VISIT BERLIN
CONVENTION OFFICE

Berlin Convention Office

Sustainable Event Guidelines Berlin

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> 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: _____

Event location: _____

Date of the event: _____

The organiser commits to implement the measures selected.

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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

SUSTAINABLE MEETINGS BERLIN

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1. General

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

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.

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1. General

No.	Measures	Info	Prio	✓
6	The CO_2 emissions incurred by the event are …	!		
a	measured.	!	3	
b	reduced systematically.	!	3	
c	offset.	!	1	
7	When selecting services …	!		
a	sustainable criteria are taken as a prerequisite (at least 3, e. g. recycled paper or electricity from renewable energy sources).	!	2	
b	a green procurement guideline is requested (incl. social, ecological and economic criteria).	!	1	
8	Implementing digital attendee management.		3	

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2. Transport

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

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3. Event location

No.	Concept and Measures	Info	Prio	✓
16	**Concept for selecting a sustainable location**	!	1	
17	Event location is within walking distance (max. 1000 metres) of public transport links		3	
18	Use of renewable sources	!	2	
19	Clearly visible waste sorting and recycling processes		3	

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4. Accommodation

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

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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	

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6. Equipment and facilities

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

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7. Technical equipment

No.	Concept and Measures	Info	Prio	✓
38	**Concept for the sustainable technical / energy-saving implementation of the event**	!	1	
39	LED technology for lighting	!	3	
40	Briefing for service providers with clear guidelines on saving energy (e. g. stand-by mode in breaks)	!	3	
41	Regional service provider	!	3	

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8. Personnel

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

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9. Procurement

No.	Concept and Measures	Info	Prio	✓
45	**Green procurement concept**	!	1	
46	Refrain from producing print materials, signs, banners, displays, etc.	!	2	
47	Exhibitors are required to use reusable or recycled and certified materials or even to avoid printed materials and give-aways	!	2	
48	Recycled and certified materials / environmentally friendly production for necessary and essential printed materials	!	3	
49	Complete foregoing of give-aways		2	
50	Sustainable production of giveaways with local producers	!	3	
51	Badges / name tags / lanyards are made from recycled materials (Reuse if appropriate)		3	

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10. Accompanying programme

No.	Concept and Measures	Info	Prio	✓
52	**Concept for designing a green accompanying programme**	!	1	
53	Regional and theme-specific accompanying programme taking into account environmental and social criteria	!	3	
54	Including social (and regional) projects and initiatives (legacy)	!	3	

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11. Communication

No.	Concept and Measures	Info	Prio	✓
55	**Concept for the communication of sustainability**	!	1	
56	Actively inform stakeholders and the public about sustainable event planning	!	3	
57	Transparent communication of the impact of the event on the destination (legacy)	!	3	

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12. Sustainable Development Goals

No.	Measures	Info	Prio	✓
58	Communication of the SDGs	!	3	
59	Clear justification of the event with at least one SDG	!	2	
60	Directed actions to support the selected SDG		1	

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13. Sustainable Partners

No.	Measures	Info	Prio	✓
61	Main event location is a Sustainable Partner certified by Sustainable Meetings Berlin	!	1	
62	Event is realised with a Sustainable Partner certified by Sustainable Meetings Berlin	!	1	
63	Event is realised with more than two Sustainable Partners certified by Sustainable Meetings Berlin	!	1	
64	Inquiry of a Sustainable Partner certified by Sustainable Meetings Berlin	!	3	
65	Inquiry of a Sustainable Partner certified by Sustainable Meetings Berlin in every possible field of action	!	2	

SUSTAINABILITY PERFORMANCE

GOVERNANCE, RISK & COMPLIANCE

ENVIRONMENT

SOCIAL

ECONOMY

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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-85EIEE7biqxvhEKRv0Idxv0IP/view
4	**Accessible events guide:** sway.office.com/Uk6btnkIIONW6ZmI
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:** bttr.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 Evenet Legacies through Impact Measurement, Final Report, S. 23:** drive.google.com/file/d/1Geqtse-85ElEE7biqxvhEKRv0IdxvOIP/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

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