Climeet C3D



EBOOK

# SHOWCASE YOUR CSR COMMITMENTS THROUGH INTERNAL AND EXTERNAL CORPORATE EVENTS

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# THE NECESSITY OF MEETING

Meeting someone is a beautiful thing... it's what makes us feel alive.

"Meeting someone means being shaken, disturbed.
(...) Meeting someone means being thrown to the threshold of a new world, drawn in by the desire to explore it; it's an invitation to travel.
(...) Meeting someone means discovering a world so vast that we may never fully explore it (...)
A meeting can also sometimes mark the beginning of a project. The other person's world interests us less than all that we are going to build together."

-

The Encounter by Charles Pépin

# WHY THIS GUIDE? WHO IS IT FOR?

- In a world where Corporate Social Responsibility (CSR) is becoming a central issue, it is crucial that every department contributes to this dynamic, including Communication and Event Management teams. **This guide has been designed for you, event organizers, to provide you with the essential tools to plan responsible events that align with your company's CSR strategy.**

- **This guide is a practical tool. It will help you understand the specific CSR challenges related to events, identify best practices to adopt, and implement concrete actions.** You will learn how to choose eco-responsible suppliers, minimize waste, reduce carbon footprint, promote inclusion and accessibility, and much more.

- The objective of this guide is to support you in implementing sustainable initiatives with positive impacts during your events. By incorporating responsible practices, you will not only contribute to reducing your company's environmental footprint but also promote positive social and economic values.

- By adopting a responsible approach to organizing your events, you actively **contribute to your company's CSR strategy** if one is in place, or you engage your organization in concrete CSR actions. In doing so, you become a key player in this positive change, leading by example and inspiring your colleagues and partners.

Together, let's create events that reflect our values and our commitment to the planet and society.



# MEETINGS WITH A POSITIVE IMPACT THAT ALIGN WITH THE VALUES AND COMMITMENTS OF THE COMPANY...

"**The company is managed in its social interest, taking into account the social and environmental issues of its activities**." Article 1833 of the Civil Code

Since 2019, with the Pacte Law, Corporate Social Responsibility has been incorporated into the Civil Code and has become the standard. All companies, regardless of their size, must take their social and environmental impacts into account.

As of January 2024, European regulations on non-financial reporting are tightening. Companies are now under scrutiny (see the box below).

A movement is underway within companies that are gradually becoming aware of their key role in transforming society and the need to evolve while respecting planetary boundaries.

***Your events are tools for both internal and external communication. If they reflect your values, they must be aligned with the company's commitments; otherwise, they risk damaging its image.***



## About the CSRD

The CSRD (Corporate Sustainability Reporting Directive) requires the affected companies (based on revenue thresholds and the number of employees) to provide detailed reports on their ESG (Environmental, Social, and Governance) performance. It offers structured support for corporate governance by identifying and managing ESG risks, facilitating more informed and sustainable decision-making across the entire value chain, and increasing transparency to stakeholders.

By imposing high standards for reporting and transparency, this new directive will impact companies' strategies, pushing them to integrate ESG issues more deeply and systematically into their decision-making and operational processes.



Crédit photos : © Myman Hoang

## The Carbon Footprint




The Carbon Footprint measures a company's greenhouse gas (GHG) emissions in three categories:

- **Scope 1**: Direct emissions from the company's production and its vehicle fleet.
- **Scope 2**: Indirect emissions related to the consumption of purchased energy, primarily electricity and gas.
- **Scope 3**: Other indirect emissions resulting from the company's activities, including the entire value chain, such as business travel, purchases of goods and services, and waste disposal.

These scopes provide a comprehensive understanding of the company's carbon footprint and facilitate the implementation of emission reduction strategies.

# ... AND THE COMMUNICATION AND EVENT MANAGEMENT TEAMS PLAYING A KEY ROLE IN THE COMPANY'S CSR PROJECT.



### Responsible events as drivers of team engagement and customer loyalty

By inviting your teams, clients, or partners to a responsible event, you provide tangible evidence of your commitments' sincerity. Your clear choices will reassure your stakeholders about the seriousness of your approach.

