



7 steps for greener events



step 1

Consider going online !

- ✓ Do your participants need to be on site at all?
- ✓ If so, make sure you also offer online attendance
- ✓ Set a target and encourage virtual participation - offer digital participation already in the invitations and on the registration page
- ✓ Put in place reliable videoconferencing and webcasting
- ✓ Adapt your programme: make it short, engaging and interactive. Spread out content over several days if need be.



step 2

Prefer green conference venues

- ✓ Book a venue with good public transport links, preferably close to major transport hubs to cut down on shuttle buses and taxis.
- ✓ Give priority to hotels certified as environmentally friendly (EU Ecolabel, Green key, EMAS, ISO 14001), close to the conference venue and with good public transport links
- ✓ Care about energy efficiency and waste sorting: book eco-labelled venues. Find them on convention websites of the host city.
- ✓ Order energy efficient technical equipment



step 3

Go for low carbon travel

- ✓ Provide public transport passes with clear directions and timetables
- ✓ If you need local transfers, use (electric) buses or minibuses
- ✓ Offset carbon emissions from intercontinental flights, if any
- ✓ Encourage walking – provide maps to make this easy



step 4

Refuse -Reduce -Re-use –Recycle

- ✓ Think twice before you order promotional items or signposting and print material.
- ✓ If you really need them, order only minimum quantities
- ✓ Go for sustainable production and delivery
- ✓ Choose a generic design to enable re-use
- ✓ Go paper smart: move all conference information online



step 5

Green the plate

- ✓ Choose organic, local, seasonal menus
- ✓ Prefer plant-based food for lower carbon footprint
- ✓ Adapt quantities to number of confirmed participants to limit waste
- ✓ Avoid disposable tableware. If you really need to, use sustainable materials
- ✓ Provide tap water or, if necessary, water dispensers
- ✓ Donate leftovers to charity



step 6

Make it beautiful

- ✓ Prefer digital signposting
- ✓ If needed, use existing, local, reusable signposting
- ✓ Go generic for easy re-use: produce roll-ups and banners with policy name or slogan rather than event title/date



step 7

Spread the word

- ✓ Use invitations to make participants aware of your green choices from the beginning
- ✓ Use social media to promote your green actions
- ✓ Place reusable displays at strategic spots (buffet table, registration desk) to tell participants about all the good things you are doing
- ✓ Ask for feedback and suggestions on sustainability as part of your post-conference evaluation