

# SUSTAINABLE MEETINGS, CONFERENCES, AND EVENTS ON FYN

DESTINATION **FYN** 

**Interreg**  
North Sea Region  
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European Regional Development Fund





# SUSTAINABLE MEETINGS, CONFERENCES, AND EVENTS ON FYN

This guide has been developed by Destination Fyn to help you as organiser making your meeting, event, or conference on Fyn more sustainable. You might be well on your way already, considering which initiatives you wish to focus on. Or maybe you are unsure where to start. The questions and checklist in this guide will help you make decisions on sustainable actions for your next gathering on Fyn. The guide is divided into themes and offers concrete suggestions for you to consider. The checklist gives you the possibility to specify how you will go about your efforts, who should be responsible for the tasks and connects the suggested actions with the UN Sustainable Development Goals.



## PLANNING

- ❑ Start by determining the level of your ambitions: Are they high or moderate? Which role should sustainability play at your event?
- ❑ Make a plan with concrete actions and goals for what you wish to achieve
- ❑ Involve relevant stakeholders already in the planning phase (co-organisers, venues, participants, suppliers, etc.)
- ❑ Designate a manager or committee being responsible for the implementation of the sustainability plan to ensure commitment
- ❑ Consider investing X % of the surplus generated by your event in a sustainability or carbon offset project
- ❑ Ensure full accessibility for persons with physical and cognitive challenges – on-site and online – and communicate it clearly to participants and spectators
- ❑ Be realistic: Define ambitious goals, but have an eye on what is realistic to ensure a satisfying outcome
- ❑ Communicate actively about your sustainability ambitions in invitations, on your website and other communications before the event



## TRANSPORT

- Clearly highlight alternatives to airplane and car transport for foreign participants
- Promote public transport to and from the conference city as well as to and from the venues. Make it easier for participants to choose a sustainable form of transport. Highlight bus, tram and train connections, carpooling schemes and charging stations on website and in the invitation
- Make bicycles available to the participants or suggest where they can be borrowed/rented
- Show that it is easy to get around by foot, for example by sharing a city map with locations and distances indicated – this could make more participants inclined to walking instead of, for example, taking a taxi
- Consider offering shuttle transportation as an alternative to car and taxi transportation
- Demand high standards from transport companies with whom you engage. Ask for electrified busses and discuss how the transport can be made as sustainable as possible



## VENUES AND LOCATIONS

- Use venues with a third-party sustainability certification
- Ask the venues about their sustainability policy and how they can contribute to making your event more sustainable
- Engage with local suppliers for food, printing, stand production, gifts, and other physical elements to be produced for your event
- Agree on a setup around meals reducing the risk of food waste to a minimum. Enter partnerships where surplus food is donated to a good cause, either through the venue or an external partner
- Offer vegetarian and vegan servings to have fewer or no products of animal origin
- Avoid exotic foods such as bananas, avocados and rice that are transported from afar
- Serve tap water instead of bottled water
- Avoid disposable cutlery and cups
- Give participants and spectators the possibility to separate their waste in different bins for paper, plastic, food, etc.



## PARTICIPANTS AND SPECTATORS

- Engage participants and spectators in your sustainability work by telling them in advance about your initiatives
- Nudge participants and spectators to make sustainable choices: Show examples of how to save energy (switch off lights) and water (short showers), minimize food waste (rather small than large portions) or using climate-friendly forms of transport (sharing maps and timetables for the nearest bus connection)
- Highlight sustainability by rewarding participants or spectators who have done or suggested a particular sustainability effort
- Award a prize to a person or group who has done an extra effort for sustainability

# IMPACT ON THE ENVIRONMENT

2030 Sustainability Strategy - March 2019



## MATERIALS

- Minimise the number of printed materials and have a strong digital platform as alternative
- Consider whether physical welcome kits are necessary. If you do have them, be conscient about not filling them with unnecessary content
- Minimise the use of plastic materials and packaging
- Ensure that as many materials as possible can be reused for future events, for example by avoiding names of cities and host years
- Produce stands, banners, and other larger materials locally to avoid transport and shipping
- Opt for suppliers who produce in recyclable and certified materials



## IMPACT LOCALLY AND LONG-TERM

- Connect with local institutions and companies to create lasting knowledge-sharing, partnerships and network following the end of the event
- Engage citizens to make them positive ambassadors for the event, for example through additional activities outside the main venue
- Plan communication activities with local media for positive visibility of the event and its sustainable actions
- Set ambitious goals: Use the event to set a vision for impact and sustainability for future conferences and events
- Consider offering participants and spectators a carbon offset option as part of your sustainability efforts