### Responsible events as vehicles for messaging

Beyond the lived experience, which must align with the company's CSR commitments, event activities can play a role in communicating and raising awareness about social, societal, and environmental issues.

Therefore, it is essential to prioritize speakers who embody the company's values and activities that educate and inspire on these issues.





### Towards responsible events with high emotional impact

Event management is also, and above all, about creating experiences that evoke emotions, resonate with people, and perhaps even inspire dreams! The challenge for event teams is to create these emotionally intense encounters while minimizing negative impacts and even generating positive ones.

The question to consider is: "What story do I want to tell my participants with this event?" The good news is, it's possible... and we'll explain how!

# UNDERSTANDING THE CSR CHALLENGES OF YOUR ORGANIZATION

## Explore the key CSR challenges for your organization

Even though companies often share common CSR challenges, each organization defines its own roadmap based on the issues identified as priorities for its activities.

Thus, the first step is to connect with the CSR department to understand the priority projects and the topics where event communication can contribute.

**RECURRING CSR TOPICS:**

- Climate: Reducing the company's greenhouse gas emissions.
- Pollution Reduction: Minimizing pollution from waste, chemicals, etc.
- Resource Optimization: Reducing waste and optimizing resource use.
- Inclusion: Ensuring diversity and inclusion within teams and partnerships.

After discussing with your CSR department, what are the priority challenges for your company?

# IDENTIFYING RESPONSIBLE SUPPLIERS & SERVICE PROVIDERS

**Reach out to your Purchasing Department to identify the most committed and responsible suppliers and service providers on their approved list.**

If your company has a Responsible Purchasing initiative, it is likely that it has already surveyed its suppliers and service providers about their CSR policies. By connecting with the Purchasing Department, you can identify those that stand out for their commitments.

If not, certain labels and certifications can help you identify the "best in class," such as the ISO 20121 standard.

"The ISO 20121 standard, which focuses on the CSR management system in the event industry, governs the sustainable management of events to minimize their social, economic, and environmental impact. It promotes resource optimization and risk management. Certifiable, it demonstrates organizations' commitment to the sustainability of their events."

ISO: 20121
*Sustainable Event Management Systems*

| Locations | Caterers/food services | Other service providers |
|---|---|---|
| ☐ _____ | ☐ _____ | ☐ _____ |
| ☐ _____ | ☐ _____ | ☐ _____ |
| ☐ _____ | ☐ _____ | ☐ _____ |
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# IN PRACTICE

**Take action as soon as you have identified your company's priority challenges.**

Knowing where to start can be complex. The challenges of making the ecological transition desirable require a shift in design and production methods.

To avoid getting lost, you have the option to choose the method that is most suitable for your event, organization, and resources.

Three options are available to you:

- **Method 1 - Step by step**
- **Method 2 - Thematic**
- **Method 3 - Impact-based**

**ENGAGING ALL STAKEHOLDERS: THE KEY TO SUCCESS**

- Plan actions with a clear distribution of roles.
- Measure your actions with clear indicators.
- Raise awareness about the issues.
- Communicate transparently and factually with internal and external stakeholders.
- Maintain dialogue with your stakeholders to adjust your approach and build partnerships.
- Celebrate your victories.



# METHOD 1 : STEP BY STEP

**This method is particularly suited for smaller-scale events and allows for addressing the major themes in phases of the project.**

## BEFORE THE EVENT

### 1 Choosing the date:

- It can impact how your guests will travel and their ability to optimize their transportation.

### 2 Choosing the venue:

- Accessibility / Availability of Sustainable Mobility Options?
- Certifications / CSR Initiatives

### 3 Drafting the Specifications Document

- Present the commitments and CSR challenges of your company.
- Specify your CSR requirements (and their level of priority) to your suppliers based on their type to tailor your request.

### 4 Defining the content of the event

- Topics Addressed: An opportunity to convey messages related to your commitments.
- Activities / Entertainment: Conducted with respect for the environment and human beings.
- Speakers: Ensure gender parity is respected.

### 5 Choice of Scenography / Decoration

- Prioritize rental, sharing, or repurposing over new construction.
- Whenever possible, use the audiovisual equipment provided by the venue.

