



A checklist to help you organise your positive-impact congress in Bordeaux

Contribution to the United Nations' Sustainable Development Goals

Throughout the checklist you will find these symbols corresponding to the [Sustainable Development Goals](#). Adopted by the United Nations in 2015, the SDGs represent 17 objectives which need to be attained by 2030 in order to ensure a brighter, more sustainable future for all. The symbols found alongside the actions in our checklist indicate the development goals to which they contribute.



Choice of destination

1. Think about how your participants will get there



- Prioritise trains or shuttle services for longer journeys
- Get in touch with BCB to find out about special discounts on public transport. Don't forget that cycling and walking are great options for short journeys
- Group travel
- Send out maps on how to reach the venue(s), including details of public transport and soft mobility options

2. Understanding and measuring the impact of your event

- Make sure that your teams are fully informed of the importance and the challenges of sustainable development
- Reach out to Bordeaux Convention Bureau 12-18 months ahead of the convention so that we can work together to ensure the local legacy of your event
- Capitalise on the region's areas of expertise and R&D capacities relevant to your event, with the help of Bordeaux Convention Bureau and our Ambassadors' Club

Event planning

3. Choose accessible, eco-conscious service providers



- Choose venues and event partners with green labels or robust CSR charters
- Choose venues and event partners which are accessible via public transport, and close to one another
- Gather all of the data required to calculate your carbon footprint

4. Ensuring that the event is accessible for all



- Make sure that the venue is accessible to visitors with restricted mobility (look out for the Tourisme & Handicap label)
- Make sure your line-up is gender-balanced
- Wherever possible, get the general public involved in your event by joining forces with local associations, residents' collectives and student groups
- Use the FALC method (Easy-to-read) in all of your published materials

Logistics

5. Exhibition space: make sure that your stands are frugally designed



- Prioritise upcycled or hired materials
- Use reusable, recyclable materials to build your stands
- Use panels which are made with a strict minimum of harmful glues and lacquers
- Ensure that your audiovisual equipment is energy-efficient and also keeps digital pollution to a minimum
- Add greenery with local plant varieties

6. Waste management : ditch disposable, choose durable



- Apply the 5R principles to all of the products and materials you use: Refuse, Reduce, Reuse, Recycle, Rot (composting)
- Ban single-use plastic
- Make sure that bins are available to manage all of the various waste flows
- Get help from local associations with the handling of hard-to-recycle waste

7. Catering: Eating locally sourced, sustainable food



- Offer vegetarian options
- If serving meat, choose white meats or fish
- Take care over the sourcing of your ingredients (local produce, short supply chains)
- Ensure that the menu uses seasonal produce
- Think about the proportion of organic and fair-trade produce in your dishes
- Get in touch with BCB to organise a food bank donation for any surplus catering

Activities and socialising

8. Make your activities meaningful



- Make sustainable development a key theme of your activities programme, and/or join forces with a local organisation working to defend the environment
- Partner with a local association and/or start-up who can help you to organise sustainable actions and activities

Communication

9. Eco-communication



- Promote the environmental credentials of your event with dedicated posters and social media posts
- Raise awareness of key themes: mobility, sustainable catering, waste management (e.g. nudge marketing techniques)
- When you absolutely need to print certain information, use recycled paper and a font which minimises ink consumption. And don't forget to use natural inks
- Limit your use of video in online communication, and always compress your images
- Replace promotional goodies with memorable activities or local specialities, or even eco-design your own unique gifts

Post-event review

10. Don't forget your post-event follow-up



- Calculate the total carbon footprint of your event and identify potential improvements for future events
- Measure the positive and negative consequences of your event, and share these figures using different communication channels
- Make sure that the resources and materials left over from your event are reused or donated to a good cause
- Get in touch with Bordeaux Convention Bureau to discuss the positive and negative aspects of your experience organising an eco-responsible, positive-impact event here in Bordeaux





BORDEAUX CONVENTION BUREAU

05 56 52 53 11

conventionbureau@bordeaux-tourisme.com

Read the full guide here:

Organising positive-impact corporate events in Bordeaux
A practical 10-step guide

