

DESIGN HOTELS™

Sustainability Event Audit Arena* Crete

July 2022
Our Conscious Journey

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I

Why and How



Event: Arena* Crete 2022

Location: Cretan Malia Park, Crete, Greece

Event Dates: 18–20 May 2022

Attendees: 265 Hoteliers, Partners, Speakers, Design Hotels colleagues

From: 35 Countries

Why we underwent an audit

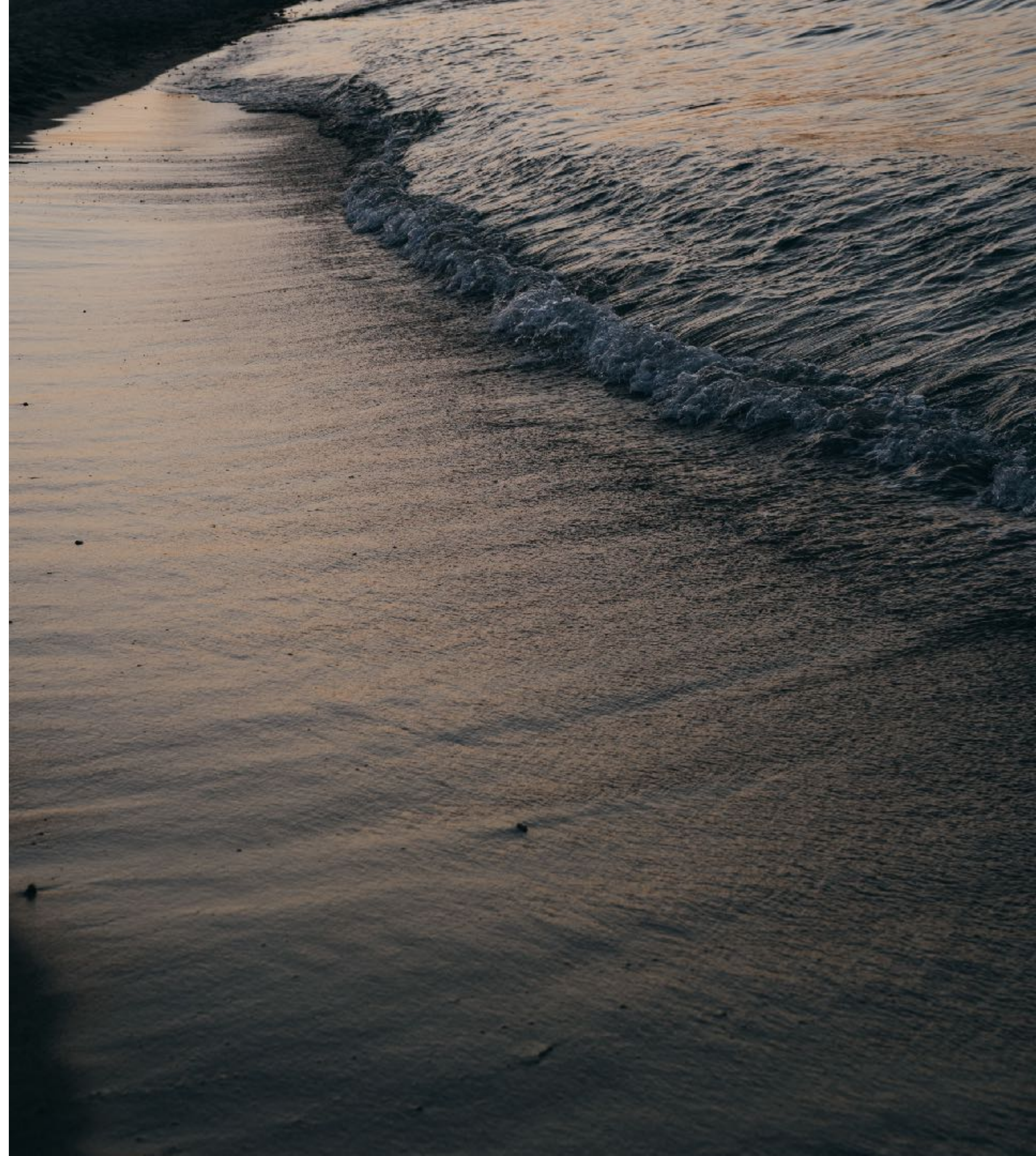
As we shared at Arena*, the primary focus of our sustainability program in 2022 is to measure and evaluate our practices both at Design Hotels and at our member hotels.

To that end, we brought in a B Corp-trained expert to conduct a carbon footprint analysis of Arena* for the first time.

The three objectives of the calculation were to:

- Better understand the carbon emissions from Arena*.
- Establish a baseline for future analyses.
- Create event guidelines so we can build more sustainable events in the future.

We have used the results of this analysis, the recommendations from our sustainability consultant, participant feedback, and our own observations to create our Conscious Event Guidelines (page 40). As these guidelines are not specific to Design Hotels or Arena*, we have shared them so you can also use this resource when planning your own events.



How we did this audit

To calculate the event's carbon footprint, we and our sustainability consultant focused on four primary impact areas:

1. Participant travel
2. Venue utilities (energy and water)
3. Food and drinks
4. Communications

We did not include emissions from freight, car travel, venue decor, etc., due to the complexity of the task. Generally speaking, these areas make up approximately 10–15% of the total emissions of an event.

We also measured the amount of waste generated throughout the event. This is captured in kilograms rather than CO₂e.

Where it was not possible to gather specific numbers, we used extrapolated data or data based on average values.

We also used a participant survey, sent out one week post-event, to gather additional insights to complement the calculations.

[*To view the calculations in full, click here.](#)



II

Key Insights

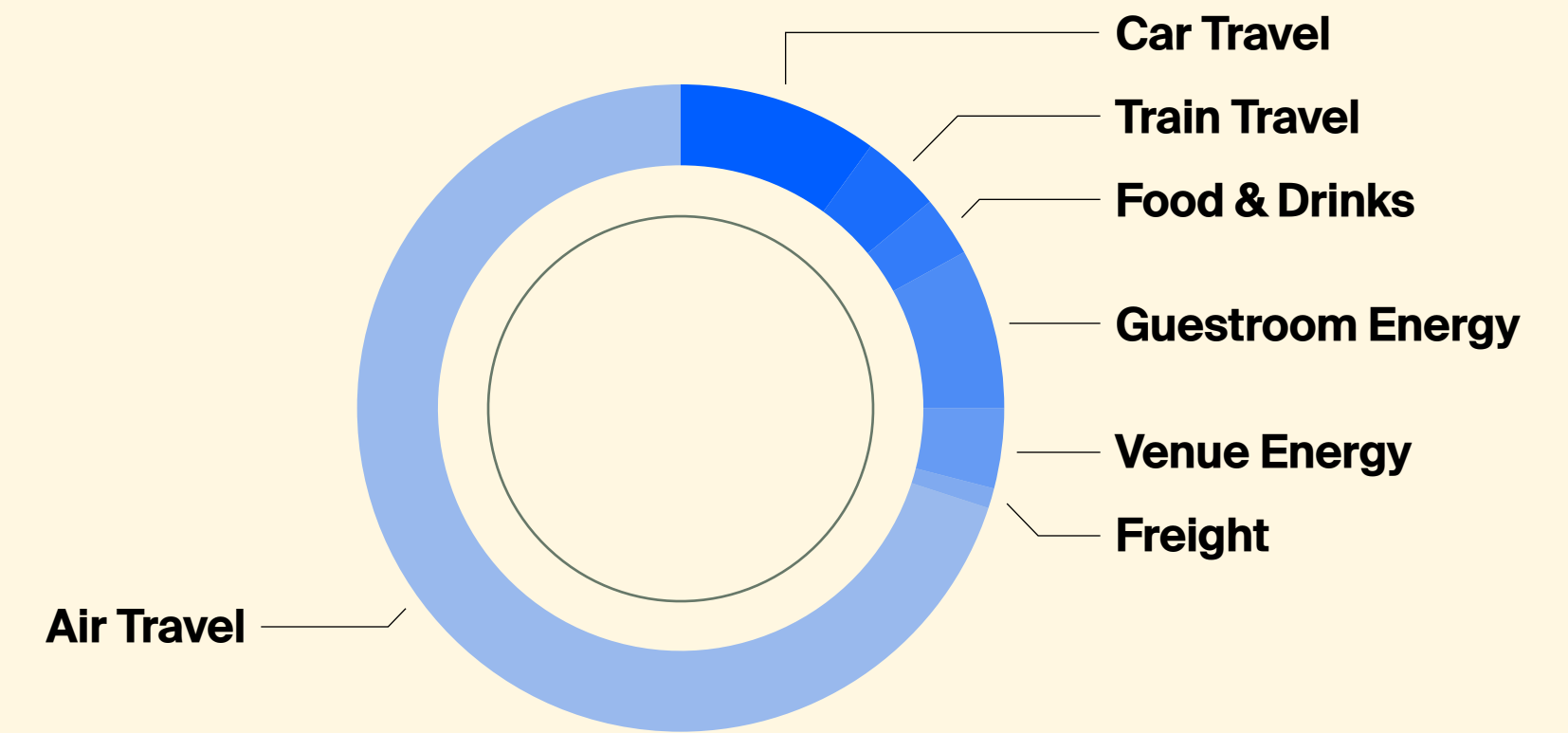
With every conference or event, there are two main impact areas: venue and travel.

The negative impact in the key areas of water, energy, and waste was kept to a minimum as the venue maintains exemplary practices.

