

Planning a Sustainable event: High-, Medium-, & Minimum Ambitions overview



Travel & Transportation

Venues & accommodation

Materials & Communication

High Ambitions

- Encourage all participants to travel by train/public transport
- Offset your own and all participants flights and transportation
- Only use local transport with zero emission vehicles, and prioritize walking and biking
- Establish virtual Engagement opportunities

Only use venues and/or accommodations

- That can support a no food-waste event
- With a no-single-use plastic and no-waste policy
- With an ambitious energy policy focused on using renewable energy sources
- With a labor market agreement
- That are committed to ethical business and taxes
- With a clear sustainability strategy and certification

- Communicate clearly about the event's sustainability ambitions and expectation towards participants
- Focus on digital platforms for communication and avoid any printed material
- Not having any physical merchandise or gift-bags from partners or organisers
- Provide clear participant guidelines for sustainable behavior

Medium Ambitions

- Have at least 50% of transport suppliers focusing on minimising carbon emissions
- Offset your own, and encourage participants to offset flight and transportation
- Establish virtual participation opportunities

Only use venues and accommodations

- With a strategy for reducing food-waste
- With a no-single-use plastic policy and a strategy for reuse and recycling
- That are committed to ethical business and taxes
- With a clear sustainability strategy and certification

- Communicate clearly about the event's sustainability ambitions and expectation towards participants
- Significantly reduce printed materials
- Have only sustainable merchandise
- All materials designed for reuse after the event

Minimum Ambitions

- Encourage participants to reduce carbon emissions in their travel plans where possible
- Prioritize local transport with zero carbon emission vehicles

Prioritise venues and accommodations

- With an established strategy for reducing food-waste
- With a clear strategy for reuse and recycling
- That are committed to ethical business and taxes

- Include information on the event's sustainability ambition on website
- Reduce printed materials by focusing on digital solutions
- Reuse as many materials as possible after the event



Food & Beverages



Social Sustainability & Partnerships



Legacy & Lasting Impact



High Ambitions

- The menu must be fully plant based
- The menu must be sourced sustainably, locally, be seasonal and organic
- The event must have a no-food-waste policy
- Must communicate carbon footprints on meals
- Personal water bottles for all participants to refill
- No single-use plastic

- Ensure full gender equality and diversity in age and culture when choosing keynote speakers and panelists
- Make sure less privileged and young talents can also participate by differentiating the price
- Engage local stakeholders and make public side-events
- Make sure that events taking place next will benefit from these sustainable learnings

- Adopting sustainability as a purpose in vision statement, lifting sustainability from a planning tool to the end goal of the organisation
- Designing the event around well-defined legacy goals to create a lasting impact on the destination
- Educating all staff on sustainability approaches
- Inspire other organisations to implement sustainable approaches

Medium Ambitions

- The menu must be fully vegetarian
- The menu must be largely sourced sustainably, locally, seasonal and organic
- Strive to reduce food waste
- Make sure tap water is easily accessible for all participants
- No single-use plastic

- Strive towards gender equality and diversity in age and culture when choosing keynote speakers and panelists
- Provide local options for participants on sustainable dining and attractions
- Share experience of creating a sustainable event with partners and participants
- Provide opportunities for less privileged to attend

- Adopting sustainability as a defining goal and guideline for future event planning
- Educate all staff in sustainable event planning
- Inspire other event organizations to follow a sustainability path
- Give feedback to local vendors on their sustainability approaches

Minimum Ambitions

- The menu must be largely vegetarian with only white meat and fish
- Consider the reduction of food waste
- Reuse tableware where possible
- Sort waste as much as possible

- Seek gender equality when choosing keynote speakers and panel participants
- Ensure the event is also accessible for people with disabilities
- Include sustainability ambitions in public communication

- Use the lessons learned from this guide when planning future events
- Recommend other event organisations to use the guide
- Give feedback to local vendors on their sustainability approaches

