



Organising your positive
impact event in Bordeaux
Practical 10-step guide



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Bordeaux Tourism and Conventions Office has introduced a number of initiatives in an attempt to align its activities with sustainable development objectives. In 2021, the Tourist and Conventions Office received the ISO 20121 Certification for its internal management and sustainable events management.

The city of Bordeaux was also ranked in the top 5 of the 2022 Global Destination Index, an international benchmark used to assess city sustainability involving 65 different destinations. In 2022, it was elected European Capital of Smart Tourism for its outstanding achievements in tourism across 4 different categories: accessibility, sustainable development, digitalisation, as well as cultural heritage and creativity. The city was also awarded the Destination Innovante Durable (Sustainable & Innovative Destination) label in addition to its ISO 20121 certificate.

These social responsibility values are promoted in its 2026 roadmap.

["Building, together, a sustainable tourism destination."](#)

4 MAJOR STRATEGIC PRIORITIES

1

Accompanying the touristic offer of Bordeaux towards an environmental and sustainable transition

2

Developing professional meetings and big-scale events in order to support positive tourism on the metropolitan area

3

Redefining inhabitant at the centre of the touristic life and building a solidary destination made for people

4

Managing the economic development of the tourism industry in a sustainable way

- 1. Understanding the impact of an event using the 3Ps rule: Planet, People, Profit** [∨ P.6/7](#)
- 2. Calculating and reducing the carbon footprint of your event** [∨ P.8/9](#)
- 3. Encouraging soft modes of transport** [∨ P.10/11](#)
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BORDEAUX BIENVENUE



The Bordeaux Convention Bureau supports event organisers in their efforts to host professional gatherings which have a positive impact in the region .

The Bordeaux Convention Bureau (BCB) is a free information and advisory service which helps professional event organisers (agencies, societies, associations, federations, syndicates, PCOs etc.) set up and run their projects in Bordeaux.

« Our 4-person team is in constant touch with organisers to determine exactly what they want as well as with event venues and service providers. In addition to offering expert advice on the logistics of event planning, since 2018, we have been committed to helping organise events that deliver a positive community impact. To do this, we are constantly on the lookout for partners with an eco-friendly approach, updating lists and establishing close ties with local associations so we can offer meaningful activities that allow companies to leave behind a social legacy in the region. »

Amélie Déchénaïs, Director of the Bordeaux Convention Bureau

Bordeaux's business tourism and professional events sector seeks to adopt an ambitious approach to sustainable development.

To achieve this objective, the Bordeaux Tourism and Conventions Office (OTCBM), and the Conventions Office in particular, rely on local centres of excellence to attract events that are of regional significance.

The development of Bordeaux's Ambassador's Club and the leadership it provides, make it possible to achieve these goals. Set up in 2007, it brings together more than 380 individuals from academia, research, science and economic communities, Bordeaux industrialists, network partners or members of national and international organisations who are in a position to invite their organisation to host a conference in Bordeaux or who may have already done so.

The BCB can help organisers arrange their conference or congress, drawing on the support of local ambassadors and regional centres of excellence, to ensure the event leaves a destination-wide legacy.

In 2022, BCB launched **"Bordeaux Bienvenue"** a comprehensive initiative which guarantees a high-quality and sustainable experience for delegates attending large professional events. It helps ensure the smooth running of events, optimising the delegate experience and establishing links with local stakeholders, while adopting an eco-friendly approach to event organisation that is more respectful of the social and economic environment.

Events that meet the **"Bordeaux Bienvenue"** criteria* can enjoy certain benefits, depending on the type of event. For example, a guarantee of accommodation availability and rates through the [hotel charter](#), free access to public transport, displays and signage in the city, meet and greet service at the train station and airport, tourist information at the convention venue, welcome address by political figure etc.

"Bordeaux Bienvenue" is also a group of people, made up of all the institutional bodies and professionals involved in event hosting in Bordeaux, working together to deliver a high-quality delegate experience.

* at a minimum of one event in 3 destinations during 2 days with more than 150 participants.

TOOL KIT:

- [Find out more about competitive clusters and hubs](#)
- [Find out more about centres of excellence](#)

1. Understanding the impact of an event using the 3Ps rule: Planet, People, Profit

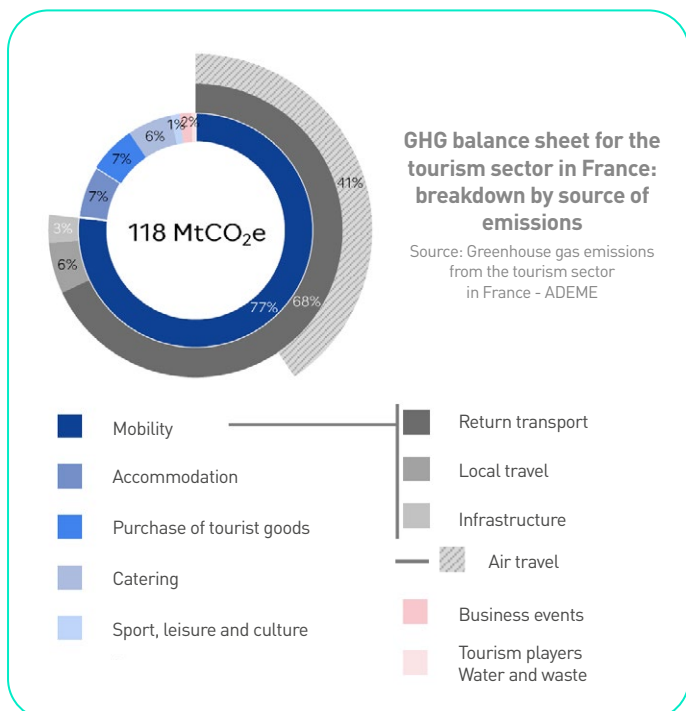
When organising a sustainable, positive impact event, the first step is to understand the challenges involved and the reasons why it is important to consider the consequences of hosting such an event.

The impact of an event can be assessed in terms of the impact to the planet (environmental impact), to the community (social and societal challenges) and to the local economy.