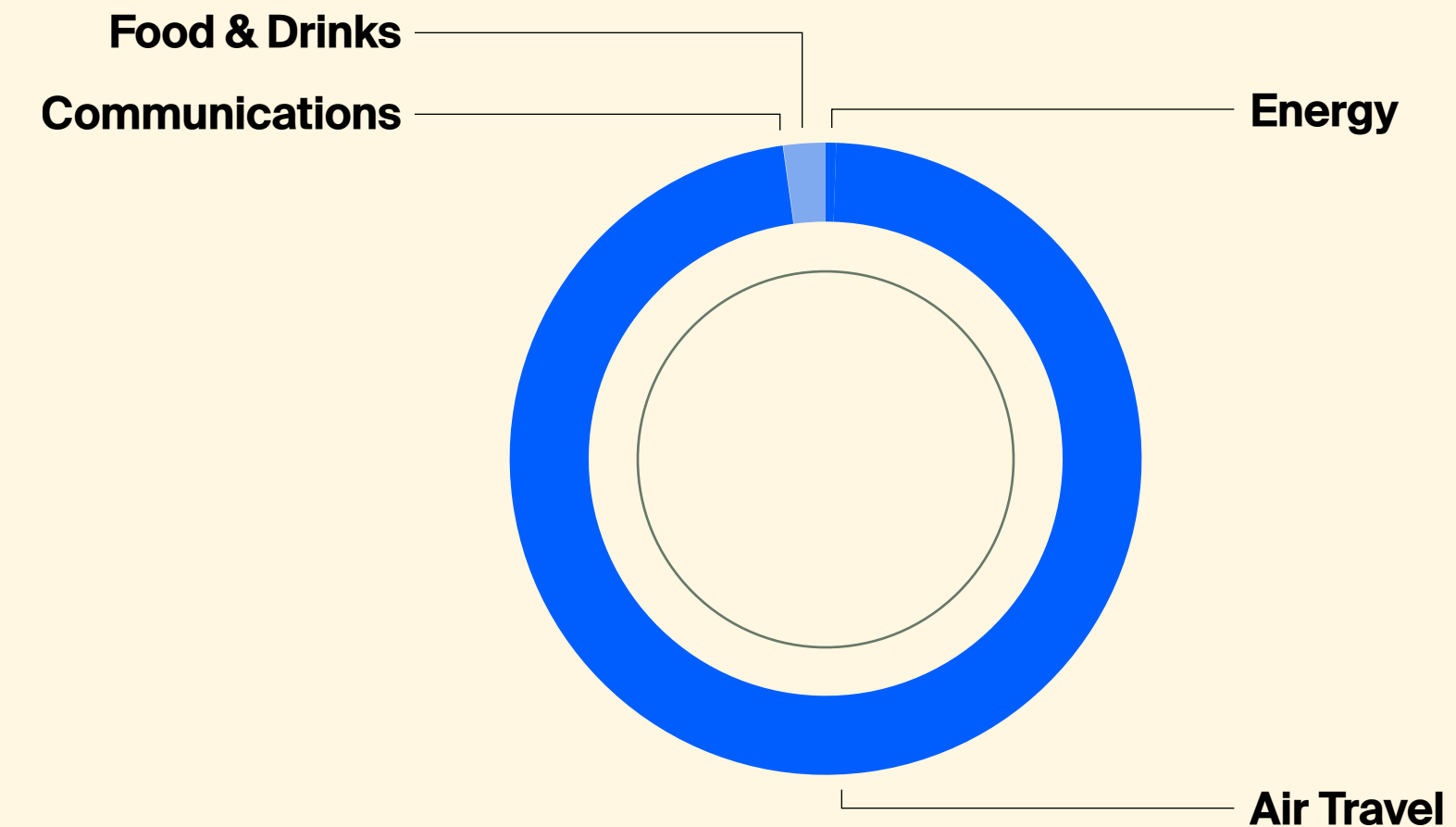
The analysis revealed what was to be expected: Participant travel made up more than 97% of the event's carbon footprint. Overall, roughly 187 tonnes of CO₂e have been emitted, potentially even more depending on how many participants actually have voluntarily offset their flight emissions.

While carbon offsetting should always be considered a “last resort” rather than a “free ride,” we have decided to pay the €4,000 necessary to offset the emissions created by participant travel.

The emissions calculation for Arena* Crete does not include car travel, train travel, and freight as we were not able to track these specifically. The “energy” calculation includes emissions from guest rooms and the venue.



Average CO₂ Emissions for Events



Final CO₂ Emissions for Arena* Crete

Air travel made up more than 97% of the event's carbon footprint.

The CO2e footprint for the 4 impact areas:

Air Travel: 182 tonnes

Venue Utilities: 1 tonne

Food & Drinks: 4 tonnes

Communications: 0.06 tonne

For full calculation details click [here](#)