### 6 Catering choices:

- Prioritize vegetarian options.
- Check if the caterer provides surplus food management and handles organic waste.

### 7 Communication / registration

- Specify the means of access to the venue.
- Request information on the mode of transportation used to get there and the point of origin for calculating the carbon footprint.
- Communicate about specific welcome arrangements and adapt your messaging accordingly.
- Create signage without dates or locations to allow for reuse.

### 8 Purchasing

- Solicit actors from the protected sector and local providers.
- Inform your suppliers about your approach.
- Limit the number of stakeholders to consult for the same position.



## DURING THE EVENT

### 9 Setup / opration

- Ensure the installation of recycling bins and monitor their proper use by staff and attendees; consider appointing a mediator and implementing specific signage to raise awareness.
- Provide access to water points (faucets) to reduce the use of plastic bottles.

### 10 Awareness raising

- Develop communication about your approach (welcome arrangements, buffets, etc.).
- Ensure that your event is accessible to people with disabilities.

## AFTER THE EVENT

### 11 Waste management

- Donate your items and installations to charities and resource recovery centers.

### 12 Assessment / legacy

- Measure the carbon footprint, evaluate the amount of waste generated, and track indicators to assess progress from edition to edition.
- Send a satisfaction survey regarding CSR aspects.

# METHOD 2 : BY THEMES

**This method offers a comprehensive overview of the various aspects of event management. While not exhaustive, here is a checklist of elements to consider.**

### THE VENUE

- A venue located near the geographical origin of the largest number of participants.
- A venue accessible by public transport (or that offers a shuttle service) and equipped with bicycle parking.
- A venue that holds an environmental or CSR certification and is managed responsibly (energy, water, waste, internet connectivity, etc.).
- A venue accessible to people with reduced mobility (PRM) and offering facilities for all types of disabilities.
- A venue that has established an energy conservation plan.
- Whenever possible, prefer a "one-stop" venue that includes everything you need (accommodation, meeting rooms, various equipment) to minimize travel and logistics. If not, ensure that accommodation is located close to the meeting venue.

### CATERING

- A caterer certified with ISO 20121 or another CSR or environmental label.
- A menu that is predominantly (or exclusively) vegetarian.
- A seasonal menu that is mostly local and offers products labeled as organic or with certifications guaranteeing sustainable production methods.
- A solution is provided at the end of the event to redistribute any unused food and combat food waste.
- A plan is in place to convert organic waste into resources (composting, anaerobic digestion).
- Avoid single-use products (eliminate disposable dishes and replace them with durable tableware).

### ACTIVITIES AND CONTENT

- Responsible activities from an ecological and social perspective.
- Activities and content related to the social and environmental challenges of the company or our time.
- Ensure gender parity among speakers and participants.

## COMMUNICATION, SIGNAGE & PROMOTIONAL ITEMS

- Prefer recyclable or reusable badges.
- Exercise restraint in digital and print communication choices (avoid unnecessary printing, refrain from non-reusable POS materials, etc.).
- Opt for signage without dates or specific information to allow for reuse.
- Adapt your communication to be as inclusive as possible (using Easy-to-Read methods, sign language, braille, induction loops, vibrating vests, etc.).
- Communicate the impacts and CSR actions of the event (online and on-site).
- Avoid disposable or unnecessary promotional items, such as tote bags filled with documentation.

## DECORATION, SCENOGRAPHY & TECHNICAL PRODUCTION

- Prefer materials that are repurposed, shared, or rented.
- Avoid carpet and non-reusable materials.
- If custom furniture or structures are needed, collaborate with social carpentry services and use reusable or at least recyclable materials.
- Whenever possible, use the audiovisual equipment provided by the venue.
- Manage the end-of-life disposal of generated waste and decorations.
- Donate decorations to resource recovery centers and charities.

## WELCOME AND SECURITY

- Employ individuals in professional integration programs.
- Provide training for welcoming people with disabilities.
- Whenever possible, ensure gender parity among staff.

