



# CREATING SUSTAINABLE EVENTS

Boost your CSR Profile & Performance  
Make your corporate events  
& conferences sustainable

Sustainable event  
management by



# New trend: Sustainable events

The future of sustainability is already here, it brings along challenges and opportunities and those businesses who are proactive, are already reaping the consequential benefits from their forward-looking practices. It is evident that more and more businesses are making strategic decisions regarding their business practices, aiming to mitigate their negative impacts on society, environment and economy, while increasing the positive ones.

In the MICE and Corporate Travel industry, Corporate Social Responsibility practices have a key role in successfully addressing these challenges and “unlocking” new opportunities. Those businesses, who understand the significance of “holding” responsible events, provide high quality services in a sustainable way, while maintaining attendees’ positive experience.

Sustainable events and conferences add value to your business, enhance your company’s positive reputation and boost your CSR profile and branding.

➤ This new trend grows significantly with no signs of stopping. So, it is time to get on board!



## IS YOUR EVENT SUSTAINABLE?

PEOPLE



PLANET



PROFIT



## What makes an event responsible/sustainable?

Events, small or large, are usually resource (materials, energy, water, etc.) and waste intensive and therefore they have significant impacts on the environment. Using less of everything by increasing efficiency and choosing products, suppliers and processes with an improved environmental profile, benefits the environment, trains attendees, inculcates environmental friendly behavior and builds credibility for the organizations involved.

A responsible or sustainable event, is the event which is designed in a way that potential negative impacts are managed and minimized, while it leaves a beneficial legacy for the host local community and all parties involved, including raising awareness and maximizing positive experience for all.

To increase an events’ sustainability performance, it is important for organizers, suppliers and everyone involved, to work together. For this reason, when designing a sustainable event, it is essential, to take into consideration the efficient and responsible use of the resources to be used in all phases of the event: beforehand, during and after the event.





Sustainable events are designed to minimize negative impacts while they leave a beneficial legacy for the host community, raise awareness and maximize the positive experience for all involved.

## Benefits of holding a Sustainable event

Here's a rundown of the benefits resulting from incorporating sustainable practices at your event organization:

- Boost of your CSR profile
- Incorporation of environmental friendly practices
- Enhancement of brand and public image
- Differentiation from the competition with a surpassing event
- Creation of an ethical profile and increase of social awareness
- Creation of a market opportunity
- Meet and exceed the expectations of event participants

➤ Show leadership by shaping the future/creating added value/ being the actual change

## Our expertise: Responsible event management

Our services include:

- Providing you with **guidance** in implementing your sustainable event
- Supporting you with the **design** of the event elements in order to be more environmentally and socially responsible
- Working with a selection of approved **suppliers with enhanced sustainability performance**, offering you a variety of alternatives so as to make the best choice for your needs. We will help you select the right venue, hotel, catering, event material, transportation options etc.
- Helping you **measure and report** your event's impact
- Providing you with a list of **certified carbon offsetting projects** to make your event **carbon neutral** by calculating your events' carbon emissions (footprint) and offsetting them
- Providing you with opportunities to **manage food surplus** and to **avoid waste** by making a donation to a local non-profit organization
- Offering you alternatives for **reuse and recycling** of your event's material
- Supporting you with **communication and promotion of your actions** throughout the event
- **Promoting your sustainable event** through our channels to boost your responsible practices even more

**AFEA Travel and Congress Services** has been operating in the MICE and Corporate Travel industry for over 40 years. It is one of the oldest, most experienced professional congress organizers and destination management companies in Greece, providing integrated services to corporate clients, organizations and associations worldwide. AFEA is a member of the most prestigious international meetings & travel associations, such as **IAPCO, ICCA, EFAPCO, HAPCO, ACVB** and **IATA**.

In addition, **AFEA** recently became a signatory of the United Nations Global Compact, which is the international initiative of the United Nations that calls companies to take action towards the protection of labor and human rights, environmental protection and anti-corruption, showing its strong commitment to corporate responsibility.

## Contact us



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