Arena* Crete 2022

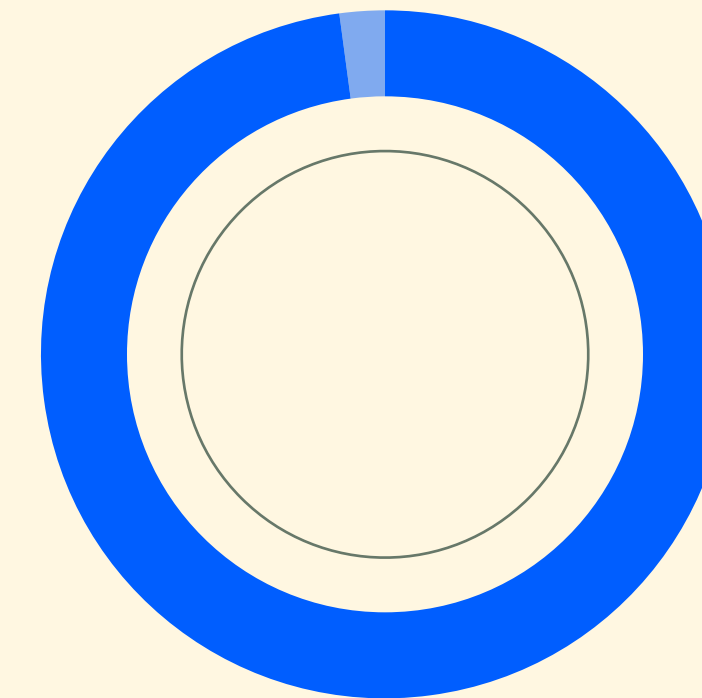
187t

of CO2

701 kg
Per attendee

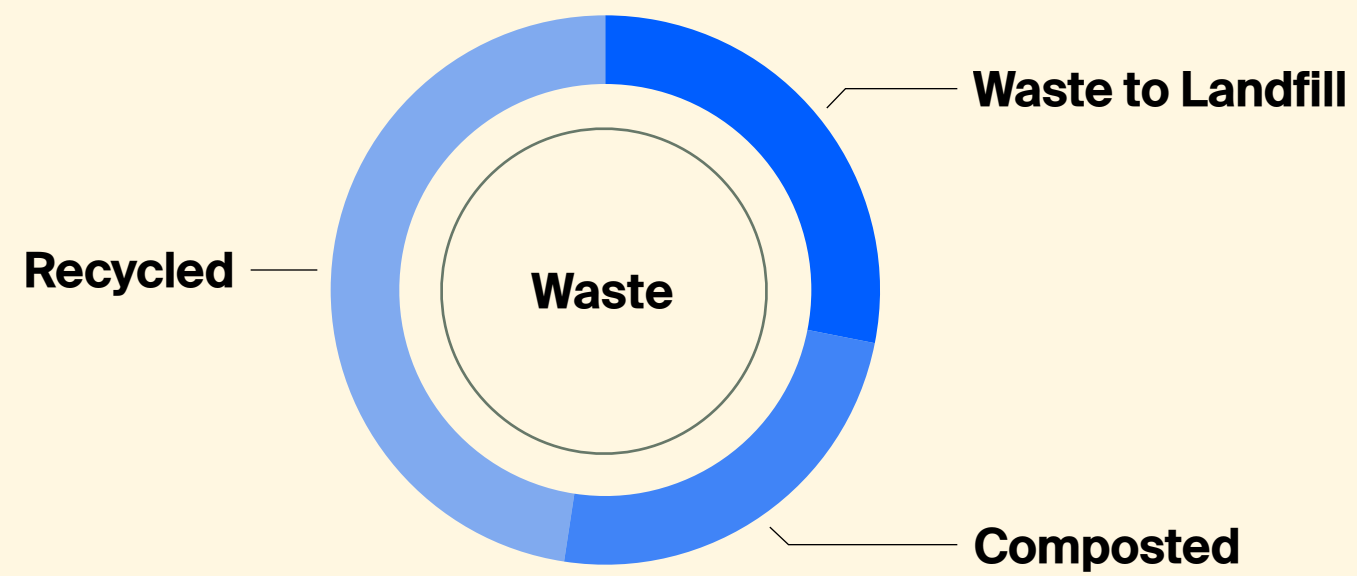
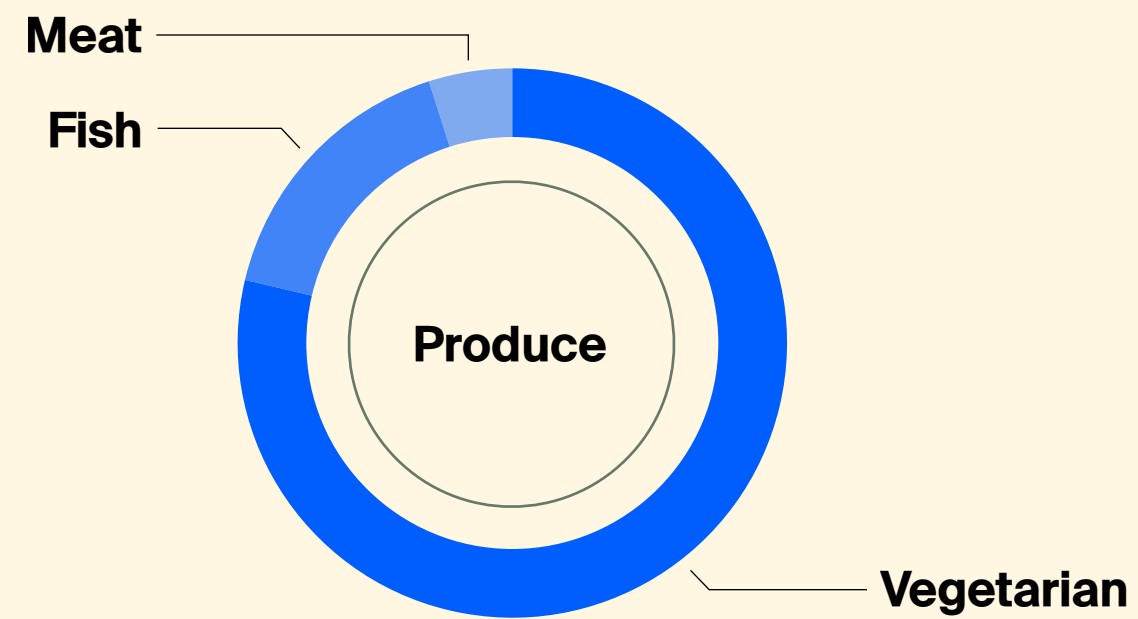
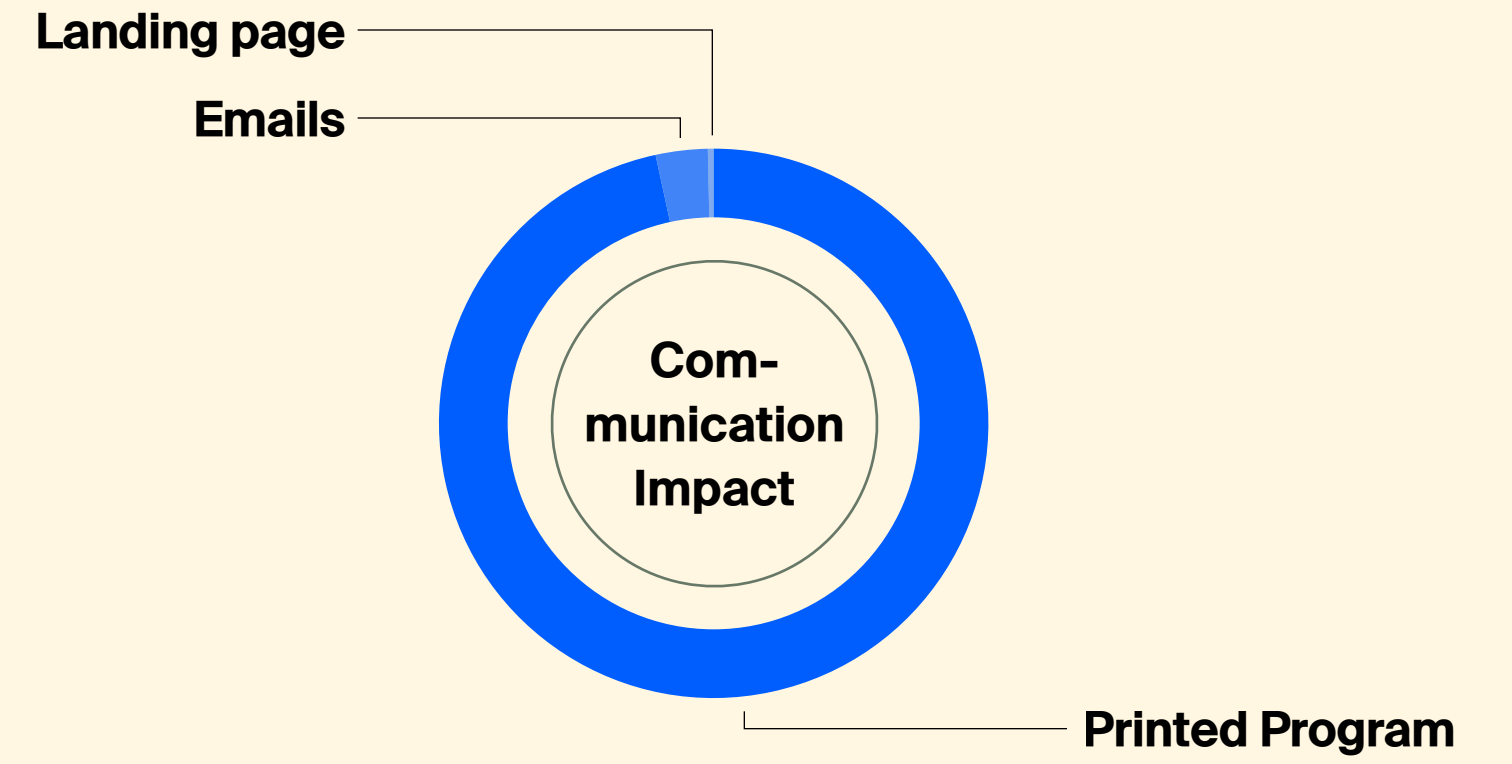
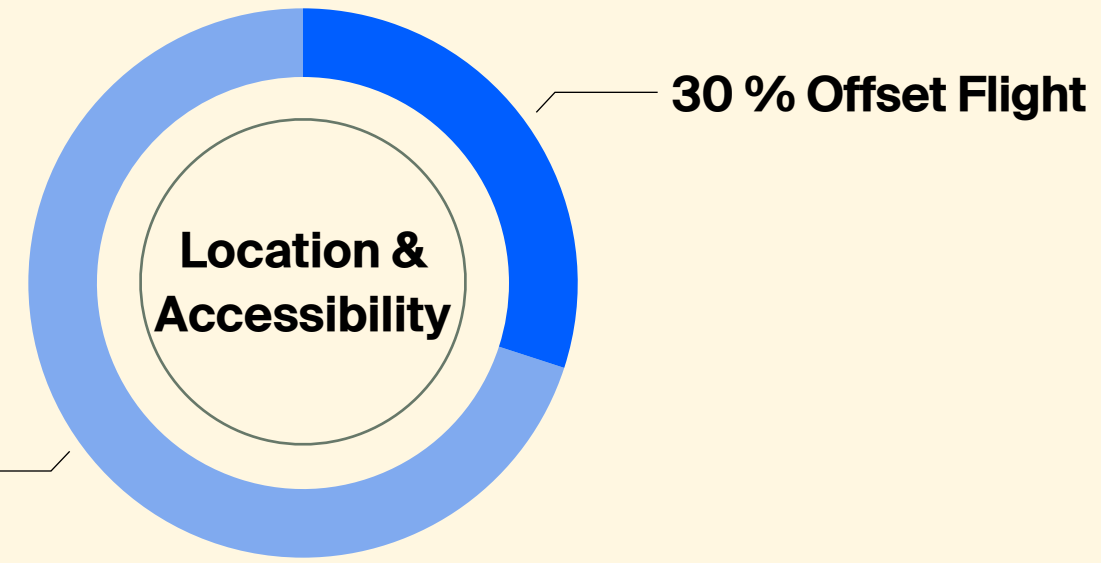
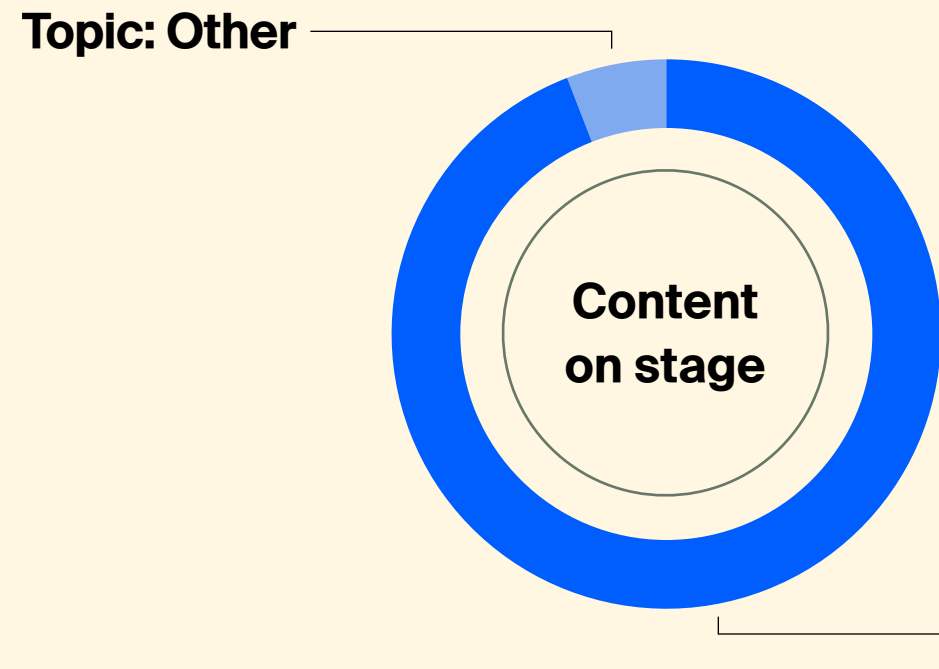
23.3 kg
Per day

Food & Drinks



Air Travel

Key Insights



10,135 kWh

Energy Use

— 7,395 kWh
Electricity Renewable

— 2,740 kWh
Gas Liquefied petroleum gas

Key Insights

Location & Accessibility

Participant travel made up more than 97% of the event's carbon footprint. Other key impact areas were small, as the venue maintains exemplary practices in environmental management.

Waste

While some participants perceived food waste to be high, the venue minimizes waste through proper waste management, including monitoring, separating, and composting.

Energy & Water

Energy and water consumption were kept to a minimum through water-saving devices and practices as well as geothermal and renewable energy use.

Products & Produce

The menus featured local ingredients whenever possible. Some participants mentioned that gifts and packaging could have been better screened for sustainability criteria.

Community, Culture, & Content

The theme, Circle Back Circle Forward, focused on circular thinking and economies. Four keynote talks, four panels, and one workshop explored sustainability topics.

Communication

The digital communications reflect only a fraction of printed communication material, especially when emails and the website run on renewable energy.

III

Arena* Findings in Detail

Conscious Event Principles

For a closer look at the impact of Arena*, we have organized this analysis into six categories. In the following slides, we assess how we measured up, share participant feedback, and list recommendations for future events.

