the organiser and the local community.

GOOD PRACTICE: LOCAL COMMUNITY INVOLVEMENT — EDMONTON, CANADA

ICLEI World Congress 2009, "Connecting leaders – Advancing Local Action for Sustainability", made significant progress towards involving the community at large. The Congress included a full day of Mobile Workshop tours throughout Edmonton and provided volunteer opportunities for Edmontonians: more than 300 citizens signed up to volunteer at the congress! Volunteers were able to gain information about conference environmental initiatives from the Shaw Conference Centre's Assistant General Manager and Eco-Advisor (on-site), and had the chance to network, mingle and interact with delegates from all over the world.

ICLEI World Congress 2009, ECO Report Card

Trigger innovation – As an organiser of large, sustainable events, you drive the demand: your request for more sustainable products will both trigger as well as promote the development of innovative technologies and techniques, leading to a more efficient use of resources and the improvement of the delegate experience.

GOOD PRACTICE: CO_2 SAVINGS THROUGH ONLINE ATTENDANCE OF EVENTS

Cisco Live is a large technology event where networking professionals come to learn how better to connect their organisations using Cisco technology. The event provides an in-person programme and a virtual option to attend. Since 2010 Cisco has calculated the carbon benefits of expanding attendee reach by taking their event online. They have measured 7550 MT of CO_2 avoided by hosting 3,200 virtual-only attendees at the 2011 event.

Cisco/MeetGreen, 2011

Raising awareness and inspiring change – Your event is an excellent opportunity to raise awareness among your participants, staff and colleagues, service providers, the local community, the wider events community and the general public on the theme of sustainability and sustainable events. Leading by example, you motivate them to take responsible decisions and introduce environmental and social improvements into their own events and organisations.

GOOD PRACTICE: INVOLVING THE LOCAL COMMUNITY— 6TH EUROPEAN CONFERENCE ON SUSTAINABLE CITIES AND TOWNS

The organisers of the 6th European Conference on Sustainable Cities and Towns made special efforts to integrate the event into the Greater Metropolitan Area of Dunkirk and its community, in order to promote collaboration and exchange with citizens and to leave a positive legacy in the community that hosted the event.

Between September 2009 and December 2010, thanks to the Dunkerque 2010 Crossroads of Sustainable Development team, numerous events were offered to the people of Dunkirk to allow them to incorporate sustainable development into their lives. These events included exhibits on climate refugees and on eco-districts, conferences, nature visits, film screenings, debates, and a rally for sustainable development. An added benefit of the debate workshops is that citizens, local actors and institutions have collaborated to produce a local position on each of the conference themes.

The people of the region became active participants in the conference preparations. For example, citizens planted micro-gardens, and decorated the port where the cruise-ship was docked and where some of the participants were hosted. The horticultural school, Leffrinckoucke, beautified the courtyard of the train station, allowing its students to put to use their new skills, and providing a more aesthetic welcome to the participants.

http://www.dunkerque2010.org/en/greening-of-the-event/index.html



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1.3 Is your event sustainable? The 8 sustainable events criteria

The following criteria have been developed specifically for IAMLADP members and respond to their needs and experiences. While complying with them will not ensure that the event is completely sustainable, they represent a method of internally benchmarking the sustainability of the event so as to make future events consistently more sustainable.

Based on this premise, an event can be called "sustainable", among IAMLADP members, only if all the following criteria have been fulfilled[3]:

1. Efforts are made to reduce conference-related emissions of greenhouse gases and support off-setting of unavoidable emissions;
2. Procedures are implemented to **reduce** the consumption of water, energy, materials and other resources;
3. Measures are in place to reduce the generation of waste and to reuse, recycle and/or repurpose unavoidable waste;
4. When purchasing goods and services for the event, the environmental and social impacts of their lifecycle are included in the purchasing decision;
5. Social and environmental principles are applied throughout the implementation of the event, to reduce damage to the environment and to ensure accessibility, inclusion and well-being of all participants and staff;
6. Measures are taken to foster economic, social and environmental benefits for the local community, and minimise disruption;
7. Efforts are made to increase awareness of, inform and involve relevant stakeholders, including participants, the workforce, local hosts, regional and national authorities, sponsors, civil society groups, NGOs, businesses and technical experts, in order to comply with and support the principles stated above;
8. A reporting system is put in place that allows for the communication, assessment and evaluation of "sustainable event processes, initiatives and results."

3 Principles adapted from the Green Meeting Guide 2009 and based on the principles developed at the ICLEI Greening Events Symposium in Barcelona, Spain, September 2004.

GOOD PRACTICE: GREENING A CONFERENCE — UNEP GOVERNING COUNCIL

In line with the UNEP Climate Neutral Strategy, the 26th session of the UNEP Governing Council/Global Ministerial Environment Forum (GC-26/GMEF), held in February 2011, was conducted as a "green meeting". Sustainability achievements of this meeting included:

- Paper use was reduced by 85%. This is the equivalent of 15,000 kg GHG less compared to the Governing Council session that took place two years earlier.
- A "zero plastic" waste approach was applied. Safe drinking water was provided to participants in large dispensers, instead of plastic bottles, recyclable paper cups were made available and UN gift cups could be purchased. This avoided 8,000 - 10,000 plastic water bottles being discarded. In addition, the UNON Commercial Operations Unit was able to persuade the caterers to make available an additional 500 glasses for water, fresh juices at the cafeteria, and replace soft drinks in plastic bottles with those in glass bottles.
- UNON provided a green venue at the UN premises where major greening activities have been carried out in recent years, including: improved water management (dual flush toilets and grey water for irrigation); electricity savings through more efficient light bulbs in conference rooms; separation of waste, where glass, plastic and paper are recycled by local recycling firms; and separation of organic waste which is composted on site, thus reducing waste sent to landfills by 80 per cent. To remind people of the value of recycling, waste separation boxes were put in all conference rooms.
- The cafeterias added a variety of green and healthy meals that were favourably received by participants and UN staff.
- Participant travel sponsored by UNEP was offset. Those who covered their own trip were encouraged to do so as communicated in the "Delegates' guide to a green GC" posted on the website. Since no green accommodation or green transport was available, participants were given a hotel list with the approximate distance to the UNON headquarters.
- To showcase other examples of sustainability work carried out by UNEP, participants were invited to visit the new green offices using a quiz that took participants on an "office trail", highlighting the main environmental features of the new headquarters office facilities.
- To promote further awareness of the issue, all relevant documents were posted on the website, an information stand was set up in the conference area, and a screen saver featuring green news and updates was installed on all conference computers.
- Prior to the conference, two meetings were held with all those involved in greening the GC and an action plan, drawn from the Green Meeting Guide 2009, was developed and used to share and monitor actions and responsibilities.
- Following the meeting, a sustainability report was drafted that included lessons learned and recommendations for the next meeting. This highlighted, for example, that the quiz was not very successful due to the limited time of participants – organising green initiatives in conjunction with the GC programme was the resulting recommendation. On the other hand, the green stand attracted considerable attention. Some of the measures taken for the event have now become standard procedure for compound activities.

UNEP 26th session of GC/GMEF – Implementation of a Green Meeting - Report





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SECTION

2. MANAGING AND COMMUNICATING SUSTAINABLE EVENTS

2.1 Management principles

Organising a sustainable event is a process that starts long before the event takes place and continues after its conclusion. If you decide to integrate sustainability into your event, make sure you start early and develop your strategy well in advance – any sustainably ambitious event might fail simply because of late planning.

In particular, do not forget to:

- **Prepare an action plan** with clear measurable objectives (key performance indicators), responsibilities, deadlines and appropriate monitoring actions.
- **Allocate sufficient resources** (time, staff capacity and, to a certain extent, money) – remember, the long-term financial savings and more efficient use of resources will quickly compensate for the initial investment!

- **Build a core "sustainability team"** with internal staff from the main units or departments involved in the organisation of the event and, ideally, representatives from the main stakeholder groups (e.g., host city or country, sponsors, suppliers, venue, hotel, local community, etc.). If you have limited human resources, make one staff member responsible for implementing the action plan.

BEST PRACTICE: ESTABLISH A STAKEHOLDER TASKFORCE — COP 15/CMP5

The Royal Danish Ministry of Foreign Affairs (MFA) decided to create a lasting legacy with the Climate Change COP15 as a sustainable meetings management system and reached out to key stakeholders to form a taskforce. The team consisted of representatives from Horesta (hotel and restaurant association), VisitDenmark, the Wonderful Copenhagen Convention & Visitors Bureau, the City of Copenhagen, the Bella Center (venue), the Ministry of Foreign Affairs, and MCI (Housing Bureau). Every month, for a year, the taskforce met to discuss challenges and solutions. Working as a team, all members increased their knowledge and became more committed to a common vision of success and legacy impact.

http://www.visitdenmark.com/international/en-gb/menu/mice/news/csmp/csmp-stakeholder-engagement.htm

- **Take a step-by-step approach:** You can organise events with sustainable attributes despite your limitations (e.g., if you have never done it before, or if you have a small team, or if you have limited financial resources). Start gradually, focusing on one or two aspects and, preferably, beginning where tangible and measurable results are quickly seen (e.g., reducing the use of materials or recycling waste). You can then expand your goals in the next event. This applies especially in regions where environmentally and socially responsible products, experience or infrastructure are lacking or limited. Identify your objectives realistically and work towards them with the resources you have.
- **Focus on the areas where you have influence:** If you are not responsible for the selection of the venue or of the service providers, your sustainability team can still offer recommendations.
- **Develop a communication plan:** if you have introduced sustainability into your event planning, promote it! Make sure your participants and other stakeholders are aware and engaged in your sustainable activities – use your communication channels to promote the sustainability of your event and engage those involved.
- **Monitor and report:** measure the progress of your sustainability activities - to quantify achievements, benchmark weaker areas and set targets and improvements for the future. This can also be used as a marketing and communication tool.

Remember that organising sustainable events is a continuous process: the targets you do not reach now will become the goal for your next event! Therefore make sure to set clear targets, monitor their implementation and evaluate their success.

GOOD PRACTICE: INTRODUCING THE CONCEPT — SUSTAINABLE EVENT IN ASIA 2011

The Shanghai Fashion Week closing event, "Eco, Ethical & Exceptional", was hosted by the Shanghai Fashion Week Organising Committee with support from the Chinese Ministry of Commerce and organised by P1.CN and We Impact and was attended by 1200 participants. By following the Meet Green and GRI reporting frameworks, this event, which took place from 20 to 27 October 2011, became the first sustainable fashion show ever reported on in China.

Because event sustainability is still a new concept in Asia, the organisers faced several systemic and structural challenges. Sustainability was presented as a smart and stylish lifestyle choice in an effort to move away from the old idea that sustainability is incompatible with innovation, design and quality. The campaign encouraged local stakeholders to open up to new ways of doing things. To overcome the lack of understanding on sustainability issues, key suppliers, including the venue managers, production agency, catering company and sponsors, were interviewed about their expectations. Ultimately, they were familiarised with environmental practices and offered training, and recommendations were made to achieve optimal results.

Environmental standards taken into consideration included venue selection, lighting, energy, and travel of delegates to the event. The Shanghai International Fashion Centre was selected as the ideal venue, because of its proximity to public transport, as well as the fact that the building had been retrofitted and equipped with a rainwater collection system for flushing toilets. To overcome the lack of an efficient municipal recycling programme, a recycling system was set up and the venue's cleaning team trained, with the principle "reduce, reuse, recycle" being applied wherever possible. Moreover, food waste was avoided by using trays of finger food instead of a full buffet service, and disposable plates and glasses were replaced by Chinese crockery.

Despite the recommendations, only 33% of travel was by train and CO2 emissions from air transport represented 71% of the total. The 56.98 metric tons of CO2 produced were offset through the purchase of credits from ClimateCare, an environmentally-focused organisation that funds local developing projects like the Mani Hydroelectric Power project in Sichuan Province China.

The major challenges encountered, common in developing countries like China where the concept of sustainability is still unfamiliar, were the selection and training of contractors, clients and providers. These are areas with the most potential for improvement for future events. Using standards helped reduce the amount of time invested to provide guidelines for goal-setting and practical advice for actions. The main lesson learned, however, was the importance of organising the event and selecting partners and suppliers long in advance to ensure that a sustainable supply chain is set up in time.

By Asian standards, the event managed to be fairly sustainable, positioning itself as a global trend-setter in the Chinese fashion market.

2011 Shanghai Fashion week Closing Event Sustainability Report, MCI
http://www.slideshare.net/gbigwood/shanghai-fashion-showsustainabilityreport

The Green Meeting Industry Council has collaborated with the Natural Step to provide a guide for leadership to organise more sustainable events. It complements and enhances the UNICLEI Sustainable Events Guide by providing four principles for the sustainable development of events with case studies and advice on how to apply them. You can find the "Meeting the Future" guide at http://www.gmicglobal.org/?page=ResourceLibrary

2.2 Engaging and communicating with stakeholders

To be successful, event sustainability must be mainstreamed in all the sectors involved in setting up and running the event. By cooperating with the main stakeholders, you make it possible to inspire change and create a legacy that will last long after the event.

Build on the enthusiasm and interest of the private sector and the public, looking out for those stakeholders, such as host cities, venues and hotels, who already have their own sustainability agenda. Partner with them and take advantage of the increased funding, knowledge, skills or capacity. Local actors will provide vital knowledge of, for example, planned activities, understand community sensitivities, etc.

Checklist for stakeholders' engagement:

- **Map out** all relevant stakeholders and among them include: host, sponsors, partners, venue owners/managers, hotels, suppliers, local residents, workforce, participants, statutory bodies, local authorities, emergency services, relevant NGOs, and local and national media.
- **Categorise them:** differentiate between internal and external stakeholders and define their role (do they have decision-making or purchasing power? Will they interact with your participants?). Assess their area of influence, level of importance, and current involvement or interest in (events) sustainability so as to benefit from their potential fully.
- **Communicate** your sustainability goals early on in a way that is easily understandable by all, and give stakeholders time to adapt and better respond to the sustainability strategy needs. Explain the background of the environmental and social issues so decisions are better understood, thus giving stakeholders a sense of pride in having been part of the process. Meeting participants should be sent a logistics note on sustainability issues related to the city level.
- Establish **formal collaboration**, linking to stakeholders' current sustainability initiatives or highlighting the benefit of creating new ones, setting common goals and using joint resources.
- Plan **awareness-raising and capacity-building activities**, from simply circulating information, to organising meetings and training for those that will have a role in the event. Take advantage of the fact that

sustainability issues are now receiving more media coverage than ever before and use practical examples and concrete figures to capture the attention of the general public.

2.2.1 Inspire change: host countries and cities

The support and commitment of the host country and/or city is crucial, especially when they are contributing to the event financially or otherwise. Since they are likely to be more familiar with local service providers, involve them in developing your Sustainability Action Plan and ask them to take the lead in the sustainability process if they are willing to do so, or to be members of your sustainability team.

If your host is not easy to convince, you can use these examples to highlight the benefits of hosting and/or funding sustainable events:

- **Financial savings:** At the Climate Change COP15/CMP5, the Danish Government saved more than $700,000 by not providing gifts or merchandising – the money saved was then used to provide scholarships to students from developing countries. (http://www.visitdenmark.com/international/en-gb/menu/mice/news/csmp/csmp-sustainable-event-management.htm)

- **Improved international competitiveness**, through improved image: being a "sustainable host" can bring considerable competitive advantages in host selection procedures - being listed online as a green destination (e.g., for North America, see http://www.bestplacestomeetgreen.com/destinations) can undeniably attract companies and organisations looking for a sustainable location.

  The 2012 London Olympic Committee (LOCOG) used sustainability as a key part of their bid when competing to win the Olympics. They became the first Summer Host City to embed sustainability into all aspects of the organisation of the Games. The fact that the organisers set the goal of ensuring that all the events and related activities hosted by or associated with London 2012 were organised in a sustainable way is an extremely positive example of sustainability in practice. These actions are part of a powerful legacy that this mega-event will leave since the LOGOC want London 2012 to be the first "sustainable games", making them a model of sustainable development for all future mega-events worldwide. This has helped improve the reputation of the LOCOG and ease the fears of the local community as to how the new infrastructure and event will affect the area. These actions fit in with the city's long-term goal to brand London as a sustainable destination.

GOOD PRACTICE: STAKEHOLDER ENGAGEMENT — ICLEI WORLD CONGRESS 2009

To prepare for the ICLEI World Congress 2009, the City of Edmonton set up a Green Team, worked closely with ICLEI-Local Governments for Sustainability and involved representatives of the main stakeholder groups including the venue managers of the Shaw Conference Centre. The team took into account the planning stages of the Congress so that they could incorporate sustainability measures into the planning process and also monitor the environmental impact of the event. A meeting with suppliers also took place in order to increase engagement and promote sustainability throughout the conference.

ICLEI World Congress 2009, ECO Report Card

2.2.2 Inspire change: venue managers

When selecting a venue it is extremely important to assess the **commitment to** sustainability of the venue management beforehand. It is essential to include sustainability criteria and goals, together with corresponding activities, in the agreements you have with them and ask for these principles to be applied in the contracts they have with their own suppliers.

If a "sustainable venue" is not available, **work with the venue managers** to make, if not major infrastructural changes, at least some smaller operational improvements, leaving a lasting sustainability legacy for future users. To get their commitment, highlight the **financial advantages**, the improved image and the **competitive edge** that may attract other conference organisers.

GOOD PRACTICE: SUSTAINABILITY AS CRITERIA FOR VENUE SELECTION

When selecting the venue for the Leaders Summit 2010, the UN Global Compact and the event management agency, MCI, incorporated sustainability criteria into the RFP (Request For Proposal) process. The venue's sustainability performance was rated together with cost, availability, suitability, quality and service aspects.

MCI Sustainability Report for the UN Global Compact Leaders Summit 2010.

2.2.3 Inspire change: service providers[4]

Given the scale of goods and services needed for larger events, it is important to make sure to include sustainable procurement considerations in all your purchasing activities. Again, a combination of appropriate management and communication will increase your chances of engaging the interest of the service providers in your sustainability process:

Signal your commitment to sustainability and hence to green purchasing and service practices to the market early on. Set clearly defined objectives and include your sustainability requirements from the **tendering** process onwards and later in all agreements.

4 More procurement-specific recommendations, divided into basic and advanced and adapted to regional realities, can be found on www.unep.fr/scp/sun/facility/reduce/procurement/guidelines.htm

GOOD PRACTICE: SUSTAINABILITY REQUIREMENTS — EU DANISH PRESIDENCY 2012

The EU Danish Presidency 2012 has announced that all its events of more than 100 people will be as sustainable as possible. Sustainability requirements have been integrated into all contracts with sponsors and suppliers. This has become a competition for companies that want to collaborate with the Presidency and also allows organisers to opt for sustainable products without spending extra money.

http://www.sustainableeventsdenmark.org/csmp/sustainable-eu-presidency

- If a selection is not possible (e.g., because a venue has a pre-selected caterer), inform those involved in procuring goods and services about the **sustainability requirements** of the event and make sure that they follow the recommendations given in this guide – highlight the market competitiveness of implementing sustainability.
- If someone else is selecting the suppliers, **empower** them with the knowledge needed to make the most sustainable choice. Connect the decision-makers with new sustainable (or willing to become such) contractors and encourage them to discuss issues and find suitable solutions.