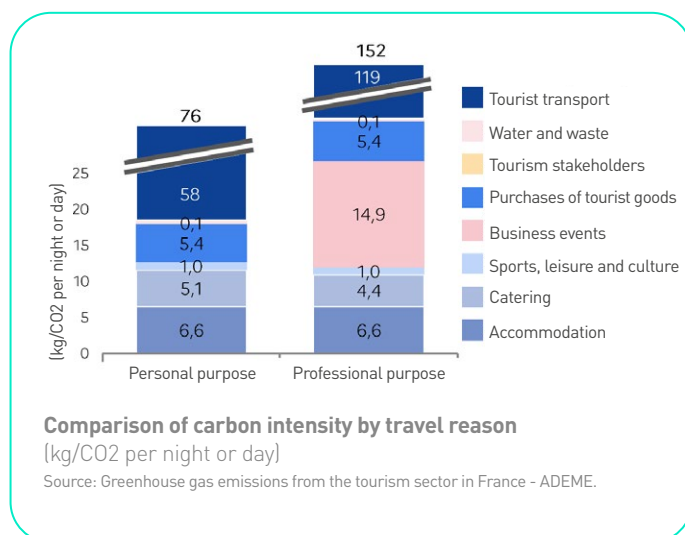
Bordeaux, which is located near the Gironde estuary, the Atlantic Ocean and the Bay of Arcachon, boasts a rich biodiversity and is France's most densely forested area. Nearly 50% of the metropolitan area is given over to natural spaces. The Bordeaux Convention Bureau will assist you, by providing key information and criteria to consider in order to minimise your environmental impact and thus ensure positive social outcomes.

PLANET

- **Internationally: Tourism generates 8% of all CO₂/greenhouse gas emissions.** 49% of these emissions come from transport, 12% from the manufacturing of goods and products and 10% from food.
- **In France: tourism generates 11% of greenhouse gas emissions.**



Tourism for professional or business purposes accounts for 9% of days/overnight tourist stays in France and 17% of the sector's GHG emissions. Business travellers generate higher carbon emissions per night because professional tourism trips are generally shorter than leisure tourism; and the figure also includes emissions linked to business events (use of convention facilities, exhibitions and trade fairs).



QUESTIONS TO CONSIDER BEFORE ORGANISING YOUR EVENT:

- How can I reduce the environmental impact of my event?
- What can I do to protect the surrounding environment and its biodiversity?

ANTICIPATING YOUR EVENT

By planning your sustainable event in advance you'll be able to go further and achieve your objectives more easily. Some initiatives must be planned in advance with the venues, suppliers and service providers if they are to be successfully implemented.



PEOPLE

Accessibility and inclusivity in Bordeaux is a core concern:

- The city of Bordeaux has been awarded the “Destination pour tous” (Destination for all) label, guaranteeing site accessibility for people with different types of disabilities.
- Bordeaux has a rich community life with some 1,262 voluntary associations spanning a range of different sectors.
- A **participatory governance** process was set up in 2021, involving local stakeholders from the tourism and event management sector.

QUESTIONS TO CONSIDER TO ENSURE THAT YOUR EVENT IS ACCESSIBLE TO ALL:

- Is my event accessible to the 4 different categories of disability: physical, intellectual, hearing and visual?
- How can my event encourage greater diversity and inclusion in my sector?
- How can I guarantee high-quality professional gatherings that put people at the heart of the event?
- How can I involve local residents when planning my event?



PROFIT

Local benefits of business tourism in Bordeaux in figures:

- The city ranked 8th in France in a list of most popular congress destinations¹
- The Business Tourism Observatory, led by the Bordeaux Convention Bureau, registered some 2,500 professional meetings hosted in 2022, making a total of 400,000 days²
- 113 million euros of economic benefits were generated by hosting these events³.

The challenge is to collaborate with local stakeholders to help foster local employment, revitalise the area and ensure long-term benefits in the region hosting the event.

It is important to interrogate the economic model of the company and event in question. The notion of profit is at the core of our current economic system. However, other criteria must be taken into account: planetary boundaries, long-term effects on the environment (positive and negative), the purpose, longevity and stability of the organisation/event.

¹ 2022 ICCA ranking, behind Paris, Lyon-Saint Étienne, Marseille-Aix, Nice, Lille, Nantes and Toulouse.

² Sources: Barometer of the Bordeaux Tourism and Conventions Office

³ Calculation method taken from the “ Study on the economic impact of the convention industry in France and the Paris Region in France and Île-de-France”.

QUESTIONS TO CONSIDER CONCERNING PROFIT GENERATED BY YOUR EVENT:

- How can I ensure the region in which I’m hosting my event will benefit economically?
- How can I foster economic partnerships between my organisation and the local community?
- Does my organisation take account of non-financial criteria?

USEFUL INFORMATION:

- ↳ [Total greenhouse gas emissions from the tourism sector in France](#)
- ↳ [Agir pour la transition écologique](#) (Act for ecological transition)
- ↳ [La librairie de l’ADEME](#) (ADEME book store)

2. Calculating and reducing the carbon footprint of your event

Carbon footprints are used to measure emissions of carbon dioxide and, more generally, greenhouse gases emitted by an activity, person or country. Any activity involving consumption will generate varying amounts of carbon, depending on the type of consumption involved: mode of transport, food etc. There are three main categories of carbon emissions, called “scopes:”

SCOPE 1: DIRECT EMISSIONS

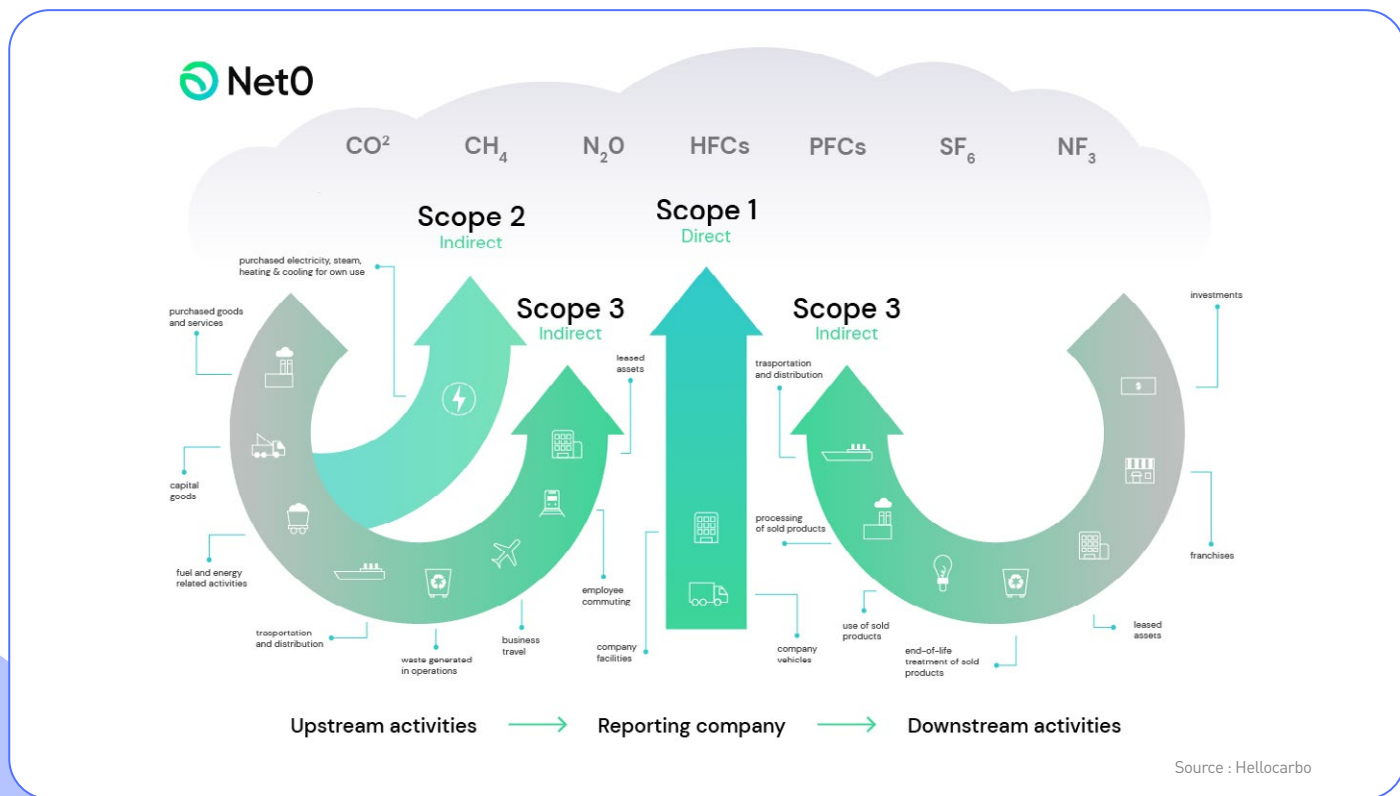
Direct GHG emissions generated by the event.