Location & Accessibility [p. 14](#)

Participant travel, accommodations, and choice of venue

Waste [p. 18](#)

Waste produced at the event venues

Energy & Water [p.21](#)

Energy and water used at the event venue

Products & Produce [p. 24](#)

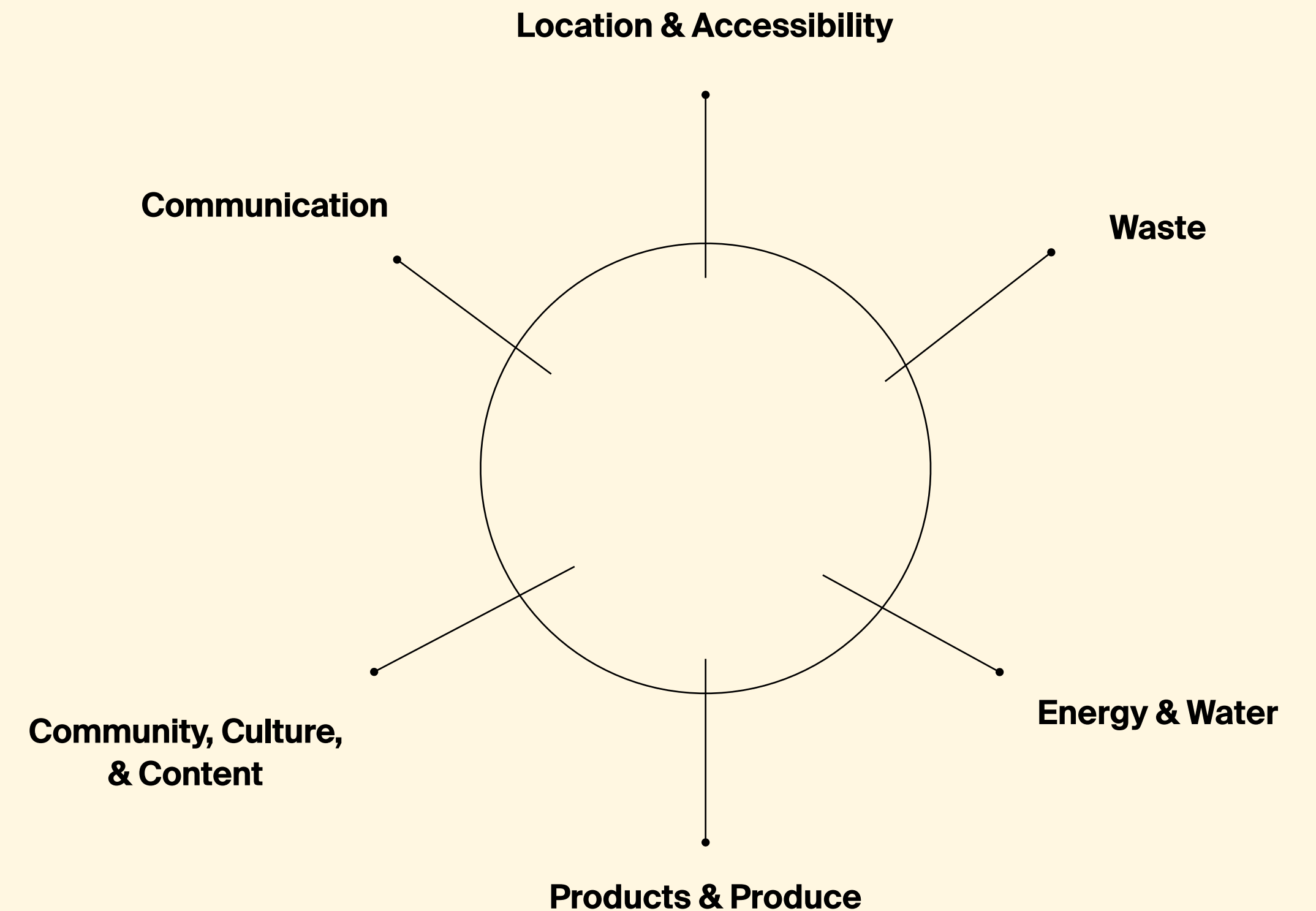
Products and services procured for the event

Community, Culture, & Content [p.29](#)

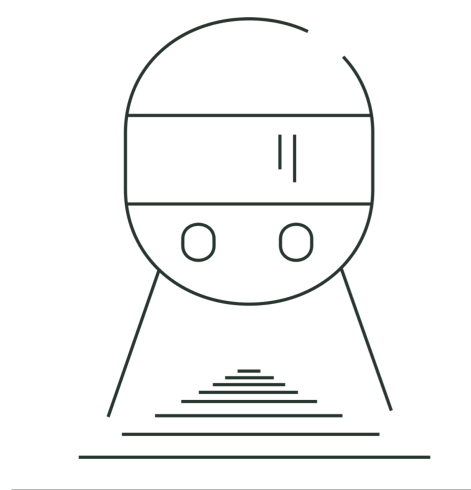
Event program, speakers, and content

Communication [p. 37](#)

Email communications, landing page, printed material (program)



Location & Accessibility: Methods and Findings



The venue was located in Malia, 35 km east of Crete's capital and primary airport, Heraklion. Shuttle buses were provided between the satellite venues.

To calculate CO₂ emissions from participant travel, we examined the participant list and assumed that attendees took a plane from their home city to Crete. We then used an online calculator provided by Myclimate to determine the overall CO₂ emissions from air travel, which resulted in roughly one tonne per participant. We did not have location information for 21 participants. In these cases, we applied the average emissions per round trip per participant.

The participant survey revealed that one out of three participants voluntarily offset their flight emissions (30.7 %). Unfortunately, we cannot verify the exact ratio because only 15% of participants responded to the survey. We decided to apply the rate and deduct 30.7% from the overall air emissions.

The shuttle buses, which ran as a service between the venues, drove 982 km altogether, amounting to 0.8 tonnes (807 kg) of CO₂e. This amount was offset directly by the shuttle bus provider.

According to this approach, travel via air and bus amounts to 181 tonnes of CO₂e (267 tonnes without considering offset emissions). We have decided to pay the €4,000 necessary to offset the emissions created by participant travel.

Location & Accessibility: At a Glance

Result

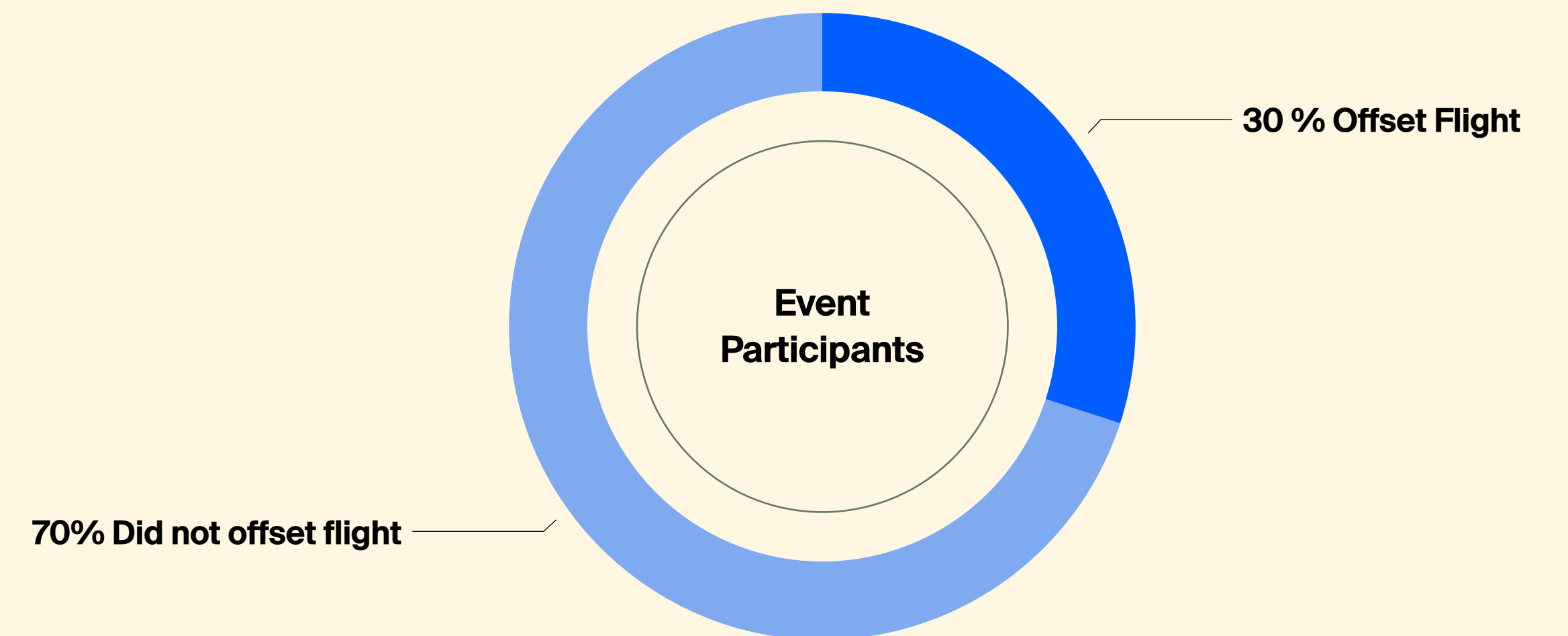
The venue has a strong **commitment to sustainability** and environmental conservation and is actively engaged in **reducing environmental impact** and ensuring the health and well-being of workers, guests, and the surrounding community.

The venue is **certified in environmental and quality management** under the ISO14001, ISO9001 codes.

We Know Transfers, our exclusive transport partner, works with a **carbon offsetting program, the only transport company in Greece to do so.**

More than **1 out of 5 rented a car** for the duration of the stay on Crete (Based on survey).

Roughly 2 out of 3 **voluntarily offset** the CO2 emissions of their flight (Based on survey).



- **And the most important thing for me: one taxi per person to and from the airport. We should organize a carpool to minimize the km.**
- **Having a discussion about sustainability and flying in 200+ people doesn't work for me.**
- **Organizing shared taxis, shuttles for the travel e.g. between airport and hotel.**

Location & Accessibility: Recommendations

Findings

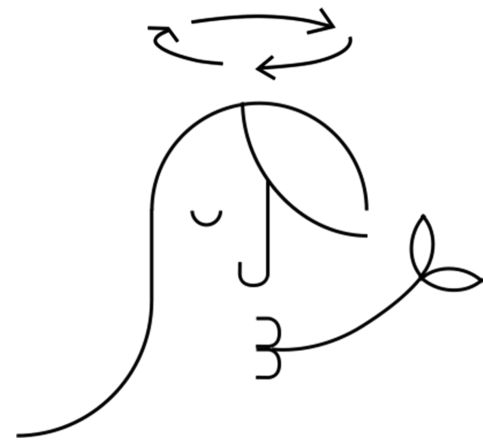
As air travel created 97% of the event's carbon footprint, this is the area where changes will make the biggest impact. Arena* took place on Crete, an island that is only accessible for most people via plane.

Approximately 1-2 out of 5 participants rented a car.

Comments and Recommendations

- Going into the event, we knew that flying in all participants would create the most emissions by far. As we had not gathered for three years, we decided it was essential for our community to build and strengthen ties in person.
- Carbon offsetting: It is important to note that emission offsetting is a popular practice towards achieving “net zero.” It is increasingly labeled as greenwashing for various reasons, especially when companies fail to prioritize emissions reduction or invest in non-verified carbon credits. So keep in mind that offsetting should always be considered a “last resort” rather than a “free ride.”
- That said, we have decided to pay the €4,000 necessary to offset the emissions created by participant travel.
- In the future, we can consider choosing a venue that is located in mainland Europe so more participants have the option to arrive by train
- As transportation is taken care of during the event, a car should not be necessary. We can offer carpools to and from the airport so that participants are less inclined to rent a car.

