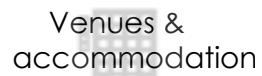


## Planning a Sustainable event: High-, Medium-, & Minimum Ambitions overview



High Ambitions

Medium Ambitions

Minimum Ambitions

	Travel & Transportation	Venues & accommodation	Materials & Communication
High Ambitions	<ul style="list-style-type: none"> <li>Encourage all participants to travel by train/public transport</li> <li>Offset your own and all participants flights and transportation</li> <li>Only do local transport with zero emission vehicles, and prioritize walking and biking</li> <li>Establish virtual participation opportunities</li> </ul>	<p>Only use venues and/or accommodations</p> <ul style="list-style-type: none"> <li>That can support a no food-waste event</li> <li>With a no-single-use plastic and no-waste policy</li> <li>With an ambitious energy policy focused on using renewable energy sources</li> <li>With a labor market agreement</li> <li>That are committed to ethical business and taxes</li> <li>With a clear sustainability strategy and certification</li> </ul>	<ul style="list-style-type: none"> <li>Commute clearly about the event's sustainability ambitions and expectation towards participants</li> <li>Focus on digital platforms for communication and not have any printed material</li> <li>Not having any physical merchandise or gift-bags from partners or organizers</li> <li>Provide clear participant guidelines for sustainable behavior</li> </ul>
Medium Ambitions	<ul style="list-style-type: none"> <li>Have at least 50% of transport suppliers focusing on minimizing carbon emissions</li> <li>Offset your own, and encourage participants to offset flight and transportation</li> <li>Establish virtual participation opportunities</li> </ul>	<p>Only use venues and accommodations</p> <ul style="list-style-type: none"> <li>With a strategy for reducing food-waste</li> <li>With a no-single-use plastic policy and a strategy for reuse and recycling</li> <li>That are committed to ethical business and taxes</li> <li>With a clear sustainability strategy and certification</li> </ul>	<ul style="list-style-type: none"> <li>Commute clearly about the event's sustainability ambitions and expectation towards participants</li> <li>Significantly reduce printed materials</li> <li>Only sustainable merchandise</li> <li>All materials designed for reuse after the event</li> </ul>
Minimum Ambitions	<ul style="list-style-type: none"> <li>Encourage participants to reduce carbon emissions in the travel plans where possible</li> <li>Prioritize local transport with zero carbon emission vehicles</li> </ul>	<p>Prioritize venues and accommodations</p> <ul style="list-style-type: none"> <li>With an established strategy for reducing food-waste</li> <li>With a clear strategy for reuse and recycling</li> <li>That are committed to ethical business and taxes</li> </ul>	<ul style="list-style-type: none"> <li>Include information on the event's sustainability ambition on website</li> <li>Reduce printed materials by focusing on digital solutions</li> <li>Reuse as many materials as possible after the event</li> </ul>

Food & Beverages



Social Sustainability  
& Partnerships



Legacy &  
Lasting Impact



High Ambitions

Medium Ambitions

Minimum Ambitions

<ul style="list-style-type: none"> <li>• The menu or servings must be fully plant based</li> <li>• The menu or servings must be sourced sustainably, locally, season based and organic</li> <li>• The event must have a no-food-waste policy</li> <li>• Must communicate carbon footprints on meals</li> <li>• Personal water bottles for all participants to refill</li> <li>• No single-use plastic</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure full gender equality and diversity in age and culture in keynote speakers and panelists</li> <li>• Make sure less privileged and young talents can also participate by differentiating the price</li> <li>• Engage local stakeholders and make public side-events</li> <li>• Make sure that events taking place next will benefit from these sustainable learnings</li> </ul>	<ul style="list-style-type: none"> <li>• Adopting sustainability as a purpose in our vision statement, lifting sustainability from a planning tool to the end goal of the organization</li> <li>• Designing the event around well-defined legacy goals to create a lasting impact on the destination</li> <li>• Educating all staff on sustainability approaches</li> <li>• Inspire other organizations to implement sustainable approaches</li> </ul>
<ul style="list-style-type: none"> <li>• The menu or servings must be fully vegetarian</li> <li>• The menu or servings must be largely sourced sustainably, locally, season based and organic</li> <li>• Strive to reduce food waste</li> <li>• Make sure tap water is easily accessible for all participants</li> <li>• No single-use plastic</li> </ul>	<ul style="list-style-type: none"> <li>• Strive towards gender equality and diversity in age and culture in keynote speakers and panelists</li> <li>• Provide local options for participants on sustainable dining and attractions</li> <li>• Share experience of creating a sustainable event with partners and participants</li> <li>• Provide opportunities for less privileged to attend</li> </ul>	<ul style="list-style-type: none"> <li>• Adopting sustainability as a defining goal and guideline for future event planning</li> <li>• Educate all staff in sustainable event planning</li> <li>• Inspire other event organizations to follow a sustainability path</li> <li>• Give feedback to local vendors on their sustainability approaches</li> </ul>
<ul style="list-style-type: none"> <li>• The menu must be largely vegetarian with only white meat and fish</li> <li>• Consider the reduction of food waste</li> <li>• Reuse tableware where possible</li> <li>• Sort garbage as much as possible</li> </ul>	<ul style="list-style-type: none"> <li>• Seek gender equality in keynote speakers and panel participants</li> <li>• Ensure the event is also accessible for people with disabilities</li> <li>• Include sustainability ambitions in public communication</li> </ul>	<ul style="list-style-type: none"> <li>• Use the lessons learned from this guide when planning future events</li> <li>• Recommend other event organizations to use the guide</li> <li>• Give feedback to local vendors on their sustainability approaches</li> </ul>