SCOPE 2: INDIRECT EMISSIONS (DURING THE PRODUCTION PROCESS)

Emissions linked to energy consumption, heating or refrigeration during the event.

SCOPE 3: OTHER EMISSIONS

Indirect emissions not covered by Scopes 1 and 2. This includes the entire life cycle of a service or product designed specifically for the event, waste generated etc.



Source : Hellocarbo



CARBON OFFSETTING TO FINANCE REFORESTATION PROJECTS AND PRESERVE TERRESTRIAL AND MARINE BIODIVERSITY



WHY DO WE NEED REFORESTATION SCHEMES AND PROJECTS TO PRESERVE BIODIVERSITY?

It is a way of offsetting the unavoidable: trees help convert CO2 to oxygen: in France, forests **capture nearly 20% of our emissions** and trees absorb between 10 and 40 kg of CO2/year, so are excellent carbon sinks!

Projects are designed to offer genuine environmental added value: acting where and when needed.

Oceans are the largest carbon sinks on the planet, **capturing nearly 30% of human CO2 emissions.**

The principle involves calculating the carbon footprint of your event which will then be translated into a sum of money to invest in reforestation projects and/or schemes to protect marine and terrestrial biodiversity. The BCB lists reforestation programmes in Nouvelle-Aquitaine with which you can forge partnerships.

However, take note:

Offsetting is only meaningful if it is part of a first step to reduce greenhouse gas emissions: with our current lifestyles, it would be impossible to offset all our emissions which is why it is better to adopt an approach aimed at reducing our environmental impact.

Furthermore, it's important to act now to reduce our carbon footprint as the beneficial effects of planting trees, although sustainable, can take time to filter through.



MAKING A SOCIAL CONTRIBUTION BY SUPPORTING A LOCAL ASSOCIATION



FINANCIAL DONATION

Option to provide financial support to local associations: helping them build their business.



DONATION OF GOODS OR FOOD

Offer of furniture and other equipment, donations of food or various office supplies and equipment etc.



SPEECH OR DONATION OF SKILLS

Highlight an association in an address during the event which will help raise awareness amongst delegates while endorsing the association; and/or offer **to donate skills and expertise** or promote awareness.

TOOL KIT:

- ↳ [Resource centre for greenhouse gas assessments](#)
- ↳ [greenhouse gas assessments](#)
- ↳ [Understanding carbon offsetting](#)
- ↳ [Discover the low-carbon label](#)
- ↳ [Carry out a carbon assessment with the Bordeaux Gironde](#)

REFORESTATION PROJECTS:

- ↳ [Reforest'Action \(international\)](#)
- ↳ [GoodPlanet \(international\)](#)
- ↳ [The Zero Fund \(european\)](#)
- ↳ [BIG Nature \(national\)](#)
- ↳ [Créateur de forêt \(national\)](#)
- ↳ [Des Enfants et des Arbres \(national\)](#)

STAKEHOLDERS FOR BIODIVERSITY PRESERVATION:

- ↳ [Regional Biodiversity Agency Nouvelle-Aquitaine](#)
- ↳ [League for the Protection of Birds Nouvelle-Aquitaine](#)
- ↳ [Terre et Océan](#)
- ↳ [Surfrider](#)

↳ **Contact the Bordeaux Convention Bureau to help you calculate your event's carbon footprint**

3. Encouraging soft modes of transport

Our way of travelling and moving around requires a paradigm shift. On average, 80% of an event's carbon footprint is linked to the transport of goods (delivery of products and equipment etc.) and delegates (organisers, performers, general public etc.) Informed decisions can help reduce your environmental impact.

TRAVEL WITH SOFT MOBILITIES

Soft mobility includes any form of non-motorised transport.

For international journeys, you should opt for train travel and then once you have arrived at your destination, you should choose public transport.

If carbon-intensive transport is unavoidable, you should opt for car-sharing or communal transport in hybrid or electric vehicles, if possible, to avoid excessive GHG emissions.

Finally, for short trips, the best option is to walk or cycle wherever possible.