Waste: Methods and Findings



Cretan Malia Park kept track of three different kinds of waste: recyclable, landfilled, and composted (organic) waste. This impact area is rather difficult to track as it's not 100% transparent where waste actually ends up. In this case, we made the assumption that mixed waste ends up in a controlled environment (landfill) and will not be incinerated.

Composting organic waste (instead of disposing it in a conventional way) is a great way to reduce emissions, as compost can be used to improve soil and help reduce the need for fertilizers, for example, in the hotel garden. That said, it is always best to avoid food waste in the first place.

Overall, 1,110 kg of waste has been generated. This can be broken up as follows: Recyclables: 528 kg, Composted: 270 kg, Waste to Landfill: 312 kg

Waste: At a Glance

Result

1,110 kg of waste generated across 3 types: Recyclables: 528 kg, Composted: 270 kg, Waste to Landfill: 312 kg

Cretan Malia Park is one of 11 Greek hotels that participate in the **WWF's "Hotel Kitchen: Food has Value"** initiative, which aims to limit food waste generated by the hospitality industry.

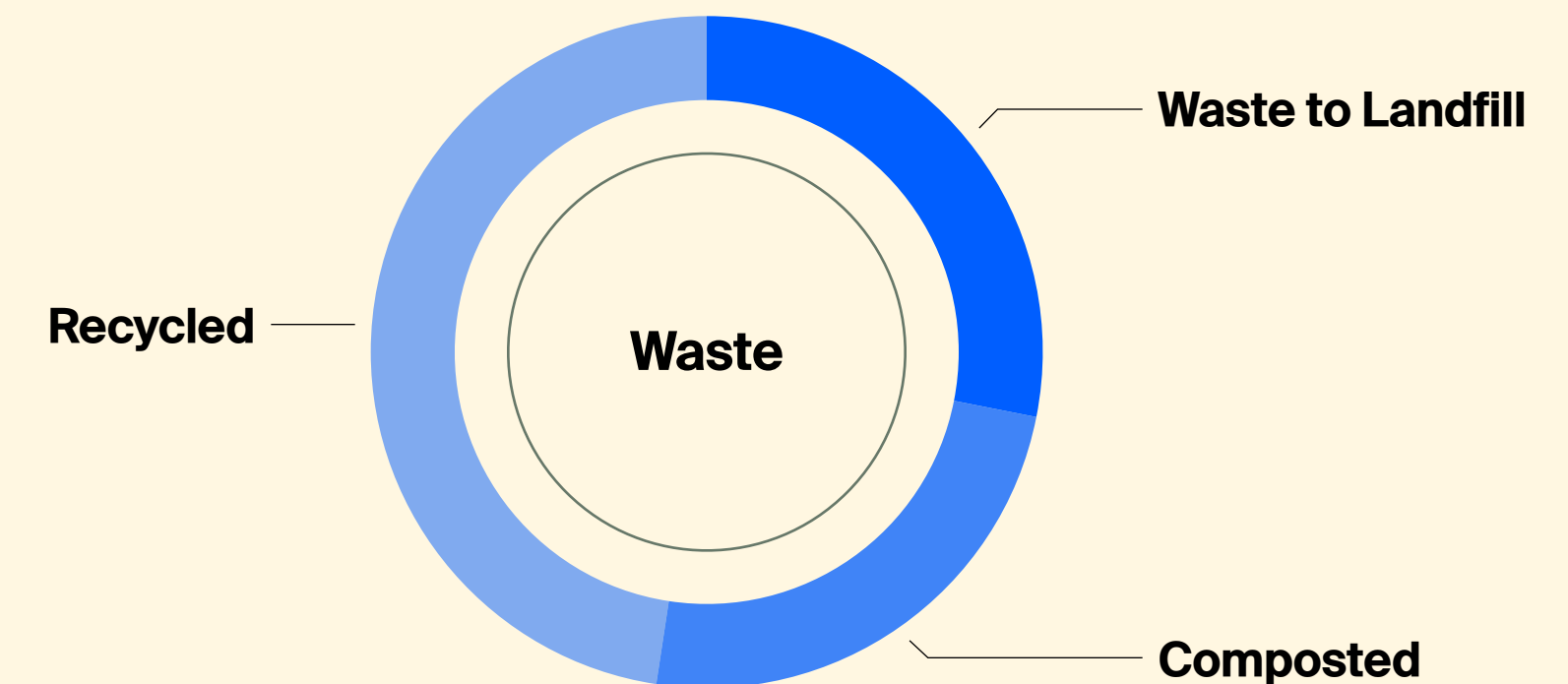
The venue has **separate bins** for plastic, paper, aluminum, and glass. Bins for organic waste are used in the back of the house of all F&B outlets. Used cooking oil is also recycled.

We **underestimated the number of participants** by six people to reduce food waste at the restaurants

Arena* Crete 2022

1,110 kg

Waste



Waste: Recommendations

Findings

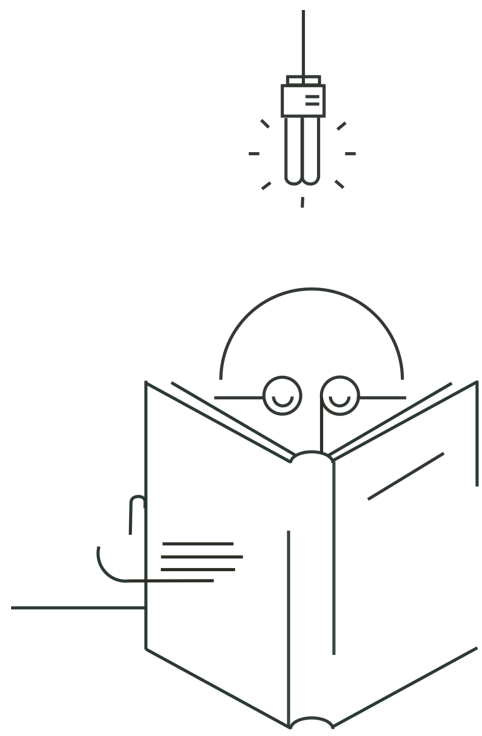
Some participants felt that too much food waste was generated.

Single-use coffee cups were used at the coffee stations.

Comments and Recommendations

- Food waste can be minimized through a systematic review of current processes (e.g. planning and storage), identifying “hot spots” of food waste with the help of hardware and software, and implementing actions and new processes accordingly.
- Single-use cups should be replaced with reusable alternatives.

Energy & Water: Methods and Findings



Cretan Malia Park provided us with the energy and wastewater data. As we took over the hotel for the duration of Arena*, we were able to track the hotel's entire energy consumption and wastewater between May 18–20.

We were not able to track the energy consumption at the second hotel, which hosted 26 Design Hotel employees, as other guests were staying at the hotel during this time. Tracking energy would have implied tracking the consumption of single guest rooms.

Another limitation is that the exact source of renewable energy (solar, wind, etc.) is not known, which is why we based our calculation on an average emission value for renewable energy.

Overall, according to this approach, venue utilities (energy and water) amount to roughly one tonne of CO₂e.

Energy & Water: At a Glance

Result

The venue's electrical energy supplier has provided us a Guarantee of Origin, which states that **100% of the consumed electrical energy derives from renewable non-fossil sources**. It is worth mentioning that electrical energy was 92% of Cretan Malia Park's total consumed energy during 2021.

Generator suppliers do not use biofuel but Diesel gas which is **Euro 6 approved**. The Euro 6 requirements for diesel cars stipulates new diesel cars can produce no more than 0.08g/km of nitrogen oxide. This is a substantial drop from the Euro 5 standard which stood at 0.18g/km.8 Jun 2018. [Source](#).

We chose to do our exhibition outdoors, during the daytime. As such, **no lighting** was required.

The venue has significantly increased the efficiency of hot water production and air conditioning through the use of **geothermal energy**.

Energy Use

10,135 kWh

7,395 kWh

Electricity Renewable

2,740 kWh

Gas Liquefied petroleum gas

Energy & Water: Recommendations

Findings

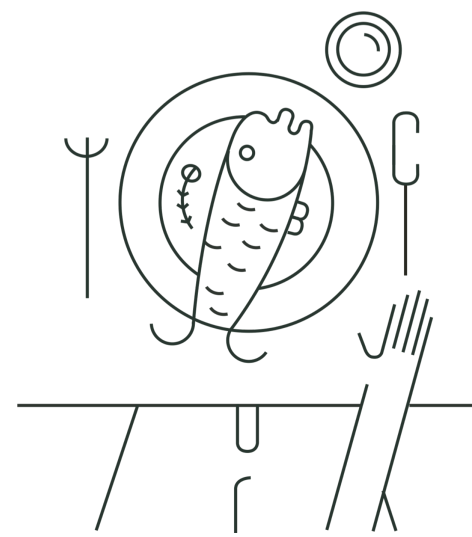
In this case, the venue already minimizes negative impact through renewable energy.

With regards to water, the details of how the venue handles water are unknown.

Comments and Recommendations

- When calculating the CO2e footprint of energy, it would be helpful to know exact source of the renewable, as for example energy from natural gas or from solar makes a big difference. Understanding the source will help to calculate more accurately
- Potential improvements consider the use of grey water when appropriate filter systems are installed, for example, for laundry or irrigation.

Products & Produce: Methods and Findings



To assess the impact of food and drinks, we used an approximation based on the dietary choices indicated in the participant survey. The survey showed that 52% of guests chose meals that are “mostly vegetarian” while 42% chose meals that included fish or meat. Only 5% were “strictly vegetarian” and none of the respondents indicated that they are vegan.

For this calculation, we created a sample of seven different dishes containing either only vegetarian ingredients, or fish or meat. For each of these we calculated the CO₂e value with the help of a calculator. For example, a vegetarian salad that contains tomatoes, feta cheese, olive oil and two slices of bread amounts to 606g CO₂e.

We also analyzed the menus for all lunches and dinners during the event to better understand the ingredients used. A highlight here is that only three out of 61 dishes contained meat. As meat typically has the biggest negative impact by far, this information also helped us narrow down the calculation basis. For drinks, we used the average values for coffee, tea, cocktails, etc. and agreed on a few basic assumptions regarding the amounts consumed.

