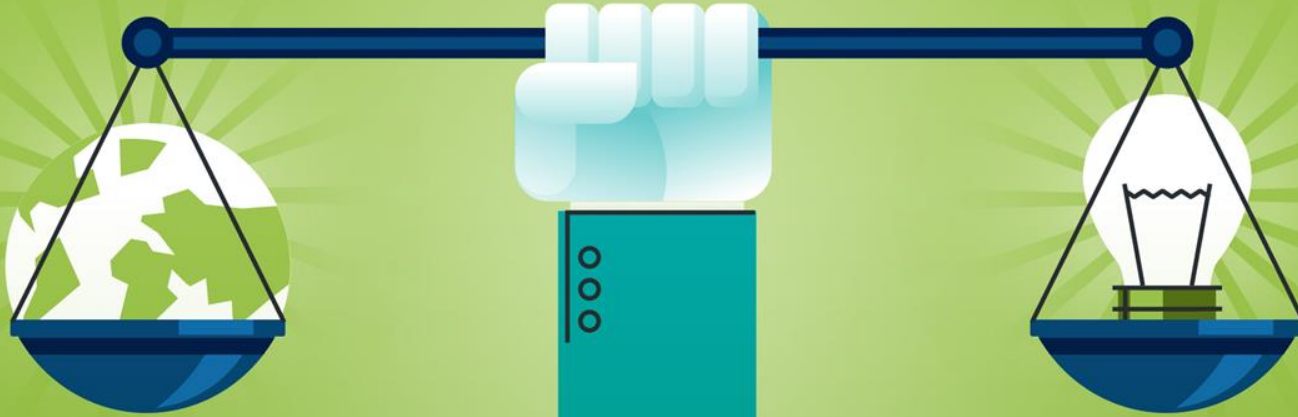


NET
ZERO CARBON
EVENTS



Best Practice Collection

July 2023

Introduction

Dear NZCE Supporters,

Our workstreams are currently developing guidance documents on decarbonisation actions within their respective areas of expertise. These guidance documents will be released in December 2023. Until then, we want to provide as much guidance as we can so that you can get started or continue your decarbonisation journey as soon as possible. This document will be continuously updated and includes the current decarbonisation actions identified by each workstream.

If you have any questions about this document, please contact info@netzerocarbonevents.org.

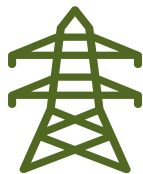
Thank you for being a part of this net zero movement!

The NZCE team

Workstreams

The following best practices are based on recommendations provided by the five Net Zero Carbon Event workstreams dedicated to the priority action areas, which are described in detail in the NZCE Roadmap.

VENUE ENERGY



PRODUCTION AND WASTE



FOOD AND FOOD WASTE



LOGISTICS



TRAVEL AND ACCOMMODATION



If you wish to download the full Roadmap report, please click [here](#).

Venue Energy

Best Practices (Venue Energy)

Overall:

- Ensure equipment, lighting, air-conditioners, and heaters are turned off when not in use.
- Set air-conditioners at 24 degrees Celsius or 75 degrees Fahrenheit.
- Switch to renewable energy sources (can but does not have to include on-site solutions like solar panels).
- Consider phasing out gas and fuel oil and replacing with heat pumps in your facilities. Retrofit inefficient HVAC systems.
- Rooftop gardens can insulate buildings (in addition to providing local foods and restoring biodiversity).
- Utilise tech equipment with an A++ or A+++ efficiency rating.

Best Practices (Venue Energy)

Lighting:

- Switch to LEDs.
- Install light sensors to enable automatic light management and reduce light when it is not needed (e.g., because of high levels of natural light, or non-occupied areas).

Measurement and reporting:

- Implement energy monitoring tools to track and analyse energy consumption.
- Measure and report on environmental indicators, such as carbon emissions and resource usage.
- Set sustainability goals and regularly assess progress towards achieving them.
- Communicate sustainability initiatives and progress to employees and stakeholders.

Best Practices (Venue Energy)

Sustainable IT:

- Use energy-efficient IT hardware, such as servers, desktops, laptops, and networking equipment.
- Consider server and storage virtualisation (particularly using clouds run by renewable energy) and consolidation to reduce the number of physical servers.
- Enable power-saving features and implement power management settings on devices.
- Regularly maintain and clean hardware to optimise energy efficiency.
- Use data center infrastructure management (DCIM) tools to monitor and optimise resource usage.
- Consider adopting thin clients or energy-efficient computing devices.
- Optimise data center cooling and airflow management for energy efficiency.

