

9 TIPS FOR ORGANIZING A SUSTAINABLE EVENT

Environmental policy

Prepare an environmental policy for the meeting, and share it with all those involved: management, suppliers, delegates, presenters and exhibitors.

Counteract CO2 emissions

Establish a carbon-neutral initiative to compensate for the CO2 emissions resulting from your event. Seek to use low carbon and renewable energy: choose energy-efficient and water-saving appliances. Check www.climateneutralgroup.com for more information.

Paperless event

Consider the possibility of a 'paperless event' by using new media and electronic technology.

Green key

Choose hotels and meeting venues that are connected to the airport by mass transit, and within walking distance of each other, preferably ones that carry a Green Key certificate. www.green-key.org

Easy travel

Make it easy for delegates to travel between the airport and the hotel/meeting venue. Provide information about the local public transport system, or arrange for carpooling shuttles.

Reduce vehicle emissions

If vehicle transport is required, look for vehicles with lower emissions of greenhouse gases such as CO2. Electric and hybrid vehicles, as well as vehicles that run on natural gas, propane, methane gas or ethanol, produce fewer emissions than petrol or diesel-fuelled vehicles.

Green catering

At your event, only use caterers that follow sustainable standards.

Recycle

Minimise the use of disposables and ensure that food and beverage packing is recyclable – and that it will be recycled. Make sure on-site recycling is provided for paper products and other recyclable material that are produced by the event.

Spread the word

Tell your exhibitors about your greening plan. Get them involved in the process.

Source: Netherlands Board of Tourism & Conventions