When selecting partners and products for gifts, we worked to keep our roster as sustainable as possible. If the brand was not entirely sustainable, it was essential that it had strong sustainability practices. Our recommendations for products used at the venue is based on participants’ feedback and our own experiences on-site.

Overall, food and drinks amount to four tonnes of CO₂e.

Products & Produce: At a Glance

Result

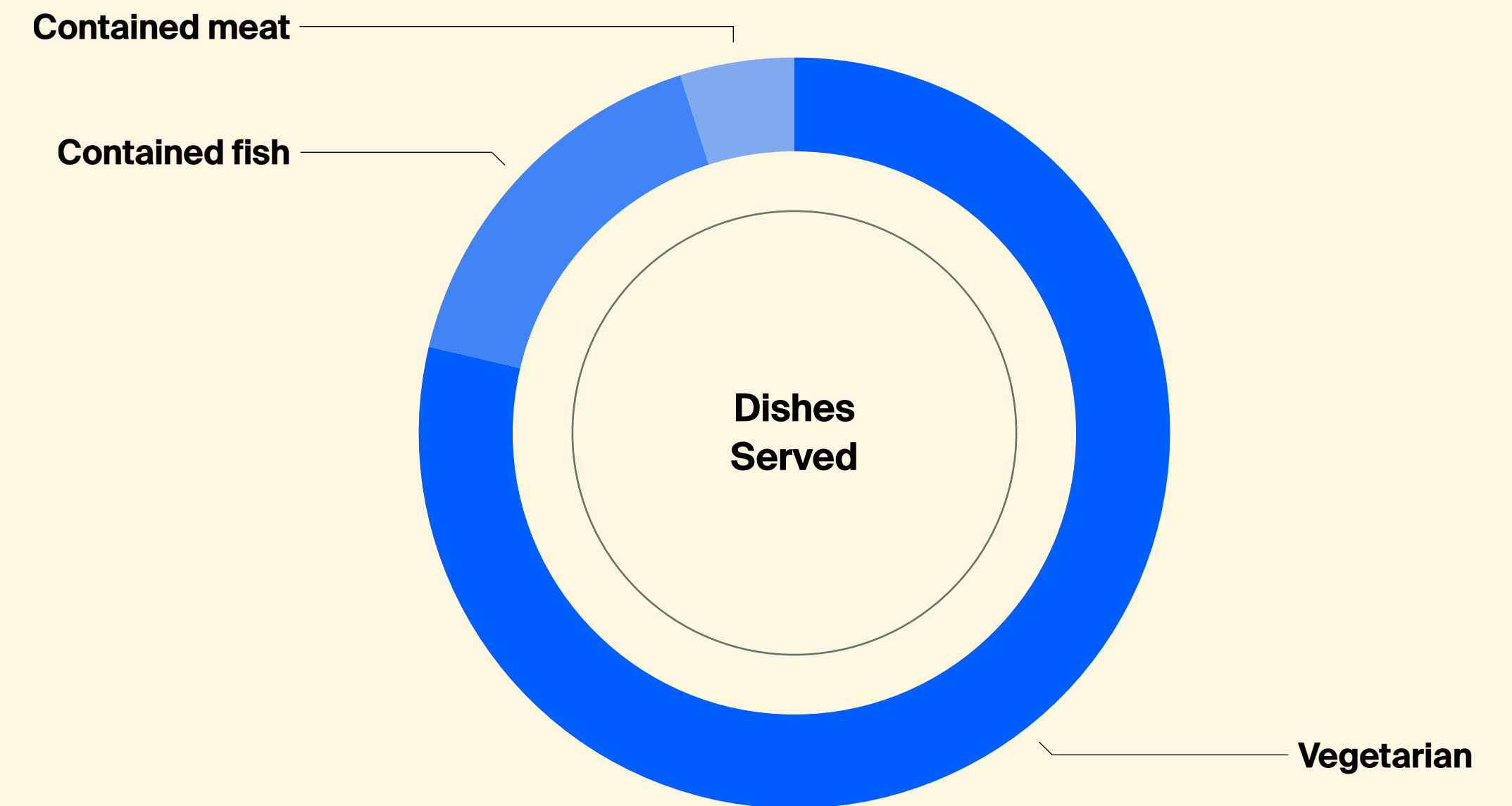
We encouraged a sponsor to provide all guests with a **refillable water bottle** in order to avoid single-use plastic on-site. We arranged a supply of filtered tap water at the venue and included notes to encourage drinking tap water in each welcome bag.

No single-use plastic was used for the event. Event signage provided by our partners was printed on wooden boards rather than plastic. However, we found that shipping the wooden from Sweden was not a sustainable solution.

Standard single-use bathroom amenities in plastic bottles were replaced with **organic soap and shampoo bars**.

Only **three out of 61 dishes** served for lunch and dinner included meat. All menus used seasonal, local ingredients in every dish. All meat and seafood was sourced from the island. All wines were sourced from Greece.

Our survey showed the dietary preferences of the guests during the event: 52.4 % were mostly vegetarian, 42.8% were omnivorous (incl. meat & fish), and 4.8% were strictly vegetarian.



- **Too many giveaways that we don't necessarily need (bottle, bath towel).**
- **Washing towels in the room: every day is too much as well (waste of water, soap)!**
- **No single-use coffee cups during the breaks, less wrapping (bags) of the partner give aways (pool towel), cocktail room amenity in plastic.**

Products & Produce: Recommendations

Findings

While vegetarian options were plentiful, meat (including beef) dishes were served.

A few participants mentioned that the selection of give aways could have been “more sustainable.”

Comments and Recommendations

- In general, food impact can be reduced by avoiding dishes with meat (especially with beef). In this case, the share of meat-based dishes was very low already.
- It should be taken into consideration that people may not be able to include a large item, such as a towel, in their cabin bag, which may lead to additional waste.
- We should work to reduce additional gift wrap and avoid gifts that include plastic packaging.



Arena* Findings in Detail



Community, Culture, Content



The theme of this year's Arena* was Circle Back Circle Forward. Together, we embarked on an exploration of circular thinking, while staying true to our roots of art, design, architecture, and hospitality.

We chose to travel to Crete to pay special attention to how the ancient island honors its traditions and brings the essential elements into the present day. We brought in a carefully curated roster of diverse, creative minds to lead the way, featuring visionary keynote speakers, panels of cross-industry innovators, and multi-layered artists from Crete and abroad.

We also ventured off-site, going beyond the reach of a typical tourist, to experience Cretan culture firsthand, visiting a sustainable farming initiative, a women's baking collective, and traditional Cretan baker. We also offered a workshop called "Why Go Zero Waste?" that introduced the zero-waste hierarchy and inspired guests to think of their own initiatives to incorporate at their hotels after the event.

Overall, 16 of 17 speakers focused on sustainability-related topics. In addition, we hosted one workshop about incorporating zero-waste practices.

Community, Culture & Content: At a Glance

Result

The majority of our entertainment acts were **Greek and of Cretan origin**, including event headliners Marina Satti and Markella Manoliadi. We worked with a Cretan dance group that is working to preserve Cretan music and dance traditions (Omilos Vrakoforon Kritis).

We offered partner exposure opportunities to **small local producers and brands**.

We worked closely with our hotel partners to ensure that communications with partners in Greece **respected local customs and traditions**. For example, we cross-checked our concept for the traditional dinner in Mohos.

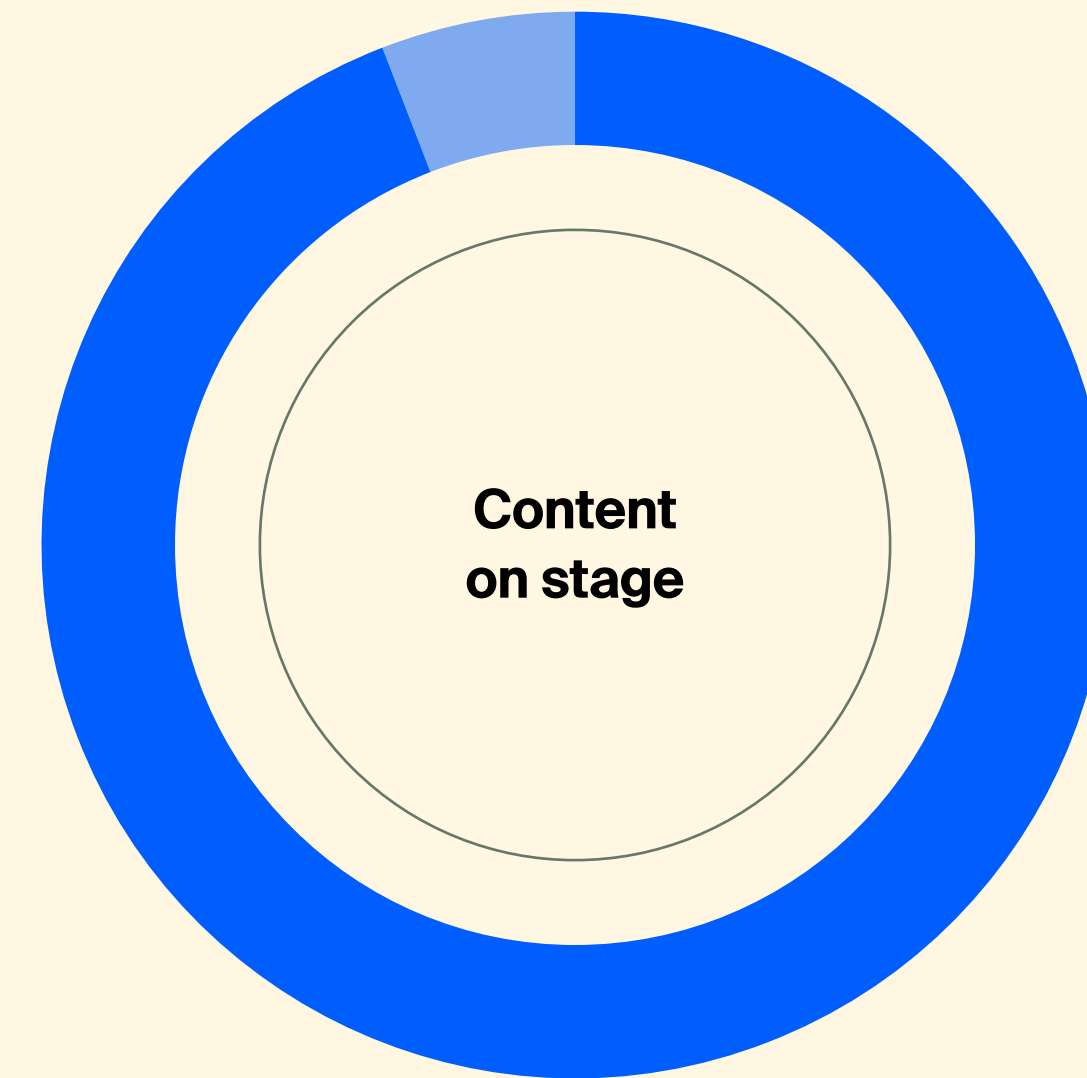
All well-being sessions were hosted on property to **avoid disturbance to the natural or social environment**. We selected a backup location for the opening ceremony, as our original location would have meant disturbing natural flora and fauna that is protected by the municipality.