Best Practices (Venue Energy)

Sustainable IT:

- Consolidate servers and equipment to maximise resource utilisation.
- Regularly monitor and maintain data center infrastructure to identify and address inefficiencies.
- Explore renewable energy options for powering data centers.
- Develop a policy for responsible disposal and recycling of IT equipment.
- Partner with certified e-waste recyclers to handle the proper disposal of hardware.
- Encourage equipment refurbishment or donation instead of disposal when appropriate.
- Educate employees on the importance of e-waste management and provide proper disposal channels.

Best Practices (Venue Energy)

Sustainable IT:

- Prioritise energy-efficient and environmentally friendly IT equipment during procurement.
- Choose vendors and suppliers with sustainable practices and certifications.
- Evaluate the lifecycle environmental impact of products, including packaging and manufacturing processes.
- Encourage vendors to provide take-back or recycling programs for IT equipment.
- Promote remote work arrangements to reduce commuting and office space requirements.
- Invest in virtual meeting and collaboration tools to facilitate remote collaboration.
- Educate employees on effective remote work practices and the environmental benefits.

Smart Production and Waste Management

Best Practices (Smart Production and Waste Management)

Communication:

- Encourage customers to reuse materials, such as prints multiple times.
- Communicate with customers to consider sustainable options and their benefits and highlight the problems of less sustainable options, such as disposable stands.
- Wherever possible, propose the use of sustainable materials.
- Discourage prospects from requesting for multiple design proposals from each tenderer for every tender called. Every design not used is wastage of design resources and energy.
- Reward exhibitors who use reusable or otherwise sustainable stands through communication measures/ awards.

Best Practices (Smart Production and Waste Management)

Stands/ Built structures:

- Reduce, reuse, and recycle at every opportunity to minimise wastage.
- Design out waste, design to reassemble/ reuse.
- Especially for reusable materials, use high-quality products to ensure longevity.
- Incorporate the use of modular booth systems, wherever possible.
- Switch from heavy to light materials in design where possible.
- Encourage the use of rental items as much as possible.
- Maximise the use of stock items such as desks, furniture, decoration, etc.

Best Practices (Smart Production and Waste Management)

Stands/ Built structures:

- Wood:
 - Use certified wood (FSC or PEFC), or other sustainably managed forest resources.
 - Aim for at least 50% of recycled wood material.
 - Wood-based products with 50% reduced formaldehyde emissions.
- Paint
 - Use acrylic paint derived from plant-derived pigments (not petrol).

Best Practices (Smart Production and Waste Management)

Graphics & Printed materials:

- Use digital show guides (e.g., through apps) and floor plans to eliminate printed material.
- Use digital signage and direct-to-substrate printers where possible.
- Design signage to be reusable.
- Switch to card-/paper-based signage which is readily recyclable.
- At minimum, switch to non-PVC plastic signage that can be recycled.
- Plan the design phase efficiently. Reduce multiple prints due to design changes or errors and make sure signage size is correct.
- Use print carriers that are recycled and fully recyclable after use.
- Use eco-friendly materials for substrates (e.g., graphics).

Best Practices (Smart Production and Waste Management)

Graphics & Printed materials:

- Use environmentally friendly inks like water-based products and avoid polluting products like solvents.
- Provide apps for exhibitors so they can reduce the printed material they bring to the show.
- Use of email and web-based communication to minimise paper flow.
- Use paper lanyards, or fully remove lanyards. Clips or digital badges can be used as substitutes.

Best Practices (Smart Production and Waste Management)

Flooring/Carpet:

- Consider carpet free events or reduce carpet to a minimum.
- Choose reusable carpet or flooring options (in some regions, e.g., USA this is already more common).
- Choose carpet made from recycled and recyclable material and ensure recycling after use where reuse is not possible.
- Reduce offcut waste resulting from the show-floor design, size of the gangways, and the laying technique.
- Install carpets without the usage of glue and double face glue neoprene.

Best Practices (Smart Production and Waste Management)

Waste management:

- Create and communicate about clear waste management and especially recycling streams to ensure all recyclable materials are recycled. Communication should be both internal and external and recycling should happen before, during, and after the event both in public and BOH areas.
- Have waste managers on site to ensure waste is disposed of in the correct waste bins.
- Partner with local recycling companies and local associations for material donations.
- Charge exhibitors and contractors less for waste that is correctly sorted for recycling.
- Shift costs resulting from longer disassembly processes in the case of reusable product use, to exhibitors using single-use products.

Best Practices (Smart Production and Waste Management)

Waste management:

- Consider auditing waste production to establish baselines and resulting targets.

Best Practices (Smart Production and Waste Management)

Supply chain engagement:

- Establish supply chains for sustainable materials across the exhibition industry
- Collaborate with supply chain to build capacity for sustainable/ reusable alternatives
- Manage emissions in production facilities (supplier production facilities)
- Optimise design & installation processes through collaboration between involved stakeholders.
- Invest in research on more sustainable material alternatives.

