

Read This Article & Minimize Your Impact

With eleven protected regional or national parks, 1,000 kilometers of coastline, coves, inlets, capes and peninsulas, it's only normal the Provence and Côte d'Azur region puts sustainability and the protection of the environment high on the list of its priorities. This dedication extends all the way to business events, as they support association planners in the organization of green conferences across the whole value chain.

As the local authorities launched the 'One COP Ahead' program, comprising 100 concrete actions which, in reference to the UN Climate Change Conference, help combine economic development and nature preservation, Provence-Alpes-Côte d'Azur has set an ambitious goal for itself: to become the N°1 Smart Region in Europe for Sustainability & Quality of Life. To do so, new forms of mobility and the development of renewable energy are encouraged in the form of corporate incentives, while the preservation of the region's natural heritage and the well-being of residents are on top of the agenda.

Among the stakeholders of the meetings industry, destinations like Cannes, Marseille, Nice and Toulon stand out with the promise of sustainable development initiatives which can help you minimize the impact of your events. For instance, two conventions centres - the Palais des Festivals et des Congrès in Cannes and the Marseille Chanot Exhibition and Convention Centre - are ISO 20121 certified, a voluntary international standard for sustainable event management. Meanwhile, as most cities in the region are clearly walkable, delegates are encouraged to use soft and carbon-free transportation

modes, from bicycles to electric scooters or buses, especially since the sun shines, on average, 300 days a year.

Many hotels are also playing by the rules and have implemented eco-initiatives. In Marseille for example, the city has committed to supporting 60 hotels to obtain, within five years, a Green Key certification, a leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

Additionally, the regional convention bureau can support you in finding the right suppliers - the local experts that integrate social and environmental responsibility in their daily work - among a network of more than 200 professionals. Add to this exceptional flavors and fragrances, coming fresh from local food markets and vineyards of the South, and the unique gastronomy combining Mediterranean accents with a contemporary twist, and you'll get a value-add proposition for your conference.

Of course, these are just a few tips. There are many more which we strongly incite you to discover for yourself. They will surely come in addition to your own initiatives (paperless meetings anyone?) which we are sure you are already implementing to minimize your impact on the environment. As players of a global industry, we know we all have a role to play.

Contact

lcassuto@provencecotedazurevents.com \\
www.provencecotedazurevents.com

