



Berlin Convention Office

Sustainable Event Guidelines Berlin

“The objective must be to design an economically successful event not only meeting ethical and fair standards, but with as little environmental impact as possible.”

– Oblasser/Riediger

Conserving resources, save energy, rethink

Companies and event organizers can contribute a lot to climate protection when planning events. The **Sustainable Event Guidelines** give you concrete recommendations for sustainable event planning and cover all fields of action in event management, from travel to communication. We are pleased that you want to become part of the sustainable movement and plan your event according to sustainable criteria. Do you need further support in doing so? Contact us!

The Guidelines were the basis for the Sustainable Event Scorecard, which is the basis for the extended funding of the Congress Fund 2021. Many points of the Guidelines are also reflected in the Scorecard.

! Application of the Guidelines

At least **8 of 13 fields of action** should be addressed. At least two measures of priority **1** and two measures of priority **2** should be implemented.

We recommend structured documentation by means of a report/table, invoice, certificate, guideline, confirmation or other evidence.

Event dates:

Name of the event: **58th EPCA Annual Meeting**

Event location: **InterContinental Berlin**

Date of the event: **8th to 10th October**

The organiser commits to implement the measures selected.



Sustainable Event Guidelines – Fields of action



1. General



2. Transport



3. Event location



4. Accommodation



5. Catering



6. Equipment and facilities



7. Technical equipment



8. Personnel



9. Procurement



10. Accompanying programme



11. Communication



12. Sustainable Development Goals



13. Sustainable Partners



1. General

No.	Goal and Concepts	Info	Prio	✓
1	Planning based on a sustainable framework, e. g.			
a	BMU/UBA Guidelines	!	3	<input type="checkbox"/>
b	German Sustainability Code or Sustainable Meetings Berlin	!	2	<input type="checkbox"/>
c	Global Reporting Initiative Event Organizers Sector Supplement, ISO 20121 or Eco-Management and Audit Scheme (EMAS)	!	1	<input type="checkbox"/>
2	Existing sustainability strategy incl. vision, goals and measures	!	1	<input type="checkbox"/>
3	Concept on the expected impact on the destination (legacy).	!	2	<input type="checkbox"/>
4	Accessibility concept	!	1	<input checked="" type="checkbox"/>
5	Diversity concept	!	1	<input type="checkbox"/>

Notes:

All concepts should include the description of the condition, the goals as well as the measures to achieve the goals and must be signed by the organizer.

Under the item "Info" you will find practical tips and further information. All sources and links are listed under the respective measure number starting on p.18.





1. General

No.	Measures	Info	Prio	✓	
6	The CO ₂ emissions incurred by the event are ...	"CO ₂ is a gas and also known as carbon dioxide. CO ₂ leads to what is known as the greenhouse effect. [...] Through the natural greenhouse effect, the sun warms the Earth."	!		
a	measured.		!	3	<input type="checkbox"/>
b	reduced systematically.		!	3	<input type="checkbox"/>
c	offset.	For inquiries to service providers, a standard document may be prepared to check those indicators relevant for sustainability. Carbon offset is available through various providers. Naming at least three ecological criteria, e.g.: — Biodegradable cleaning products	!	1	<input type="checkbox"/>
7	When selecting services ...		!		
a	sustainable criteria are taken as a prerequisite (e.g. electricity from renewable energy sources).		!	2	<input type="checkbox"/>
b	a green procurement guideline is requested (in the contract).	"Green procurement guidelines are to be introduced and monitored; these are to be harmonised with the sustainable event management guidelines outlining in greater detail the areas of action, objectives, key performance indicators and individual goals applicable to the event as a whole." (ISO 20121)	!	1	<input type="checkbox"/>
8	Implementing digital attendee management.			3	<input type="checkbox"/>

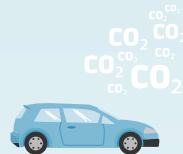
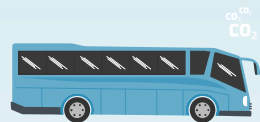