Overall:

- Phase out and consider banning problematic materials.
- Establish a less is more mentality.
- Consider other sponsorship options than unsustainable giveaways, such as digital swag bags.

Food and Food Waste

Best Practices (Food and Food Waste)

Food:

- Add vegan or vegetarian menu items and reduce meat- and fish-based dishes.
- Provide plant-based milk options.
- Avoid the use of products with non sustainably sourced palm oil.
- Privilege local, seasonal, and organic sourcing.
- For certain foods, other certifications might be relevant, such as Marine Stewardship Council (MSC) certified fish and seafood, FairTrade, organic, Rainforest Alliance, Max Havelaar, etc.
- Include signage with information about food choices to educate and raise awareness.

Best Practices (Food and Food Waste)

Food waste:

- Implement food waste measurement.
- Use reusable tableware and if not possible focus on recyclable/ compostable alternatives.
- Move away from single-use packaging.
- Replace plastic water bottles by glass bottles or water fountains/ refill stations.
- Encourage attendees to bring their own bottles.
- Replace plastic food containers with other materials.
- Switch away from coffee capsules. If this is not possible, use biodegradable coffee capsule instead of aluminum ones.
- Have attendees register for the meals they will attend & provide information on their dietary needs.

Best Practices (Food and Food Waste)

Food waste:

- Reduce portion sizes, where appropriate.
- Follow the EPA Food Waste Hierarchy.
- Establish recycling and composting waste streams. If composting is not available in your region, consider on-site composting.
- Reduce food waste to a minimum and donate remaining food waste wherever possible.
- Keep food in cooling as long as possible to enable donation later on if needed.
- Take pictures of food left over after event and analyse after the event.

Logistics

Best Practices (Logistics)

Overall:

- Localise fabrication of exhibit within the city or country of event to minimise shipping or transportation.
- Reduce packaging where possible and switch to reusable packaging where packaging is needed.
- Focus on proper labelling of packaging to ensure correct disposal.
- Switch to paperless processes where possible.
- Load trucks efficiently, provide enough time for unloading and storage.

Best Practices (Logistics)

On-site logistics:

- Do not leave vehicle engines running.
- Switch to e-vehicles or hybrid vehicles and provide charging possibilities, also for forklifts.
- Improve collaboration and information sharing between organisers, venues, and logistics operators to reduce inefficiencies for unloading, reloading, as well as mounting and dismantling processes.
- Communicate emission savings resulting from switching to more sustainable solutions.

Best Practices (Logistics)

Traffic management & smart cities:

- Reduce the number of trips to and from show sites
- Manage movements of vehicles and plan for spread-out arrival times (avoiding rush-hours where possible).
- Incentivise non-peak hour arrivals, for example through pricing.
- Demand the use of smart navigation technology to reduce time spent in traffic/ favour more emission efficient routes.
- Collaborate with cities on creating transport corridors with exclusive truck lanes or train tracks.

Best Practices (Logistics)

Remote & Last mile logistics:

- Combine delivery orders to reduce greenhouse gas emissions & transportation costs
- Switch transport mode to more sustainable options (e.g., from air to sea, from road to rail) and use more sustainable fuels where possible.
- Consider proximity of warehouses to venues, as well as general traffic on routes between them.
- Consider increasing storage capacity of venues to enable direct delivery.
- Introduce company-wide policies on accepted load efficiencies.
- Increase communication with exhibitors about the benefits of different means of transport.

Best Practices (Logistics)

Crew:

- Localise labour force within the city or country of event to minimise travels.
- Switch to e-vehicles or hybrid vehicles and provide charging possibilities.
- If you need to travel, opt for high-speed trains instead of flying. If flying is necessary, favour direct flights.

Travel and Accommodation

Best Practices (Travel)

General:

- For everything within organisational control (e.g., employee travel), switch from air to rail where possible (at a minimum opt for train travel for journeys that take 4 hours or less on the train).
- Provide incentives for attendees to use lower carbon intense transportation.

Travel by car

- Encourage car-sharing: put delegates in touch with others travelling from the same areas so they can share cars.
- Propose preferred parking for hybrid or alternative fuel vehicles.

Best Practices (Travel)

Air travel:

- Prioritise direct flights, avoid stopovers.
- Opt for Economy Class.
- Look into the carbon emissions during flight booking so less carbon intensive alternatives can be prioritised.
- Book airlines that have started using SAF (Sustainable Aviation Fuel), that heavily invest in SAF development, and that offer the possibility to buy SAF in their corporate offer.
- Prioritize airlines that have eliminated single use plastics from the onboard cabin service.

Best Practices (Travel)

Air travel:

- Book airlines with new aircrafts (less than 10 years) and a fleet renewal plan for older aircrafts for the next 5 years.
- Prioritise airlines with sustainability goals aligned to IATA Fly Net Zero commitments to achieve net zero carbon by 2050 reduction in net CO2 emissions of 50% by 2050, relative to 2005 levels.