(see Annex 1 – Sustainable Procurement, for more information on the benefits of sustainable procurement)

Connecting decision-makers and service providers

Connect the waste manager and recycling industry bodies (e.g., the plastic recycling group) to see how to improve recycling separation and treatment and then use the event to promote the recycling organisation's activities. Introduce a new green printer to the graphic designer, marketing or advertising staff to discuss green printing practices, paper and ink choices. ("Sustainable Event Management" by Meegan Jones)



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GOOD PRACTICE: SUSTAINABILITY REQUIREMENTS - COP 15/CMP 5

For the Climate Change COP15/CMP5, much effort was put into greening the supply chain: all COP15 sponsors and suppliers were asked to contractually commit to upholding the ten United Nations Global Compact principles concerning human rights, labour rights, the environment and anti-corruption measures. With greater engagement and commitment to the principles of sustainable development, the Royal Danish Ministry for Foreign Affairs promoted the value of private-public partnerships and fostered a mutually beneficial collaborative approach to organising the event.

A very successful example was the engagement with hotels in the Copenhagen area. The COP15 planners, together with Horesta (a trade organization representing 85% of Copenhagen hotels), carried out a series of stakeholder engagement initiatives, such as training and networking sessions designed to raise awareness about the benefits of certification and provide guidance on how to meet certification requirements. As a result, the majority of hotels succeeded in fulfilling the necessary criteria to be recognised with third party eco-certification. Whereas in December 2008 12% of Copenhagen hotels were third party certified, meeting the criteria necessary to be awarded the eco-labels of The Green Key, Green Globe, EU Flower or Nordic Swan, by December 2009 that figure had grown to 53%.

http://www.e-pages.dk/visitdenmark/473/

Work with your suppliers to help them make more sustainable choices

Choosing sustainably or environmentally certified providers can simplify the research and selection process. If there are none in your area, you can still look for those who comply with environmental and social principles. If these are also difficult to find, work with the available ones to create solutions that will reduce their negative environmental and social impacts. [5]

- Request to see their business's **sustainability policy** and a list of their related initiatives, thus motivating them to review their current systems (see checklists 6.1 – Venue, 6.2 – Accommodation and 6.3 – Catering for more detailed information about areas on which to focus). If they do not have a sustainability policy in place, ask them to create one and make it public. For an example of a sustainability policy, see: http://www.seventeenevents.co.uk/wp-content/uploads/downloads/2010/08/Seventeen-Events-sustainability-policy.pdf

- **Offer support** from your sustainability team or person to advise them and monitor the adherence of their services to the given criteria; establish communication and **information channels** during face-to-face meetings and by sending newsletters and personalised emails; provide information packs and summary sheets or offer training to their staff.

5 In some regions it is possible to find an inventory of sustainable suppliers, such as the one created by the Regional Activity Centre for Cleaner Production, which developed an online toolkit to help event organizers in the Mediterranean area to organize events that are more sustainable. The toolkit offers a list of sustainable suppliers along the Mediterranean. www.sustainableeventstoolkit.net

- Create awards and other **incentives** to encourage them to develop innovative solutions.
- Brief or, when possible, **train the workforce** (e.g., suppliers' staff, hostesses, etc.) that will be present at your event and will potentially interact with participants so that they know what sustainable behaviour is expected of them and they can pass on this knowledge to the delegates.
- After the event **share the success stories!** Post on the website or include a list in your conference report (by name where appropriate) of the "sustainable" service providers involved and their efforts to comply with the sustainable events strategy. This will give the suppliers visibility and act as an incentive for them to continue to act sustainably, while inspiring others to follow the same example.

(see Annex 1 – Sustainable Procurement, to find a template for a "sustainable event tender")



GOOD PRACTICE: FINANCIAL INCENTIVES TO ENCOURAGE STAKEHOLDERS

When the funding allows, offering financial incentives to local providers is a very effective way to motivate them to comply with sustainability principles: the London Development Agency (LDA) offered subsidised fees for the first 150 businesses that joined the London 2012 sustainability scheme (they provide free advice, benchmarking and back-up). The businesses that joined reported a significant drop in energy consumption and have acknowledged the competitive advantage that joining the scheme has given them, especially hotels. Many of the corporate clients and other guests now ask about green policies and this is starting to become a deciding factor in boosting business.

http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf



GOOD PRACTICE: SUSTAINABLE CATERING AND STAKEHOLDERS' ENGAGEMENT

At the 2011 General Assembly of the Unitarian Universalist Association of Congregations, not only did organisers source 65% of menu ingredients from within 100 miles of the host city of Charlotte, North Carolina, they brought the farm to the plate. Farmers Fresh Market is a local cooperative of farmers who provided much of the food served at the event. In fact this was their highest single order ever received. Given that the Assembly attendees have a special interest in sustainable and ethical foods, the farmers were invited to join the event and provide information about their farms, including selling farm produce.

(Source: UUA/MeetGreen, 2011).



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2.2.4 Inspire change: participants and other relevant stakeholders

Involve event participants, as well as other local stakeholders, to increase the chances of success of your sustainability strategy and enhance your image and reputation. Link up with local NGOs and recruit volunteers among your staff and members of the local community – offer them special awareness-raising programmes and use this potential for transferring awareness and knowledge to visitors.

Sustainable participants for a sustainable event

Inform participants that the event will be organised in the most sustainable way both prior to and during it to ensure they are aware of the importance and benefits of sustainability. Make them aware that they too have a role to play so they are conscious of how they are expected to behave.

- Even if you have no resources to develop additional **communication tools**, you can nevertheless take advantage of the existing event-related ones (such as programme, promotional material, signs, on-stage announcements, videos, information stands, etc.) to inform participants and engage them.
- **Be creative!** Find interactive ways to engage participants, such as quizzes and prizes, mini eco-education centres out of the waste stations to explain the why and how of recycling, have "sustainable stewards" mingling with the attendees. Invite local artists to showcase art installations or prepare a sustainability-themed performance.

Competitions as an awareness-raising tool

Many environmental campaigns take the form of a competition among cities, schools or other local groups, with the aim of attracting and engaging as many stakeholders as possible. Initiatives such as the Annual Environmental Competition in Abu Dhabi, or the Cleanest Town Competition in South Africa, have proven successful in involving stakeholders on many levels, as well as in raising awareness among citizens and forging mutually beneficial collaboration between the public and private sectors, overall achieving outstanding results in terms of local sustainability.

http://www.envirocomp.ae/en/

http://www.westerncape.gov.za/eng/directories/projects/482/97029

- **Incorporate** the concept of sustainability into the topic of your event – ask the Master of Ceremonies or chair of your plenary to briefly outline the main sustainability measures of the event or close your sessions with attention-grabbing slides that give participants tips on how to behave sustainably.

GOOD PRACTICE: SUSTAINABILITY GUIDE FOR DELEGATES

Create a delegates' sustainability guide for your own event: These are some examples: Delegates' Guide to a "Green" GC-26/GMEF (UNEP 2010) and My Guide to a Sustainable Congress (IUCN 2008).

www.unep.org/gc/gc26/docs/Delegates_Guide_GC26.pdf

cmsdata.iucn.org/downloads/iucn_guide_final_lowres.pdf

There are various other stakeholders that, depending on the type of event, you may wish to involve:

- **Sponsors:** companies who want to demonstrate their commitment to sustainability could sponsor some "sustainable" area of your event (e.g. providing green IT equipment, subsidising fuel-efficient shuttle buses for participants, funding your waste management, or carbon offsets). Make sure to choose sponsors whose environmental and social policy and ethic is in line with your sustainability strategy to avoid damaging the reputation of your event.

- **Media:** in addition to incorporating your sustainability message in all your communications, create a separate press release or section on the event website which details all your initiatives and is disseminated to media. This should also target the media working on the topic of sustainability or the environment, who you may not normally address.

- **Local community and NGOs:** consulting with local decision-makers and leaders before the event and involving them in your sustainability plan will reduce the potential disruption the event could create. Giving local action groups or NGOs space in the event programme or offering them the option to be present in other event areas (exhibition, social events) will help to raise awareness among participants, get volunteers on board and give these groups the chance to gain visibility at the international level.

(Go to 4.3 for recommendations on how to use carbon offsetting as an awareness-raising tool)

TIP:

In the case of longer events, a great way to engage all these groups is to invite participants to take part in a half-day team-building or volunteering programme with a local NGO (e.g., a soup kitchen). This is an ideal occasion to invite media to cover the event.



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SECTION THREE

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3. IMPLEMENTING SUSTAINABLE EVENTS

3.1 Reducing the negative impacts of your event – Overview

The following table gives an overview of the main environmental and social impacts of an event and gives main recommendations on how to address them. More detailed guidelines can be found in 3.2 and in the corresponding "Sustainable Events Guide checklists".



© Patrick Mascart EU

SUSTAINABILITY TARGET	HOW?
Reduce energy use, and the resulting greenhouse gas emissions	• Select venues and accommodation that implement energy-efficiency measures, comply with green building standards and/or use renewable energy sources. (See: 3.3.1 Location, 3.3.2 Accommodation; Checklists 6.1 Venue, 6.2 Accommodation) • Choose location and venue minimising local and long-distance transportation needs for participants and products. (See: 3.3.1. Location: destination and venue, 3.3.2. Accommodation; Checklists 6.1 Venue, 6.2 Accommodation) • Where long-distance travel is unavoidable, offset GHG emissions. (See section 4 – Climate neutral and climate friendly events) • Apply energy-saving office practices during the organisation and hosting of the event. (See: 3.3.4. Communication and event material; 6.4 Communication and event material)
Reduce materials consumption and waste generation	• Minimise materials provided to participants and used by service providers (e.g., caterer, exhibitors), before, during and after the event. (See: 3.3.3 Catering, 3.3.4. Communication and event material; 3.3.6. Exhibitions; Checklists 6.3 Catering, 6.4 Communication and event material, 6.6 Exhibitions) • Avoid the use of disposable items, use pre-used/recycled and reusable/recyclable products and reduce packaging needs to a minimum. (See 3.3.3 Catering; 3.3.4 Communication and event material; Checklists, 6.3 Catering, 6.4 Communication and event material) • Separate and recycle waste where possible. (See; 3.3.1 Location, 3.3.3 Catering, 3.3.4 Communication and event material; Checklists 6.1 Venue, 6.3 Catering, 6.4 Communication and event material)
Reduce water use	• Select venues and accommodation that implement water conservation practices and use water-efficient appliances. (See: 3.3.1. Location, 3.3.2. Accommodation; Checklists 6.1 Venue, 6.2 Accommodation) • Implement water-conscious measures such as avoid bottled water and re-filling glasses only upon request. (See: 3.3.1 Location, 3.3.2. Accommodation; 3.3.3 Catering; Checklists 6.1 Venue, 6.2 Accommodation, 6.3 Catering)
Reduce indirect environmental impacts on air, water and soil	• Minimise the need to transport food and other products and favour local organic food. (See 3.3.3 Catering; Checklist 6.3 Catering) • Use products manufactured with or containing fewer harmful substances, such as chlorine-free paper and non-toxic cleaning products. (See: 3.3.3 Catering, 3.3.4. Communication and event material; Checklists 6.3 Catering, 6.4 Communication and event material)

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Increase the social benefits for all involved	• Involve local and regional level as much as possible by, for example, e.g. recruiting local people (social integration), supporting SMEs (catering, energy, cleaning, IT supply, family-run accommodation), and showcasing successful local projects. . (See 3.2 Social aspects) • Contribute to the Millennium Development Goals and the core ILO Conventions through compliance with labour standards, and requiring social integration (reducing unemployment), Fair Trade products and social criteria along the supply chain. (See 3.2 Social aspects) • Assure security and health aspects (e.g., noise level) and avoid illegal labour. (See 3.2 Social aspects)

TIP:

From waste separation to zero waste events

Waste is a problem for every event and a big challenge for large-scale events. Apart from the choice of destination and venue, many factors can reduce waste. Reduce, Reuse, Recycle (3 R's) are three key actions in this field. Organisers of large-scale sustainable events may consider whether they want a basic waste management system built on waste separation and the 3 R's early in the planning process or if they feel ambitious enough to take on the Zero Waste challenge.

Zero Waste is a philosophy, a strategy, and a set of practical tools seeking to eliminate waste, not manage it. A Zero Waste event is not accomplished by merely adding recycling and composting bins. The key to a Zero Waste event is careful planning so that all materials used and discarded are reusable, recyclable or compostable. By incorporating Zero Waste into the first stages of an event, it becomes quite easy to achieve this fundamental change in resource consumption. The advance planning ensures that only recyclable and compostable materials will be distributed at your event. Hence, since no printed material is distributed at the event, trash cans can be removed and replaced with Zero Waste stations, which consist of a recycling and a composting container. Zero Waste events are also educational opportunities where attendees can experience a microcosm of a Zero Waste world.

(Source: www.ecocycle.org and www.zerowasteeurope.eu)



© Flickr

GOOD PRACTICE: SAVING MATERIALS — OPENWORLD, ORACLE CORP'S ANNUAL SOFTWARE CONFERENCE 2009

Saving Materials: In 2009, the event team re-used 5 percent of signs from the 2008 conference and identified that 37 percent of the signs produced for 2009 could be used for future events. Only 18 percent of the signage, 13,609 square feet, ended up in a landfill, about 20 percent of the signage was recycled, and 25 percent was donated. More than 60 percent was made from recyclable or renewable materials, 39 percent was produced locally and the rest was sourced from Los Angeles to limit transportation distance. By rethinking signage, OpenWorld saved 965 trees.

Oracle Vice President of Marketing, asked his signage team to find materials that could be printed on, completely washed and reused. He said "They didn't find washable but they did find substances that could be reused as roofing material after the conference instead of going into a landfill."

Instead of printing communication materials – nearly a truckload in prior years – Oracle worked with partners to build a virtual collateral rack. According to the company, more than 136,000 downloads were recorded in 2009. Instead of printing maps, Oracle created an online mapping application that allowed delegates to navigate from one point to another.

Saving water: Instead of 500,000 bottles of water, in 2008 Oracle switched to refill stations with five-gallon jugs of water from which attendees refilled the reusable bottle received at registration. The switch saved $1.5 million dollars, which was reinvested in the event. By 2009, Oracle's event partner, Hartmann Studios, devised a new water delivery system that filtered San Francisco tap water at refill stations for delegates.

Raising awareness and participation in sustainability: To raise awareness, the company created a Green Marketplace where attendees could buy organic foods, clothes and other goods. It also created a Ready, Set, Connect Pedal Charger station at which attendees could pedal a bike to generate battery power to recharge a laptop or mobile device, or earn a cup of coffee.

By MeetGreen, http://www.businesstravelnews.com/Business-Travel-Agencies/Visions-Of-Green--Oracle-Heralds-Eco-Events;-Advances-Its-Quest-For-Zero-Waste-Conference/?ida=Technology&a=proc and http://www.oracle.com/us/products/applications/green/061929.html

3.2 Including social aspects in your event

Incorporating social considerations in your event gives you the opportunity to ensure benefits for your participants, other stakeholders involved and the local community and to contribute to achieving the Millennium Development Goals (MDG).

Below you can find a summary of the main areas where you can make a difference:

Destination: if the main environmental criteria, as well as other requirements such as security and accessibility, can be achieved, consider choosing a "low-income" destination, instead of a conventional one, to boost the local economy and bring some benefits to the area.

Venue: This depends on the type of event, but in most cases it is easier to involve local businesses in a venue that is close to existing social infrastructure (shops, restaurants, pharmacies) than one that is isolated.

TIP:

"Design for All": this concept goes beyond the simple barrier-free accessibility for all and is based on visibly putting into practice respect for human diversity. "Design for All" aims at intervening in environments, products and services so that everyone, regardless of age, gender, capabilities or cultural background can participate on an equal basis. For sustainable events this would mean enabling equal opportunity of access to event information, venue, etc.

(See: www.designforall.org)

Accessibility and inclusivity: find out about the special needs of participants during the registration process and consider them in the organisation of the event (e.g. access to building and conference area, acoustics appropriate for hearing aid users, Braille printing, sign-language interpreters, child-care services, etc.).

Food & beverages: request food that is locally grown, organic, seasonal, preferably vegetarian, and produced by local people. Farming and catering involve many people and can easily address social integration of a marginalised workforce. When locally and culturally suitable, offer one vegetarian dish per day. With this one action you will achieve multiple sustainability goals, from reducing CO_2 emissions to improving participants' health, animal protection and awareness-raising. Make sure the seafood served is from sustainable sources (e.g., use eco-labels such as the Maritime Stewardship Council (MSC) to help choose products) and the foods are not from endangered or threatened species (biodiversity targets).

TIP:

Producing 1 kg of beef leads to the emission of greenhouse gases with a warming potential equivalent to 36.4 kg of CO_2eq[6] – by lowering the meat consumption of your event you are considerably reducing the carbon footprint! The Bon Appétit Management Company Low Carbon Diet Calculator is designed to allow you to compare the relative carbon impacts of your food choices (www.eatlowcarbon.org). This can also be an interactive way to raise awareness among your participants about the issue of food and related emissions.

Material: Whether it be gadgets, tablecloths or items needed for setting up the venue and exhibition area — all the production of this material can create employment for local people, and in particular for a marginalised workforce.

Service providers: From cleaning, technical support, energy supply, waste collection, delivery and catering to accommodation, all these services involve local businesses and people. When applying sustainability criteria, event organisers and public procurers can require a certain percentage of the workforce to be recruited through local social projects or support small

6 http://timeforchange.org/are-cows-cause-of-global-warming-meat-methane-CO2

businesses (e.g., through small lots). For service contracts and supply contracts "along the supply chain", contract performance conditions should require proven compliance with human rights and core ILO conventions.

Transport & mobility: Transport and mobility differ considerably from country to country and city to city. Aside from eco-mobility, where non-motorised mobility (e.g., walking, cycling) are options, different socially inclusive means of transport and mobility – related also to delivery and transport of goods – should be considered. Shared transport (carpooling, car-sharing, truck-sharing), as well as referring to useful social projects (such as transport options arranged by NGOs that work with disadvantaged or socially excluded people) in this field, can be an option.