2. Transport

No.	Concept and Measures	Info	Prio	✓
9	Sustainable mobility concept	!	1	<input type="checkbox"/>
10	Recommendation / communication on the DB rail's green event ticket	!	2	<input checked="" type="checkbox"/>
11	Offer for carbon offset is included in the registration process	!	3	<input type="checkbox"/>
12	Arrivals and departures of the event organizers with train and/or coach travel (within Europe)		2	<input type="checkbox"/>
13	Carbon emissions from flights arranged by the event organizers are offset	!	2	<input type="checkbox"/>
14	Handling of all transports by public transport or low-	!	3	<input type="checkbox"/>
15	Offer of a reduced-price public transport ticket or int	!	2	<input type="checkbox"/>

Public transport and train networks offer apps for route planning. Velotaxis or e-limousine services offer green alternatives to shuttle services in vehicles powered by combustion

Berlin Convention Office offers support for contact to these services.



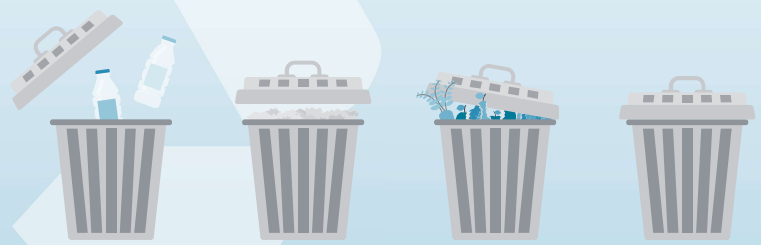


3. Event location

No.	Concept and Measures
16	Concept for selecting a sustainable location
17	Event location is within walking distance (max. 1000
18	Use of renewable sources
19	Clearly visible waste sorting and recycling processes

By definition, a concept has to comprise an analysis of the descriptions of the TARGET/ACTUAL situation which are subsequently divided into individual concrete steps and linked to measurable values (Key Performance Indicators).
 "Objectives should be specific, measurable, achievable, realistic and time-bound." (ISO 20121)

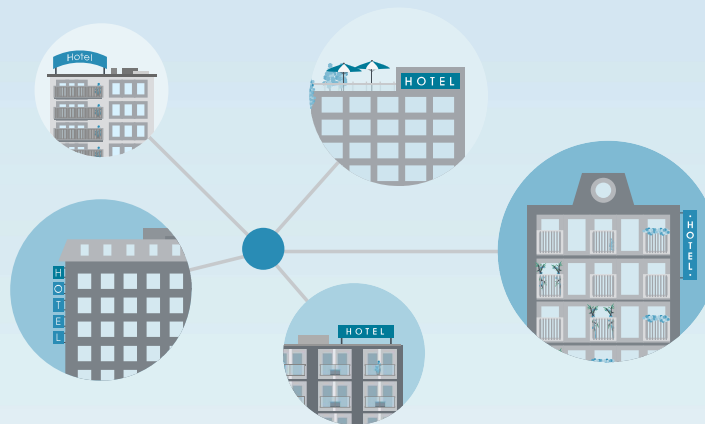
Info	Prio	✓
!	1	<input type="checkbox"/>
	3	<input checked="" type="checkbox"/>
!	2	<input type="checkbox"/>
	3	<input checked="" type="checkbox"/>





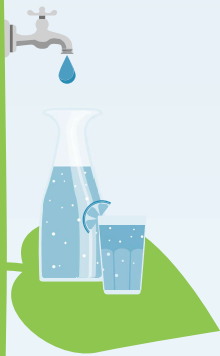
4. Accommodation

No.	Concept and Measures	Info	Prio	✓
20	Sustainable accommodation concept for guests and the team	!	1	<input type="checkbox"/>
21	Accommodation is within a radius of 5 km of the location and within walking distance (max. 1000 metres) of public transport links		3	<input checked="" type="checkbox"/>
22	Use of renewable sources	!	2	<input type="checkbox"/>
23	Clearly visible offer for waste sorting and recycling processes	!	3	<input type="checkbox"/>





