

Sustainable meetings and events

If you are organizing an event and want to implement more sustainable solutions, then this guide is for you. The guide is not intended to be an exhaustive list of initiatives, and it is important to bear in mind that becoming more sustainable is an ongoing learning process. Besides the guidelines mentioned below, you are welcome to contact **Destination NORD** if you need any information or concrete examples and initiatives that can support your sustainable event.

Why organize a sustainable event?



Guidelines

- Efforts are made to reduce conference-related emissions of greenhouse gases and support off-setting of unavoidable emissions.
- Procedures are implemented to reduce the consumption of water, energy, materials and other resources.
- Measures are in place to reduce the generation of waste and to reuse, recycle and/or repurpose unavoidable waste.
- When purchasing goods and services for the event, the environmental and social impacts of their lifecycle are included in the purchasing decision.
- 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.
- Measures are taken to foster economic, social and environmental benefits for the local community, and minimize disruption.
- 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.
- A reporting system is put in place that allows for the communication, assessment and evaluation of “sustainable event processes, initiatives and results.”



Initiative suggestions

Choice of conference venue

- Choose a venue with walking distance to accommodation and other preferred places
- Make an agreement with the venue to have a waste sorting policy in accordance with the destinations waste sorting guidelines
- Make arrangements with the venue or external sources to make use of surplus food, flowers, banners and other materials. These can be donated, reused, upcycled, etc. However, consider what materials are really necessary in order to minimize consumption
- Find solutions to minimize power consumption or buy green power

Transport

- Inform about public transport options or city bikes
- Encourage guests to carpool, for example via GoMore
- Create a "carbon offset program" which compensates for the Co2 emissions from the transport, e.g. to support a social or environmental cause

Hotel

- Inform guests about hotels that have a green profile or a sustainable certification, e.g. through a list of hotels explaining their sustainable practices

Catering

- Make agreements with catering suppliers to use local, organic ingredients and fair trade products
- Tap water is offered instead of bottled water
- Consider serving plant-based or Co2-friendly dishes, or at least give participants the choice to preorder it

Materials

- Single use cutlery and material should not be used
- Info material, participant lists, etc. must be electronically accessible thereby limiting or cutting out printed material
- Use sustainably produced conference articles from sustainable suppliers

Registration

- Find a system for electronic registration
- Encourage guests to return their nametags, plastic pockets, keyhangers, etc. for recycling

Communication

- Tell about the sustainable initiatives made at the event
- Include the Sustainable Development Goals to set new goals, spur conversation and ideas for initiatives
- Communicate how guests can contribute to the sustainable agenda during their visit

Contact information

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