16 of 17 speakers focused on sustainability topics. 4 of 18 partners have a sustainability focus.

4 partners were invited to participate free of charge as part of our Company Commitments in 2022

KITRO Had 3 conversations and 1 month later 1 signed. SapoCycle signed contracts with several new hotels.

Topic Other



Topic Sustainability



Design Hub | April 2022 | 5pm

Julia Watson
Designer, activist,
academic, and author
Innovation Through
the Lens of Ancient
Cultures



—The Arena* talks were very inspiring. They opened up sustainability perspectives while showing what is possible today already and not in some distant future. We tend to put much focus on basic sustainability practices, for example, water and energy reduction measures. The event inspires us to move a step further and think more holistically.

—— **We believe that in hospitality,
great things happen when
creative and passionate people
focus on their strength in creating
original experiences.**

We go Zero-Waste? Workshop

We brought in Karry Schwettmann, a B Corp-trained sustainability expert and consultant to help us produce a workshop about implementing zero-waste practices.

She walked us through the zero-waste hierarchy, which helps to identify which practices make the biggest impact. Then, we challenged hotels to create their own ideas according to this framework and then split into small groups to discuss which changes would be most significant.

After listening to our hoteliers' ideas, we came away with a list of specific topics that our member hotels want to learn more about. In response, we have kicked off a series of workshops on different zero-waste topics that we will roll out throughout the year.



Arena* Findings in Detail



Community, Culture & Content: Recommendations

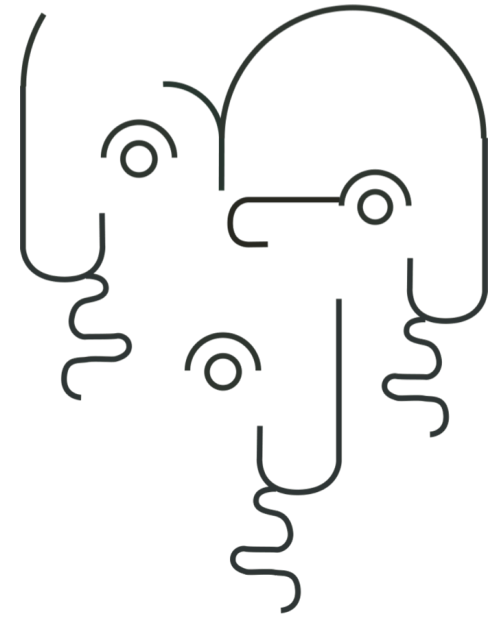
Findings

While we did support local businesses and creators, it would be nice to give back to the community.

Comments and Recommendations

- Offer a volunteering opportunity (e.g. invite all participants to support a cause during the event).

Communication: Methods and Findings



We took two metrics into account when calculating the footprint of the digital operations: the number of clicks on the event landing page and an extrapolated number for the amount of emails sent out prior to the event through the organizing team.

For digital communications, appropriate measures have been already taken as the hosting provider for the event landing page and emails runs on renewable energy.

For print material, we examined the impact of the 300 programs that were produced.

Overall, communications amount to 60 kg of CO₂e.

Communication: At a Glance

Result

CO2e impact through communication efforts: 60 kg.

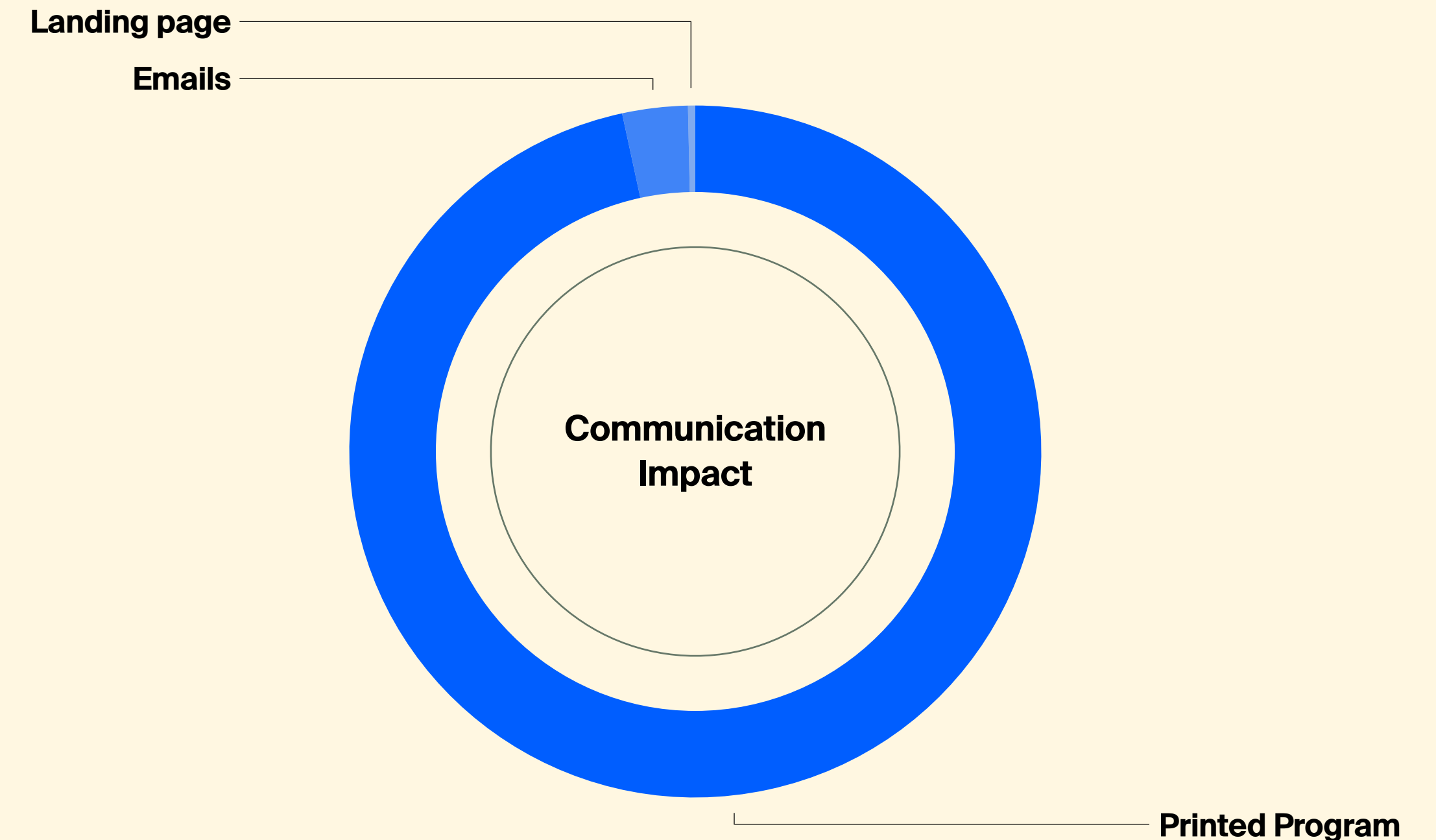
Program: 56.9 kg, Emails: 1.8 kg, Landing page: 0.02 kg

To **avoid unnecessary handouts** or printed brand material, we encouraged our sponsors and partners to provide info cards with QR codes as their marketing material instead of providing big brochures or catalogs

All proposals and contracts were **handled electronically**.

Our sustainability efforts for the event were **highlighted in the event program**. We focused on the sustainability angles of each individual partner throughout all partner communications touchpoints.

We worked with a pre-defined **concise communication plan** for pre- and post-event communications.



Communication: Recommendations

Finding

The environmental impact of the printed program can be improved through the following:

Comments and Recommendations

- Choosing recycled instead of virgin paper
- Choosing paper that is fully FSC-certified
- Avoiding print material altogether

We believe that travel can be a force for good. We see our hotels as a global network of inspiring, forward-thinking spaces that make a positive impact on their surroundings, connect travelers to local communities, and enact gentler ways to move in the world. We aspire to help our Community—our readers, travelers, hotels, and the people who make them—find more meaning from their travels and pave the way towards a more conscious future.

Since we last met at Arena*, we have researched, learned, and poured fresh energy into our sustainability program. We named a Director of Sustainability, introduced company commitments, and created our Conscious Hotel Principles, ten tenets to guide our initiatives and collaborations, help us tell your stories, and identify where we can all do better. While the road is long, we are looking forward to sharing our Principles and recent learnings with you here, at our most sustainable Arena* yet.

We know that you, too, have been on this conscious journey. Our focus for 2022 is to measure and evaluate our practices at home and at our hotels. We have been in contact with some of you so far and have been blown away by your environmental and social initiatives. We look forward to continuing these dialogues both at Arena* and afterward.

True to our goal of taking stock, we have brought in a B Corporation-trained expert to audit Arena* for the first time. This audit will reveal the impact of our in-person gatherings and create a foundation for building more sustainable events in the future. If you can, please help us by answering our survey after the event. We will share a summary of the results so we can all learn from the process.

There are a few measures we have committed to in the meantime. With help from our sustainability-minded partners, we have cut single-use plastic wherever possible, drastically reduced meat products, and used local, seasonal ingredients to craft every dish. We encourage you to use the reusable water bottles provided by Duetto, the plastic-free toothpaste with biodegradable packaging by Notpla, and the custom-made soap and shampoo bar by BASIUM Fragrances.

We also encourage you to take inspiration wherever you can: from Crete—an island that both innovates and learns from the past—from our visionary speakers, and from each other. As you'll see, sustainability colors the entire program. We can't wait to see where it takes us.

