

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

#### **Contribution to the United Nations' Sustainable Development Goals**

Throughout the checklist you will find these symbols corresponding to the <u>Sustainable</u> <u>Development Goals</u>. 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
- 🗌 Group travel
- $\Box$  Send out maps on how to reach the venue(s), including details of public transport and soft mobility options
- Use public transport, cycle or walk for shorter journeys

## 2. Understanding and measuring the impact of your event

- Think carefully about the format of your event and the strategic objectives of your business. They both need to make sense
- Make sure that your teams are fully informed of the importance and the challenges of sustainable development

Get in touch with Bordeaux Convention Bureau at least 6 months in advance so that we can work together on ensuring the local legacy of your event, and help you to find the right venues and partners

# 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
- \_\_\_\_ Enquire about the energy management policies in place at venues: temperature control, light management etc.
- 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
- Use the FALC method (Easy-to-read) in all of your published materials

## Logistics

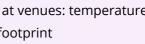
### 5. Exhibition space: make sure that your stands are frugally designed

- 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

# Team building and entertainment

### 8. Make your activities meaningful



- Prioritise outdoor activities
- Partner with a local association and/or start-up who can help you to organise sustainable actions and activities
- Put people at the heart of your event with team building and entertainment options

## Promoting your event

## 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
- Identify potential improvements for your 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**

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# Read the full guide here:

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