## ACTIVITIES

- ❑ Select restaurants, museums, attractions, and locations nearby your venues when planning activities. Walking distance options might make the need for car or bus transportation unnecessary
- ❑ Exploit the options that give an experience characteristic for the location of the event. It both gives the participants a memory of the location of the event as well as supports local businesses and products
- ❑ Make use of the nature: Do excursions, perhaps on bicycles, in the surrounding nature to offer both a local and potentially budget-friendly experience



## FOLLOW-UP

- Review the goals you set before the event
- Communicate the results of your efforts to participants and other stakeholders
- Collect feedback and suggestions for future initiatives from participants, spectators, and partners
- Go thoroughly through the most important learnings and make sure they are embedded in your organization for use at future events

# CHECKLIST

The sheet below can guide you on your way to a more sustainable event. In the right-hand column are examples of how specific actions can contribute to the UN Sustainable Development Goals (SDGs). The list is not exhaustive and several of the suggested actions can contribute to all SDGs, depending on the focus of your efforts.

PLANNING	YES/NO	SOLUTION	RESPONSIBLE	CONTRIBUTION TO SPECIFIC SDGS
Have you prepared a sustainability plan with concrete goals?				
Have you designated a sustainability manager?				
Are external partners involved in the sustainability efforts?				12, 17
Do you have a communication plan for your sustainability efforts?				
Is the communication plan targeting both the persons directly involved (participants, spectators, sponsors, exhibitors, partners) and external stakeholders (locally, nationally, internationally, in a broader community than your field of work)?				12, 17
Will you be donating, for example a percentage of the event surplus, to a sustainability project?				
Is your event fully accessible – on-site and online?				
<b>TRANSPORT</b>				
Are you highlighting public transport as well as other green forms of transport to and from the event?				9, 11
Are you promoting local transport in the host city?				9, 11
Are you presenting how to borrow/rent bicycles?				9, 11
Are you sharing a map with locations and indications of distances to promote walking by foot to participants?				9, 11
Are you in dialogue with transport providers to ensure that bus and shuttle transport is as sustainable as possible?				9, 11
<b>VENUES AND LOCATIONS</b>				
Are you using venues with a third-party sustainability certification?				7, 8, 11, 12, 17
Are you in active dialogue with your venues to ensure a more sustainable event?				7, 8, 11, 12, 17
Are you using local suppliers to, for example, provide food and materials?				8, 11, 12
Have you planned a setup that minimises food waste and donates surplus food to a good cause?				11, 12
Are you avoiding disposable utensils and cups?				11, 12
<b>PARTICIPANTS AND SPECTATORS</b>				
Do you include participants and spectators in your sustainability actions – before, during and after the event?				12
Are you nudging the participants and spectators to make sustainable choices during and in connection with your event?				12
Have you planned initiatives with a particular sustainability focus involving participants and spectators?				

# CHECKLIST

<b>MATERIALS</b>	<b>YES/NO</b>	<b>SOLUTION</b>	<b>RESPONSIBLE</b>	<b>CONTRIBUTION TO SPECIFIC SDGS</b>
Do you minimise the use of printed and physical materials where possible?				12
Do you minimise the use of plastic and disposable packaging?				12
Are you using materials that can be reused at future events?				11, 12
Are your physical materials produced locally to avoid transport and shipping?				8, 11, 12
<b>ACTIVITIES</b>				
Are you choosing nearby activities, restaurants and locations to minimise transport by bus or car?				8, 11, 12
Are you using local experiences and products?				8, 11, 12
Are you making use of the nature surrounding your venues?				11
<b>IMPACT LOCALLY AND LONG-TERM</b>				
Are you collaborating with local institutions and companies?				8, 9, 11, 12, 17
Are local citizens engaged in the event?				11
Do local media contribute to make the event and its sustainability actions visible?				
Are you using the event to set future sustainability and impact goals?				13, 17
Are you offering a carbon offset option as part of your sustainability initiatives?				13
<b>FOLLOW-UP</b>				
Have you made a plan for reviewing the goals you set before the event?				
Will you communicate the results of your sustainability efforts to participants, spectators, and stakeholders?				12, 17
Will you receive feedback on your sustainability efforts from participants, spectators, and partners?				12, 17
Have you made a system for embedding the learnings in your organisation to use at future events?				

# CONTACT

For further information or support:



## **Kent Kordt Röder**

Head of Convention

+45 21 24 43 44

[keko@destinationfyn.dk](mailto:keko@destinationfyn.dk)

Destination Fyn

Munkebjergvænget 1

5230 Odense M