INTRODUCE COMMUNAL SHUTTLES

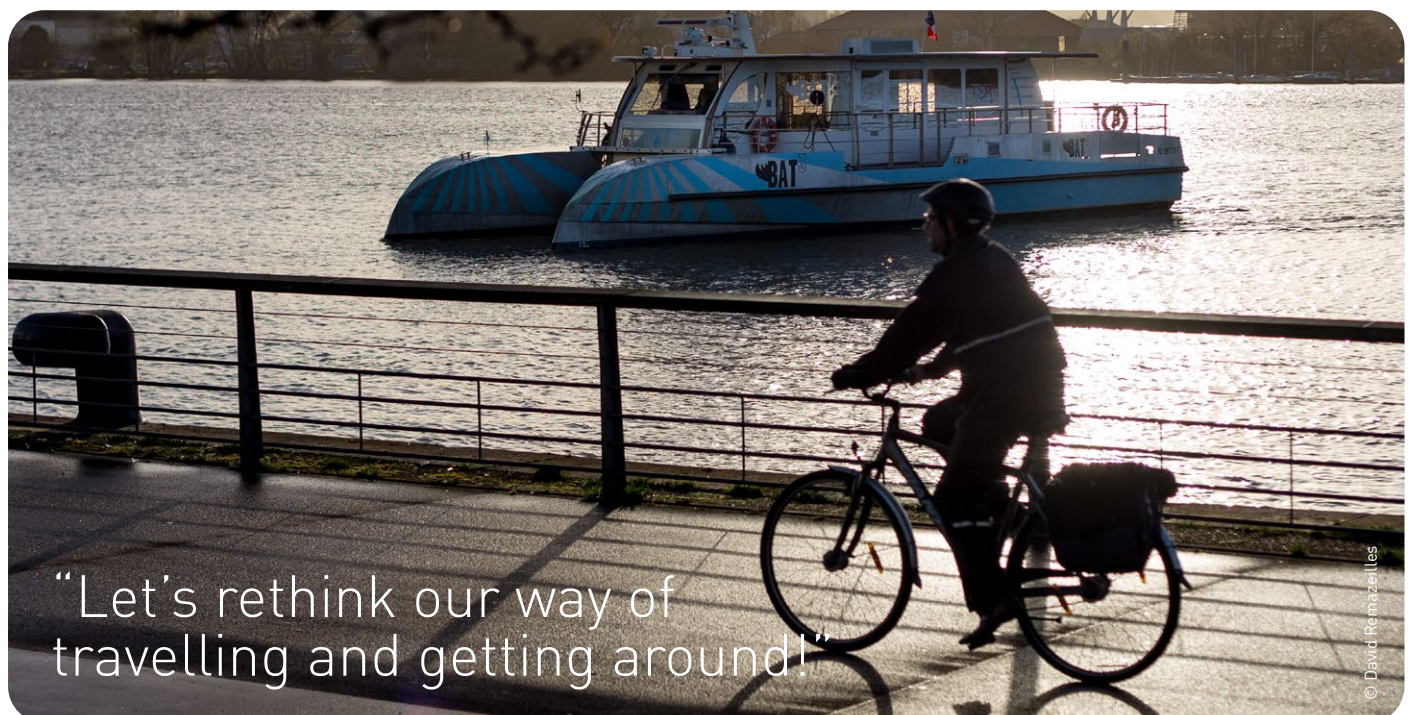
For longer-distance journeys outside mainland France, it's best to set up shared shuttles to get the most out of the combustion-powered vehicles used.

By making it easier for your participants to get around, you'll be promoting moments of togetherness and sharing (everyone or several groups on the shuttles). For example, set up a networking activity during these journeys with questions to ask the person next to them.

REDUCE THE TRAVEL DISTANCE BETWEEN DIFFERENT MEETING PLACES

Reducing the travel distance between different meeting places will help facilitate and encourage the use of environmentally friendly modes of transport.

It also saves time and organisation, is more fun (walking or cycling in a group) and has a reduced environmental impact.



“Let's rethink our way of travelling and getting around!”

© David Remazeilles



RAISE AWARENESS AMONGST DELEGATES AND ENCOURAGE THEM TO USE PUBLIC TRANSPORT, CYCLE OR CAR-SHARE

The Bordeaux Tourism and Conventions Office is on hand to provide information about the public transport network and provide advance information about soft mobility alternatives either on the event website or in correspondence sent to delegates.

This information can also include one or several key figures about the impact of transport so that delegates are aware of the issues at stake and feel engaged.

This will improve awareness and lead to changes in behaviour amongst delegates.

As part of the drive to offer a high-quality and sustainable welcome, the **Bordeaux Bienvenue** scheme, coordinated by the **Bordeaux Convention Bureau**, offers a number of incentives in an attempt to attract major professional events and provide delegates with the best possible experience within the region.

For example, our partnership with Kéolis Bordeaux Métropole Mobilités, a Bordeaux-based transport company, offers visitors unlimited access to all modes of transport (trams, bus, river shuttle) thanks to the introduction of the Congress Pass which provides access to the entire transport network for the duration of the event and beyond.

The Congress Pass is available for large professional events, decided in advance, with links to regional centres of excellence. The aim of this offer is to encourage soft modes of transport and reduce the carbon footprint of all types of events, whether attended by 50 or thousands of delegates.

TOOL KIT:

- [Map of tram lines](#)
- [Map of bus lines](#)
- [Cycle paths and lanes](#)
- [Carpool parking, BlaBlaCarDaily for short journeys, Carpooling and Car sharing in Bordeaux](#)
- [Compare the carbon impact of different modes of transport](#)

LOCAL STAKEHOLDERS:

- [Gérardin Coaches](#)
- [Keolis Gironde Coach Company](#)
- [Les Transports Girondins](#)
- [Bike hire](#)

4. Ensuring gender balance, equality and accessibility at my event

Find out what criteria you should consider to ensure your event is accessible to as many people as possible: disabled delegates, all types of audiences (you could, for example, open one section up to the general public); and what steps you should take to promote improved gender balance in the workplace.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

PERSONS WITH REDUCED MOBILITY (PRM) ACCESS

Check with the manager of the chosen location that the site complies with PRM regulations.

The Loi Accessibilité Handicap (Accessibility Act) which was introduced in 2005 ensures that public buildings must be accessible to visitors with different types of disabilities.

THEY DID IT!

BORDEAUX CONGRESS CENTRE has been specially adapted to comply with accessibility requirements for persons with reduced mobility.

Outside, tactile paving, handrails and a PRM wheelchair ramp have been installed in the forecourts and the disabled parking spaces have been upgraded.

Inside, reflective strips have been installed on posts and the disabled toilets have been renovated. PRM motorized platforms have also been installed to facilitate access to stages in different venues.

Public transport is also 100% accessible to people with reduced mobility. The city's public transport network is also 100% accessible to people with reduced mobility.

CO-PLANNING THE EVENT WITH DISABLED INDIVIDUALS

Who better to guide you than those most affected? They will be able to offer advice and suggestions and/or contribute to the event by giving a speech, volunteering or participating in a workshop.

FALC SIGNAGE AND COMMUNICATION MATERIALS

"Easy-to-read (FALC) is a method which aims to translate traditional language into a more simplified form. FALC helps simplify information, making it clearer, so it is useful to everyone, particularly people with disabilities, individuals with dyslexia, the elderly or those with a poor command of the French language." This method helps maximise inclusion.



Today, the Inclusion Europe organisation is helping to popularise this approach. An officially approved Easy-to-read text will carry this logo.

TOOL KIT:

- [Bordeaux, an Accessible Destination](#)
- [Places in Gironde with a Tourism & Disability Label](#)
- [Information guide for all](#)
- [A practical guide to signage and pictograms – UNAPEI](#)
- [To find out more about the disabled access requirements for public buildings](#)

LOCAL STAKEHOLDERS:

The Directory of Disabled Organisations is available on request from the Bordeaux Convention Bureau.

- The BCB can put you in contact with [local disability organisations](#).

