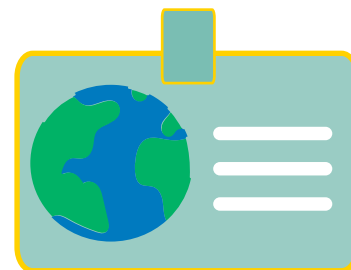


# Green event

## Staff organisation



94% carbon footprint reduction when organizing an online event instead of in person

165  
kgEqCO<sub>2</sub>



vs

25  
kgEqCO<sub>2</sub>



## Why should I act?

10 % (1) of the world's carbon emissions: that's the weight of the global event industry. And while a TCA or a staff seminar don't have the scope of the World Cup or a Taylor Swift tour, there are many options to lower the footprint of an event...

Unsurprisingly, travel weighs 70 to 90% (2) of the total carbon emissions of an event, according to industry professionals. A digital conference is not only more accessible than in-person, it also emits 94% less (1) greenhouse gases. Despite growing environmental concerns and the change of habits led by the Covid pandemic, the number of regular international events seems to double every ten years (1).

Limiting the number of events and going online or hybrid is the most impactful action a National Agency can take. Picking a well-connected city and encouraging participants to choose green transportation is the next step.

[▶ staff mobility one-pager](#)

Another impactful area is meals, where simple changes can make a huge difference. A vegetarian meal emits 14 times less (3) carbon than a meal with beef. Conferences generate on average 1.89 kg of waste (4) per attendee per day, including cutlery, printable and goodies, and the general impact of a hotel stay. Limiting goodies and switching to reusable cutlery matters, and can inspire participants in their own activities.

## Build a team

Event planning is a succession of thousands of small decisions, often not made by the organizers themselves. From the assistants who call hotels to get a quote, to procurement managers and financial controllers: everybody has a role to play. Launch a working group and plan a training session! If necessary, meet with decision makers from your umbrella institution, to find out how they can support you.



1 - <https://www.nature.com/articles/s41467-021-27251-2>

2 - <https://www.triplepundit.com/story/2014/conferences-and-carbon-impact-behind-event/58101>

3 - <https://impactco2.fr/outils/comparateur#simulateur>

4 - <https://www.sciencedirect.com/science/article/abs/pii/S0278431921000311>



## Take stock of the situation

### Calculate your event's carbon footprint

Check if your event contractor offers carbon calculation, or pick a calculator that is O certified and provides clear sources. We recommend MyClimate (1), but know that others exist online. Their final number might slightly differ, depending on the calculation methods. It's important to use the same tool consistently, to get reliable results. It will help you identify priorities and measure your progress.

[calculator](#)

### Review your contractors

Check not only your current contracts. Ask partners their sustainability commitments, and inform them that this is something you value. You might find out that the usual caterer has a vegetarian menu ready to serve at your next TCA.

Pay attention to your National Agency requirements: what do you ask from contractors? What standardized labels can you rely on to guide your choice? Look for the EU Ecolabel or national certifications.

## Get Inspired

### 1- Look for good practice from event organizers around you:

- When participants' travel is covered, set up policies. No flights allowed for trips under 500 km or 8 hours by train, only one participant when plane is unavoidable, travel time considered working hours when taking the train...
- Organize hybrid events with quality online attendance, with a facilitator dedicated to online participants, special workshops and networking opportunities.
- Offer vegetarian meals by default throughout the event. Offer a chicken option on demand and once a day for long events.

### 2- Get everybody involved:

- Inform colleagues and participants about all your sustainable choices, to lead by example and inspire them. Collect their positive and negative feedback.
- Look for co-benefits linked with other priorities. A green change will be easier to implement and accept if it's also inclusive (vegetarian buffet), digital savvy (hybrid meetings) or participatory (co-constructed invite list). Or all four at once!

## Take action!

→ **Learn** the ground principles of green event planning. The National Agency BE04 produced a Sustainable Event Guidelines and checklist (1). "Guidelines on organizing sustainable meetings and events at the Commission" (2) by the European Commission is another good reference to get started.

[Guidelines & Checklist](#)

→ **Identify** and focus on the areas where you can make the biggest difference. It's easy to get caught up in the small details, like no-plastic badges, or a QR code instead of a printed program. But shrinking the invite list and picking the right venue do so much more to lower the footprint of your event.

→ **Communicate** with partners. We're not all on the same page when it comes to sustainability. Be detailed and explicit with your contractors to avoid mishaps or greenwashing (like "vegetarian meals" with fish or eco-friendly goodies wrapped in plastic). Selecting partners with a EU Ecolabel (3) certification is a good way to ensure actual sustainability throughout your event.

→ **Balance** your budget with green choices: limited goodies, a break-zone with fruits and non-perishable snacks instead of full buffet at each break, offering one vegetarian meal instead of a range of options... This might allow you to spend more on a sustainable venue!

### Proud of your achievements?

Write to [Salto.Green@agence-erasmus.fr](mailto:Salto.Green@agence-erasmus.fr)

We will share your good practice on our website.

3 - [https://ghgprotocol.org/sites/default/files/standards\\_supporting/Chapter6.pdf](https://ghgprotocol.org/sites/default/files/standards_supporting/Chapter6.pdf)

4 - <https://bonpote.com/en/train-vs-avion-which-one-is-the-best-for-climate/>

5 - <https://www.rome2rio.com/fr>