

# Sustainability for your future

## Our Sustainability Checklist – for the event industry

### 1. Environmentally Friendly Arrival

- Are attendees comprehensively informed about eco-friendly travel options?
- Do you cooperate with a green ticketing partner to offset all travel and transportation?
- Do your tickets include free use of public transportation?
- Do you offer event tickets together with railway and bus operating companies?

### 2. Energy Efficiency

- Do you monitor your energy consumption holistically for optimal energy efficiency, starting with the office to transportation and also the event itself?
- Do you calculate your individual electricity consumption at events?
- Do you favor renewable energies and green electricity?
- Do you use led technology?
- Do you consider efficiency and optimum capacity during transport?
- Are your service providers committed to sustainability?

### 3. Sustainable Purchasing, Use and Recycling

- Do you take ethical and environmental consequences into account when making purchasing decisions?
- Do you avoid purchases that lead to deforestation, soil or water pollution or human exploitation?
- Do you minimize packaging waste?
- Do you avoid pointless one-way promotional gifts from sponsors or the like?
- Do you choose recycled materials?
- Do you verify the ethical sources of new materials?
- Have you considered reusing or recycling new materials?
- Do you provide clearly marked, coloured containers with multilingual labels for easy separation?  
Also for food waste?

### 4. Food and Beverage

- Do you prefer regional and seasonal foods?
- Do you always choose local, organic food producers and beverages from organic suppliers  
And companies that reinvest part of their revenue back into sustainable projects?
- Are all meat, fish or dairy products certified and traceable?
- Do you take into account the trend towards vegetarian and vegan diets?
- Are you implementing procedures to collect and redistribute surplus food?
- Do you completely avoid products containing palm oil?
- Do you provide tap water for refills?
- Do you look for fair trade products such as tea, coffee, sugar or chocolate with the relevant seal  
(e.g. Fair Trade or Rainforest Alliance)?

### 5. Plastic

- Have you banned disposable plastic water bottles, plastic cups, plastic drinking straws, plastic bags,  
unnecessary packaging and polystyrene from your event?
- Do you provide reusable tableware?
- Do you avoid food with excessive or non-recyclable packaging?

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### 6. Reducing Water Consumption and Pollution Risks

- Have you taken steps to reduce wastewater and excessive use of water?
- Do all participants use only environmentally friendly cleaning products?
- Have you taken preventative measures to avoid potentially harmful soil and water contamination?
- Are the sanitation facilities at external locations environmentally friendly, clean and sufficient to meet demand?

### 7. Ethical Towels, Clothing and Merchandise

- Are towels, clothing and merchandise made of ethically and ecologically correct fibres, such as organic cotton, and are they sustainably produced?

### 8. No Unnecessary Printing, Only Recycled Paper

- Do you avoid unnecessary printing? Do you use digital info material and event apps?
- Do you only use certified, ethically produced or recycled paper? For toilet paper as well as napkins, tickets or access passes?
- Is the ink used for necessary printing bio-based?

### 9. Local Accommodation and Hotels

- Do you ensure short distances between venue and accommodation?
- Do you give precedence to accommodations with an environmental certificate or low environmental impact?

### 10. Local Transport/Shuttle Service

- Do you ensure the best possible needs-based and environmentally friendly transfers?
- Do you carefully select transport options in terms of equipment, accreditation and schedules?
- Do you use electric/hybrid vehicles or shared shuttles?

### 11. Barrier Free, Social Justice, Inclusion

- Do you consider the aspects of barrier free accessibility, equal rights and inclusion?
- Is the signage sufficient and easy to read?
- Do you offer a sign language interpreter for the deaf?

### 12. Targeted Communication for 360° Sustainability

- Do you pursue transparent, sustainable communication and information strategies that appeal to the public as well as to all service providers?
- Do you provide assistance, information, deposit systems or other waste avoidance benefits along with additional sustainable customer loyalty tools?
- Do your event promoters have a sustainable profile?
- Do you use environmentally friendly printing practices for unavoidable flyers, posters and advertising?

### 13. CO<sub>2</sub> Emissions Measurements and Offset

- Do you measure your CO<sub>2</sub> emissions?
- Do you implement decisive steps and improvement potentials from those measurements?
- Do you collaborate with professional offset companies and suppliers for a successful sustainability strategy?