ENSURING GENDER BALANCE AND EQUALITY

ENSURING GENDER EQUALITY

When you begin organising your event, you should think about how it could be used to raise awareness and improve gender equality in your sector by involving local organisations and stakeholders. You can also address issues relating to gender equality during key speeches at the event.

GOOD PRACTICE:

For example, the 2023 Robocup enlisted robotics students to act as site ambassadors, providing information to visitors and delegates about the event. The aim? To inspire girls and young women to study robotics and seek employment in this very male dominated sector.

TOOL KIT:

- [Tool for measuring gender equality](#)
- [Find out about the Ask For Angela campaign](#)

PROMOTING DIVERSITY AND INCLUSION

Depending on your sector, you could organise initiatives aimed at raising awareness about equality and training in the workplace. Another option could be organising team-building activities with a company committed to diversity, inclusion and gender equality.

INVOLVING THE GENERAL PUBLIC

ENSURING EFFECTIVE OUTREACH AND DISSEMINATION OF INFORMATION

The OTCBM can effectively advertise a professional event, through the use of promotional posters and banners around the city, informing the population about an important upcoming conference and highlighting the work of a key centre of excellence which benefits the entire region. Banners can be displayed in various busy locations, so they are visible to all members of the public, for example tram stop ad boards, provided by the City Council or banners suspended from street lights along roads or tram routes, provided by the Town Hall.

This will also help inform the general public and explain the large numbers of people suddenly using public transport.

INCLUDING RESIDENTS

You could involve residents and visitors, by inviting local organisations and facilitating networking opportunities and meaningful professional encounters.

UTILISING THE STUDENT BODY

Bordeaux is a university hub which is currently home to more than 106,000 students - a resource that could be tapped to promote knowledge transfer and support local research hubs. Impressive student-led initiatives could also be highlighted during an address and/or through voluntary work.

CAPITALISING ON ANOTHER EVENT BEING HELD NEARBY

The Bordeaux Convention Bureau will be able to inform you about other events happening at the same time, so you capitalise on another event to promote your own.

Peer collaboration can have a greater impact and structures can be put in place to encourage delegates to unite around a multi-dimensional event.



TOOL KIT:

- [Calendar of major professional events in Bordeaux](#)
- [Add calendar of major professional events?](#)
- [Directory of student associations in Bordeaux available on request from the Bordeaux Convention Bureau](#)
- [Bordeaux Greeters: contact](#)
- [the territory's sectors of excellence](#)

GOOD PRACTICE:

During a rotating European Endometriosis Congress aimed at medical professionals, held in Bordeaux for the first time, one of the days was opened up to the general public to raise awareness and inform them about this condition. A particular congress is mainly held in Bordeaux - because the region is known for its research in this field - which helps create a positive legacy for the community.

5. Choosing eco-friendly event organisers and service providers

CSR, LABEL, ECO-CERTIFICATION, WHAT'S THE DIFFERENCE?

CSR stands for Corporate Social Responsibility. It is also known as RSO for organisations.

It involves companies voluntarily integrating social and environmental concerns into their business operations and interactions with their stakeholders.

In other words, CSR is the contribution made by companies to help address the challenges of sustainable development. So, a company that practices CSR is looking to make a positive impact on society while remaining economically viable.

A LABEL

Objective guarantee of conformity with a set of characteristics set out in a framework or specification. May originate from a public or private entity. Not all labels have the same value and they are slightly less regulated than certifications.

A CERTIFICATION

A procedure whereby an approved, external body guarantees that a product or service meets the requirements of a particular standard. It is awarded by an external certification body.

A STANDART

A reference document approved by a recognised standards body such as the ISO (International Standards Organisation). A standard is not a regulation and is not mandatory. It is a framework that seeks to set out rules and guidelines.

WHY SHOULD I CHOOSE AN ECO-FRIENDLY VENUE OR SERVICE PROVIDER?

A label, standard or certification is a mark of quality that certifies that the party in question has adopted an ethical approach in one or more of the following three areas: environmental, social and economic. The venues and service providers must meet specific criteria and standards, and commit to constantly improve their practices which are measured, evaluated and rewarded by a third party.

When you choose a venue/service provider with a CSR charter or one with eco-credentials, you are choosing a company that monitors its impact on the environment, on people and on the region in an effort to act more ethically.

VENUES WITH A STRUCTURED CSR APPROACH

↳ [Eco-friendly event organisers](#)

ECO-CERTIFIED VENUES AND SERVICE PROVIDERS

↳ [Show eco-friendly accommodation](#)

↳ [See eco-friendly caterers](#)

↳ [Show all eco-friendly services](#)

↳ [Show all eco-friendly convention and exhibition centres and event venues](#)

↳ [Show eco-friendly agencies](#)

TOOL KIT:

↳ [Event management: eco-friendly labels](#)

TO SUPPORT BORDEAUX'S TOURISM SECTOR IN ITS TRANSITION TOWARDS A MORE SUSTAINABLE MODEL:

The Bordeaux Tourism and Conventions Office offers a comprehensive program to support tourism professionals and event-organisers in their transition towards a more sustainable model: awareness-raising, training, assistance with certification, promoting and bringing together stakeholders. 48% of professional service providers, working with the Bordeaux Tourism and Conventions Office, favour a sustainable approach and are eco-certified.

↳ [View the city's tourism strategy](#)

↳ [Check out the full support programme](#)



6. Optimising the management of material resources and energy use

How do I monitor our energy consumption? What criteria do I need to consider? What type of stands should I install? Monitoring the energy mix and materials used is a key way to reduce the environmental impact of your event. Having a proper understanding will enable you to adapt and find appropriate solutions.

ASKING EVENT VENUES ABOUT THEIR ENERGY EFFICIENCY

When you start organising your event, you can ask the venues, in which you'll be holding your event, if they are committed to any specific energy management strategies: Renewable-source electricity, equipment with smart sensors, low-energy equipment etc.

You can also choose eco-certified venues: EU Ecolabel (Ecolabel Européen), Green Key (Clef Verte), Environmental Labelling (Affichage Environnemental), ISO standards etc.

INSTALLING GREENER EQUIPMENT (STANDS)

ECO-DESIGNING YOUR STANDS

Ideally, you should hire stands and carefully select all materials used (from nearby or locally sourced, end-of-life materials, construction waste), opting for PEFC and FSC certified materials, or renewable and recycled materials, while also being mindful of safety (cardboard furniture must be flame retardant).

You can also look for easy-to-handle items, which are light, compact and can be taken apart or choose robust, versatile equipment and appliances that can be reused or repaired to extend their lifespan.

Finally, choose boards and signage that have been treated with products, or use adhesives that contain low levels of hazardous products..