## TRANSPORT

- Choose electric vehicles or those running on biogas.
- Prefer train travel and sustainable mobility options.
- Encourage soft mobility for attendees.
- Communicate the accessibility of the chosen venue (transport times, available means, etc.).

## MEASUREMENT

- Measure the carbon footprint of the event and the volume of waste generated.
- Assess attendee satisfaction regarding CSR aspects of the event.
- Track indicators to evaluate progress from one edition to the next.

# METHOD 3 : IMPACT-BASED

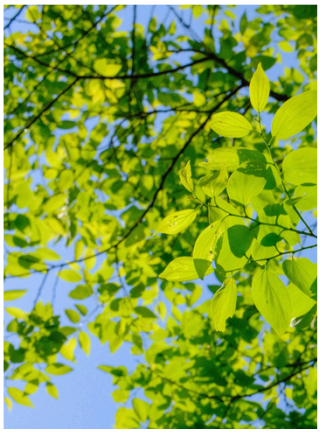
**This method is ideal for managing an organization's event strategy, as it allows for a concrete assessment of results related to major issues: zero waste, low carbon footprint, and positive social impact.**

**These are the primary impacts of an event; you can select and add others, such as biodiversity.**

## ZERO WASTE GOAL

- **Eco-design** your event, meaning to question the necessity of each item used and understand its lifecycle (using the 4Rs method: refuse, reduce, reuse, recycle).
- **Transform waste** into resources and set a measurable target for waste recovery.
- **Eliminate single-use products** and find alternatives, such as using water fountains instead of bottled water.



## LOW CARBON GOAL

- **Measure the carbon footprint** and involve your stakeholders in the process from the design phase to cover all emission sources.
- **Identify reduction opportunities**, minimize your footprint through choices (destination, catering, scenography, etc.), and quantify the emissions avoided.
- **Contribute to climate resilience** after measuring and minimizing your footprint.

## POSITIVE SOCIAL IMPACT GOAL

- **Contribute to the professional integration of individuals** distanced from the job market (working with organizations in the protected sector such as ESAT, AI, EA).
- **Adapt your event for individuals with disabilities** (considering the four major types of disabilities).
- **Promote professional gender parity** in roles that involve public interaction (such as hosts/hostesses, security personnel, speakers, and catering staff).





## FOOD CHALLENGE

- **Make good use of surplus food** (donation to organizations and processing of bio-waste with indicators of weight or number of meals);
- **Offer vegetarian food options** and, if protein-rich, prefer white meat;
- **Prioritize local**, seasonal food and certified products.

## THE LEAD LABEL AS A REFERENCE FRAMEWORK TO HELP YOU

The Label for Events with Sustainable Ambition - LEAD - allows for the qualification of a sustainable event based on 12 criteria of excellence. Created by SGS, the world leader in testing, inspection, and certification, and Green Events, a consultancy specializing in responsible event management, LEAD is the first label that evaluates an event's results in terms of responsibility. An event labeled LEAD - bronze, silver, or gold - is an event that meets 3 major ambitions: zero waste, low carbon, and positive social impact.

| | ZERO WASTE AMBITION | LOW CARBON AMBITION | POSITIVE SOCIAL IMPACT AMBITION |
|---|---|---|---|
| MANDA-TORY | **1.1** Eco-design the event<br>**1.2** Transform waste into resources | **2.5** Measure the carbon footprint of your event<br>**2.6** Reduce the carbon footprint of your event | **3.9** Participate in the employment of people outside the labor force<br>**3.10** Adapt location and content for people with disabilities |
| | **1.3** Prohibit single-use products | **2.7** Support climate adaptability | **3.11** Encourage gender parity |
| | **1.4** Prevent food waste | **2.8** Provide low-carbon food | **3.12** Promote local and sustainable food |

**BONUS**
Raise awareness regarding LEAD's stakes amongst participants



## THEMATIC SHEETS

1. Engaging your service providers
2. Engaging your participants
3. Communicating without greenwashing
4. Focus on carbon
5. Focus on waste and wastage
6. Focus on inclusion

# ENGAGING YOUR SERVICE PROVIDERS

**Communicate your CSR issues to your partners and ask them about their responsible actions! Your paths should intersect!**