5. Catering



No.	Concept and Measures	Info	Prio	✓
24	Sustainable catering concept	!	1	✓
25	Purely vegetarian/vegan catering	!	2	
26	Exclusively organic food from fair trade suppliers	!	1	
27	Seasonal and regional catering	!	3	✓
28	Only one meat/fish alternative	!	3	
29	Calculation and utilization of surplus food according to demand	!	3	
30	Regional service provider	!	3	✓
31	Tap water in glass carafes		3	
32	No single-use tableware or non-biodegradable disposable packaging		3	✓



6. Equipment and facilities

No.	Concept and Measures	Info	Prio	✓
33	Sustainable concept for equipment services	!	1	<input type="checkbox"/>
34	Stretch wrap is not used for transportation	!	3	<input type="checkbox"/>
35	Reusable equipment, e. g. furnishing	!	3	<input checked="" type="checkbox"/>
36	Regional service provider	!	3	<input checked="" type="checkbox"/>
37	Regional and seasonal decorations and plants (e. g. cut flowers are not used)	!	3	<input checked="" type="checkbox"/>



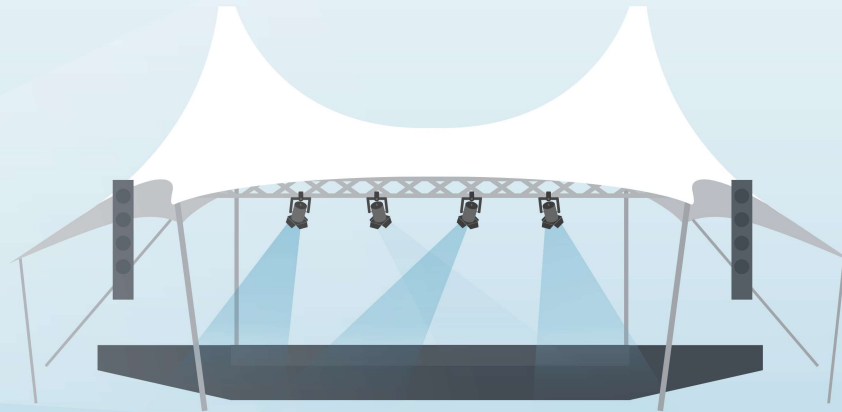


7. Technical equipment

No.	Concept and Measures	Info	Prio	✓
38	Concept for the sustainable technical/ energy-s	!	1	<input type="checkbox"/>
39	LED technology for lighting	!	3	<input checked="" type="checkbox"/>
40	Briefing for service providers with clear guidelines on saving energy (e. g. stand-by mode in breaks)	!	3	<input type="checkbox"/>
41	Regional service provider	!	3	<input checked="" type="checkbox"/>

By definition, a concept has to comprise an analysis of the descriptions of the TARGET/ACTUAL situation which are subsequently divided into individual concrete steps and linked to measurable values (Key Performance Indicators).

“Objectives should be specific, measurable, achievable, realistic and time-bound.” (ISO 20121)



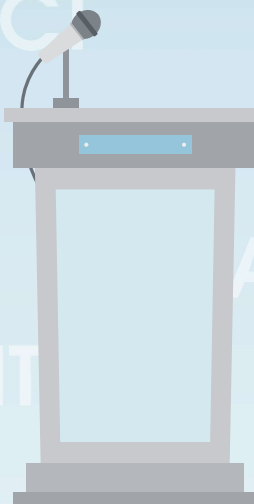


8. Personnel

No.	Concept and Measures	Info	Prio	✓
42	Concept for the sustainable deployment of personnel	!	1	<input type="checkbox"/>
43	Acting in accordance with “Diversity Charter” to ensure anti-discrimination	!	3	<input checked="" type="checkbox"/>
44	Speakers and personnel come from Berlin and environs (at least 80 %)	!	2	<input type="checkbox"/>