Best Practices (Travel)

Ground transportation:

- Use public transport as an alternative to taxis where possible.
- If taxi or other individual vehicles need to be used, consider ridesharing options.
- Provide information regarding different public transit options, including the availability of public transport in the registration package, event promotions and exhibitor kits.
- Arrange shuttle service to and from hotels for attendees.
- Prioritise ground transportation with fossil free and with reduced emissions vehicles (i.e., electric, hybrid).
- Encourage car-pooling by dedicating a section of the events website that permits local participants and car rental users to make arrangements.

Best Practices (Travel)

Ground transportation:

- Allocate designated premium parking spaces for those car-pooling or using energy efficient vehicles.
- A zero-emission alternative is to coordinate bicycle rentals that give participants the option to ride between their hotel and the event.

Best Practices (Accommodation)

Certification:

- Use hotels that are certified by GSTC, or by eco-labeling programs such as Green Key, Green Globe, or Travelcert.
- Use hotels and venues that subscribe to specific industry environment codes of practice such as the GSTC criteria or the WTTC Hotel Sustainability Basics.

Energy:

- Use hotels that are powered by green energy (usually part of the requirements for certification).
- For hotels with venue space: Implement a power down plan for all equipment (including lights and HVAC) at the end of show days.

Best Practices (Accommodation)

Accessibility

- Recommend accommodations within walking distance of event venue or use a venue which also offers accommodation.
- Select hotels which provide public transport passes for guests or are generally well connected to public transport networks.

Catering

- Require that the hotel's food service abide by sustainable criteria.

Guest communication and awareness

- Ensure guests are educated on how they can limit their impacts, e.g., avoiding daily towel changes to lower laundry energy and water consumption, and declining house keeping services when not needed.

Best Practices (Accommodation)

Materials and waste management

- Ensure the property does not use or provide single-use plastics at the venue, in the form of stir sticks, straws, cups, coffee pods, plastic bags and bottled water.
- Ensure that a paperless or paper-reduced check in process (only 1 paper sheet used for signature) is provided and that paper communication such as welcome letters are avoided.
- Ensure all common spaces and meeting space have appropriate recycling and organic composting units.

Resources

The Net Zero Carbon Events Initiative continuously publishes information material relevant to the initiative itself as well as sustainability topics for the meetings and events industry. You will find more information about this on the [NZCE resources page](#).

If you are interested in registering to the initiative, please click [here](#).

If you would like to share your best practices with the NZCE initiative, please contact us directly at info@netzerocarbonevents.org

Current financial contributors

To allow for a 'fair share' distribution of the financial needs among the supporters, four levels of financial support have been developed.

PLATINUM LEVEL

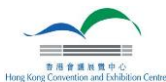
Freeman⁺



Questex



GOLD LEVEL



Messe München



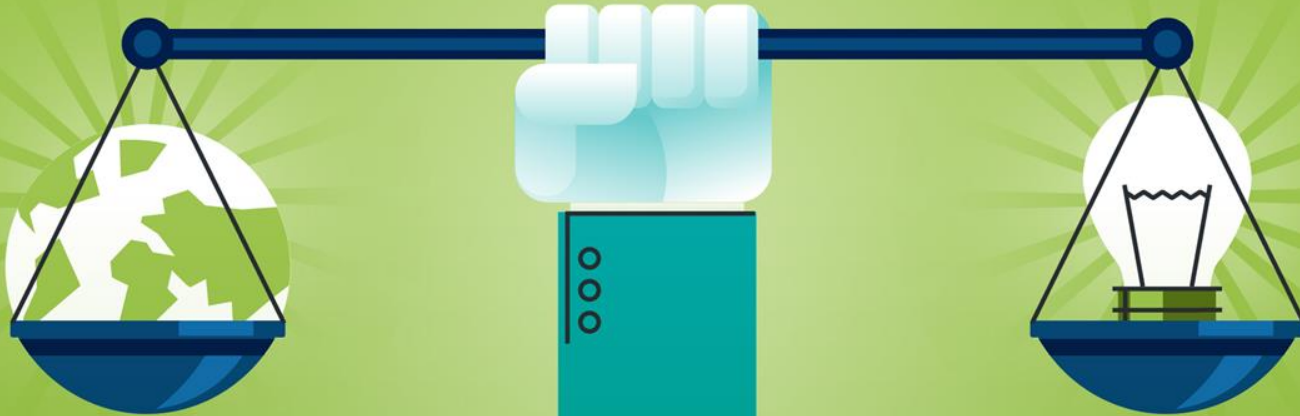
SILVER LEVEL



GREEN LEVEL



NET ZERO CARBON EVENTS



Thank you!

For more information, please contact info@netzerocarbonevents.org