**What messages should you convey to engage them?**

- **Share your vision:** Clearly explain your company's CSR strategy and how it integrates into the event organization.
- **Highlight mutual benefits:** Show how their participation can enhance their own brand image and attract new customers who are sensitive to CSR issues.
- **Encourage innovation:** Invite them to propose innovative and sustainable solutions, showcasing their expertise and ability to respond to new challenges.
- **Emphasize the importance of transparency:** Stress the importance of transparent communication and collaboration to achieve sustainability goals.
- **Dare to co-create:** Some topics are still new and in the experimental phase. Embrace the test & learn approach. If it works, you'll be a proud pioneer; if it fails, you will have learned, and so will your partner.

**Question your service providers about their social, societal, and environmental commitments**

**Examples of questions:**

- Do you have a CSR policy?
- Do you have any labels or certifications?
- What concrete actions will you take for my event in terms of:
  - Decarbonization;
  - Waste reduction and management;
  - Inclusion

Rest assured, event service providers are ready!

The majority of event service providers are now aware of CSR issues and have already begun to adapt their practices. Many have invested in sustainable solutions and are eager to collaborate with companies that share the same values. By working together, you can not only achieve your sustainability goals but also inspire other players in the sector to follow this example.



# ENGAGING YOUR PARTICIPANTS

**Communicate your responsible commitments without greenwashing, before, during, and after the event.**

Out of fear of not doing enough, organizers hesitate to share their CSR actions. However, every gesture counts, so don't hesitate to talk about your choices or the reasons why you inquire about the source of materials and the means of transportation, for example. This will be a good opportunity to educate about the carbon footprint of your event and, more broadly, to involve your audience and partners in your sustainable approach.

## BEFORE THE EVENT: ENGAGE AND EMPOWER

- Inform that the event aims to be responsible and specify the commitments (on the invitation, registration platform, social media, etc.).
- Indicate that the event is seeking certification (if applicable) and explain what that entails.
- Encourage participants to prioritize sustainable mobility, public transportation, trains, and carpooling.

## DURING THE EVENT: RAISE AWARENESS AND INVOLVE

- Highlight the actions that have been implemented and the responsible choices made.
- Encourage participants to contribute by adopting responsible behaviors at the event venue.

## AFTER THE EVENT: THANK & MAKE PROUD

- Present the assessment of actions and impacts.
- Thank the stakeholders for their involvement (participants, partners, etc.).



# COMMUNICATING WITHOUT GREENWASHING



**In order to evaluate the performance of your event, choose a few key indicators to monitor and communicate to your stakeholders.**

- **Carbon footprint**

**Reduction of $CO_2$ Emissions:**

- **Event emissions:** Measure the carbon footprint of your event.
- **Total emissions avoided:** Quantify the reduction of $CO_2$ emissions achieved through specific initiatives (e.g., public transportation, carpooling, renewable energy, food choices).
- **Carbon contribution:** If you have chosen to contribute to climate change mitigation by funding a project, be specific about the supported project and the number of credits purchased.

**Energy consumption:**

- **Renewable energy used:** Percentage and quantity of renewable energy utilized during the event.
- **Reduction in energy consumption:** Compare energy consumption with previous events or standards.

- **Waste**

**Waste management**

- **Total waste generated:** Measure the total volume of waste produced during the event.
- **Recycling and composting rates:** Percentage of waste recycled and composted compared to the total waste.

**Waste reduction**

- **Waste avoided:** Quantify the reduction of waste achieved through specific initiatives.
- **Donations and reuse:** Volume of materials or food donated or reused.

- **Social & societal impact**

**Local anchoring:**

- **Local products:** Percentage of local products or number of local partners / short supply chain.
- **Jobs created:** Number of jobs created related to the event or local structures involved.

**Accessibility and inclusion:**

- **Inclusion through economic activity:** Percentage or number of team members in the organizing or service team who have disabilities / are in professional reintegration, OR number of partners from the adapted sector who contributed to the event.
- **Accessibility arrangements:** Description and number of arrangements made to ensure accessibility for all.