DIVERSITY
CHARTER

RESPECT



ACCEPTANCE

DIVERSE WORKING ENVIRONMENT



9. Procurement

No.	Concept and Measures	Info	Prio	✓	
45	Green procurement concept	By definition, a concept has to comprise an analysis of the descriptions of the TARGET/ACTUAL situation which are subsequently divided into individual concrete steps and linked to measurable values (Key Performance Indicators). These can be replaced by digital solutions.	!	1	<input type="checkbox"/>
46	Refrain from producing print materials, signs, banners	For print jobs, the sustainable printers Oktoberdruck, for example, can provide support.	!	2	<input type="checkbox"/>
47	Exhibitors are required to use reusable or recycled and printed materials and give-aways	The sustainability of exhibitors can be acknowledged and rewarded with, for example, an award or similar.	!	2	<input checked="" type="checkbox"/>
48	Recycled and certified materials / environmentally friendly essential printed materials	Ecolabels such as the Blue Angel should be taken as a guideline for sustainable products.	!	3	<input type="checkbox"/>
49	Complete foregoing of give-aways			2	<input checked="" type="checkbox"/>
50	Sustainable production of giveaways with local producers		!	3	<input type="checkbox"/>
51	Badges / name tags / lanyards are made from recycled materials (Reuse if appropriate)			3	<input type="checkbox"/>





10. Accompanying programme

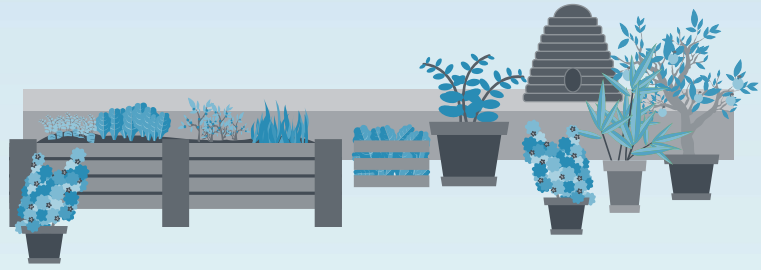
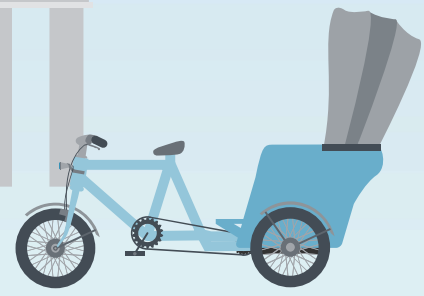
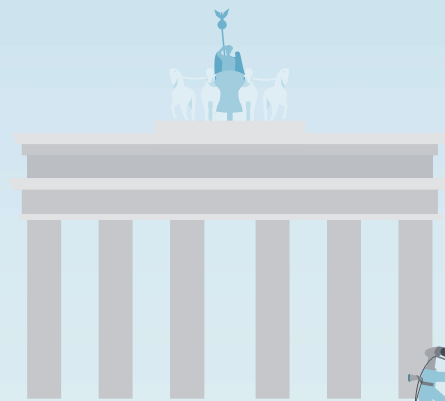
No.	Concept and Measures
52	Concept for designing a green accompanying program
53	Regional and theme-specific accompanying program and social criteria
54	Including social (and regional) projects and initiatives

By definition, a concept has to comprise an analysis of the descriptions of the TARGET/ACTUAL situation which are subsequently divided into individual concrete steps and linked to measurable values (Key Performance Indicators).

~~“Objectives should be specific, measurable, achievable, real-”~~
You can find our green incentives here.

Here, one option can be, for example, new ideas through a change of location to one of the social facilities in the BCO's MEET+CHANGE programme.