If you want to incorporate greenery into your event space, choose plants and flowers grown in France, or rented locally otherwise you'll increase your carbon footprint (pesticides, fertilizer, CO2 generated by greenhouses, transport etc.) and check that they can be re-used after the event.



Top tip! Don't print the year of your event on your banner so you can use it again in the future.

USING LOW-ENERGY EQUIPMENT

You can look for equipment and products with low-energy consumption labels: TCO Certified, EPEAT, EU Ecolabel etc.

Find out more:

<https://agirpourlatransition.ademe.fr/particuliers/labels-environnementaux#labelsrow-3>

You can also call on eco-labelled service providers who pay close attention to their energy and water consumption, and who can point you in the right direction.

ENGAGING ENVIRONMENTALLY FRIENDLY SUPPLIERS

ESTIMATE HOW MUCH EQUIPMENT OR MATERIAL YOU NEED AND ORDER IN BULK

With the help of your selected service providers, you can estimate the quantities you need in advance and then put them in touch to see if there's any scope for collaboration.

USE ETHICAL AND/OR SECOND-HAND RESOURCES

Ethical resources are eco-friendly resources that are, ideally, handcrafted and involve a minimum number of operators; it's important to choose these type of products wherever possible. Local craftsmen, organisations and shops may be able to supply these products for your events.

TOOL KIT:

- ↳ [Eco-friendly, audiovisual contractors](#)
- ↳ [Eco-friendly furniture hire, stand design and decoration](#)
- ↳ [Using second-hand furniture with Atelier D'éco Solidaire](#)
- ↳ [Decorate your stands with sustainable greenery from Mr Bloom](#)

7. Suggest meaningful activities

This will help make a lasting impression, turning your event into an unforgettable experience that will leave a positive legacy and impact on the region.

FOR MY CONGRESS

Incorporate charitable and awareness-raising initiatives by working with local, environmentally committed stakeholders.

SUGGEST A TOPIC, WITH A SOCIALLY RESPONSIBLE DIMENSION, TO ADDRESS DURING YOUR EVENT OR CONGRESS

For example, as part of your conference programme, you can include a theme related to sustainable development in the relevant sector.

To help promote the region's resources, you can involve actors who are committed to environmental transition or who have had a positive local impact: student bodies, associations, startups etc.

TOOL KIT:

- Directory of Bordeaux Associations available on request from the Bordeaux Convention Bureau.
- Addresses of local startups available on request from the Bordeaux Convention Bureau.

FOR MY CORPORATE EVENT

Organise outdoor activities with a positive social impact so your delegates can enjoy some quality, bonding time.

ACTIVITIES THAT PROTECT THE ENVIRONMENT AND THE ECOSYSTEM

Do you fancy some culture and history, a vineyard experience, a memorable encounter or a gourmet stopover? The Guided Tours Department, at Bordeaux Tourism and Conventions Office, boasts a wealth of experience and can help you arrange a bespoke programme (with language assistance available in French, English, German, Spanish, Italian, Russian, Japanese, Chinese, Portuguese, Dutch and Swedish)

SOURCE OF INSPIRATION:

- ↳ [Bespoke guided tours organised by the Bordeaux Tourism and Conventions Office](#)
- ↳ [Incentives & team-buildings responsables](#)

SOLIDARITY TEAM-BUILDING ACTIVITIES

Taking part in a solidarity team-building activity is a great way for teams to rediscover meaning and feel involved, while also doing good work! We can help you find the right organisation or initiative in Bordeaux so you can devise the most appropriate activity for your sector. Check out eco-friendly offers for your event destination.

SOURCE OF INSPIRATION:

- ↳ [Urban adventures](#)
- ↳ [Naturanim](#)
- ↳ [Trilogie Archi Ecolo et Art](#)
- ↳ [An eco-challenge rally with the OTCBM on request from the Convention Bureau](#)

TOOL KIT:

- ↳ [Discover the destination's responsible offers](#)

RAISING DELEGATES' AWARENESS ABOUT SOCIETAL AND/OR ENVIRONMENTAL CHALLENGES

Combine team building and awareness-raising with [La Fresque du Climat](#).

The organisation can organise a 3-hour communal workshop to help you understand the causes, consequences and challenges of climate change and identify mechanisms within your company so you can play your own part. Other customised services (quiz, stands etc.) are available on request during your event.

INTERACTION WITH THE GENERAL PUBLIC

Why not open these activities up to the general public or invite local associations or other stakeholders?

“Make a lasting impression
and make this event an
unforgettable experience!”



8. Eco-friendly communication

Learn how to raise awareness amongst delegates while communicating in an eco-friendly way.

PRODUCING ENVIRONMENTALLY RESPONSIBLE COMMUNICATION MATERIALS

DID YOU KNOW?

If a piece of information or document has a relatively short shelf-life, it makes more sense to store it natively in digital format (but remember to destroy it when no longer used). Conversely, if a document has a longer shelf-life and will be handled by lots of people, it's more sensible to print it.



A RESPONSIBLE APPROACH TO PRINTING

When buying, opt for recycled or PEFC-certified paper and vegetable-based inks.

Print double-sided in black and white using ink-saving fonts: Arial, Calibri, Tahoma, Times New Roman and Verdana. Or **Ecofont** : a font style that uses up to 50% less ink.

If you need to outsource your printing, choose printers displaying the **Imprim'Vert** logo.

MINIMISING THE ENVIRONMENTAL IMPACT OF DIGITAL MEDIA

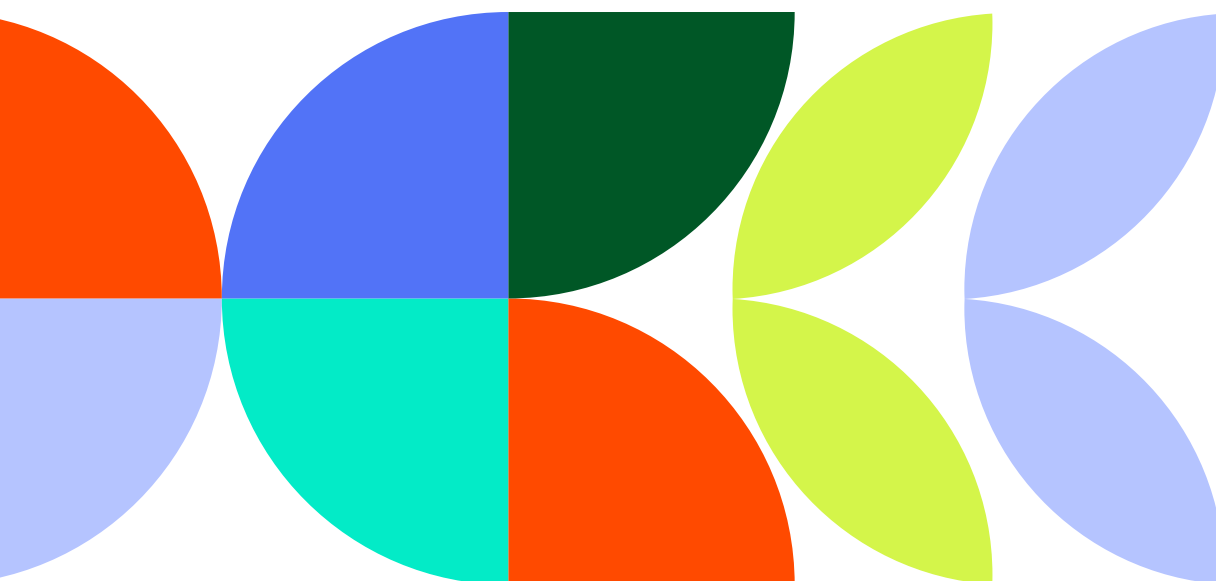
It is worth noting that digital technology accounts for 4% of the world's GHG emissions and ADEME predicts that this figure will double by 2025.