Fair Trade: Fair Trade is about empowering small-scale producers with limited market access. Purchasing Fair Trade products can be an important contribution to sustainable development and in particular to the MDGs. Purchasing considerable amounts of Fair Trade coffee, tea, orange juice or bananas can make a real difference to many families and the concrete positive impact can underline the positive outcomes of your sustainable event.



TIP:

Remember that, as an organiser of large events, you drive the demand: the more you require sustainable products, the more beneficial it will be to produce them, ultimately leading to reduced prices!

Field visits: Organise field visits to outstanding local social projects, thus involving the local community and acknowledging the importance of their work in society.

Labour standards and health: While legislation on health, security and social insurance usually exists in all countries, its enforcement varies considerably. It is important to ensure that workers are properly insured and illegal labour is not used (e.g., to lower the cost of employing a workforce). Accidents on construction sites (e.g., set-up of venue and exhibits) can be avoided through diligent compliance with security and safety regulations. Health aspects are equally relevant: the effect of elevated noise exposure is often underestimated but it can range from being a mere annoyance to causing hearing impairment, hypertension or ischemic heart problems.

GOOD PRACTICE: ACCESSIBLE COMMUNICATIONS — DIVERSITY WEEK (MARCH 2010)

London 2012 Diversity Week embedded inclusive communication as a core part of its planning process. Each event had an inclusive approach, the added benefits of saving resources, and furthermore enhanced everybody's understanding of what accessible communications embodies.

The week was launched with a major conference in a venue selected with access in mind. The plenary session incorporated British Sign Language (BSL) interpretation and the speech to text translation was projected on large screens. The auditorium was arranged to provide flexible seating giving wheelchair users the choice of location. Videos were subtitled.

At an access summit, information was provided in easy-read format and only accessible formats of printed information were provided. This cut down considerably on the amount of material offered to delegates. Workshops did not use PowerPoint presentations but delegates were offered the option of voice recording suggestions and comments.

The programme of Diversity Week events ensured that speakers and workshop facilitators had a diverse range of backgrounds. The opportunity to promote inclusion was prioritized wherever possible (e.g., a disabled photographer was employed to cover the events).

London 2012 - Sustainability guidelines – corporate and public events http://www.london2012.com/com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf

GOOD PRACTICE: CHARITY AND LOCAL COMMUNITY — EWEA 2011

As part of the event, the European Wind Energy Association donated almost $12,000 – the equivalent of about $1.3 per attendee – to its chosen charity, Renewable World. Locally-produced, small-scale wind turbines were installed primarily to pump water and drip-irrigate the crops of the Farmers' Association. This process resulted in higher yield and out-of-season harvests, which in turn led to a better price and higher income for the farmers.

http://www.ewea.org/fileadmin/emag/sustainability/EWEA_Sustainability_Report_EWEA2011/pdf/sustainable%20report%20EWEA2011.pdf, MeetGreen

3.3 Integrating sustainability in your event

This section gives a short introduction to each conference area and how this can include sustainability. The full detailed recommendations, including the more advanced ones, can be found in the relevant Sustainable Events Check-list (Chapter 6). The focus below is mainly on environmental considerations since social ones were explored in the section above.

The main elements of event organisation are:

- Location: destination and venue
- Accommodation
- Catering

- Communication and event material
- Local transportation and mobility (long distance travel is dealt with in Section 4)
- Exhibition

TIP:

Because of the location of your organisation, or the origin of most participants, you might not have the option of selecting your destination. If you can, choosing to hold the event in a developing region, even with suboptimal transport and access, can bring social and economic benefits by boosting the local economy. In this case, your efforts will be geared towards reducing the overall footprint of the event and increasing its positive legacy.

3.3.1. Location: destination and venue

Choosing the best destination

> *79% of event planners would avoid a destination or venue with a poor environmental record. (IMEX, 2008)*

Given that travel is the main source of emissions generated during an event, the geographical area where an event takes place greatly influences its environmental impact.

If you have the possibility to select your destination, choose one that is central to the majority of participants, easily reachable by train or at least a combination of public transport and direct flights. Connecting flights considerably increase carbon emissions as the main impact is produced during takeoff and landing so maximising the option of direct flights is essential. By doing an inventory of the expected origins and distances of attendees, you can find the best location – some online calculators can help you do this (e.g., www.bestplacestomeetgreen.com/calculator or http://www.icao.int/environmental-protection/Pages/Tools.aspx)



© Flickr

TIP:

A careful selection of the destination, can substantially reduce emissions. For example, the standard sustainability measures of an event with 4,000 participants can bring a reduction of 10.5 metric tons of CO_2 (equivalent to taking two cars off the road for a year); adding to that the sustainable choice for the destination, these two factors can result in a final reduction of 669 metric tons CO_2, or 134 cars. (source: UUA/MeetGreen, 2011. http://greendestinations.blogspot.com/2011/08/not-sexy-but-effective.html)

GOOD PRACTICE: GREENER DESTINATION — CANADA MARKETPLACE 2010

For the Canada Media Marketplace 2010, the venue was changed from Los Angeles to San Francisco in order to improve event sustainability. With a walkable downtown, integrated transit system and a civic recycling goal of 75% diversion from landfill, the city is one of the world's top destinations for "green" events.

Sustainable Meetings Report, prepared For Canada Media Marketplace 2010

TIP:

ICAO Green Meetings Calculator

The Green Meetings Calculator, developed by the International Civil Aviation Organization, is a software that generates the optimal location for a meeting in terms of CO_2 emissions from air travel, taking into consideration among other parameters the city of origin and the number of participants. This software is built upon the methodology and databases used by ICAO Carbon Emissions Calculator (http://www2.icao.int/en/carbonoffset). While many factors, such as the availability of green and properly equipped conference facilitates or the geographical representation of host countries, affect the ultimate decision of the location, this calculator supports an environmentally-sound planning process. The Green Meetings Calculator is also available for download at the Sustainable UN website www.greeningtheblue.org

The **location** of the venue is equally important. If possible, the venue should be chosen based on its ability to be easily reached by public transport from the airport and the main train station. Ideally, all participants should also be able to stay within walking distance from the venue or reach it using direct public transport. This will minimise local travel involved, save costs by reducing bus transfers, and make the trip more convenient for participants.

Selecting the venue (For more detailed recommendations, see Checklist 6.1 Venue.) Start by assessing the commitment to sustainability of the potential venues. A certified building (see "Tip" box below) will increase the likelihood that sustainability principles are already observed. If a certified venue is not available, give preference to those which comply with the following recommendations:

Management: environmental and social policies, management systems and/or action plans are in place, including appropriate communication with staff and guests to encourage sustainable behaviour.



TIP:

Some examples of international building certifications are BREEAM and LEED.Environmental management commitments are certified also by labels such as ISO 14001,BS8901 or EMAS. Look for these standards or for those specific to the country where the event takes place. If the venue is a member of the United Nations Global Compact, this will ensure that it is in line with the main human rights, labour, environment and anti-corruption principles. http://www.unglobalcompact.org/

Energy: the venue is an energy-efficient building or at least has energy reduction measures in place.



TIP:

Tell your participants why you chose the venue! This will raise awareness on the topic of sustainability in building management and promote the efforts of the venue manager.

Waste and procurement: appropriate and controlled systems for the collection and recycling of waste are in place.
Water: water management measures are in place.

Virtual meetings: Current information and communication technologies (ICT) programmes offer professional video or tele-conferencing at affordable prices. This will require an initial investment but can contribute enormously to running a sustainable event (e.g., greenhouse gas savings) and save time and money. Ascertain if the venue is suitable or open to considering such a solution. If you opt for this decision, make sure to check and enable the energy-saving options since electronic communication also requires a lot of energy.

TIP:

If a venue with sustainable features is not available, you should nevertheless work with the venue's manager to try to reduce its ecological footprint by, for instance reducing the demand of power. There are a number of easily applicable energy efficiency measures that can contribute to reducing energy consumption, such as awareness-raising among conference participants, moderate use of air-conditioning/heating/cooling equipment, energy-saving light bulbs, low-energy appliances and equipment, lighting timers, and sleep mode on equipment to reduce energy consumption, etc.

When **new infrastructure** for larger events is necessary (e.g., renewable energy installations), they should always be built so they can remain useful for future use by the city and built in accordance with sustainable construction standards. This principle should be applied in disadvantaged regions in particular, where a large event could help in the development of a long-term sustainability strategy for the area.

GOOD PRACTICE: VIDEO KEYNOTE AT ICLEI EUROPEAN CONVENTION 2011

At the ICLEI European Convention 2011, which took place in Brussels in September 2011, one of the key speeches at the opening plenary was made via **video link** in order to avoid the emission of 6200 kg of CO_2 resulting from a return San Francisco-Brussels flight.

GOOD PRACTICE: RENEWABLE ENERGY LEGACY

For the Climate Change COP15/CPM5 Conference in Copenhagen, the Danish Government collaborated with two institutions: the event venue, Bella Centre, and the Danish wind energy company, Vestas. With the agreement of the venue owners and managers, the wind energy company installed a wind turbine at the venue. The turbine still remains at the venue today, feeding energy into the main grid and serving as a reminder of the importance of renewable energy to future event participants.

http://www.e-pages.dk/visitdenmark/473/

3.3.2. Accommodation

(For more detailed recommendations, see Checklist 6.2 – Accommodation.)

As conference organizers you can influence change by hosting an awareness raising seminar and engaging hotels and tour operators. For participants, you can influence choice by recommending hotels based on their sustainability performance, and in your logistics notes, you can pre-select hotels. In most cases, even if you are not directly responsible for the selection of hotels, you can still influence the participants' choice by recommending some specific

ones. If you work with a travel agent, choose one that implements good social and environmental practices, and ask them to raise awareness of the sustainability aspects of the event in their communication with the clients and to follow the guidelines included for the selection of hotels.

Certified hotels (see box below) are likely to fulfil many sustainability principles. If there are none in your area, talk to the hotel association about the sustainability performance of the hotels at the destination and encourage them to improve in the following areas:



TIP:

You can refer to some international labels to ensure you select the most sustainable hotel in the area (e.g., www.green-key.org or www.TheBestGreenHotels.com). However, eco-labeled hotels are often 4- or 5-star hotels, many of them belonging to a chain. To include smaller local businesses, make certain to add family-run hotels to the recommended list of hotels for participants.

Management: an environmental and/or CSR (Corporate Social Responsibility) policy should be in place, including appropriate communication with staff and guests to encourage sustainable behaviour. Special attention must be given to the health, safety and rights of the hotel staff (following UN Global Compact principles).

Energy efficiency and water conservation: energy and water efficiency measures should be implemented to reduce consumption.

Waste and procurement: encourage hotels to reduce waste, have appropriate and controlled systems for waste collection and recycling, and to purchase products that are more sustainable.



GOOD PRACTICE: REDUCE WASTE, REDUCE COSTS — CANADA MARKETPLACE 2010

This event was held at the Fairmont Hotel, San Francisco, which provides standard "Eco-Meet" services, including full back-of-house recycling and composting. In 2009, the programme achieved 60% diversion of materials from landfill, helping the Fairmont to reduce costs by an estimated $10,000 per month in hauling fees. Even kitchen grease was captured for use as bio-diesel.

Sustainable Meetings Report. Prepared For Canada Media Marketplace 2010



GOOD PRACTICE: HOTELS' GREEN SCORE

The European Wind Energy Association working with MCI, a communications and events management company, integrated sustainability in how they offer hotels to their conference participants. When selecting their hotels, the participants are provided with the price, quality and a "Green Score". EWEA gives hotels with a higher green score priority on the webpage.

http://www.ewea.org/index.php?id=2106

Cleaning: Encourage hotels to select non-toxic and green-labeled cleaning products and to limit the use of toxic chemicals.

Catering: Encourage hotels to serve locally grown food.

GOOD PRACTICE: SUSTAINABLE ACCOMMODATION IN DEVELOPING COUNTRIES

Even in regions where certified or green hotels are not easy to find, you can still work towards more sustainable solutions. For the 25th session of the Governing Council in 2009 (GC-25/GMEF), UNEP sent out a questionnaire to all hotels in Nairobi listed on the UNON webpage and requested information on their greening initiatives and achievements. Hotels providing details of their greening initiatives were acknowledged on the GC25 website.

http://www.unep.org/sustainability/docs/CN-GC25-02nov2009.pdf

3.3.3 Catering

(For more detailed recommendations, see Checklist – 6.3 Catering.)

Food served to thousands of participants can have a considerable impact in terms of emissions generated, wastes produced and resources consumed. Considering all the aspects involved, from the procurement of food to the handling of the wastes produced by catering services and the traffic generated by their transportation, the impact can be substantial. At the same time, catering offers many opportunities to minimise the negative impacts and involve the local community.

Management: Give preference to caterers who have an environmental policy/management system in place; employ people with difficulties in accessing the labour market; and incorporate fair and equitable working conditions.

Procurement: Require seasonal and/or non-frozen foods and/or limited time periods between the production and processing of food and its consumption. This generally leads to short and low emission transport delivery and supports the local and regional economy.

For more detailed guidelines on sustainable catering and procurement, you can consult the UN guidelines available on http://www.greeningtheblue.org/resources/procurement



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Food and beverage: The impact of the food and drink we consume can vary hugely depending on what is offered (good choices: seasonal, vegetarian food[7]), where it comes from, and how it is produced (good choices: sustainable agriculture, Fair Trade) (see 3.2 and checklist 6.3 for more information about this). Make sure that the food is clearly labelled and that the sustainable reasoning behind it is made clear to the participants. This way they are more likely to accept variations in the menu. Whenever possible, use tap water for drinking, ban plastic bottles and avoid individual containers in favour of bulk dispensers. Offer culturally-sensitive menus that respect the religious or cultural dietary requirements of your participants.

Set-up and service: Allocate enough time for coffee breaks, lunch and/or dinner, to enable networking and allow participants to "recharge". Depending on the set-up (buffet, self-service, seated lunch) make sure there is a system in place which reduces the chances of long queues and provides enough chairs for people to sit, especially older participants or those with physical impediments.

Waste: Avoid using disposable items in favour of dishware and linens; cut down on packaging; and ensure appropriate collection and recycling/disposal of waste. Re-confirm the numbers for catering to avoid unnecessary food waste. If the country regulations allow, look for local organisations that specialise in distributing edible leftovers from events.

Other: Other aspects to consider include cleaning techniques use of re-usable and/or sustainable material such as cutlery, crockery and decorations; and water- and energy-efficient catering equipment.

GOOD PRACTICE: WIN-WIN SOLUTION FOR FOOD IN EXCESS AT EVENTS

Many countries and cities run "food banks" – organisations that collect extra, perfectly acceptable fresh food and distribute it to charitable organisations for people in need. An example is the organisation "Wiener Tafel" in Vienna, which is one of the recent IBM Centennial Award winners.

http://www-03.ibm.com/ibm/history/ibm100/us/en/service/grants/wiener_tafel_2011.html

7 According to a recent European research project on Sustainable Consumption Patterns meatless food has the highest positive sustainability impact among other options such as organic agriculture.

GOOD PRACTICE: SUSTAINABLE CATERING THROUGH FLOSS

The European Ecological Federation (EEF), working with MCI, places the concept of FLOSS (Fresh, Local, Organic, Seasonal, Sustainable) at the heart of menu design. At the federation's annual congress in 2011 in Avila Spain, EEF managed to use 60% local produce and 30% organic produce by introducing local chefs and catering teams to the concept of FLOSS.

http://www.europeanecology.org/meetings/index.php

GOOD PRACTICE: LEGAL SUPPORT TO SUSTAINABLE CATERING AND FOOD PROCUREMENT IN ITALY

The minimum environmental criteria for "Catering Service and Food Provision" in Italy's National Action Plan on Green Public Procurement include social aspects for seasonal food, Fair Trade products and the distribution of perfectly edible leftover food to charitable organisations. Additional points are given to bidders that implement collective transport solutions (e.g., shared storage and truck transport and schemes of sustainable mobility for personnel). They also take into account appliances that reduce the noise level in cooking and eating areas.

Example: The City of Argelato, Italy, won the Italian "Green Mensa Award 2009" and the "European Good Egg Award 2008" for their sustainable food supply policy which includes 100% organic food and 90% biodegradable detergents and reusable cutlery. Furthermore all uneaten food is given to social associations or animal groups. To accomplish such good efforts, stakeholders are invited to participate in a canteen committee and annual awareness-raising and capacity building.



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3.3.4. Communication and event material

(For more detailed recommendations, see Checklist – 6.4 Communication and event material.)

All your communications activities (e.g., how registration and communication with participants are handled before the event, the materials participants receive, the way rooms are set up) have the potential to reduce negative impacts and increase awareness-raising.



TIP:

For logistical issues, you need to check with the venue early on to make sure that the recommendations are achievable – in some cases, you may have limited influence on the equipment used or systems in place. In this case, speak with the venue manager and technicians to check what the most sustainable options are and how to improve the current system.

Paper use: Before and after the event, minimise the amount of print material in favour of electronic communication. Develop all documents, especially announcements and invitations, in a way that they can conveniently be sent via email and read on computer screens (short and light documents); make sure that an electronic version of all documents is available on the website. If you need to print some material, do so in a sustainable way (e.g., by reducing the text and the number of pages, choosing fewer colours, using recycled paper and sustainable ink, etc.). Encourage participants not to print the electronic material you send, unless strictly necessary. If they must print, ask them to follow sustainable printing recommendations. (see Checklist 6.4 Communication and event material)

Registration process: The registration process and the related communication should be electronic. Set up online-registration systems that are easy to use, or at least encourage participants to fill out the registration form electronically and send it by email. If you operate in countries where fax or paper registration is still necessary, produce a registration form with the minimum number of pages possible and one that can be conveniently printed in black and white.

Web-marketing and social media: Use social networks, blogs or simply your event website to give visibility to your sustainability measures and to create awareness among participants, encouraging them to introduce sustainability measures in their own offices. Ensure that the event website is user-friendly, updated daily, fast, intuitive and interactive and use web-marketing features such as live updates and videos – users will be attracted to the website and get used to consulting and using digital tools, rather than printed ones. The increased availability of smart-phone applications could be used to your advantage. Applications that provide delegates with customised assistance, and a real-time response to any problem, and result in time-saving and increased productivity, will improve participants' experience.

GOOD PRACTICE: "GREENING THE SPRING MEETINGS" INITIATIVE

The International Monetary Fund Sustainability Team has been working with the event organisers to provide support and give suggestions on how to make the meetings more sustainable.

For the Spring Meeting in 2011, welcoming more than 2,200 participants, electronic networking sites such as "yammer.com" and "IMF connect" were used to engage participants and share knowledge and views on issues such as food, paper versus electronic documentation, and sustainable transportation and accommodation.

