



THE TO-DO LIST FOR ORGANISING A SUSTAINABLE EVENT IN LYON

BY NATURE, EVENTS ARE EPHEMERAL. HOWEVER, MAKING THEM MORE SUSTAINABLE CONTRIBUTES TO THE DEVELOPMENT OF OUR ORGANISATIONS AND THE STRENGTHENING OF THEIR VALUES.

The specifications drawn up for an event reflect the various individual activities having an impact on our environment.

The team at the Convention Bureau is on hand to assist you with this approach and has created this To-Do List, which we hope useful for your next environmentally-sustainable events.

WHAT ARE THE KEY STEPS INVOLVED IN ORGANISING AN SUSTAINABLE EVENT?

Think about sustainability as soon as you start planning your event! This will enable you to identify key areas and define your objectives.

First and foremost, this involves having a responsible purchasing **policy for service providers**, venues and products (local suppliers who respect environmental standards; minimal purchases, selected with a view to being reused or recycled, etc.).

It is therefore important to cooperate with the destination to make your event as sustainable as possible, as well as to analyse your purchasing practices and make your requirements known to selected venues and service providers.

YOUR COMPANY MAY ALREADY HAVE A RESPONSIBLE PURCHASING POLICY

While the choice of venue and service providers may be the key to successfully holding an environmentally-responsible event, any other aspects should not be neglected: **awareness-raising** among employees and any other event stakeholders; **self-assessment and highlighting of your actions** conveying a positive and engaged image for the organiser.

To start, you can calculate **the carbon footprint** of your event on the [GoodPlanet Foundation website](#).

These various aspects are important to consider in the early stages:



TRANSPORT

If possible, analyse where participants are coming from in order to provide more targeted solutions (80% of the carbon footprint of a national event related to goods and people transports).

If the event organiser is covering transport costs, favour the use of: rail transport for journeys of less than 4 hours; shuttles between the various event venues.

If participants are covering transport costs: - Raise awareness by providing carbon footprint figures for the various transport modes; provide information about the various means of transport; facilitate car-pooling by providing an ad board for participants on the event website; provide information about local public transport (all types, including non-motorised options).

Useful contacts:

- The [ADEME](#) Carbon footprint calculation provides a comparison of the various transport modes
- This [tool](#) to display the journey and enable the combination of different transport modes
- [Ideas](#) on how to use carbon offsets for unavoidable flights

- Solutions to go to Lyon by [train](#) or by [plane](#)
- [Public Transport](#) and [Rhônexpress](#) from the airport
- [Self-service rental bikes](#)
- E Bikes [Station Bees](#) or AllBikesNow
- Electric scooters Dott ou Tier



VENUES

Choose a venue with environmental **certification** or that has introduced **good sustainable development practices** (environmental objectives in writing or an action plan of ways to achieve them, a purchasing policy promoting environmentally-friendly products, local or organic food offering, disabled access, etc.).

As far as possible, favour the use of **eco-designed buildings**, with water and energy saving systems, built with renewable materials and enabling sorting of waste.

If the venues are not certified or do not have any particular environmentally-responsible actions in place, organisers can request by **committing one or more actions**.

Many actions are simple and easy to set up (for example banning the use of plastic bottles).

Partner venues and accommodations engaged in an environmentally-responsible approach:

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| <ul style="list-style-type: none"> -> Lyon for Events (Eurexpo, Convention Centre, Matmut Stadium and La Sucrière) -> Embarcadère -> Château de Montchat -> Opéra National de Lyon | <ul style="list-style-type: none"> -> Certified hotels -> Hotels with an internal sustainable development policy -> Hotels committed to sustainable strategies |
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EVENT SERVICE PROVIDERS

Caterers

If the event organiser chooses the caterer, include one or more environmental criteria in the search: zero packaging, local and seasonal produce, vegetarian options, organic, environmentally-friendly or fair-trade food, tap water rather than bottled water, composted food waste, reusable crockery, etc.

If the event venue has a partner caterer, ask the venue what their caterer's environmentally-responsible commitments are.

Partner caterers engaged in an environmentally-responsible approach:

- > [Serge magner](#), ISO 20121-certified environmentally-responsible caterer
- > [La fine fourchette](#), ISO 20121-certified environmentally-responsible caterer – sustainable values

Event furniture & stands

Favour rental and pooling of equipment or, in the case of manufacturing, support companies offering local and sustainable production.