Info	Prio	✓
!	1	<input type="checkbox"/>
!	3	<input type="checkbox"/>
!	3	<input type="checkbox"/>





11. Communication

No.	Concept and Measures
55	Concept for the communication of sustainability
56	Actively inform stakeholders and the public about sustainability
57	Transparent communication of the impact of the event

By definition, a concept has to comprise an analysis of the descriptions of the TARGET/ACTUAL situation which are subsequently divided into individual concrete steps and linked to the information can be provided, for instance, in the invitation confirmation or on the webpage. The targets achieved. When communicating legacy, it is recommendable to observe and define the starting point, goal, time period, and benchmarks for success. You can find a general overview of legacy and related issues here: Best Cities Global Alliance (2020): Advancing Event Legacies through Impact Measurement, Final Report, p. 23

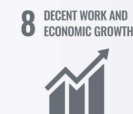
Info	Prio	✓
!	1	<input type="checkbox"/>
!	3	<input type="checkbox"/>
!	3	<input type="checkbox"/>





12. Sustainable Development Goals

No.	Measures	Info	Prio	✓
58	Communication of the SDGs	The authoritative criteria here are the 17 official Sustainable Development Goals of the United Nations.	3	<input type="checkbox"/>
59	Clear justification of the event with at least one SDG		2	<input checked="" type="checkbox"/>
60	Directed actions to support the selected SDG		1	<input type="checkbox"/>





13. Sustainable Partners

No.	Measures	Info	Prio	✓
61	Main event location is a Sustainable Partner certified You can find all current Sustainable Partners here.	!	1	<input type="checkbox"/>
62	Event is realised with a Sustainable Partner certified by Sustainable Meetings Berlin	!	1	<input checked="" type="checkbox"/>
63	Event is realised with more than two Sustainable Partners certified by Sustainable Meetings Berlin	!	1	<input type="checkbox"/>
64	Inquiry of a Sustainable Partner certified by Sustainable Meetings Berlin	!	3	<input type="checkbox"/>
65	Inquiry of a Sustainable Partner certified by Sustainable Meetings Berlin in every possible field of action	!	2	<input type="checkbox"/>

SUSTAINABILITY
PERFORMANCE



GOVERNANCE,
RISK & COMPLIANCE



ENVIRONMENT



SOCIAL



ECONOMY

Practical tips and further information

No. References and links

Titel	Source: Oblasser/Riediger (2015), Nachhaltiges Veranstaltungsmanagement mit Strategie, p. 31
1a	Guidelines on Sustainable Event Organisation: www.bmu.de/en/publication/guidelines-on-sustainable-event-organisation
1b	German Sustainability Code (2020) Criteria: www.deutscher-nachhaltigkeitskodex.de/en-GB/Home/DNK/Criteria Berlin Tourismus & Kongress GmbH (2018), Sustainable Meetings Berlin Guidelines: convention.visitberlin.de/sites/default/files/2018-12/Leitfaden%20Sustainable%20Meetings%20Berlin%20-%20KURZ%20KUNDE%20English.pdf
1c	International Organisation for Standardisation (2020) ISO 20121: www.iso.org/iso-20121-sustainable-events.html German EMAS Advisory Board (UGA) at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (2020) EMAS: www.emas.de/en Global Reporting Documents: www.globalreporting.org/search/?query=GRI+G4+Event+Organizers+Sector+Disclosures
2	Translated from source: www.akademie.de/de/wissen/unternehmensvision-entwickeln/was-ist-eine-vision-0
3	Best Cities Global Alliance (2020): Advancing Event Legacies through Impact Measurement, Final Report, p. 7: drive.google.com/file/d/1Geqtse-85EIEE7biqxvhEKrv0ldxv0IP/view
4	Accessible events guide: sway.office.com/Uk6btnkIIONW6Zml
5	Diversity Charter (Charta der Vielfalt) (2020): Diversity Dimensions: www.charta-der-vielfalt.de/en/for-employers/diversity-dimensions Article on Cultural Diversity in the Workplace: www.thebalancesmb.com/cultural-diversity-3306201
6	Translated from source: utopia.de/ratgeber/co2-emissionen-das-musst-du-darueber-wissen
6a	Event calculator of the German Environment Agency (UBA): uba-event-free.co2ckpit.de/de_DE/footprint
6b	Overview of carbon offset for events: convention.visitberlin.de/en/compensating-for-carbon-emissions
10	DB rail's green event ticket: convention.visitberlin.de/en/db-event-ticket-berlin
18	Sustainable Partner locations: convention.visitberlin.de/en/hotel-and-location?smb_audit%5B1%5D=1
22	Sustainable Partner hotels: convention.visitberlin.de/en/hotel-and-location?smb_audit%5B1%5D=1
23	Blog article on sustainable hotels: convention.visitberlin.de/en/blog/eventlocation/discover/outstanding-sustainable-conference-hotels-and-around-berlin
25	Infographic for your sustainable event planning: convention.visitberlin.de/en/11-tips-for-sustainable-event-planning
26	Fairtrade: www.fairtrade.net/about/what-is-fairtrade