The Sustainability Team also developed a list of "Spring Meeting Fast Facts" to be used as a reference guide, listing the areas where the sustainability performance of the meeting was improved. Given that waste and recycling were target areas, volunteers were recruited for the meeting to assist participants with waste/recycling separation and provided information on what items were compostable or recyclable. As assessed after the conference, these communication tools proved to be very successful. An evaluation of the sustainability performance revealed, however, that these efforts need to be combined with the training of janitorial and food service staff, to remind them of what is considered compostable material.

International Monetary Fund, 2011 Spring Meetings

GOOD PRACTICE: SOCIAL MEDIA AND SUSTAINABLE EVENTS

Social media plays a big role in current affairs, and sustainable events are no exception. For instance, www.cop15.dk received 4 million visitors, had 42,000 fans on Facebook, a Twitter page with more than 13,000 followers, and on YouTube, more than 5.2 million channel views!

http://www.e-pages.dk/visitdenmark/473/



© Sergej Khackimullin Fotolia



© ICLEI European Secretariat

Materials reduction: Remember that participants prefer to travel light. Reduce the materials used for an event to what is strictly necessary. The event should be as "paper light" as possible, and all event documents should be uploaded in advance on the event website, for participants to download. Promotional material, delegate bags, signs (flags, banners, etc.) and gifts should be minimised. The money saved by opting not to use these could be invested in sustainable/green projects or go towards greening other aspects of the event. To reduce costs and emissions from carrying large quantities of print material to the venue, always print locally and work with the local printer to ensure that basic sustainability principles are fulfilled.

Keep in mind that even if you strictly reduce the amount of printed material, participants may still decide to print documents themselves. Encourage your participants to comply with a paper-light approach, but assume that in reality some of them will still print. Therefore develop the material accordingly, and make its decentralised printing easier and with a reduced environmental impact.

GOOD PRACTICE: SUSTAINABLE MATERIALS FOR CONFERENCE PARTICIPANTS

At the ICLEI EcoProcura Conference on Sustainable Procurement in Europe (Barcelona, 2006), attendees were given a conference bag made from recycled advertising banners. The upscale bag was manufactured in collaboration with a prisoners' social rehabilitation project and the Multiple Sclerosis Federation prepared the materials in the bags. A similar process was used for the IAMLADP 2011 conference, hosted by FAO in Rome, where participants were provided with delegate bags made out of old FAO banners and produced at a local women's prison.

At the UNEP GC-25/GMEF, in 2009, the delegate bags were made from the inner tubes of truck tyres and produced locally. Furthermore, each delegate was offered a calabash mug, traditionally used in Kenya for serving *uji* (porridge) or milk. The calabash is entirely natural and biodegradable and can be cleaned and reused many times. The distribution of the calabash mugs was done at the Welcome to Green UNEP desk. It was an appreciated gift and provided a good opportunity to interact with the delegates.

Sustainable materials: All materials produced or bought for the event, like gifts, delegate bags, banners, decor, signage and similar, should be produced using sustainable materials, such as organic or recycled long-lasting material, and ideally locally sourced, and with a useful purpose. Products from local social projects should also be explored. Highlight the sustainability of the product by adding a small note explaining the background of its production – participants will recognise the fact that the event is being organised sustainably and become familiar with certain sustainable products and commonly used language.

TIP:

In situations when give-aways or gifts are necessary, because of cultural or political reasons or because they add to the participants' experience, make sure they are useful, re-usable, or are a valued souvenir. Avoid adding the date or specific event title so that they can be used for a long time in the future. Use "placemaking" as an alternative to souvenirs; provide icons/backdrops or background for people to take photographs so that they can create their own memories of the event!

GOOD PRACTICE: TREES INSTEAD OF GIFTS

Since September 2009, the Stockholm Region EU office in Brussels, Belgium, is located in a completely renovated energy-efficient building that meets high environmental standards with bamboo flooring and different types of environmentally friendly materials.

When holding events in their conference room, instead of a conventional present, participants find a note on their chair, stating that "a tree has been planted in your name" by the Stockholm Region EU office.



© Flickr

Reuse: As much material as possible should be reused from other events and given to future ones (e.g., banners, stands, etc.), with the same or a different purpose (e.g., stands that are used year after year; old banners that are turned into delegate bags or name badges).

Paper-less or paper-smart?

Currently, the debate around the environmental advantages of a completely "paperless" conference, in favour of more technological solutions, has still not found a definite answer. A report from Print City, a consortium of print machine and supply manufactures, states that:

It is estimated that internet data centers are responsible for around 1% of all GHG emissions — about a quarter of the ICT (information and communication technology) footprint of 4% (Gartner). These figures may be higher as a German Federal government report estimated that ICT took 10.5% of the country's electricity consumption in 2007. In a sustainable future, paper and electronic media each have a relevant place. Misplaced perceptions that electronic media are more environmentally friendly than print confuse the issue. The real question is how the two platforms can work together to reduce the overall environmental burden. The internet will also be crucial to a low carbon world by facilitating smart energy grids. Therefore, it is not just technology developments that will affect the growing carbon footprint of the internet, but more importantly how this medium is used.

The pulp and paper industry is one of the world's largest users of renewable, low-carbon energy. Around 50% of the primary energy used (e.g. purchased fuels) to make paper in Europe and the US comes from carbon neutral renewable resources and is produced on site at mills. In comparison, most IT data systems rely on conventional distributed power generation using fossil fuels.

Recycling can have a significant impact in the reduction of GHGs and energy use. The paper industry is the recycling leader in Europe with over 50% of its raw materials for production coming from recovered products.

For the whole report, go to: https://printcity.dyndns.org/OTHER/shop/products/2011_03_31_PrintCity_Carbon_Footprint_Energy_EN.pdf

While more studies are undertaken on the issue on which procedure might have the smallest footprint, within the Sustainable Events Guide we recommend a ***"paper-smart" approach****, following the recommendations in Checklist 6.4 – Communication and event material.*

3.3.5. Local transport and mobility

Note: Long-distance travel is dealt with separately under Section 4

In the course of an event, participants are likely to undertake a number of trips within the region or the city. Although not as significant as international travel, the length of these local trips and the type of transportation used has an impact on both CO_2 emissions and on urban air pollution from motorised vehicles. Giving attention to the following areas, can minimise the environmental impacts of transport:

Location: The proximity and accessibility of the main event locations (venue, accommodation, town centre and transport nodes) should be a priority in reducing the need for lengthy trips. In those countries where public transport is not available, make sure participants have car-sharing or bus-sharing options available (if possible, use hybrid vehicles).

Communication and information for participants: Participants should ideally travel on foot, by bicycle or public transport (bearing in mind local safety concerns). Encourage participants to do this by providing them, at registration, with maps, timetables and clear instructions, or even with complimentary transport tickets (e.g., at the back of the name badges), to reach the venue and the hotels. Adjusting the event timetable in accordance with the arrival times of the main modes of transport is also an option.



GOOD PRACTICE: FREE PUBLIC TRANSPORT AROUND BRUSSELS

At the ICLEI European Convention 2011 "Cities in Europe 2020", which took place in Brussels, the parallel sessions were held in different ICLEI member offices around the city. This gave participants the opportunity to explore Brussels and observe how city representations work in the so-called European capital. All session hosts were given a "sustainable" checklist to make sure that green office and sustainable catering options were chosen and implemented.

The City of Brussels gave convention participants a free 3-day public transportation pass; the convention team prepared detailed directions including a small map, information about public transport and a picture of the host building, to make it easier for participants to move around by public transport and avoid the use of taxis. From feedback received from participants it was clear that many were in favour of this decentralised approach and had chosen to either walk in groups or take public transport.

http://convention2011.iclei-europe.org/



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3.3.6. Exhibitions

Exhibitions associated with events are extremely visible to participants and can create a great deal of waste. To minimise their negative impact, focus on these areas:

Materials: Encourage exhibitors to minimise the amount of promotional material at the stands and to use material that is produced as sustainably as possible (i.e., following the guidance in the section on communication and event material), and give strict guidelines in terms of material allowed (e.g., at UNFCCC COP sessions the consignment is limited to a maximum of one cubic meter/exhibitor). Encourage the use of reusable structures (such as stands and furniture), by asking for modular exhibition stands that are easy to (dis)-assemble and reuse, rather than stands with personalised designs that can be used only on certain occasions. Promote the exchange of information by enabling participants to copy the material directly from the exhibitors onto a USB stick. Look into the possibility of reusing carpets – new systems now make it easy to use carpets made of "squares" or tiles put together, so that when one square is damaged the individual piece can be replaced without having to change the whole carpet.

Energy efficiency: Encourage exhibitors to avoid energy intense stands and unnecessary lighting, applying energy efficiency measures whenever possible.

Waste management: A considerable amount of waste is generated at exhibitions, including through the packaging of display materials and stand construction, as well as discarded display material and disposable carpets. Require exhibitors to follow strict waste collection rules, according to local collection systems, and make it clear that they must remove all discarded publications and materials at their own cost or pay for the ones left at the venue.

GOOD PRACTICE: WASTE REDUCTION AT ICLEI WORLD CONGRESS 2009

- Through the Shaw Conference Centre's on-site composting facility and recycling bins, 68% of the total waste produced by the ICLEI World Congress was diverted from the Edmonton landfill.
- When assessing waste production, exhibitors were found to contribute nearly 10% of the overall waste. The largest exhibitor generated 104.5 kilograms of waste!
- 80% of delegates helped minimise the production of landfill waste by not drinking bottled water during the Congress.
- Delegate name tags were recycled at the end of the congress

ICLEI World Congress 2009, ECO Report Card

TIP:

Inform exhibitors of the event's sustainability strategy well in advance and make them aware of the ways in which they can reduce their impact. Include clauses on appropriate sustainability practices in the conditions of participation or, alternatively offer bonuses or discounts for adhering to them.

GOOD PRACTICE: FROM MILK CRATES TO CLIMATE SMART PAVILION AT COP17

At Climate Change COP17 in Durban, South Africa, the city of Cape Town showed their ongoing commitment to sustainability with its impressive Climate Smart Pavilion, which was awarded the best "green design" and "best overall stand" prizes.

The stand was made of milk-crates, outlining, with the use of light and colours, Cape Town's famous Table Mountain in order to make a visual connection to the city of Cape Town and the projects being undertaken.

A small wind turbine on the roof and a few solar panels produced enough energy to power the structure and be fed back into Durban's grid. The structure was designed to exploit the energy potential of daylight and wind, guaranteeing a cool internal temperature without the use of air conditioning. The interior provided comfortable seating areas and embodied the Reduce, Reuse, Recycle ethos with lampshades from recycled paper, compact fluorescent lamp bulbs and energy-saving lights. Ecologically purified rainwater, produced by a solar-powered purification and heating/cooling system, was offered to visitors in the form of mint tea.

The building was designed by Capetonian Stephen Lamb, (Touching the Earth Lightly http://touchingtheearthlightly.com/home/default.asp), who used local labour, giving the construction job to a group of unemployed people.

Sustainable marketing actions and interactive workshops aiming to raise awareness on multiple themes were presented to visitors. These included workshops on making furniture from recycled plastic and alien invasive species, discussions on how to green an everyday routine, how to collect rainwater at home, and calculate a carbon footprint with a view to reducing it.

GOOD PRACTICE: SUSTAINABLE EXHIBITION

At the European Sustainable Cities and Towns Conference, co-organised by ICLEI, which took place in Dunkirk, France, in 2010, more than 1,800 participants could visit a sustainable exhibition, where all materials used for decoration and signage were environmentally-friendly: canvasses were made from regionally-produced plant fibers; the furniture was entirely made of cardboard; and, as decoration, local plants were used, which were later replanted by a local firm. All stands had LCD screens to allow exhibitors to make presentations and show videos without using paper.

http://www.dunkerque2010.org/en/greening-of-the-event/index.html



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SECTION FOUR

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4. CLIMATE NEUTRAL AND CLIMATE FRIENDLY EVENTS

The information in this chapter provides a common approach for climate neutral and climate-friendly events. The suggested recommendations have been developed based on existing practices within the UN. These guidelines are not mandatory but have been developed to offer general advice on the topic, for UN agencies in particular. More information can be found in the Green Meeting Guide 2009, pages 31-38, Section D – Climate neutrality at meetings.

4.1 What is Climate Neutrality?

Climate change and its implications have moved many to make voluntary commitments and take action to reduce greenhouse gas (GHG) emissions and even go beyond and achieve climate neutrality. Climate neutrality, or carbon neutrality, is a voluntary market mechanism that promotes net zero emissions from the activities of an entity for a specified period or for an event. It involves the following three steps, the end result of which would be net zero emissions:

Step 1: GHG accounting

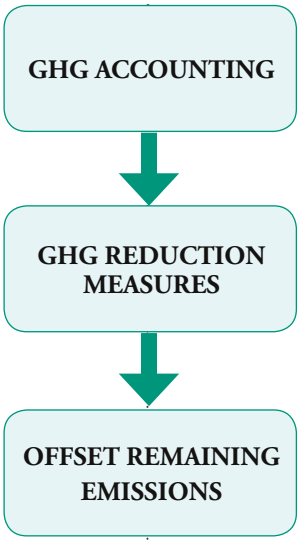
Prepare an emission inventory or an estimate of the amount of GHG emissions from your activity or event.

Step 2: Minimise GHG emissions

Take all measures feasible to reduce GHG emissions.

Step 3: Offset your GHG emissions

Purchase high quality "carbon offsets" to "offset" any emissions that remain. Implementing the sustainability recommendations suggested in the previous chapters will help to reduce the amount of GHG emissions that your event will generate, but will not avoid them completely. For this reason, you need to "offset" the remaining GHG emissions.



Carbon offsetting is based on the fact that the impacts of GHGs are not local, but global. Hence GHG reduction measures taken in different parts of the world will have similar climatic benefits. An entity could financially support GHG emission reduction initiatives elsewhere to "offset" the GHG emissions that it could not avoid. To avoid genuine criticisms of "green washing", offsetting should be done only after sincere efforts to minimise an entity's own GHG emissions.

CLIMATE NEUTRALITY = NET ZERO GHG EMISSIONS

= BASELINE GHG EMISSIONS – GHG EMISSION REDUCTIONS – CARBON OFFSETS

Applying the above mentioned principles, if you aim at a *climate-neutral event*, the following needs to be done:

- define the GHG emission inventory boundary of your event
- prepare the emission inventory or estimate all emission sources within your event's emission inventory boundary
- reduce the emissions to the extent possible
- offset the balance of emissions, resulting in net zero emissions

Your event will be viewed as a *climate-friendly* or *low-carbon event*, if:

- all the emission sources listed in the event's emission inventory boundary are not adequately covered/estimated
- if the estimated emissions are not reduced adequately through emission reduction measures and the balance of emissions fully offset



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4.2 Measuring GHG emissions

The claim that an event is climate-neutral needs to be backed up by a strong methodology to measure emissions, which must follow internationally recognised GHG accounting and reporting standards.

4.2.1 Principles for an emission inventory:

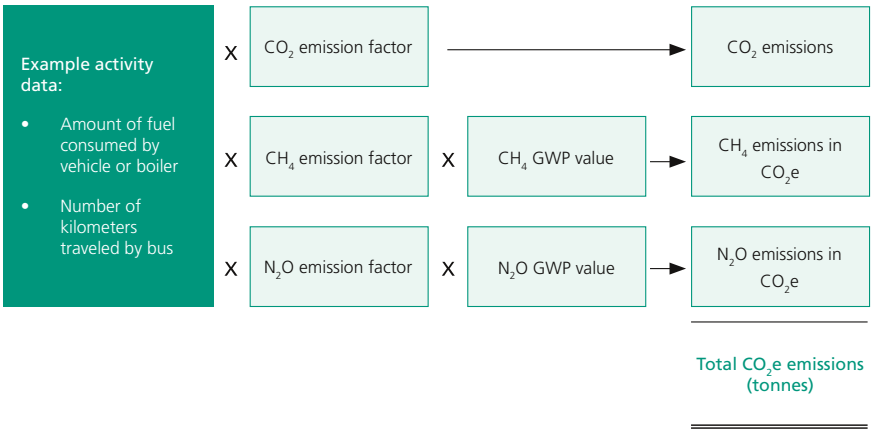
- *Relevance:* ensure the GHG inventory appropriately reflects the GHG emissions from the event and serves the decision-making needs of users.
- *Completeness:* account for and report on all GHG emission sources and activities within the chosen inventory boundary. Disclose and justify any specific exclusion.
- *Consistency:* use consistent methodologies to allow for meaningful comparisons of emissions over time.
- *Transparency:* address all relevant issues in a factual and coherent manner, based on a clear audit trail. Disclose any relevant assumptions and make appropriate references to the accounting and calculation methodologies and data sources used. Document any changes to the inventory boundary, methods, data or any other relevant factor.
- *Accuracy:* ensure that the quantification of GHG emissions is realistic as far as can be judged, neither too much over nor under actual emissions, and uncertainties reduced as far as practicable. Achieve sufficient accuracy to enable users to make decisions with reasonable assurance as to the integrity of the reported information.

4.2.2 Methodology for GHG measurements

The general method used could be:

> *Mass of GHG emitted (e.g. tonnes of CO_2) = Activity Rate (e.g., amount of electricity consumed in kWh) x Emission Factor (e.g. tonnes of CO_2 / kWh of electricity consumed)*

Emission estimates of individual gases are to be multiplied by their Global Warming Potential (GWP) values, to create common comparable units of carbon dioxide – CO_2 equivalent (e.g., Kg or metric tons of the carbon dioxide equivalent (CO_2eq) of methane (CH_4)). The total climate impact from an emission category can thus be measured as the CO_2 equivalent. For each emission category, the CO_2eq of all relevant GHGs are to be summed up, to find the total emissions from it. For example, in the case of diesel burned in a diesel generator used to generate electricity for an event venue, the CO_2eq of CO_2, CH_4 and N_2O emissions from diesel can be summed up to find the total emissions from it.



While there are a few internationally recognised guides and tools available to calculate the GHG emissions of an activity, there is no well-known equivalent for measuring event-related emissions. Depending on the components and boundaries of the event's emission inventory, however, the available guidance and tools could be adapted to estimate GHG emissions from an event.

Examples of such guidance are:

Corporate Inventory Reporting

- Greenhouse Gas Protocol standards and tools http://www.ghgprotocol.org/
- US Environmental Protection Agency (EPA) Corporate Climate Leadership guidance http://www.epa.gov/climateleaders/guidance/index.html
- UK Department for Environment, Food and Rural Affairs (DEFRA) emission calculation methodology http://www.defra.gov.uk/environment/economy/business-efficiency/reporting

Project and product based inventory standards

- Greenhouse Gas Protocol standards and tools http://www.ghgprotocol.org/
- BSI Standards – Product Carbon Footprint (PAS 2050:2011): Publicly Available Specification – requirements to be met by anyone wanting to achieve and demonstrate carbon neutrality http://www.bsigroup.com/en/Standards-and-Publications/How-we-can-help-you/Professional-Standards-Service/PAS-2050/PAS-2050/

Air Travel Emissions

- International Civil Aviation Organization (ICAO) air travel emissions calculator, which is also further explained in the box below http://www2.icao.int/en/carbonoffset/Pages/default.aspx

4.2.3 What should you measure?

Inventory Boundaries

Focus on what you have control over: to define an event's emission inventory boundaries include only the GHG emitting activities on which you have influence (i.e., operational and/or financial control).