A Conscious Arena*

IV

Conscious Event Guidelines

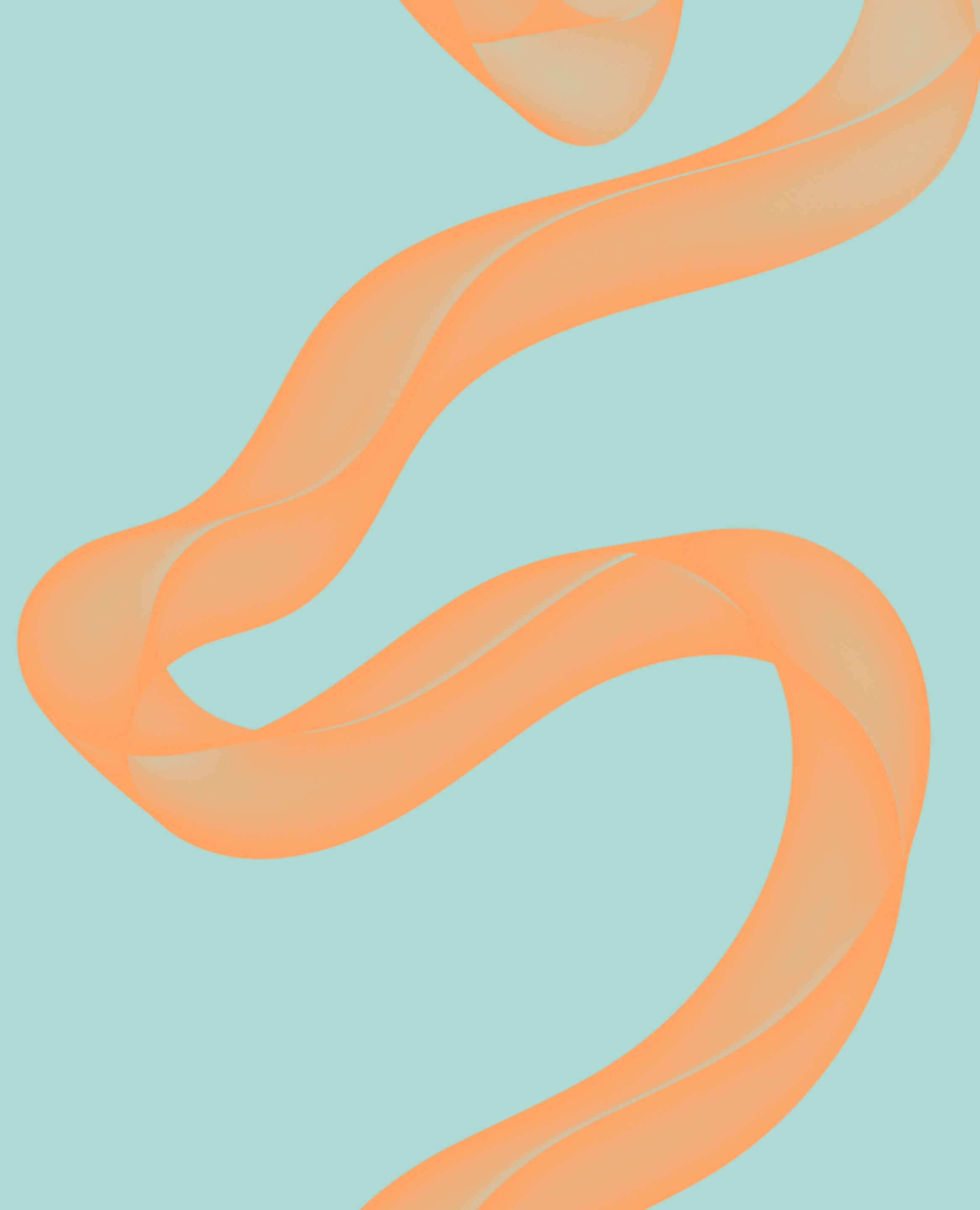
Guiding the way forward

One of the primary goals of this exercise was to create a set of internal guidelines so we can build more sustainable events in the future.

Calling upon the calculations from the analysis, the recommendations from our auditor, participant feedback, and our own observations planning and attending Arena*, we have created our Conscious Event Guidelines.

As these guidelines will steer us when planning all future events, not only Arena*, we are sharing them so you can also take advantage of the results.

We have also included our Conscious Planning Process, which we piloted to plan this year's Arena* and details how we will put our guidelines into practice.



Conscious Event Guideline Check List

Location & Accessibility

- ✓ Choose a location with sustainable architecture that fulfils green building standards (e.g. LEED-certified).
- ✓ Consider a destination that is most accessible to where guests will be traveling from.
- ✓ Reduce damage to grass and outdoor areas to avoid waste and impact on the environment.
- ✓ Encourage the design and build of the event to be based on standard-hire items with minimal construction. Avoid approaches that are not reusable.
- ✓ Reduce site inspections. If you need to travel somewhere, try combining it with other meetings to reduce the number of times you travel.
- ✓ Minimize the number of contributors flying in from overseas, including speakers, artists, photographers, videographers, partners, etc.
- ✓ Encourage attendees to use public transport to travel to the event. Inform them of the options prior to arrival.
- ✓ Set up a carpool or provide shuttle buses if driving is essential. Use electric or hybrid cars, or cars using alternative fuels, if possible.
- ✓ Offer bike racks, bike storage areas, or a bike concierge at the event.
- ✓ Choose DMCs, operators, and airlines that have green policies and actively work to reduce their impact on the environment.

Waste

- ✓ Provide recycling bins where participants can separate waste at the venue and in guestrooms.
- ✓ Ensure recycling is in place at the event location and monitor its effectiveness.
- ✓ Make sure meeting rooms and public spaces have a "waste station" with clearly marked recycling, compost, and trash bins.
- ✓ Ensure excess food is composted or collected and donated.
- ✓ Monitor RSVP and attendance numbers to ensure supply is tailored to the number of guests, thereby avoiding waste.
- ✓ Investigate outlets and avenues for recycling unwanted or excess items and products to reduce waste.
- ✓ Don't offer materials in abundance.
- ✓ Encourage participants to return their name tags and lanyards after the event.

Energy & Water

- ✓ Choose event partners that use green energy whenever possible.
- ✓ Work with the venue to reduce power and air-conditioning use when not required.
- ✓ Choose generator suppliers that use modern, fuel-saving, environmentally friendly units, such as biodiesel.
- ✓ Exhibitions are a major source of excess power, as equipment is often left on overnight. Appoint a staff member to be responsible for ensuring that lighting and power use is reduced.
- ✓ Venue should take advantage of natural resources where possible, including natural light, tap water, and fresh air.
- ✓ Venue should actively implement procedures that limit unnecessary towel and linen changing.
- ✓ Offset event-associated carbon emissions with a credited third-party provider.
- ✓ Encourage participants to reduce the environmental impact of their flight (combine with a holiday, offset flights, use direct flights when possible).

Products & Produce

- ✓ Provide tap water instead of bottled water.
- ✓ Eliminate or reduce single-use plastics (bottles, packaging, signage, etc.) as much as possible.
- ✓ Reduce meat products.
- ✓ Choose local and seasonal F&B.
- ✓ Buy products made from recycled materials when possible.
- ✓ Make arrangements with suppliers for the return of unwanted or unused products and materials, such as printing cartridges, containers, and packaging.
- ✓ Recycle materials from build/stage, etc. after the event.
- ✓ Reducing the amounts of paper used for marketing (e.g. by printing on both sides of the page, minimizing the number of handouts distributed, and recycling the folders and brochures on display)
- ✓ Consideration of the environmental and social criteria and labels when selecting gifts for guests/participants
- ✓ Avoid single use decorative items, for example rented potted plants, or dried flowers versus fresh cut flowers.

Community, Culture & Content

- ✓ Support local businesses, creators, and initiatives.
- ✓ Participants should get involved in a local activity to give back to the community (e.g. volunteer to support a cause).
- ✓ The majority of suppliers should be local to integrate with the local community (e.g. use local talent).
- ✓ Create a diverse program of contributors and partners.
- ✓ Be respectful of the communities we enter. Educate the team and participants on local customs.
- ✓ Choose sustainable recreational activities that do not detract from the natural and social environment.

Communication

- ✓ Reduce printed promotional materials. Supply electronically instead.
- ✓ Livestreaming or recording could allow people to participate without flying.
- ✓ Ensure practices are put in place to encourage recycling and minimal use of resources. Put up signs to help remind and educate participants.
- ✓ Reduce the amount of dead stock with merchandise and gift bags at events.
- ✓ Submit proposals and quotes electronically and reduce handouts in meetings.
- ✓ Look for touchpoints during the event where sustainability efforts can be communicated as transparently as possible.
- ✓ Create a communication plan for before, during, and after the event.
- ✓ Engage the public (through PR for example)
- ✓ Train the organizing team and everyone involved in the preparation and execution of the event

Conscious Planning Process

Pre-Event

1. Confirm sustainability team leads
 2. Determine our requirements
 3. Establish our goals
 4. Identify and prioritize issues
 5. Develop an action plan (based on Conscious Event Guidelines)
 6. Engage stakeholders and communicate targets
-

Onsite

7. Execute sustainability plans
 8. Manage suppliers and production
 9. Measure output
-

Post-Event

10. Sustainability Event Audit
11. Participant Survey
12. Continuous improvement assessment
13. Communicate learnings

Appendix: References and recommendations

Calculators:

Flight emissions

[Myclimate](#)

Food Carbon Footprint

[My Emissions](#)

Website Carbon Footprint

[Website Carbon](#)

Offsetting Agencies

[Atmosfair](#)

[Klima-Kollekte](#)

[Primaklima](#)

Reporting:

Carbon Emission Arena* 2022 Result

[Our complete calculations](#)

Other References:

Our World in Data

[Carbon Footprint of different modes of travel](#)

Volker Quaschnig

[Specific Carbon Dioxide Emissions of Various Fuels](#)

Carmen Nab et. al.

[Lifecycle Assessment of Coffee](#)

Nigel Meilcan

[Carbon Footprint of Tea](#)

Food Climate Research Network

[CO2 Footprint of a glass of beer, wine or spirit](#)

Ezeep

[Carbon Footprint of paper and printing](#)

MeetGreen

[Average Event Carbon Footprint](#)