Useful contacts:

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| <ul style="list-style-type: none"> -> Cagibig -> GL Events Mobilier -> La French Cabane -> Galis | <ul style="list-style-type: none"> -> Axial Design : 1st French agency and stand certified CSR - ISO 20121 |
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TRANSFER

Favour certified transport companies that deploy actions to control and reduce energy consumption, CO2 emissions, vehicle maintenance waste and waste water discharges.

Partner coach companies engaged in an environmentally-responsible approach:

- > [Philibert](#): signatory of the Diversity Charter, EcoVadis certification (silver medal).
- > [Autocar Maisonneuve](#): signatory of the CO2 Objective Charter, ISO 14001 certification.



PRINTING/SIGNAGE

Reduce and optimise printing

Print on both sides, in black and white or duotone rather than quadtone.

Only offer the number of documents necessary for the tourist documentation order.

Choose local printers (to avoid transport) who signed the Imprim'vert Charter (management of waste, energy consumption, etc.).

Choose recycled and environmentally-certified paper.
Favour remanufactured cartridges or those meeting the requirements of the official NF Environnement ecolabel.

Useful contacts:

- www.imprimvert.fr
- www.pefc-france.org
- www.fr.fsc.org/fr-fr
- www.labelinfo.be/fr
- www.vedura.fr

Signage

Reuse the back of signs for another event; choose reusable display cases, banners and badges; check what materials and ink are used; make sure how waste is managed after signage dismantling.



GOODIES

Limit or remove any promotional objects.
If promotional objects are distributed, they should be useful, reusable, with no battery (if they do, plan for their recycling), eco-certified, produced via fair trade or manufactured by local organisations using local material.

Useful contacts:

- Atelier Roannais de Maroquinerie (passport covers/leather card holders)
- Abiessence (organic lavender essential oil)
- La Papoterie (bookmarks, filigree paper notebooks)
- Le papier fait de la résistance (notebooks, recycled paper)
- Jordenen (organic recycled cotton tote bag)
- Indispensac (French manufacturer of bag and textile packaging from the circular economy, recycled and recyclable).



VOLUNTEERING

Another way to get involved in an environmentally responsible approach is to promote volunteer actions within event organisation:

→ [L'Amicale des bénévoles](#) is an organisation promoting and developing volunteering in sports and cultural events. Designed for event planners, the platform [BASILE](#) can be used to mobilise volunteers according to identified needs, manage their actions at event venues and build their loyalty.

→ For trade events, particularly in the medical field, UNICEF provides visitor reception and exhibitor brochure distribution services, with a team of dedicated volunteers. [Vestiaires UNICEF](#) already provided a couple of services on several events at the Lyon Convention Centre since 2019.

EACH OF THESE ITEMS IS RELATED TO ANY OTHER INHERENT ACTIONS IN AN ENVIRONMENTALLY-RESPONSIBLE APPROACH:

Waste management and sorting, food composting are vital actions that allow the organiser to complete the circle on their eco-responsible event. There are many of this kind of initiatives in Lyon, and already very well implemented in most [event structures](#).

Inclusion, integration, accessibility are also vital to the success of an event; they have an impact on the individual, on the well-being, and are essential in the preparation, organisation and running of an event. This area remains underdeveloped despite the fact that it affects 5 million people. The [obligation of accessibility](#) is governed by the French Disability Act of 11 February 2005.

Here are the initiatives that we feel important to highlight:

- [Paips](#)
- [Inclusiv'events](#)
- [Cau](#)
- [Mobee Travel](#)

As for any other items, be sure that all venues and service providers got **an efficient and organised solution for their waste management**, as well as an inclusion policy within their organisation.

For any further information about the steps to follow, the methodology to adopt and the certifications to be aware of choosing the right partner, you can have a look at the information [sheet](#) (in French) co-produced by the French agency for ecological transition (ADEME) and AER (an assistance platform for environmentally-responsible events).

REMINDER OF THE MAIN CERTIFICATIONS FOR EVENTS

- **ECOFEST**: Certification initially created for student events, extended now to other types of events
- **PRESTAD**: Certification for event and show organisers
- **GREEN GLOBE CERTIFIED**: International standard for responsible events
- **EVENEMENT ECO-ENGAGE**: Certification offering self-diagnosis
- **ISO 20121**: The ultimate standard for green events

REMINDER OF IMPACTS FOR AN EVENT WITH 500 PARTICIPANTS

- **1000 KW**: equivalent to the annual consumption of an oven
 - **2,5 tons of waste**: half of the annual consumption of a person in the EU
 - **500 kg of paper**: the equivalent of 12 trees.
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CONTACTS

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