

# Summary of the process for implementing environmental initiatives for your event

No matter where you are on your sustainability journey, small actions can add up to big change. Here is a simple chart to support your planning of a greener, more sustainable event.

This shows your organization is taking real steps to be more environmentally responsible – and it helps build momentum for future improvements. In addition, it will strengthen accountability and inspire others.

1.



## SET A CLEAR GOAL

Decide what you want to achieve. It doesn't have to be complicated – something like “We want to make our conferences, meetings and events more environmentally sustainable and lower our greenhouse gas emissions” is a great place to start.

2.



## TRACK AIR TRAVEL EMISSIONS

Air travel usually causes the most emissions – around 96%–98% for international events. Use tools such as the [ICAO Carbon Emissions Calculator](#) or the [Humanitarian Carbon Calculator](#) to measure the emissions from participants' flights.

This step helps you to:

- understand the environmental impact of air travel
- set a baseline that you can use to track progress over time/events
- set realistic reduction targets – such as limiting the number of in-person participants or encouraging alternative transport where possible.

3.



## CHOOSE ENVIRONMENTALLY RESPONSIBLE HOTELS AND VENUES

Look for places that match your event needs and demonstrate a commitment to environmental sustainability. Ask hotels and venues if they have environmental certifications or policies. Where people stay and gather has the biggest environmental impact after air travel, so it's important to choose wisely.

4.



## MAKE GREENER CHOICES FOR FOOD, PRINTING, EVENT MATERIALS AND TRANSPORT

Use the practical tips provided above to make better decisions about catering, printing and local travel. Keep a note of the choices you make – this will help later with your reporting.

5.



## SHARE WHAT YOU DID

To complete the cycle, it is equally important to describe the environmental journey of your event in the post-event report, including the following points:

- list of identified environmental issues related to your event
- your environmental goals and objectives
- actions taken to reduce the event's environmental impact (even simple ones!) by using the KPIs indicated in the practical guidance section
- emissions from air travel
- challenges
- proposed improvements for future events.

This shows your organization is taking real steps to be more environmentally responsible – and it helps build momentum for future improvements. In addition, it will strengthen accountability and inspire others.

## Tips

*Consider involving an environmental expert – it may be helpful, but it's not essential. Make sure all event organizers and your leadership team are involved to build alignment and shared ownership across the organization.*