Be reasonable and try to get the "big picture" right. Make sure that the main sources of emissions (for example, international transport) are well measured. Approximations and estimates could be accepted for the lesser ones.

Baseline and Actual Emissions

The emission reductions you make can be estimated only when you compare your actual emissions to a baseline. Hence you need to estimate the emissions baseline prior to the event and get it approved by all concerned. The baseline would be an estimate of the emissions from the event, in the absence of any additional emission reduction activity.



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4.2.4 Sources of Emissions

The major sources of emissions from the event could be categorized as follows:

- Long-distance travel
- Local transport (including transport of goods and services)
- Usage of venue
- Accommodation

Long-distance travel

Long-distance travel is by far the greatest source of event-related emissions; therefore make sure to get the related GHG emissions quantity as precise as possible.

- Try to get as many details as possible from the delegates themselves, by making it compulsory in the **registration form**. This should include, for example: itinerary, mode of travel, travel class and type of transport forseen to be used to get to and from, and during the event, and number of days spent to be spent at the event.
- You can decide to base the calculation on the number of **registered participants** (e.g., corresponding to the number of activated badges) and should include others such as organisers, speakers, interpreters, etc.
- **Avoid offsetting** emissions which have already been offset. For example, the air travel of some participants might be sponsored by their governments, who might also be accounting for those emissions and offsetting them. Hence, we need to check with participants whether their organisations/government/sponsors/airlines have measures in place to offset their travel emissions. Another example where double-accounting might occur is where participants attend another meeting, back-to-back with your event, and the travel emissions are being offset twice.

If you are not able to gather information from participants about their travel, you will need to make assumptions which should be based on a longer term policy and properly documented. Some examples are:

- *Route information:* assume a straightforward route (e.g., in situations where the city from where the participant has travelled is not known, assume departure from the capital city of the country of origin)
- *Travel mode:* in cases where no information is available, you can conservatively assume the travel mode. For example, assume flights for international travel, train for travel within the country, and taxis for local travel.
- *Travel class:* similarly, you can make conservative assumptions for the travel class. For example, you can assume a certain number of hours of travel time, above which a premium class needs to be considered.



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ICAO air travel carbon emissions calculator

The ICAO air travel carbon emissions calculator offers a simple user interface to calculate greenhouse gas emissions from air travel. The only information required is the routing expressed as the three-letter IATA codes for the airports, and the class of travel. The methodology used by the calculator applies the best publicly available industry data to account for various factors which are automatically calculated by the calculator, such as distance, fuel conversion factors, most likely type of aircraft, etc. The ICAO calculator generates the total emissions for all travel, as well as the emission from each trip. A web interface to the calculator is publicly available at www.icao.int, where individual trips can be entered and automatically calculated.

This calculator is the official tool for all UN bodies to quantify their air travel CO_2 footprint in support of the Climate Neutral UN initiative. UN climate neutral focal points can download the full calculator in excel format and thereby process a large number of trips simultaneously. The download is available on the password-protected part of the Sustainable United Nations website www.greeningtheblue.org/, which is accessible to the IMG focal points of UN agencies.

Tailored interfaces to the calculator have also been developed and made available to UN climate neutral focal points: http://www.icao.int/environmental-protection/CarbonOffset/Pages/default.aspx. These special interfaces to the ICAO calculator facilitate the aggregation of travel emissions data and also allow the computation of emissions from travels with non-commercial aircrafts (e.g., owned or leased by UN) as long as the fuel consumption is known or, alternatively, the points of departure and arrival.

Local transport

For your calculation, you need to consider transport to and from the airport in the participants' home country and to and from the hotel at the event location. If the information is not available (e.g., from the registration form), a realistic estimation of distances will have to be made (for example, a proxy of 25 km is usually used in both cases for the UN inventories).

Other emissions related to local transport to be considered are caused by: transfers during the event (e.g., to a different location or a study visit); and transport of caterers, exhibitors and any other service and goods providers that deliver to the event. In these cases, assumptions may have to be made in the absence of real data.

Venue

The emission sources related to usage of your venue includes:

- Energy used for heating and cooling systems, lighting, office equipment, catering, water pumping, captive power generation, hot water generation, etc.
- Refrigerants used for cooling
- Waste generated
- Paper consumption, etc.

For further accuracy, the exhibition area should also be taken into account. In cases where a reliable GHG inventory has already been established for the meeting venue, an appropriate share should be taken into account: venue emissions per hour multiplied by the number of event hours.

Accommodation

Event participants generate emissions from staying in the city where the event takes place. The sources of GHG emissions are similar to that of a venue, but on a smaller scale.



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4.3 Offset management

As stated before, emissions should be offset only after all measures to reduce GHG emissions are implemented. To make sure you reduce the event-related GHG emissions, follow the guidelines given in section 3.2 and in the "Sustainable Events Guide checklists", especially in 6.1 – Venue, 6.2– Accommodation and 6.5 – Local transport. The remaining GHG emissions must be compensated for by offsetting them through GHG reduction measures elsewhere. This compensation can be done by purchasing "carbon offsets". When one purchases offsets, one is investing in projects that result in emission reductions elsewhere, that would not have occurred in the absence of the project. In short, you are investing in projects that will contribute to emissions reductions, so as to offset the amount of emissions that your event generated.

CARBON OFFSETS (EQUIVALENT TO ACTUAL EMISSIONS) = BASELINE EMISSIONS – EMISSION REDUCTIONS

4.3.1 Offset financing

There is no agreed procedure for how a UN organisation may set aside funds to cover the cost of offsetting. Currently, it is up to each organisation to find its own funding solutions. Some approaches are suggested that could be selected according to the needs of the organisation:

- *In-house tax system:* linking the emissions generated by an activity to the cost of carbon offsets that are needed to neutralise the emissions. This can be done, for example, by applying an extra fee to every air ticket in order to cover the purchase of required carbon offsets (e.g., UNEP Climate Neutral Fund). This could be included either in the organisations' or in the events budget.

GOOD PRACTICE: THE UNEP CLIMATE NEUTRAL FUND

UNEP has developed a model to estimate and manage the budget for its offset payments that other UN organisations could follow. Whenever an air travel ticket request is approved, an estimated offset payment has to be set aside from the same budget line that is paying for the ticket. The carbon dioxide (CO_2) emissions caused by the trip in question are worked out automatically, using the UN/ICAO air travel emissions calculator, and taking into account the specific route and the travel class (business or economy). Any travel costs that UNEP meets without knowing the specific route, such as lump sums for home leave, are assumed to create CO_2 emissions at the same average rate as other UNEP air travel. The money is then transferred to the UNEP Climate Neutral Fund on a monthly basis. An estimated price of offset is used, since the actual price can only be known the following year when the annual round of offset procurement takes place. The UNEP plan is to retain any surplus in the Climate Neutral Fund, as a buffer against price fluctuation, and to invest in further sustainability initiatives.

http://www.greeningtheblue.org/case-study/uneps-climate-neutral-fund

- *Fund-raising for carbon offset purchases:* Requesting a donor or a sponsor to cover the carbon offset procurement as part of the event budget or separately. Incentives could be provided in terms of greater visibility at the event.
- *Voluntary offsetting:* Encouraging participants to offset their travel emissions and report back to the organisers. Several steps can be taken to make this more credible, including the use of a common offset provider recommended by the event organisers, adding the offset amount to the registration fee with the organisers then purchasing the offsets, providing adequate proof of offsetting, etc. Organisers would still have to take responsibility for any balance of emissions that were not offset by participants.



TIP:

Strategies to increase the likelihood that participants voluntarily offset their travel GHG emissions include integrating offsetting into the registration fee with an "opt out"[8] option. Experience shows that this process will increase offsetting to above 50%, compared to only 5% with an "opt in" option (GMIC).



GOOD PRACTICE: ENCOURAGE SPONSORSHIP FOR SUSTAINABILITY

The UN Global Compact and MCI created a Sponsorship Package for the 2010 Leader Summit. The money raised from the sponsorship funded additional sustainability actions and offsetting. For more information see the UN Global Compact sustainability report http://www.mci-group.com/~/media/MCI/Files/MCIPublications/csr_related/MCI_Sustainability_2010_Report.ashx

4.3.2 Offset procurement

The strategy for a climate-neutral UN states that "…the UN's choice of offsets […] should meet the levels defined under the Kyoto mechanisms at the very least."[9] The Kyoto mechanisms refer to three market-based mechanisms that together create a "carbon market": Clean Development Mechanism (CDM); Joint Implementation (JI); and Emissions Trading. (http://unfccc.int/kyoto_protocol/mechanisms/items/1673.php).

8 In the "opt out" option, participants have to specify that they do not wish to pay the offset fee, which is otherwise integrated into the overall registration fee. In the "opt in" version, participants have to consciously select the option of paying the offset fee, which will then be added to the conference fee.

9 The Strategy for a climate-neutral UN (EMG/AM.07/06/Rev.1),see also www.unemg.org



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Offsetting criteria:

The Strategy also highlights a minimum set of criteria or principles that should guide the UN's choice of offsets:

- *Additionality:* offsets must generate real emissions reductions that would not have otherwise occurred.
- *Verification and certification:* the reductions must be real, demonstrable and measurable.
- *Transparency:* full disclosure of all relevant information in an easily accessible form for potential consumers or purchasers of offsets.
- *Time-frame and permanency:* the time period within which the reductions take place should be clearly indicated and the reductions must be permanent.
- *Sustainable development benefits* must be generated by the offset activities.
- The offsets chosen should be consistent with *inter-governmentally accepted standards.*
- Organisations should voluntarily exclude the purchase of offsets in *self-generated or self-supported activities* to avoid potential conflicts of interest.

Organisations may, acting individually or collaboratively, specify additional requirements that reflect their specific mandates, aspirations or objectives. The recommended carbon credits to be purchased are Certified Emission Reductions (CERs) through the Clean Development Mechanism (CDM) or

Emission Reduction Units (ERUs) through the Joint Implementation, or any offsets that have a higher quality than the CERs or ERUs.

Here you can find some online resources to guide you in the purchase of carbon offsets:

- Purchasing Carbon Offsets: A Guide for Canadian Consumers, Businesses, and Organisations
  http://www.pembina.org/pub/1866
- Suggested Offset Criteria from the Environment Defense Fund
  http://business.edf.org/energy-emissions/carbon-offsets/suggested-offset-criteria
- Guidance from the Environment Protection Agency, Victoria, Australia
  http://www.epa.vic.gov.au/climate-change/carbon-offsets/choosing-an-offset.asp
- Carbon Offset Guide Australia
  http://www.carbonoffsetguide.com.au/
- A Consumer's Guide to Retail Offset Providers
  www.cleanair-coolplanet.org/ConsumersGuidetoCarbonOffsets.pdf
- Carbon Offset Research and Education (CORE) Initiative
  www.co2offsetresearch.org

4.4 Climate neutral events as an awareness-raising tool

Involving participants in the measurement, emissions reduction and offsetting process can be a very powerful awareness-raising tool, since they can relate to something very personal, such as the amount of emissions their own trip to the event has generated. This could be done even if the money required to offset is not collected from participants.

As an improvement on this, it would be a good idea to integrate a calculator in the online registration process that, on the basis of the travel-related information entered by the user, generates automatically the estimated amount of emissions related to their travel.

Comparing the emission results to a quantifiable example (e.g., "your first class flight will generate approximately ---- kilograms of CO_2 equivalent; this corresponds to the emissions generated by the electricity use of ---- homes for one year") would make the number more "real" and easier to understand.

Another way to get participants involved and motivated to make the right choice is by having a "help-desk" or staff at the event location airport and/or main train station. This will not only be appreciated by participants as a welcoming gesture but can also help to encourage them to take more sustainable transport options to the hotels and the venue.

GOOD PRACTICE: OFFSETTING AND PARTICIPANTS ENGAGEMENT

At the 2011 European Ecology Conference participants voted for their choice of offset project from among three options. During the plenary the sustainability initiatives were communicated and participants were invited to go to the sustainability area and place their vote. This type of engagement helps to raise awareness.

MCI, http://www.europeanecology.org/meetings/

SECTION FIVE



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5. REPORTING ON SUSTAINABLE EVENTS

Sustainable event management is a continuous learning process. Establishing an appropriate and transparent monitoring and reporting procedure will:

- enable you to assess achievements, learn lessons and improve for the future (benchmarking and data comparison)
- help you to communicate and motivate suppliers and staff
- gain the trust of your stakeholders and improve the image of your organization, with potential consequent economic benefits
- save money thanks to the increased monitoring and evaluation of the use of resources.

Make sure to communicate your results! Celebrate your successes but do not hide failures: the goals you have not achieved this time will become new targets for the next event.

Communicating information about a sustainable event

Climate Change COP15 Sustainability Snapshot (Copenhagen)

- *100% of delegates' carbon emissions were offset*
- *93% of the participants used public transport to travel to and from the venue*
- *75% of the food and beverage was certified organic*
- *53% of hotels in the Copenhagen Area and the venue were eco-certified*
- *more than $700,000 was saved by not giving gifts*
- *40% of food was sourced within a 100mile (160km) radius*
- *20% reduction in CO_2 emissions at the Bella Center*
- *4% of Venue Energy Consumption generated by an onsite wind turbine*
- *first UN event to achieve BS8901 certification of its management system*

http://www.sustainableeventsdenmark.org/category/reports

Snapshot: European Wind Energy Association (EWEA) Annual event (March 2011, Brussels)

Number of participants: 9,000; Leading exhibitors: 445; Presentations: 500

Total score of 62% against industry average of 44%

- *89% of event waste recycled*
- *100% of the exhibition hall carpet (31,340 m²) collected and recycled*
- *60% of all food served sourced locally*
- *3,000 public transport tickets distributed to participants*
- *Approx. $12,000 donated to Renewable World for wind-powered water pumps for farmers in Mozambique*

http://www.ewea.org/fileadmin/emag/sustainability/EWEA_Sustainability_Report_EWEA2011/pdf/sustainable%20report%20EWEA2011.pdf



5.1 Monitoring

From the start of the organisation of the event, to the end of any follow-up work quantitative data should be collected on:

- Resources consumed
- Waste generation and disposal
- Energy consumption
- Travel
- Water consumption
- Stakeholders' engagement and attitude
- Percentage of local suppliers and SMEs
- Basic information such as the number of participants, duration in days, etc., should always be provided for reference, together with quantitative data on resources.

5.2 Standards

With increasing attention to the "real" sustainability of events and the consequent need to measure and certify it, the market has responded by developing a series of "green/sustainable event" labels and certifications. Currently, many standards are available and more are under development – with different levels of complexity and varying geographical scope.

The image below gives a clear visual representation of major international sustainable event standards that can be used to improve performance.

Event certifications

The events world is waiting for some new tools that are coming out soon to help event organisers better plan, monitor and report on the sustainability of their event.



In addition to the existing British BS 8901, two other standards are currently being developed:

ISO 20121 - Event sustainability management systems: a comprehensive and systematic approach to embedding sustainability into the event planning cycle, developed from the current BS 8901 standard in the UK. www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=54552

APEX/ASTM Environmentally Sustainable Meeting Standards: offering a more advanced checklist that includes all stages of the planning process and allows the environmental performance of events to be measured. http://www.conventionindustry.org/StandardsPractices/APEXASTM.aspx

To help event organisers report on the sustainability of their event, the Global Reporting Initative (GRI)[10] created the Event Organizers Sector Supplement[11]: a reporting structure to measure economic, environmental, social, and governance dimensions of event activities, products, and services. https://www.globalreporting.org/reporting/sector-guidance/event-organizers/Pages/default.aspx

In parallel to the GRI reporting, the GMIC developed a simplified template (called the "Event Sector C Level Template"). It is adapted to the same kind of meetings and events as those to which the Sustainable Events Guide is applicable. The level C template reduces the number of indicators to a few key ones that represent all the main categories analysed by the GRI. The recommendations in this section have been developed in close cooperation with the GMIC, to ensure that they closely correspond to that template. https://www.globalreporting.org/reporting/sector-guidance/event-organizers/Pages/default.aspx

10 The GRI is a network-based organization that produces a comprehensive sustainability reporting framework that is widely used around the world. GRI's core goals include the mainstreaming of disclosure on environmental, social and governance performance. GRI's Reporting Framework is developed through a consensus-seeking, multi-stakeholder process.

11 GRI Sector Supplements are tailored versions of the GRI Guidelines. Sector Supplements help to make sustainability reports more relevant, and easier to produce.



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5.3 Sustainable Events Guide reporting options

According to your familiarity with reporting and your current expertise in event sustainability, you can choose between two recommended options to report on how successful your sustainability measures have been:

Basic reporting

If you are still at the early stages of your events sustainability process, you might prefer an easier way to monitor how well you have done. In this case, we recommend you use the checklist at the end of this guide: the number of items you tick off in each checklist will help you benchmark your event; the un-ticked ones will become goals for the next one, in a process of gradual improvement. Using the checklist as a reference, write a short narrative to explain how you worked towards the fulfilment of the 8 criteria given at the beginning of the guide. You can then use this text as your sustainability report.

Advanced reporting

If you already have some experience with sustainable events and reporting, you can use the reporting template that you find in Annex 2 – Reporting template, which combines the 8 criteria of the Sustainable Events Guide with the level C template indicators (taken from the GRI template). This will enable you, at a later stage, easily to fill out the GRI level C template if you wish to do so.

On the other hand, if you have enough capacity and experience, try the GRI reporting, choosing the level (A, B or C) according to how comfortable you feel. For more information on the GRI levels, see https://www.globalreporting.org/reporting/reporting-framework-overview/application-level-information/Pages/default.aspx

GOOD PRACTICE: BENCHMARKING THE SUSTAINABILITY OF EVENTS

The European Wind Energy Association working with MCI, have benchmarked the environmental sustainability of their recent Conferences using the MeetGreen$_R$ calculator. This tool allowed them to evaluate performance in the 9 categories of APEX Standards and compare performance from event to event.

Read more: http://www.ewea.org

This section could not have been drafted without the support of the Green Meeting Industry Council (GMIC), who supported the Global Reporting Initiative (GRI) to develop the GRI Event Organizers Sector Supplement and is responsible for developing the simplified "Event Sector C Level Template".