Practical tips and further information

No.	References and links
27	Seasonal calendar for vegetables and fruits: na-nu.com/terfloth.org/Kitchen/Season_Cal.pdf
28	Sustainable Catering partners: convention.visitberlin.de/en/service-partner?smb_audit%5B1%5D=1
29	German Environment Agency (UBA) (2016), Guidelines: Prevention of food waste in the catering sector: www.umweltbundesamt.de/en/publikationen/prevention-of-food-waste-in-the-catering-sector Blog article on sustainable catering: convention.visitberlin.de/en/blog/eventplanning/discover/sustainable-mice-catering-it-goes-without-saying App TooGoodToGo: toogoodtogo.org/en
30	Experts for resource-conserving and cost-saving calculations: btrr.live/?lang=en
35	Upcycling of event materials: convention.visitberlin.de/en/upcycling-of-event-materials-how-to-avoid-waste
37	Blog article on sustainable design: convention.visitberlin.de/en/blog/eventplanung/erfahren/berlins-sustainable-event-suppliers
39	Source: www.bmu.de/en/topics/climate-energy/energy-efficiency/what-does-energy-efficiency-mean/#c10244
40	Sustainable Technology partners: convention.visitberlin.de/en/service-partner?categories_service_partner%5B132%5D=132&smb_audit%5B1%5D=1
43	Charta der Vielfalt e.V.: www.charta-der-vielfalt.de/en
44	Berlin Speakers Pool: convention.visitberlin.de/en/berlin-speakers-pool-home-to-citys-most-interesting-minds
46	Sustainable printing house: www.oktoberdruck.de
48	Ecolabel Blue Angel: www.blauer-engel.de/en
53	Green incentives: convention.visitberlin.de/en/incentives?categories_incentives%5B143%5D=143
54	MEET+CHANGE: convention.visitberlin.de/en/meet-and-change
57	Best Cities Global Alliance (2020): Advancing Event Legacies through Impact Measurement, Final Report, S. 23: drive.google.com/file/d/1Geqtse-85EIEE7biqxvhEKrv0ldxvOIP/view
58	17 official Sustainable Development Goals of the United Nations: www.un.org/sustainabledevelopment/sustainable-development-goals
59	Targets of each SDG (e.g. goal1): sdgs.un.org/goals/goal1
61–65	Sustainable Partners: convention.visitberlin.de/en/sustainable-partner

Our first-class support – Your successful event

For free advice with no obligations, contact the Berlin Convention Office team at any time – a service also available outside Germany.

We are looking forward to hearing from you! You can find your contact partner here convention.visitBerlin.de/en/contactpersons

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Detailed information on all our services online convention.visitBerlin.de/sustain

Our BERLINMEETINGS blog also has a wealth of insider tips on Berlin as a congress city, trends in the MICE sector, and ideas for your event in Berlin.

convention.visitBerlin.de/en/blog/uebersicht

[in linkedin.com/company/visitberlin---berlin-convention-office](https://www.linkedin.com/company/visitberlin---berlin-convention-office)

twitter.com/berlinmeetings

[instagram.com/visit_berlin](https://www.instagram.com/visit_berlin)



Gritt Kalkutschke-Herzberg



Alexander Serbe



Simon Hiebenga



Aline Thalmann



Manuel Wrobel



Robert Luft



Katja Sukale



Kyra Reiter