## How to communicate these indicators?

- **Detailed Reports:** Publish a post-event report detailing all CSR indicators with graphs and infographics.
- **Infographics and Visuals:** Use attractive infographics to summarize key results and communicate them internally and externally.
- **Testimonials and Case Studies:** Include testimonials from participants, service providers, and partners to illustrate the positive impact of the event.
- **Comparisons:** Compare the results with those of previous events or with industry standards to showcase the progress made.

By clearly communicating these indicators, you highlight the efforts made and reinforce your commitment to sustainability while inspiring your stakeholders to follow your example.

| SAY | DO NOT SAY |
|---|---|
| • Low carbon event<br>• Contribute to climate resilience in line with its residual emissions<br>• Responsible event by integrating the three pillars of sustainable development (environmental, social, economic)<br>• Provide concrete examples and figures | • Carbon neutral event<br>• Carbon offsetting<br>• Eco-responsible event |

# MINIMIZE THE CARBON FOOTPRINT

**No activity is exempt from carbon impact. The goal here is to understand which areas are the biggest emitters and to map the stakeholders.**

**COLLECT** **MEASURE** **REDUCE** **CONTRIBUTE***

## What are we talking about?

The carbon impact of an event refers to the total greenhouse gas (GHG) emissions generated from the planning to the execution and legacy of the event. All physical and digital components (transportation, technical aspects, logistics, food, communication, etc.) are considered in the calculation.

See below the main emission sources. Measuring the carbon impact allows you to become aware of the actual impact of your event and to identify the relative weight of the different activity areas and emission sources. This helps you work more effectively to reduce its footprint by prioritizing high-impact actions.

*To note: Contributing to climate resilience is only valid after calculating your carbon footprint and implementing reduction measures.



# Climeet

Climeet is a French and international leader in measuring and reducing the carbon emissions of events, Climeet is the only sector-specific tool compliant with the Bilan Carbone® method.

## THE MAIN SOURCES OF EMISSIONS

**1 TRANSPORT**

Emissions related to the travel of the organizing teams, service providers, and participants.



**2 CATERING**

Emissions related to food and beverages for the public and staff.



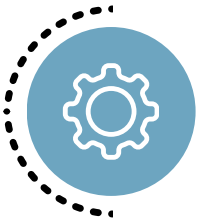
**3 FREIGHT**

Footprint related to the transportation of production, from trucking to couriers and international freight.



**4 EQUIPMENT**

Carbon emissions related to equipment and space setup: audiovisuals, stands, signage, etc.



**5 ENERGY**

Emissions related to the venue's energy and temporary power sources.



**6 WASTE**

Profile the volumes of waste and recycling and how they are managed.



**7 ACCOMODATION**

The impact of accommodation is broken down into the impact of lodging & the impact of transportation between the venue & the accommodation.



**8 GOODIES**

Textile, wooden, cardboard, glass, plastic, and electronic goodies...



**9 MAN-HOURS**

Emissions related to the planning and design phase of the event.



**10 DIGITAL**

Emissions produced by virtual or hybrid events (communication, social media, etc.).



# FOCUS ON WASTE AND WASTAGE



## Let's aim for zero waste!

Waste management and reduction are crucial issues in event planning and execution. Paying close attention to these aspects not only helps reduce environmental impact but also optimizes costs and enhances the event's image.

Photo credit: Iulia Cozlenco from Getty Images

French and European regulations impose strict obligations on event organizers regarding waste management and reduction. By complying with these regulations, organizers can not only meet legal requirements but also contribute to environmental sustainability and reduce the ecological footprint of their events.

### Types of waste:

- **Recyclable Waste:** Paper, cardboard, plastics, metals.
- **Organic Waste:** Food scraps, green waste.
- **Non-Recyclable Waste:** Contaminated products, mixed waste.
- **Specific Waste:** Batteries, electronic equipment, construction materials.

### Sources of waste:

- **Catering:** Food packaging, meal leftovers, bottles.
- **Event Materials:** Disposable decorations, posters, brochures.
- **Logistics:** Packaging materials, office supplies.
- **Technology:** Electronic waste, cables, batteries.