Misconception: Digitalisation = zero impact?

If you use eco-labelled or certified paper and convert it into a digital format you are not reducing the environmental impact as the **impact and pollution are simply transferred**. The main problem with paper is not cutting down trees but rather the use of fresh water and chemical pollutants involved in pulp production. Bytes, and data transmission, are dependent on the production of fibre optics and copper cables, hard discs, screens, computers and keyboards etc. - a process that has a significant environmental impact.

There are three considerations when it comes to eco-friendly communication:

- 1. Message content:** sincerity, transparency and promoting responsible consumption
- 2. Governance:** involving stakeholders in communication, conversational implicatures
- 3. Eco-friendly communication materials:** limiting video formats, compressing images, using eco-friendly hosting services for your event's website.



USING NUDGE MARKETING TO RAISE AWARENESS AMONGST DELEGATES

RAISING AWARENESS ABOUT ENVIRONMENTALLY FRIENDLY PRACTICES

Are you familiar with Nudge marketing?

Nudge literally means to prod someone with your elbow, but it can also mean to encourage or gently coax someone. Nudge marketing seeks to influence the behaviour of consumers by encouraging them to achieve the desired objectives in a fun way. A nudge does not alter the choices available but instead alters the choice architecture by modifying the way in which different options are presented or the environment in which the choice is made. So, nudge marketing can play an important role in sustainable event management and can be used to modify delegates' behaviour, encouraging them to look after the environment.

Here are a few examples of NUDGES:

→ The Martin's Hotel and its **Eco-Vouchers**. The concept? Choose sustainable practices to obtain Eco-Vouchers which can be converted into gift vouchers. Examples of practices include: re-using your towels, choosing "éco friendly and good" food and drink in restaurants and bars, organising environmentally-friendly transport etc.

→ The **SNCF train station has set up hopscotch courts and basketball baskets** so you can throw your rubbish in the correct recycling bin.

→ The **Vanoise National Park** has designed 17 fun objects to encourage visitors to adopt more eco-friendly practices.

Nudge Techniques - how to ensure success:

It is important to understand and adapt the technique to suit the specific context in which the behavioural change occurs. To use a nudge technique that you've already observed elsewhere, you need to know:

→ Is the end goal the same?

→ Is the target comparable?

For a nudge to be effective, you need to understand the root cause of the behaviour you are trying to change and obstacles that hinder more pro-environmental behaviour.

REDUCE THE NUMBER OF GOODIES OR OFFER USEFUL, ECO-FRIENDLY, SUSTAINABLE FREEBIES

When it comes to promotional materials to hand out at your event, make sure you ask yourself the right questions:

Is it really necessary? What item would really make an impact on delegates? Is this freebie going to be used on a long-term basis? You don't have a sustainable gift, you can impress delegates with an experience such as a challenge, a game, team-building or a local food or wine product.

If you're still keen to offer a keepsake, try to adopt good habits:

- Choose freebies that have a genuine use and offer added value
- Opt for eco-friendly freebies: made in France or made in Europe, and which ideally comply with environmental standards (European Ecolabel, Ecocert etc.)
- Choose freebies produced from recycled products or, failing that, ensure they are recyclable or biodegradable.

TOOL KIT:

- ↳ [Choosing the label for eco-responsible products](#)
- ↳ [Bordeaux Tourism & Conventions Office's shop](#)
- ↳ [Local products in the destination](#)
- ↳ [Find out more about Nudge Marketing](#)
- ↳ [ELISE, a waste paper collection company which works for the professional integration of people with disabled people and people who are a long way from employment](#)

9. Eating locally sourced, sustainable food

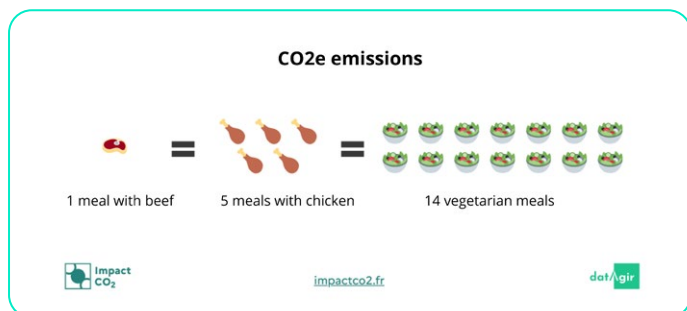
How do you whet your delegates' appetite while promoting local know-how and helping make the planet a little greener? The Bordeaux Convention Bureau advises you to modify your eating habits.

INCLUDE VEGETARIAN MEALS

It's the main way to reduce the carbon impact of food catering at your event. According to the EAT-Lancet Scientific Commission, a diet comprising 75% plant-based foods and 25% animal-based foods (eggs, cheese, milk, meat, fish, shellfish etc.) is recommended for both health benefits and to reach our carbon goals in 2050. The city of Bordeaux supports this recommendation for sustainable food choices.

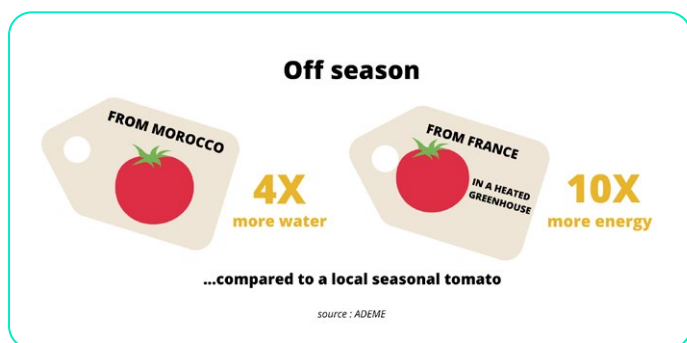
3 key figures to help you understand the impact of a meat or fish-based diet:

- Intensive farming is the leading cause of deforestation.
- 15,000 litres of water are needed to produce 1 kg of beef.
- 40% of the world's recorded fish catch is unused or wasted.