For more information about GMIC, visit http://www.gmicglobal.org/



SECTION SIX

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6. SUSTAINABLE EVENTS CHECKLISTS

This Sustainable Events Checklist provides a detailed set of recommendations for organisers of larger events. It covers the most important aspects of event organisation. In cases where certain aspects, such as the venue or accommodation, are not the responsibility of the organiser but of the host country/organisation, these recommendations can be passed on to those in charge. They can also be useful when choosing service providers, who can be asked to tick the criteria they fulfil (and provide supporting documentation!).

The checklist can be downloaded in a Word version from the SUN website http://www.unep.org/SUN and the ICLEI website http://www.iclei-europe.org/products-activities/training-events/sustainable-events.

The recommendations are divided into event organisation areas (mirroring the structure of section 3) and further categorised under headings such as management, efficiency, and service. They are arranged from the most basic recommendation to the most advanced. Depending on your experience and resources, try to fulfil as many recommendations as possible. Use the checklist for internal

benchmarking and aim to increase the number of items you tick for each future event.

Regional considerations have been included for some specific areas. In general, you will need to start by assessing the availability of tools and services in your region. With this in mind, you can implement the basic recommendations and adapt them to your particular situation.

One of the most important guidelines is to prioritise awareness-raising about the sustainable aspects of your event and to ensure that all stakeholders involved are aware of your sustainability goals, action plans and initiatives. When applicable, ask them to inform their staff and their clients; this will enable the users of the checklist (whether your staff, the venue manager or another service provider) to fully understand their role in the sustainability process, increasing the chances of success of implementing the recommendations.

6.1 Venue

Overview:

- 6.1.1 Management
- 6.1.2 Accessibility and social inclusion
- 6.1.3 Service
- 6.1.4 Efficiency
  - *6.1.4.1 Energy and Water*
  - *6.1.4.2 Waste*

6.1.1 Management	Y/N?	Notes
The venue should:		
Provide information to staff and participants about the green aspects of the venue to inform and encourage guest participation.	☐	
Have an environmental/sustainability policy and action plan in place, ideally covering: sustainable procurement, energy saving, catering services, transportation and waste.	☐	
Apply environmental and social considerations in purchasing policy, buying locally-produced products and emphasising a life-cycle analysis of all products (waste reduction, energy conservation, etc.).	☐	

Have an established programme for reporting and addressing health and safety in the workplace.	☐	
Have training courses for staff focused on environmental responsibilities and opportunities.	☐	
Be certified with a recognised sustainable building or another recognised sustainability/ environmental management system (e.g. BREEM, LEED, ISO 14001, EMAS, BS8901 or equivalent).	☐	

6.1.2 Accessibility and social inclusion	Y/N?	Notes
The venue should:		
Have good access (ideally within walking distance) to the main public transport connections and town centre.	☐	
Be located near hotels where participants and speakers can stay or even provide accommodation facilities at the venue itself.	☐	
Ensure full accessibility for all ("design for All") http://www.designforall.org/:		
Ensure full accessibility for all, (e.g., access to buildings and stages with ramps of a gradient no steeper than 1:20, acoustics appropriate for hearing aid users and working loop systems in lecture theatres and reception desks).	☐	
Ensure unisex and single-sex accessible toilets on the same level as the main event space.	☐	
Provide a variety of seating space allocation (e.g., space for deaf people to sit near the sign language interpreter, and hearing-aid users to benefit from the use of an induction loop).	☐	
When possible, choose a ground floor event space, thus removing the need for lifts altogether.	☐	
Ensure that passenger lifts are at least 1.4 m long and 1.1 m wide and that they are in working order.	☐	

6.1.3 Service	Y/N?	Notes
If catering is provided by the venue, the facilities should meet the recommendations outlined in the "Catering" section.	☐	
The venue should practice environmentally friendly cleaning. This should ensure that:		
The venue cleaning staff or private cleaning contractors are trained in environmentally friendly cleaning practices. This training should cover cleaning agents, methods and dosage, equipment and machines used: waste management; and aspects of health, safety and the environment. A record of these training measures should be maintained on a regular schedule.	☐	
The use of disinfectant should be minimised and automated dosage used.	☐	
Eco-labelled cleaning products should be used.	☐	
Where eco-labelled products are unavailable, they should at least:		
Not be classified as potentially harmful to human health or the environment according to national/regional classification systems.	☐	
Be readily biodegradable.	☐	
Not contain EDTA (ethylenediaminetetraacetic acid), NTA (nitrilotriacetic acid) or APEOs (alkylphenol ethoxylates).	☐	
Not contain more than 25% by weight of volatile organic compounds.	☐	
Not contain more than 0.5% by weight of phosphorus.	☐	

6.1.4 Efficiency	Y/N?	Notes
6.1.4.1 Energy and Water		
It should be possible to regulate the temperature within the building.	☐	
Preference should be given to "bioclimatic" venues:		
Designed to maximise the use of daylight (rooms, coffee areas, lunch areas and exhibition areas).	☐	
With energy-efficient lighting and other appliances installed.	☐	
With water-saving appliances in kitchens and toilets.	☐	
Supplied with green electricity.	☐	
With green building standards, e.g. high insulation and efficient heating and cooling systems.	☐	
The venue should make use of renewable energy sources, such as solar, wind or Renewable Energy Credits (RECs).	☐	
Promote the use of a "green" taxi operator, for situations when a taxi is needed.	☐	
Operate fuel-efficient vehicles.	☐	
6.1.4.2 Waste	Y/N?	
All waste produced at the venue should be separated (e.g., paper, plastic, metal, organic) at source and sufficient, well-marked bins should be provided in both participant and staff areas.	☐	
Where no organic waste collection system is in place, organic waste should be separately collected for composting and/or supplying to farmers for livestock feed.	☐	
The venue should reuse materials or donate them to charities (e.g., used linens or usable food).	☐	

6.2 Accommodation

Overview:

- 6.2.1 Management
- 6.2.2 Accessibility
- 6.2.3 Service
- 6.2.4 Efficiency
  - *6.2.4.1 Energy and Water*
  - *6.2.4.2 Waste*

6.2.1 Management	Y/N?	Notes
Hotels should:		
Provide to staff and place in guest rooms, information about the green aspects of the hotel to inform and encourage guest participation.	☐	
Have an environmental/sustainability policy and action plan in place, ideally covering: sustainable procurement, energy saving, catering services, transportation and waste.	☐	
Apply environmental and social considerations in its purchasing policy, buying locally-produced products and emphasising a life-cycle analysis of all products (waste reduction, energy conservation, etc.).	☐	
Have an established programme for reporting and addressing health and safety issues in the workplace.	☐	
Provide a training course for staff focused on environmental responsibilities and opportunities.	☐	
Be certified with a recognised Ecolabel or another recognised environmental management system: (e.g., Green Key, ISO 14001, EMAS or equivalent, UNGC).	☐	

6.2.2 Accessibility	Y/N?	Notes
The hotel should:		
Be located near public transportation and the conference facilities (preferably within walking distance). Close proximity to social infrastructure (pharmacies, shops) might be an asset.	☐	
Meet guidelines for accessibility and be adapted for people with reduced mobility.	☐	
Operate fuel-efficient vehicles.	☐	

6.2.3 Services	Y/N?	Notes
Catering facilities should meet the recommendations outlined in the "Catering" section.	☐	
The hotel should provide a Fair Trade coffee option in its coffee service.	☐	
The hotel should use ceramics/glassware for in-room coffee service. If only disposable cups can be provided, they should be locally recyclable.	☐	
The hotel should practice environmentally friendly cleaning. This should ensure that:		
The venue cleaning staff or private cleaning contractors are trained in environmentally friendly cleaning practices. This training should cover cleaning agents, methods and dosage, equipment and machines used; waste management; and aspects of health, safety and the environment. A record of these training measures should be provided.	☐	
The use of disinfectant should be minimised and automated dosage used.	☐	
Eco-labelled cleaning products should be used.	☐	

Where eco-labelled products are unavailable, they should at least:		
Not be classified as potentially harmful to human health or the environment according to national/regional classification systems.	☐	
Be readily biodegradable.	☐	
Not contain EDTA (ethylenediaminetetraacetic acid), NTA (nitrilotriacetic acid) or APEOs (alkylphenol ethoxylates).	☐	
Not contain more than 25% by weight of volatile organic compounds.	☐	
Not contain more than 0.5% by weight of phosphorus.	☐	

6.2.4 Efficiency	Y/N?	Notes
6.2.4.1. Energy and Water		
Guests should have the option of a re-use sheet and towel programme to save energy and water used by laundry.	☐	
Guests and staff should be encouraged to reduce water use, turn off lights and other energy-consuming devices and invited to walk instead of taking the elevator – all indicated with clearly visible signs.	☐	
Energy-efficient light-bulbs and systems should be standard, and lighting should be set to the minimum level necessary for comfort, safety and accessibility. The use of natural light and ventilation should be promoted where possible.	☐	
It should be possible to manually open windows to avoid the use of a mechanical air-conditioning system.	☐	
Facilities should be equipped with water-saving devices (e.g. tap and shower flow regulators, automatic shut-off of faucets and shower, low-flush and dual-flush toilets).	☐	

Hotel rooms should not be heated above 20°C, or cooled 6°C below the outside temperature.	☐	
Key cards should be linked to energy appliances (e.g. lights and air-conditioning should switch off when people leave the room).	☐	
Lighting systems equipped with motion-detectors should be installed.	☐	
Offer and coordinate group pick-up service for participants (carpooling), or promote the use of a "green" taxi operator, when local transport is not an option.	☐	
The building should have an efficient water and electrical system, regularly maintained in order to save energy and reduce long-term costs, which can imply:		
Good internal insulation so that less energy is wasted through overheated corridors and unoccupied rooms.	☐	
Automatic controls for heating and cooling, with levels set to the minimum necessary for comfort.	☐	
Hot water heaters, pipes and water-using fixtures properly insulated and regularly maintained.	☐	
Curtains and blinds should be manually operable, instead of electrically powered. Otherwise, they should be linked to an intelligent system that controls them in order to maintain a suitable temperature indoors.	☐	
Insulating covers should be installed on all indoor and outdoor swimming pools and hot tubs to reduce both energy and water use (as a result of evaporation).	☐	
The hotel should make use of renewable energy sources, such as solar or wind energy, or RECs.	☐	
Rainwater and grey water use should be maximised in the hotel buildings.	☐	
Water use for grounds maintenance should be reduced through conservation measures such as planting drought-tolerant vegetation and mulching.	☐	

6.2.4.2 Waste	Y/N?	Notes
All waste produced by the hotel should be collected separately (e.g. paper, plastic, metal, organic), and sufficiently well-marked bins provided in both guest and staff areas.	☐	
Measures should be taken to reduce paper use: Short forms or computerised systems at check-in/out and for the billing process. Newspapers delivered to rooms only if requested and not wrapped in a plastic bag.	☐ ☐	
If used, ensure that paper is printed double-sided.	☐	
Products such as shampoo and soap should be purchased in bulk and provided in refillable dispensers. If not possible, the hotel should instruct housekeeping staff not to replace consumable amenities unless they are empty, except for when new guests arrive.	☐	
Reusable items should be used as much as possible. If disposable items are essential, they should be recyclable and the appropriate recycling systems should be in place.	☐	
Paper products used by the hotel (including fine notepaper, computer paper, tissues, toilet paper, paper towels and paper for guests) should have a high-recycled content (ideally 100%), be totally or elementary chlorine-free (TCF or ECF) and, ideally, carry the approval of a forest-conservation organisation.	☐	
Packaging should be avoided or reduced, and when it is needed it should contain a high percentage of recycled content.	☐	
Packaging should not contain PVC.	☐	
Where no organic waste collection system is in place, hotels should separately collect organic waste for composting and/or supplying to farmers for livestock feed.	☐	
Hotels should reuse or donate materials to charities (e.g. linens and edible food).	☐	

6.3 Catering

In some areas local health authorities might not accept bulk dispensers and reusable containers for catering consumables. In these cases, convey this information to guests, so they understand why such measures were not possible. Ideally, the food service organisation should work with local health authorities to overcome any regulatory hurdles.

Overview:

- 6.3.1 Management and set-up
- 6.3.2 Food and beverage
- 6.3.3 Materials and packaging
- 6.3.4 Waste disposal

6.3.1. Management and set up	Y/N?	Notes
Provide information to staff and participants about the green aspects of the menu to raise awareness of the origin of food and the disposal of leftovers.	☐	
The catering company should be local, have an environmental policy and action plan in place or be willing to follow the core recommendations in the checklist.	☐	
Encourage the use of water-and energy-efficient kitchen appliances (e.g. appliances carrying the ENERGY STAR Ecolabel, the EU energy/water label classification A, or other regional standards).	☐	
Catering premises should be cleaned in an environmentally friendly manner. For advice on this aspect, see the "Accommodation" section.	☐	
Encourage catering companies and food and beverage suppliers to use efficient and low-emission vehicles and to address the efficiency of transportation routes.	☐	
Ensure there is a system in place which allows all guests to easily access the catering service:		
Reduce likelihood of long queues for food.	☐	

Provide enough chairs for people to sit down.	☐	
Make sure that people with disabilities or special needs are provided with the necessary facilities.	☐	

6.3.2. Food and Beverage	Y/N?	Notes
Consider if there are any cultural or religious considerations to be respected when setting menus. (In case of doubt ensure that a vegetarian and a vegan option are always available.)	☐	
Opt for tap water. In all situations, avoid bottled water, choosing instead large dispensers and/or carafes. Make it easy for participants by setting up several water points. (Where tap water is not drinkable, ensure that the guidelines for packaging are followed.)	☐	
Minimise the quantity of meat and dairy products offered, and always offer at least one vegetarian option.	☐	
Make sure that the vegetarian and, possibly vegan, options are kept separate from the other options and are well labelled.	☐	
Ask the caterer not to pre-fill water glasses at seated functions but to do so only upon request.	☐	
Avoid the use of large quantities of ice.	☐	
Use locally grown and non-frozen food and drinks. Menus should reflect the seasonal produce of the region.	☐	
Use organically produced food and beverages. Products should be certified as meeting regional or international organic standards, to the greatest possible extent. In certain regions, food produced under "integrated production systems" may be more easily available than organic produce. This can be offered as an alternative.	☐	

Provide Fair Trade-labelled products (such as coffee, tea, and sugar) as the standard, accepting potentially higher prices. Products should be independently certified as Fair Trade. They should either carry the internationally recognised Fair Trade product label (www.fairtrade.net), or be supplied by a company registered with the WFTO (the World Fair Trade Organization – www.wfto.com).	☐	
If working with a private catering contractor, set a specific percentage of products that should be local, organic, and/or fair trade and encourage them to list this information on the menu.	☐	
Where livestock products are used, purchase only those produced according to high welfare standards and certified as such (e.g., free-range eggs, bio meat).	☐	
Where marine and aquaculture products are offered, these should be caught/produced using sustainable methods. If available, use products certified with the Marine Stewardship Council (MSC) or a similar label. The WWF has also produced a number of country-specific buying guides: http://www.panda.org/about_wwf/what_we_do/marine/our_solutions/sustainable_fishing/sustainable_seafood/seafood_guides/index.cfm. Another useful resource is www.seafoodchoices.com.	☐	
Donate surplus edible food to non-profit organisations (e.g., Berliner Tafel: www.tafel.de and/or food banks (if allowed by your national regulations).	☐	

Please note:

It is not possible to provide specific guidance on whether to use local non-organic or non-local organic produce, as this depends on circumstances, distance, method of transport, type of product and other factors. Ideally, try to use local, organic produce or take advice on the best option.

As the availability of local, organic and fair trade products will vary considerably from region to region it is a good idea to check availability and prices with a local catering supplier and set appropriate target percentages (e.g., X% of vegetable/dairy/meat products must be organic).

6.3.3. Materials and Packaging	Y/N?	Notes
Avoid the use of disposable items by using reusable dishes, cutlery, glassware and linens (i.e. no paper, plastic or polystyrene cups, no paper napkins or table cover, no plastic cutlery, and no disposable doilies). Avoid aluminium or plastic wrapping.	☐	
Avoid the use of single-use bottles for juice and water. If unavoidable, ensure they are recyclable or reusable.	☐	
Provide recyclable bottles for participants to refill with drinking water.	☐	
Avoid single-serve containers for food and condiments (e.g., milk, cream, artificial sweeteners, butter, ketchup, vinegar, mustard, jams, salt, pepper, breakfast cereals). Use bulk dispensers or jars for water.	☐	
Packaging should not contain PVC.	☐	
Products should be supplied in reusable or recyclable packaging or alternatively the supplier should take back all packaging and guarantee its recycling or reuse.	☐	
If disposable items are essential, try to ensure they contain a high content of recycled or plant-based material.	☐	
If a composting service is available, consider using compostable material for disposables.	☐	
Avoid the use of paper, substituting it with blackboards/chalk or digital screens. When paper is necessary, try to ensure that vegetable-based inks are used.	☐	
Paper products used for catering should have a high-recycled content (ideally 100%) and be totally or elemental chlorine-free (TCF or ECF) and, ideally, carry the approval of a forest conservation organisation.	☐	
For boat tours or other functions where breakable dishes are not permitted, reusable acrylic dishware could be used.	☐	

6.3.4. Waste disposal	Y/N?	Notes
Inform caterers of the exact number of participants and re-evaluate quantity needed during the meeting to help avoid waste.	☐	
Provide numerous, well-located bins for the separate waste fractions with clear signs/ instructions – particularly in kitchens and in dining areas.	☐	
All waste produced during catering should be collected separately (e.g., paper, plastic, metal, organic).	☐	
Make sure that biodegradable and recyclable items are collected separately to optimize the recycling and composting process.	☐	
Where an external catering company is used, they should be responsible for waste collection and disposal during the meeting.	☐	
Where separated collection and recycling/ reuse systems are not in place, efforts should be concentrated on waste minimisation (see sections above).	☐	
Make sure to minimise run-off water and to reuse or dispose of it sustainably.	☐	
Collect oil and fat and provide it to respective users and/or use for fuelling.	☐	
In some locations, (e.g., some of the large UN compounds), a compost system on site can be considered.	☐	

6.4 Communication and event material

Overview

- 6.4.1 Communication with participants and registration
- 6.4.2 Materials for the event (including conference secretariat)
- 6.4.3 Setting up, running and dismantling the event
  - *6.4.3.1 Social considerations*

6.4.1. Communication with participants and registration	Y/N?	Notes
Provide advice by email to participants on "sustainable behaviour", explaining what delegates could do before and during the meeting. This could include, (depending on accommodation arrangements) for example:		
Ask delegates about any specific accessibility requirements in advance of the event.	☐	
Reduce, as much as possible, the use of paper in all communications with participants, in favour of electronic means.	☐	
Set up an electronic registration system that allows participants to register as well as submit forms and pictures via email or through a web service.	☐	
Encourage participants to offset their carbon emissions created by the trip, unless you plan to do so yourself. (See Section 4 - Offsetting the remaining emissions from a sustainable event)	☐	
Provide links to public transport websites and, if possible, real-time information links.	☐	
Provide a platform for participants to communicate and organise sharing of cars, buses and/or taxis.	☐	