### Causes of food waste:

- **Overproduction:** Forecasting excessive quantities to avoid shortages.
- **Poor Management:** Inadequate storage, insufficient planning.
- **Misaligned Supply:** Mismatch between participants' needs and the food offerings.

**Consequences:**

- **Environmental Impact:** Increase in organic waste, greenhouse gas emissions.
- **Economic Impact:** Additional costs associated with waste management and food loss.
- **Social Impact:** Waste of resources that could be used to help those in need.

## Source reduction

- **Limit packaging**.
- **Prefer reusable containers** (such as water bottles).
- **Reduce printing** of non-essential documents by favoring digital formats.

## Preliminary planning

- **Needs Assessment:** Evaluate the exact requirements for food, materials, and other resources.
- **Supplier Selection:** Choose suppliers who prioritize recyclable or compostable packaging.

## Waste management

- **Selective Sorting:** Set up sorting stations to facilitate the separation of recyclable, organic, and non-recyclable waste.
- **Composting:** Install compost bins for food and green waste.
-

## Food waste reduction

- **Adjusted Portions:** Serve appropriately sized portions to minimize leftovers.
- **Partnerships with Organizations:** Collaborate with organizations to redistribute surplus food.

## Awareness and training

- **Staff Training:** Train teams on waste management and waste reduction.
- **Participant Communication:** Inform participants about waste reduction practices and encourage their participation.

## Measure and Evaluate Efforts

- **Waste Tracking:** Implement systems to monitor the quantities of waste generated and their disposal.
- **Reports and Assessments:** Regularly evaluate performance in waste management and reduction to identify opportunities for improvement.

# ZOOM INCLUSION

**Event organization can be an incredible driver for including people who are distanced from employment and/or creating moments of conviviality!**

**How can we do our part?**

When organizing your event, inclusion issues should be considered for participants, suppliers, and teams:

## For participants

- If the disabilities of participants are known in advance of the event, implement solutions to adapt the venue and content and communicate the measures taken.
- If you do not know the participants, implement solutions for the main types of disabilities (motor, visual, auditory, etc.).
- Offer a variety of food options that consider specific dietary requirements (vegetarian, halal, kosher, etc.).



Photo credit: Kathryn Rozier de Pixabay



Photo credit: Anemone123 de Pixabay

## For suppliers

- Utilize integration and adapted work organizations when selecting your suppliers.
- Identify if the event can provide volunteering opportunities or experiences for local students, for example.
- Prefer suppliers that operate through short supply chains.

## For team members

- Make a commitment to fight (through a charter, for example) against inequalities and discrimination, and communicate on indicators such as the male-to-female ratio by profession.



Photo credit: CoWomen

# WHEN I CAN'T, WHAT SHOULD I DO?

To the impossible, no one is bound.

The goal of your responsible event is not only to reduce negative impacts and maximize positive impacts but also to move event stakeholders towards a dynamic that is more compatible with planetary boundaries and respect for human beings.

It is possible that some decisions may be difficult to make or that not everything aligns with a positive impact. Own your decisions, provide meaning transparently, and allocate time in the post-event debrief to revisit these topics to better anticipate them in future events.





# THANKS!

With this guide, we hope to inspire you with the desire, energy, and tools to organize sustainable gatherings. Continuing to meet seems essential to us. It is possible to do so while respecting planetary boundaries and creating a positive social impact. Challenge your suppliers; they are ready! Reach out to your CSR departments; they are waiting for this!

Béatrice & Claire
On behalf of C3D*

PREPARED BY

Climeet C3D

www.climeet.events | contact@climeet.events

*Contributors : Audrey Amiard de Lattre (Vossloh Group) ; Audrey Peguret (Ritz Paris) ; Béatrice Eastham (Green Evénements) ; Claire Schwartz (Châteauform') ; Cecile Mazzarese (JCDecaux) : Emilie Riess (Groupe Pierre et Vacances - Center Parcs); France-Amélie de Leusse (Crédit Agricole IDF) Isabelle Follenfant (Rivalen) ; Morgan Lavielle (Comexposium) ; Roselyne DEFER (SGS) ; Sophie Roosen (Union des Marques) ; Valérie Carlet (LCL).