SOURCE LOCAL PRODUCTS FROM SHORT FOOD SUPPLY CHAINS

With its fertile land and well-established foodie culture, the Bordeaux region is home to a large number of local producers, farmers and market gardeners. You can experience this way of life at first hand by visiting one of the city's many traditional markets.



In addition to delighting your delegates by encouraging them to eat locally produced, seasonal food, you are reducing the impact of your event in two ways:

- **Environmental impact:** carbon footprint, lower water and energy consumption.
- **Socio-economic impact:** Ensure local stakeholders are remunerated for their expertise in an ethical way which will help boost the region.

OFFER MEALS MADE FROM SEASONAL, ORGANIC AND FAIR-TRADE PRODUCTS

By cooking with green and ethically labelled foods, you are choosing carefully selected products that meet precise specifications, produced through more sustainable farming practices.

Today there are many more ethically **labelled** products making it easier for you choose for more eco-friendly cuisine, for example: Agriculture Biologique, Fairtrade, Bio Cohérence, Nature & Progrès, Demeter.

TOOL KIT:

- [To find out more about sustainable food](#)
- [Seasonal food calendar](#)
- [Local products from the event destination](#)
- [Local markets](#)

LOCAL STAKEHOLDERS:

- [Eco-friendly restaurants](#)
- [Eco-friendly caterers](#)
- [Gironde producers and farmers](#)

10. Ditch disposable choose durable

What is the 5Rs rule? Do you know the key principle of the circular economy? Below the Bordeaux Convention Bureau explains the basics of this new and radical model which will encourage you adopt good practices.

PUTTING THE CIRCULAR ECONOMY AT THE HEART OF MY EVENT

The circular economy is a new type of economic system that represents a complete break with our current so-called linear economy; its focus is on waste prevention and lowering negative environmental impacts, while improving product efficiency.

In France, 342 million tonnes of waste are produced each year and **10 million tonnes of food waste** with a commercial value of 16 billion euros.

The consequences of today's linear economy include: the depletion of our natural resources, significant environmental pollution, huge economic losses and very few benefits for the local community.

How can you play your part when organising your event?

Use the 5Rs rule and ask yourself the following:

REFUSE: Do I really need it?

REDUCE: Do I really need that much?


REUSE: Can I still use it or can I repair it?


RECYCLE: Can I resell it, re-gift it or recycle it?


ROT: Can I compost it?


SUGGEST USING RE-USABLE, RECYCLABLE PRODUCTS AND LIMITING SINGLE-USE PLASTIC

LOGOS TO GET TO KNOW BETTER

 **POINT VERT (GREEN DOT)** → A misleading logo, if ever there was one ... in fact, it simply means that the company displaying the green dot logo on its product has made a financial contribution to Citeo, an organisation responsible for managing sorting and recycling in France.

 **TRIMAN** → This logo, which first appeared in 2015 and features a small figure with three black arrows, shows that the packaging is re-usable and so can be sorted for recycling.

 **THE MOBIUS LOOP** → This is the universal recycling symbol; also worth noting is the percentage figure displayed in the middle of the logo which indicates how much of the product comes from recycled products.

 **TIDY MAN** → Its aim? To encourage people to dispose of their wrappers and packaging in a dustbin, and to prevent littering.

 **CROSSED OUT WHEELY BIN SYMBOL** → Means that the product cannot be disposed of with household waste.

Why should we ban single use plastic?

According to the WWF, right now, there are 150 million tonnes of plastic in our oceans. Scientists are even talking about a "seventh plastic continent," referring to the mass of floating plastic debris in the Pacific Ocean. They estimate that it covers a surface area of 1.6 million square kilometres, an area 3 times the size of mainland France.

RE-PURPOSING WASTE

To help re-purpose waste generated by your event, you can ask contractors and participants to fill in a form to identify recoverable items and redistribute them to local associations and stakeholders.

Some types of waste, which are difficult to recycle, have inspired amazing initiatives within the Bordeaux and Nouvelle-Aquitaine region.

LOCAL STAKEHOLDERS:

- ↘ Recycle cigarette butts with [Ecomégot](#)
- ↘ Recycle oyster and crustacean shells, through the organisation, [Coquilles](#)
- ↘ Offer unsold food to those in need through [Chaînon Manquant](#)
- ↘ Compost your biowaste through [Les Détritviores Mon Petit Sceau](#) or [Bicycompost](#)
- ↘ Collect cork bottle stoppers with [Agir Cancer Gironde](#) and plastic bottle tops with [Coeur2bouchons](#)
- ↘ [Zero Waste Bordeaux](#): an A-to-Z guide to planning your Zero-Waste Event

TOOL KIT:

- ↘ [To find out more about the circular economy](#)

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Contacts de l'Office de Tourisme et des Congrès de Bordeaux Métropole

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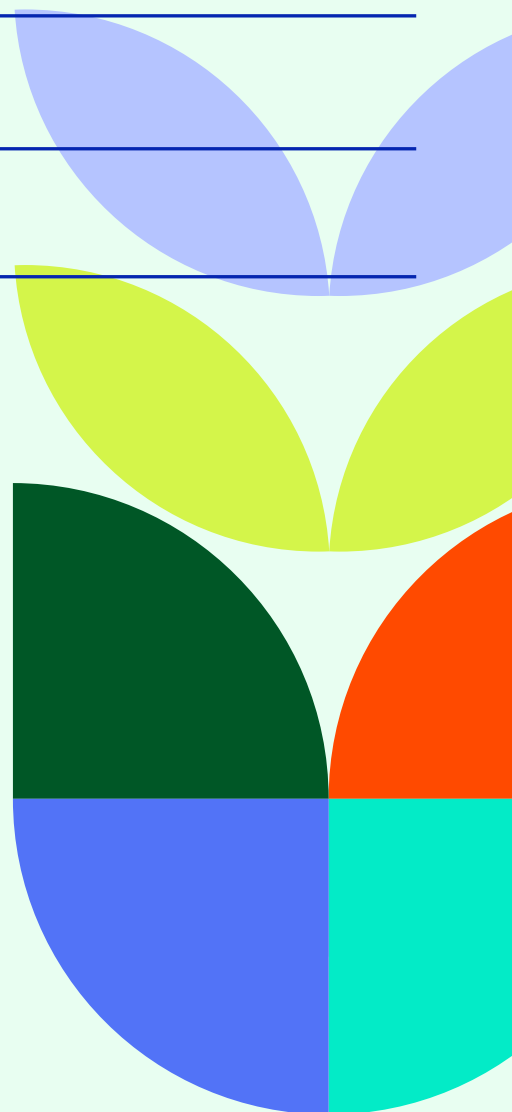
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