Share with participants the following list of preferable means of transport to get to the meeting, presented in order of increasing environmental impact: • Train, shared hybrid/electric vehicles, bus or car (if not shared a smaller car is recommended), direct flight in economy class when travelling by plane is necessary.	☐	
• Only print what you need before travelling.	☐	
• Bring your own pen and paper to the meeting.	☐	
• Travel by foot, bicycle or public transport as much as possible.	☐	
• Stay in one of the recommended hotels, which operate in an environmentally responsible manner.	☐	
• Turn off any lights, TV, air conditioner or heater when you leave your hotel room for the day.	☐	
• If the hotel offers this service, take the energy-saving option of not having sheets and towels changed every day (and make sure it is enforced). If not in place, talk to the hotel managers and inform them of your wishes.	☐	
• Recycle your waste: bottles, cans, paper, etc.	☐	
Ensure that the information on your sustainability efforts is provided electronically prior to and after the meeting.	☐	
Create an online marketing/promotional campaign on the sustainability practices of the event.	☐	

6.4.2. Materials for the event	Y/N?	Notes
Print only necessary material. Send relevant documentation by email beforehand (see above), and have either a small number of spare printed copies of documents at the registration desk or printing/copying facilities available for participants at the venue on a request-only basis.	☐	
Any paper used (promotional material, programme, signs…) should be 100% recycled, with a minimum of 65% of post consumer waste content, and totally or elemental chlorine-free (TCF or EFC). Avoid glossy and colourful publications. (If 100% recycled products are not available, try to use paper with as high a percentage of recycled content as possible, or paper derived from legally (and ideally sustainably) harvested forests.)	☐	
Participants should be encouraged to keep their conference material until the end of the meeting. Asking them to sign upon receipt of the material can serve as an incentive.	☐	
Provide participants with a CD or USB stick with all the conference material, to avoid printing. As an alternative, provide attendees with a stable internet connection where they can download the conference material from a protected area of the conference website.	☐	
Print as much as possible locally, rather then shipping material from the headquarters.	☐	
Participant bags/packs, banners, gifts and other relevant items should, as far as possible, be produced locally, using sustainably harvested organic or recycled material, and should be reusable. PVC should be avoided as well as products containing potentially harmful chemicals.	☐	

Adopt a generic event brand (e.g., without dates and specific titles) and use it in signage (banners, posters, signs, place cards) so that they can be re-used for the next event.	☐	
Pens should only be provided upon request. They should be made using a high content of recycled material and be refillable. Invite participants to bring their own pens and paper to the meeting.	☐	
Avoid PVC and adhesive signage, as well as signage made with polystyrene, in favour of paper or electronic ones.	☐	
Consider whether gifts are necessary at all: you can substitute them with donations for environmental and/or social causes. Make certain to inform the participants about the charity to which they are contributing.	☐	
If you choose to give out gifts at the events, encourage the purchase of useful giveaways such as travel mugs, aluminium water bottles, USB drives, and other such items that participants can reuse. Consider gifts that convey a green or socially responsible message, such as tree planted in the recipient's name or local artisanal products.	☐	
Any food products provided as gifts should follow the recommendations included in the "Catering" section.	☐	
Use reusable dry-mark erasable boards or blackboards instead of paper flip charts. Ensure "non-toxic" markers are used.	☐	
Donate material that cannot be reused at future conferences to local businesses.	☐	
Reusable/recyclable accreditation badges should be provided. Set up a dedicated area for participants to return them and other material that can be reused.	☐	

For external printing contracts, choose environmentally responsible printing companies which do not use environmentally persistent chemicals and promote responsible practices.	☐	

6.4.3 Setting up, running the event and dismantling	Y/N?	Notes
At the beginning of the event (e.g. during the opening plenary) remind both staff and participants that they should follow certain rules to help the sustainability of the event and ensure minimum environmental impacts, including the following measures:		
• Favour the use of daylight – plan the setting of the secretariat in a way that maximises the use of natural light: e.g., place working stations close to windows or coffee areas with natural light, etc.	☐	
• Turn off lights and equipment and switch off the multi-plug socket when not in use.	☐	
• Favour the use of more energy-efficient electronic devices (e.g. laptops instead of PCs).	☐	
• Print and photocopy on both sides, keeping font size to a minimum whilst ensuring readability, and minimise the use of colour copies. When designing the corporate image of the event, choose colours that are compatible when printing in black and white (it is preferable to use light colours rather than darker colours).	☐	
• Collect paper that has been used on one side only in collector trays, and reuse for printing and notepaper.	☐	
• Ensure that the energy-saving features of all electronic equipment are enabled.	☐	

• All waste produced by the secretariat should be collected separately (e.g., paper, plastic, metal, organic). Provide bins for collection. This should include the separated items of used photocopier and printer cartridges and batteries.	☐	
Make sure that the recommendations to participants about sustainable practices (like recycling signage) are clear, well located and easy to understand for an international audiences (iconography is often well-suited for this purpose).	☐	
Reduce paper waste at participant registration with short registration forms and computerised systems (see "Communication with participants and registration").	☐	
Ensure there are numerous, well-located bins for the separate waste items with clear signs/instructions in both participant and staff areas.	☐	
Adjust the start and end time of an event to the schedules of environmentally sound transportation means and avoiding traffic rush hours.	☐	
In the secretariat, use ENERGY STAR® certified electronic equipment (printers, photocopiers, computers, etc.) with energy conserving features as standard.	☐	
Minimise the use of decorative elements and always choose sustainable decor (e.g., foliage should not be cut flowers, but rather the whole plant). In events that last more than one day, plants should be chosen according to the external conditions where the plant will be placed after the event. Choose soya candles instead of wax candles. Avoid decorations that might be related to animal cruelty or endangered species (e.g., fur, rare flowers).	☐	

Meeting and conference rooms should be adapted to the local seasonal conditions and not be cooled more than 6°C below the outside temperature or heated above 20°C.	☐	
Set up a stand (e.g., in the exhibition area) to communicate the sustainability aspects of the meeting to participants. Promote it on the website and during the opening session. Make participants feel part of the sustainability process of the event.	☐	
If possible and culturally accepted, favour remote translation options, to avoid the need for translators to travel to the meeting location.	☐	
A portable office approach that allows staff to access their files through a secure connection considerably reduces the amount of background material staff need to carry with them.	☐	
6.4.3.1 Social considerations		
Consider the representation of diversity in event literature and among the hosts/ speakers to reflect that of the target audience.	☐	
Try to ensure your event runs on time and schedule plenty of breaks.	☐	
Provide personal assistants if a large number of disabled people are attending.	☐	
Make sure to adhere to legal requirements for employment (e.g., equal opportunities and pay) and health and safety.	☐	

Improve the wellbeing of your delegates by minimising travel, providing plenty of fruit and water, maximising natural daylight.	☐	
Promote local attractions and amenities to your delegates to benefit the local economy and educate delegates.	☐	
Provide an area where participants can relax during the day, especially for those whose hotel is located far from the venue.	☐	

6.5 Local transport

Following the subsequent recommendations, take into consideration that the quality and reach of public transportation systems, the availability and the recognised standards for efficient and low emission vehicles will vary considerably by region, as well as the levels of safety for walking or cycling.

Overview

- 6.5.1. Participant and staff
- 6.5.2. Goods and services

6.5.1. Participant and staff	Y/N?	Notes
Before the event, provide participants with clear instructions and maps, which can be included in the participant packs and displayed in the venue, on appropriate public transport and/or walking arrangements from point of arrival/ departure (railway station, airport) to the venue, accommodation and town centre.	☐	
Consider proximity to public transport connections when selecting the venue and hotels, as this has a major bearing on local transportation impacts (see "Selecting the venue" and "Accommodation" sections).	☐	
Provide participants with complimentary public transport tickets. (These could be included on the back of the participant's name badge.) As a minimum try to organise discounts for participants on public transport (especially for long events).	☐	

If public transport is not available, organise a shuttle service or car-share scheme for travel between the hotel, venue and/or point of arrival/departure (railway station, airport).	☐	
If organising shared transport is not feasible, ask the hotels to organise joint pick-up of participants.	☐	
For cases in which a taxi is needed, promote the use of a "green" taxi operator if available, or encourage the use of cycle cabs in cities where such a service is available.	☐	
If a bus rental company needs to be hired, select one that operates with hybrid/ electric/alternative fuel fleets and that applies ecological driving practices.	☐	
Ensure that parking areas for events do not damage the natural environment.	☐	
Provide walking options by creating safe walking routes with maps between the venue and the hotels.	☐	
Make bicycles available for participants to borrow/rent and ensure that secure parking facilities are provided at the venue and hotels.	☐	
Provide a member of staff or local volunteer to accompany participants from hotels/stations to the venue by foot or local transport.	☐	

6.5.2. Goods and services	Y/N?	Notes
Avoid shipping materials to the venue that can be acquired locally.	☐	
For materials that must be shipped, select a freight hauler that carries out environmentally responsible practices in their operations.	☐	
Consider the use of truck-pooling (instead of using 10 trucks for 10 different items, consider combining loads where possible) or joint storage.	☐	

6.6 Exhibitions

Recommendations	Y/N?	Notes
Choose pre-existing building when available. Avoid erecting marquees or tents, but if essential then check their environmental impact before setting them up (e.g., arrange for an Environmental Impact Assessment (EIA)).	☐	
Reuse signage and displays – where possible, avoid referring to location and years so you can reuse the signs at future events. For the same reason, favour the use of internationally-recognised symbols instead of words, so that they can be adapted to different languages.	☐	
Avoid the use of carpet or floorboard to cover the floor. If carpet must be used, substitute a conventional plastic covering with other covering systems such as cellulose or coconut fibre carpet, or reusable floor tiles made from recycled PVC. Use carpet with a high percentage of recycled and recyclable plastic fibres. Do not use irreversible carpet adhesion systems.	☐	
All waste produced must be collected separately (e.g. paper, plastic, metal, organic).	☐	
Limit the amount of material exhibitors can bring in; charge the exhibitors for the amount of waste they produce that cannot be recycled or re-used, or ask them to take it back themselves.	☐	
Consider hosting a competition or providing a discount for the most sustainable exhibition design.	☐	
Include in the exhibitors' conditions for participation the following criteria:		
Minimise the use of decor, carpet, display and giveaway material.	☐	
Rent furniture instead of purchasing it, whenever possible.	☐	

Be innovative - use fold-up furniture (to make transport easier) and opt for multifunctional, reusable furniture.	☐	
Use separable or reversible joints (clip-type rather than glue) for the exhibition stands.	☐	
Reduce decorations, carpets and display materials and when necessary, make sure they are made of recycled materials and/or can be reused for future meetings.	☐	
Minimise the use of lighting and other energy requirements at the stand.	☐	
Use paper products that have a high recycled content (ideally 100%) and which are totally or elemental chlorine-free (TCF or ECF).	☐	
Limit the number of publications and handouts. Instead collect business cards, post a sign-up sheet or save the publications, etc., in the participants' USB.	☐	
Provide promotional items which, as far as possible, have been produced using environmentally-friendly materials such as organic unbleached cotton or recycled material, and which should be reusable. PVC should be avoided.	☐	
Use packaging that is minimal, reusable and/or recyclable.	☐	
Make an effort to collect and reuse publications discarded by participants.	☐	
Avoid using air travel to send materials if possible.	☐	
Use environmentally-friendly materials in the construction of the base exhibition stands, including legally and sustainably harvested timber and recycled materials. All materials used should be recyclable.	☐	

6.7 Stakeholder engagement and communication

Recommendations	Y/N?	Notes
Identify key stakeholders and inform them of the event and the sustainability measures undertaken.	☐	
Plan proper communications campaigns to engage all stakeholders in your sustainability communication strategy and action plan and inform them of all stages of event preparation, through the website, regular pre-event emails, tailored info-sheets on how they can contribute.	☐	
Consult and cooperate with stakeholders (e.g. neighbouring landowners, public authorities and emergency services) in order to reduce environmental impacts such as noise and waste. Use local labour and produce for services such as catering.	☐	
Use the event to raise awareness among participants, through information documents, opening speeches and announcements.	☐	
Develop a "sustainable participant" guide/ factsheet and post it on your website and include it in your conference material.	☐	
Involve the media before, during and after the event and ensure that they are informed about the sustainability strategy.	☐	
Choose local entertainers and invite local residents to attend the event.	☐	
Involve stakeholders in competitions that create awareness and require active participation (for example by establishing a special recognition system for partners, sponsors or participants who engage in sustainable practices (e.g., certificates).	☐	
Provide training programmes for staff and service providers.	☐	

ANNEX 1

SUSTAINABLE PROCUREMENT

1. BENEFITS

Sustainable procurement can:

- **Reduce negative environmental impacts by requiring:**
  - Greater energy efficiency (buildings, meeting rooms, IT appliances)
  - Waste reduction/management (food, packaging, training)
  - CO_2 reduction (low-emission transport, renewable energy)
  - Water-saving devices
- **Encourage social improvement through:**
  - Supporting local and regional business (catering, cleaning, energy supply)
  - Tackling unemployment (social integration, "reserved contracts")
  - Contributing to Millennium Development Goals (gender equality, Fair Trade)
  - Ensuring human rights and labour standards – also along the supply chain (core ILO Conventions)
- **Achieve financial savings through:**
  - The above-mentioned reductions in water, energy, etc.
  - Having trained staff
  - Other smart solutions (Specific: increase vegetarian food in catering, car/truck-pooling)

2. SUSTAINABLE EVENTS TENDER

- **Recommendations for public procurers**

Sustainable Procurement (SP) is about incorporating environmental, economic and social aspects into procurement procedures. When issuing calls for tender for a large event, it is advisable to clearly state right from the beginning and identify in the subject matter that you want to organise a "sustainable event". All subsequent tender phases and criteria need to relate to the subject matter. To make the process more manageable, a possibility is to divide one tender into various lots for specific services and products; but the "sustainable event" specification must always be there.

Examples of relevant requirements:

- Specify minimum percentages (e.g., at least 50%) and/or award points for the use of ***fruits and vegetables***, sustainably harvested items (e.g., marine products), or resources that must be seasonal and organically produced (technical specification/award criteria)
- Food waste and/or ***waste from food packaging*** must be minimised (contract performance clauses)
- Caterers must describe their experience applying appropriate environmental management measures, such as ***training for staff***, or donation of edible leftover food (selection criteria for suppliers)
- ***Paper*** is made from 100% recovered paper fibres (recycled) or sourced from sustainably harvested forests
- All or a certain percentage of ***IT products*** (PCs, notebooks, monitors, multifunctional devices) meet the latest ENERGY STAR standards for energy performance, available at www.energystar.org. (technical specifications)
- All ***cleaning products*** are accredited, or equivalent, to be environmentally friendly without toxic or hazardous substances (technical specifications)
- ***Electricity*** (or a proportion of the electricity) must be generated from renewable energy sources. Request Renewable Energy Certificates (technical specifications).
- Additional points are awarded for complementary ***energy saving activities*** offered by the venue organiser, such as an energy audit of the existing consumption patterns (award criteria)

ANNEX 2

Use the following template to report on the sustainability of your events. The indicators correspond to the GRI Level C template, developed by GMIC and based on the Global Reporting Initiative (GRI) Event Organizers Sector Supplement. Fill out the template with the quantitative and qualitative data required, thus proving how you worked towards the fulfilment of the 8 criteria of the Sustainable Events Guide; complete the template with a short narrative and use that as your event sustainability report.

SUSTAINABLE EVENTS GUIDE REPORTING TEMPLATE

1. **Efforts are made to reduce conference related emissions of greenhouse gases and support off-setting of unavoidable emissions:**
    - Total direct and indirect greenhouse gas emissions by weight (corresponding to EN16)
    - Other relevant indirect greenhouse gas emissions by weight (corresponding to EN17)
    - Initiatives to reduce greenhouse gas emissions and reductions achieved (corresponding to EN18)
    - Modes of transport taken by attendees and participants as a percentage of total transportation, and initiatives to encourage the use of sustainable transport options (corresponding to EO2)
2. **Procedures are implemented to reduce the consumption of water, energy, materials and other resources:**
    - Direct energy consumption by primary energy source (corresponding to EN3)
    - Indirect energy consumption by primary source (corresponding to EN4)
    - Total water withdrawal by source, conservation and improvement initiatives and results (corresponding to EN8)
3. **Measures are in place to reduce the generation of waste and to reuse, recycle and/or repurpose unavoidable waste:**
    - Total weight of wastes by type and disposal method, including initiatives to manage wastes and their results (corresponding to EN22)

4. **When purchasing goods and services for the event, the environmental and social impacts of their lifecycle are included in the purchasing decision:**

    - Type and sustainability performance of sourcing initiatives (corresponding to EO9)
    - Average hours of training per year per employee and/or volunteer, by gender, and by employee and volunteer category (corresponding to LA10)

5. **Social and environmental principles are applied throughout the implementation of the event, to reduce damage to the environment and to ensure accessibility, inclusion and well-being of all participants and staff:**

    - Type and impact of initiatives to create a socially inclusive event (corresponding to EO5)
    - Significant environmental and socio-economic impacts of transporting attendees and participants to and from the event and initiatives taken to address the impacts (corresponding to EO3)
    - Number and type and of injuries, fatalities and notifiable incidents for attendees, participants and other relevant stakeholders (corresponding to EO7)

6. **Measures are taken to foster economic, social and environmental benefits for the local community, and to minimise disruption:**

    - Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments (corresponding to EC1)
    - Direct economic impacts and value creation as a result of sustainability initiatives (corresponding to EO1)

7. **Efforts are made to increase the awareness of, inform and involve relevant stakeholders, including participants, the workforce, local hosts, regional and national authorities, sponsors, civil society groups, NGOs, businesses and technical experts, in order to comply with and support the principles stated above:**

    - Number, type and impact of sustainability initiatives designed to raise awareness and impact behavior change (corresponding to EO11)
    - Average hours of training per year per employee and/or volunteer, by gender, and by employee and volunteer category (corresponding to LA10)

8. **A reporting system is put in place that allows for the communication, assessment and evaluation of "sustainable events processes, initiatives and results":**

    - Number, type and impact of sustainability initiatives designed to raise awareness and impact behavior change (corresponding to EO11)

For more info about the GRI reporting, see www.globalreporting.org/reporting/reporting-framework-overview/application-level-information/Pages/default.aspx

LIST OF RESOURCES

Sustainable events guidelines

- London 2012 - Sustainability guidelines – corporate and public events, Third edition, May 2010 *http://www.london2012.com/mm/Document/Publications/Sustainability/01/24/08/66/london-2012-sustainability-events-guidelines.pdf*
- Major Event Greening Guide: A practical guide to reducing the environmental impact of a major event: *http://www.mfe.govt.nz/publications/sus-dev/major-event-greening-guide/index.html*
- Green Event Guideline: Hosting Green Events in Durban, 2011/2012 *http://www.cop17-cmp7durban.com/downloads/Green-Event-Guideline-Hosting-Green-Events-in-Durban-2011-2012-full.pdf*
- Green Meeting Guide 2009 *http://greeningtheblue.org/sites/default/files/GreenMeetingGuide.pdf*
- How to organise sustainable meetings & events in Brussels: A practical guide *http://www.iclei-europe.org/fileadmin/templates/iclei-europe/files/content/Brussels/bxl-greenmeetings-guide.PDF*
- Sustainable Events Guide, Published by the Department for Environment, Food and Rural Affairs.(DEFRA) © Crown Copyright 2007: *http://archive.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf*
- Sustainable Event Management - A practical Guide, by Meegan Jones, UK/USA: Earthscan 2010
- Sustainable Meetings and Events Guide, produced by World Bank group, 2010

Conferences and reports

- ICLEI World Congress 2009, Connecting Leaders – Advancing Local Action for Sustainability, ICLEI ECO Report Card: *http://www.iclei.org/worldcongress2009*
- ICLEI European Convention 2011, Cities in Europe 2020: Enhance Sustainability Now: *http://convention2011.iclei-europe.org/*
- 2011 Shanghai Fashion Week Sustainability Report: *http://www.slideshare.net/gbigwood/shanghai-fashion-showsustainabilityreport*
- COP 15 United Nations Climate Conference, Copenhagen, Event sustainability report: *http://www.e-pages.dk/visitdenmark/473/*

- XVIII International AIDS conference 2010: *http://www.aids2010.org*
- Dunkerque 2010, 6th European Conference on Sustainable Cities and Towns: *http://www.dunkerque2010.org/en/greening-of-the-event/index.html*
- UN Global Compact Leaders Summit 2010, Sustainability Report: *http://lessconversationmoreaction.files.wordpress.com/2010/10/mci-sustainability-report-for-the-ungc-leaders-summit-2010.pdf*
- Canada Media Marketplace 2010: *http://www.meetgreen.com/files/articles/MediaMarketplace2010CaseStudy.pdf*
- UNEP 25th session of GC/GMEF - Report on a Green and Climate Neutral meeting: *http://www.unep.org/sustainability/docs/CN-GC25-02nov2009.pdf*
- UNEP 26th session of GC/GMEF – Report on Implementation of a Green Meeting
- European Wind Energy Association Annual Event (EWEA 2011), Towards more sustainable events: *http://www.ewea.org/fileadmin/emag/sustainability/EWEA_Sustainability_Report_EWEA2011/pdf/sustainable%20report%20EWEA2011.pdf*
- Green Goal 2010 Legacy Report 2010: *http://www.kas.de/suedafrika/de/publications/23429/*
- European Ecological Federation 2011 Congress: *http://www.europeanecology.org/meetings/*

Catering

- Meat eater's Guide: Report and information: *http://www.ewg.org/meateatersguide/eat-smart/*
- Meat footprint, calculator of your meal: *http://www.eatlowcarbon.org/*
- Livestock's Long Shadow: FAO Report on Livestock impact on environment: *http://www.fao.org/docrep/010/a0701e/a0701e00.htm*

Stakeholders engagement

- Copenhagen sustainable meetings protocol, Stakeholder engagement: *http://www.visitdenmark.com/international/en-gb/menu/mice/news/csmp/csmp-stakeholder-engagement.htm*
- Delegates' Guide to a "Green" GC-26/GMEF (UNEP 2010): *http://www.unep.org/gc/gc26/docs/Delegates_Guide_GC26.pdf*

- My Guide to a Sustainable Congress (IUCN 2008): *http://cmsdata.iucn.org/downloads/iucn_guide_final_lowres.pdf*
- EU2012 Business Case for Sustainable Events: *http://www.sustainableeventsdenmark.org/csmp/sustainable-eu-presidency*
- Western Cape Government, Cleanest Town Competition: *http://www.westerncape.gov.za/eng/directories/projects/482/97029*
- Environmental Agency, Abu Dhabi: Annual Environment Competition: *http://www.envirocomp.ae/en/*

Procurement

- Procura+, Sustainable Procurement Campaign: The Power of Procurement: *http://www.procuraplus.org/*
- GPP Training Toolkit (2008): *http://ec.europa.eu/environment/gpp/toolkit_en.htm*
- Greening the Blue, Sustainable procurement guidelines: *http://www.greeningtheblue.org/resources/procurement*

Destination and venue

- ICAO Green Meetings Calculator *http://www.icao.int/environmental-protection/Pages/Tools.aspx*
- Verified Green Destinations (North America): *http://www.bestplacestomeetgreen.com/destinations*
- BREEAM - Design and assessment method for sustainable buildings: *http://www.breeam.org/*
- U.S. Green Building Council, LEED - Leadership in Energy and Environmental Design: *http://www.usgbc.org/*
- U.S. Green Building Council: Green Venue Selection Guide - Integrating LEED into travel and event management: *http://www.usgbc.org/ShowFile.aspx?DocumentID=6275*
- Design For All Foundation: *http://www.designforall.org*

Accommodation

- Environmentally Friendly Hotels: *http://www.TheBestGreenHotels.com*
- Green Key international eco-label: *http://www.green-key.org*
- Ocean Blue Foundation, BlueGreen Meetings - Hosts, planners, suppliers: *http://www.bluegreenmeetings.org*

Waste

- OpenWorld, Oracle Corp's annual software conference 2009: *http://www.businesstravelnews.com/Business-Travel-Agencies/Visions-Of-Green--Oracle-Heralds-Eco-Events;-Advances-Its-Quest-For-Zero-Waste-Conference/?ida=Technology&a=proc*
- Oracle Herald good practice for Zero-Waste, Eco-events *http://www.procurement.travel/news.php?cid=green-eco-events-zero-waste-conference-Oracle.Mar-10.31*
- Oracle Sustainability Solutions for Enabling the Eco-Enterprise: *http://www.oracle.com/us/products/applications/green/061929.html*
- Eco-cycle – Building Zero Waste Communities: *http://www.ecocycle.org*
- Zero Waste Europe: *http://www.zerowasteeurope.eu*

Greenhouse gases emissions

- ICAO – International Civil Aviation Organization, Carbon Emissions Calculator: *http://www.icao.int/environmental-protection/CarbonOffset/Pages/default.aspx*
- Greenhouse Gas Protocol Initiative: *http://www.ghgprotocol.org/*
- US Environmental Protection Agency: Protocol on Green power and renewable energy certificates: *http://www.epa.gov/climateleaders/guidance/index.html*
- Guidance on measuring and reporting greenhouse gas emissions from freight transport operations: *http://www.defra.gov.uk/environment/economy/business-efficiency/reporting*
- British Standards Institution standards : PAS (publicly available specification) 2050: *http://www.bsigroup.com/en/Standards-and-Publications/How-we-can-help-you/Professional-Standards-Service/PAS-2050/PAS-2050/*
- United Nations, Framework Convention on Climate Change - Mechanisms under the Kyoto Protocol: *http://unfccc.int/kyoto_protocol/mechanisms/items/1673.php*

- The Pembina Institute – Purchasing Carbon Offsets: *http://www.pembina.org/pub/1866*
- Environmental Defense Fund (EDF), Energy and Emissions: *http://business.edf.org/energy-emissions/carbon-offsets/suggested-offset-criteria*
- Environment Protection Authority (EPA), Australia – Ecological Footprint Event calculator: *http://www.epa.vic.gov.au/ecologicalfootprint/calculators/event/introduction.asp*
- Environment Protection Authority (EPA), Australia – Carbon Offsets: *http://www.epa.vic.gov.au/climate-change/carbon-offsets/choosing-an-offset.asp*
- Carbon Offset Guide Australia: *http://www.carbonoffsetguide.com.au/*
- A Consumer´s Guide to Retail Carbon Offset Providers: *http://www.cleanair-coolplanet.org/ConsumersGuidetoCarbonOffsets.pdf*
- Stockholm Environment Institute and Greenhouse Gas Management Institute – Carbon Offset Research & Education: *http://www.co$_2$offsetresearch.org*
- UNEP – Kick The Habit: A UN guide to climate neutrality: *http://www.unep.org/publications/ebooks/kick-the-habit/Default.aspx*

Certifications, standards and reporting

- International Organization for Standardization: ISO/FDIS 20121 – Requirements on event sustainability management systems *http://www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=54552*
- Convention Industry Council – APEX/ASTM Environmentally Sustainable Meeting Standards *http://www.conventionindustry.org/StandardsPractices/APEXASTM.aspx*
- United Nations Global Compact: *http://www.unglobalcompact.org*
- Global Reporting Initiative (GRI), Event Organizers Sector Supplement *https://www.globalreporting.org/reporting/sector-guidance/event-organizers/Pages/default.aspx*

Other resources

- Touching the Earth Lightly, people + conservation + design *http://touchingtheearthlightly.com/home/default.asp*
- The conference people, Green events: *http://www.confpeople.co.uk/greeneventsintro.html*

- Green Meeting Industry Council (GMIC): *http://www.gmicglobal.org/*
- GMIC – Sustainable Meetings conference: *http://www.sustainablemeetingsconference.com/*
- Less Conversation, More Action - Dispatches from the frontline of sustainability in the meetings industry: *http://lessconversationmoreaction.com/*
- Meetgreen blog: *http://blog.meetgreen.com/*
- Spheres of Influence: the intersection of events, social media, sustainability and engagement: *http://psalinger.wordpress.com/*
- Green Events Austria: *http://www.greeneventsaustria.at/article/archive/26178/*
- London Sustainability Exchange: *http://www.lsx.org.uk/whatwedo/running_sustainable_event_page3007.aspx*
- Event sustainability: *http://www.eventsustainability.co.uk/pages/index.php*
- United States Environmental Protection Agency, Green Meetings: *http://www.epa.gov/oppt/greenmeetings*
- UNEP Greening the Blue: *http://greeningtheblue.org/case-studies* and *http://greeningtheblue.org/resources*
- Sustainability policy: *http://www.seventeenevents.co.uk/wp-content/uploads/downloads/2010/08/Seventeen-Events-sustainability-policy.pdf*
- Cross industry special report - Carbon Footprint and Energy Reduction: *https://printcity.dyndns.org/OTHER/shop/products/2011_03_31_PrintCity_Carbon_Footprint_Energy_EN.pdf*

CONTRIBUTORS TO THE GUIDE DEVELOPMENT

ICLEI

Local Governments for Sustainability

ICLEI - Local Governments for Sustainability is an international association of local governments as well as national and regional local government organisations that have made a commitment to sustainable development. World-wide over 1200 metropolises, cities, towns, regions, and their associations comprise the growing membership of ICLEI.

ICLEI also provides technical consulting, training, event organisation and information services to build capacity, share knowledge, and support local government in the implementation of sustainable development at the local level. Our basic premise is that locally designed initiatives can provide an effective and cost-efficient way to achieve local, national, and global sustainability objectives.

In 2003, the members voted to revise the organisation's stated mission, charter and name to better reflect the challenges faced by local governments. The "International Council for Local Environmental Initiatives" became "ICLEI – Local Governments for Sustainability", with a broader mandate to address sustainability issues. ICLEI was one of the first event organisers to work on greening issues, launching its Greening Events Initiative that same year. This Initiative is mainly aimed at motivating and supporting local governments towards greening events in their role as co-organisers of conferences and (local) events. This includes their role as the location of huge public events, as the provider of permits for private events, as facilitators of cooperation between local actors and – importantly – as a role model for many private actors to follow. The Green Meeting Guide 2009, developed together with UNEP, has become a key document to guide ICLEI members and partners in organising green meetings. For more information about ICLEI green events, visit www.iclei-europe.org/products-activities/training-events/

ICLEI is keen to join forces at the international level with organisations such as the United Nations to help move the greening events agenda forward.

ICLEI has, in addition, over a decade of experience working in the field of sustainable procurement aimed at utilising the vast purchasing power of the public sector to help drive the market for more sustainable products and services. Incorporating environmental and social considerations into publicly organised events can make a huge difference to the consumption-related impacts of these events – from the paper used and food provided to the method of travel. For more on the work of ICLEI's Sustainable

Procurement team please visit: www.iclei-europe.org/procurement

Sustainable United Nations

Sustainable United Nations (SUN) is a UNEP initiative that provides support to the United Nations and other organisations to reduce their greenhouse gas emissions and improve their sustainability overall.

SUN was established in response to the call from UN Secretary-General Ban Ki-Moon at the World Environment Day 2007 (5 June) to all UN agencies, funds and programmes to reduce their carbon footprint and "go green". This call was echoed in October 2007 in a decision of the UN Chief Executives Board (CEB/2007/2, annex II) to adopt the UN Climate Neutral Strategy, which commits all UN organisations to move towards climate neutrality.

SUN is in this context working with the UN Environment Management Group – the UN body coordinating common environmental work within UN – to provide guidance, and develop tools and models for emissions reduction within organisations. SUN is using a "whole-organisation" approach in identification of sources and causes for emissions and opportunities for reduced emissions and improved sustainability. In this way opportunities for improvements are typically found within one of the three major focus areas for SUN:

- Physical assets: buildings, equipment, vehicles.
- Management processes: procurement, travel, management systems.
- Organisational culture: day-to-day office behaviour and "corporate" culture, green meetings.

SUN operates in synergy with existing initiatives and networks such as the Sustainable Buildings and Construction Initiative, the High Level Committee on Management Procurement Network, the UN Global Compact, the Marrakech Task Force on Sustainable Public Procurement and many others.

www.greeningtheblue.org

IAMLADP

The International Annual Meeting on Language Arrangements, Documentation and Publications

The International Annual Meeting on Language Arrangements, Documentation and Publications (IAMLADP) is a forum and network of managers of international organisations employing conference and language services providers – mainly translators and interpreters. Its membership includes organisations of the UN system and other bodies, such as European Union institutions, the Organisation for Economic Co-operation and Development (OECD) and the African Development Bank.

Every year the IAMLADP annual meeting is hosted by a member organisation. The United Nations Department for General Assembly and Conference Management (DGACM) in New York is the permanent Chair of IAMLADP. The IAMLADP Executive Committee, which attends to business through the New York-based Secretariat between annual meetings, includes the chairpersons of three working groups — training; services for conferences, languages and publications; and technology for conferences, languages and publications — as well as the hosts of the previous and the current annual meetings.

Membership in IAMLADP is offered to intergovernmental and supra-national organisations with language and/or conference-servicing components. Universities are invited to participate through its Universities Contact Group or the International Annual Meeting on Computer-Assisted Translation and Terminology, JIAMCATT. The goal of IAMLADP is to serve its members – and through them the international community – by providing a results-oriented framework for harmonising approaches and recommending best practices and innovative solutions in the areas falling within its mandate.

UNON

The United Nations Office at Nairobi (UNON), headed by a Director-General at the Under-Secretary-General level, serves as the representative office of the Secretary-General in Nairobi and performs representation and liaison functions with permanent missions, the host country and other Governments, and intergovernmental and non-governmental organisations in Nairobi, as well as other organisations of the United Nations system in Kenya; facilitates cooperation between the United Nations and regional organisations; provides administrative and other support services to the United Nations Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-Habitat); provides joint and common services to other organisations of the United Nations system in Kenya; and manages and implements the programmes of administration, conference services and public information, while also providing security and safety services for United Nations staff members and facilities.

GMIC

The Green Meeting Industry Council (GMIC) is the premier global community solely dedicated to sustainability in the meetings and events industry.

The GMIC seeks to inspire, educate and support leaders at all levels and of all disciplines who will manifest the transformation of the global meetings industry towards sustainability. The Council champions the implementation of sustainability practices and provides advocacy, education, resources, industry research and recognition of industry leadership. GMIC serves as a lead partner organization in the development of global sustainable event standards.

Founded in 2004, the GMIC is a non profit membership-based professional association with representation in over 20 countries.

The Council believes that collaboration is key for advancing sustainability, and is honoured to have been able to share our members' case studies and experience to support the United Nations with the development of this excellent Sustainable Events Guide.

About the UNEP Division of Technology, Industry and Economics

Set up in 1975, three years after UNEP was created, the Division of Technology, Economics (DTIE) provides solutions to policy-makers and helps change the business environment by offering platforms for dialogue and co-operation, innovative policy options, pilot projects and creative market mechanisms.

DTIE plays a leading role in three of the six UNEP strategic priorities: climate change, harmful substances and hazardous waste, resource efficiency.

DTIE is also actively contributing to the Green Economy Initiative launched by UNEP in 2008. This aims to shift national and world economies on to a new path, in which jobs and output growth are driven by increased investment in green sectors, and by a switch of consumers' preferences towards environmentally friendly goods and services.

Moreover, DTIE is responsible for fulfilling UNEP's mandate as an implementing agency for the Montreal Protocol Multilateral Fund and plays an executing role for a number of UNEP projects financed by the Global Environment Facility.

The Office of the Director, located in Paris, coordinates activities through:

- **The International Environmental Technology Centre** - IETC (Osaka), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.
- **Sustainable Consumption and Production** (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.
- **Chemicals** (Geneva), which catalyses global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.
- **Energy** (Paris and Nairobi), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.
- **OzonAction** (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.
- **Economics and Trade** (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies. This branch is also charged with producing green economy reports.

DTIE works with many partners (other UN agencies and programmes, international organizations, governments, non-governmental organizations, business, industry, the media and the public) to raise awareness, improve the transfer of knowledge and information, foster technological cooperation and implement international conventions and agreements.

For more information,
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UNEP

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1972-2012:
Serving People
and the Planet

The United Nations famously hosts large-scale events all over the world. There is no doubt that meeting together, face-to-face, provides great opportunities to network, develop understanding and formalize decisions. But it also has the potential to adversely impact the local and global environment by consuming energy, polluting the air and water, and increasing the waste stream.

This guide is intended for all those involved in event planning. It provides information about why and how to create a sustainable event as well as a detailed checklist that helps streamline goals into easy-to-implement steps.

By taking sustainability into consideration, event organizers have the opportunity to maximize the benefits of meetings and minimize potential negative impacts. Incorporating sustainability into event management allows the organizer to influence the future by stimulating market change and inspiring those involved to live more sustainably

This guide follows on from the success of its predecessor, *The Green Meeting Guide 2009: Roll out the Green Carpet for your Participants* but covers larger indoor events with upto 10,000 participants or more. It provides a framework for defining what is a 'sustainable' event and includes social as well as environmental considerations.

We hope that you will benefit from this tool that will help all of us walk-the-talk of sustainable event planning.

DTI/1545/PA