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**GUIDE**

**ORGANISING A  
MORE RESPONSIBLE  
EVENT IN  
STRASBOURG**

**STRASBOURG CONVENTION BUREAU  
2023**

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# CHECKLIST FOR A MORE RESPONSIBLE EVENT

Good planning, properly engaged stakeholders (suppliers, participants, etc.), informed decision-making and effective communications with your audience in order to raise awareness about sustainable development through the actions you take, are essential to organising your responsible event.

- Estimating the impact of your event 1
- Reducing the transportation impact of your event 2
- Reducing the impact of the catering 3
- Choosing the right service 4
- Managing your purchases and waste well 5
- Developing the communications of your event 6
- Making the activities 7
- Ensuring your event is accessible to all 8
- Offsetting the emissions of your event 9

# 1. ESTIMATING THE IMPACT OF YOUR EVENT

## A. CARBON FOOTPRINT

One of the tools for measuring the environmental impact of your event is to calculate the carbon footprint. This measures the greenhouse gas (GHG) emissions generated by all activities associated with the event. It will give you a 360° view of the emissions generated and a better understanding of the breakdown by type of activity (accommodation, transport, food, etc.).

### TOOLBOX



Good Planet Foundation calculator



CLEO



Terrapass



Climeet

## B. ECO-MANIFESTATIONS ALSACE



In Alsace, the Eco-manifestations Alsace association supports events organisers by assessing their practices and then developing an action plan to improve them. The event is monitored in full, including before and after completion, and can be certified if needed. The association also offers a directory of local service providers who can help you find more sustainable solutions for organising your event.

# 2. REDUCING THE TRANSPORTATION IMPACT OF YOUR EVENT

## PRIORITISE SOFT MOBILITY SOLUTIONS

Provide information about the most responsible solutions and means of transport with the other participants. When travelling to Strasbourg, promote rail travel or carpooling. Strasbourg is at the meeting point of two high-speed rail lines: the LGV Est "L'Européenne" and the LGV Rhine-Rhône. In the city, prioritise public transport (bus or tram) or cycling with the Vélhop service.

### TOOLBOX

In Strasbourg and the surrounding area, there is a well-developed public transport and cycle-path network for getting around without having to use a car during the event.

Check out more information about transport in Strasbourg and its region:



Compagnie des Transports Strasbourgeois - CTS  
> Preferential "My Ticket" offer for the organisers of conventions, seminars and conferences



Vélhop - Bicycle rental service



Fluo Grand Est - Site for getting your directions in the Grand Est

The Strasbourg Convention Bureau is at your disposal for information on this subject.

## ENCOURAGE PARTICIPANTS

During the events, offer incentives for participants that use soft mobility solutions: free drink or discount, parking spaces reserved for carpoolers, monitored bicycle parking, etc.

### TOOLBOX

In order to measure the carbon footprints of the various transport solutions used to get to the destination, a number of comparison tools have been developed:



My Transport Impact by the ADEME



GreenGo emissions - time - price comparison

The example of a journey from Nantes to Strasbourg can be used to measure the emissions of various means of transport. The TGV leads the way with a carbon footprint that is 81 times lower than air travel and 94 times lower than a conventional car.



# 3. REDUCING THE IMPACT OF THE CATERING



## CHOOSING THE RIGHT PRODUCTS

- Choose local, seasonal, organic or fair trade products

The Savourez L'Alsace ® brand showcases locally produced products



## OFFER VEGETERIAN OPTIONS

## REDUCE WASTE

- Consider installing water fountains
- Encourage participants to use reusable water bottles
- Avoid individually packaged foods
- Promote the use of returnable containers
- Have reusable tableware

## FIGHT AGAINST FOOD WASTE

- Adjust the quantities
- Offer Gourmet Bags
- Donate excess food to associations (e.g. Resto du Coeur). Platforms like Phenix or Savr put you directly in touch with local associations.

## TOOLBOX

Some local service providers deliver and wash reusable tableware

### Cup hire and washing



Emmaüs ETHILOC



ENVIE Strasbourg



UTILECO

### Plate and cutlery hire



UTILECO



Emmaüs Haguenau



Emmaüs Saverne

# 4. CHOOSING THE RIGHT SERVICE PROVIDERS

## USE ACCESSIBLE LOCATIONS

Prioritise locations that are accessible by public transport but also have wheelchair access (according to the needs of the participants in your event).

## PRIORITISE STRUCTURES THAT ARE CERTIFIED OR COMMITTED TO IMPLEMENTING GOOD PRACTICES IN FAVOUR OF THE ENVIRONMENT AND SOCIETY

### SOME LEADING CERTIFICATIONS



HOTELS



RESTAURANTS



OTHERS



Check out the committed service providers who are members of the Strasbourg Convention Bureau, here

# 5. MANAGING YOUR PURCHASES AND WASTE WELL

## BUY BETTER

Support the local economy by choosing local products and service providers. This option can also lead to a reduction in the movements linked to goods transportation.

Write a responsible purchasing policy or sustainable development specifications for service providers.

### REDUCE

Reduce and forego certain purchases up front: goodies, posters, signage, carpet, disposable dishes...

Reduce the printing of documents

### REUSE

Reduce and forego certain purchases up front: goodies, posters, signage, carpet, disposable dishes...

Reuse as much equipment as possible. If it cannot be reused, donate it to associations

### RECYCLE

Think about sorting: make sure that there are enough recycle bins and that they are visible, raise awareness, etc.

## TOOLBOX

Renting furniture, household appliances, bicycles, dry toilets, outdoor equipment, and DIY, outfits, signage, etc.



Emmaüs ETHILOC Scherwiller



Botcup platform



ABC Location

Donating objects or furniture



Emmaüs Strasbourg



Emmaüs ETHILOC Scherwiller



ENVIE Strasbourg (household appliances)



La Banque de l'Objet



Libre Objet



Emmaüs Connect (computer equipment)

# 6. DEVELOPING THE COMMUNICATIONS OF YOUR EVENT

## REDUCE THE IMPACT OF YOUR COMMUNICATION TOOLS

- Digitise communication tools as much as possible
- Reduce physical goodies that are useless or have a strong negative environmental impact
- Use undated reusable media as much as possible (badges, banners, streamers)
- When using paper is unavoidable, choose recycled or eco-certified paper and recycle it at the end of use



## PAY ATTENTION TO THE CONTENT OF YOUR MESSAGES

- Lead by example
- Raise awareness among participants, employees, suppliers, contacts and service providers of your approach and sustainable development
- Communicate and highlight the identity and local culture of the region hosting the event





## 7. MAKING THE ACTIVITIES MEANINGFUL

Preferably engage in positive activities that promote the destination and/or have added value for the participants (well-being, awareness, knowledge of the region and local culture, etc.).

Also think about the volunteering activities with local associations for the impact on the destination to be positive (e.g. Haies Vies d'Alsace, Club Vosgien, Cleanwalk, Octo'pus, etc.).



## 8. ENSURING YOUR EVENT IS ACCESSIBLE TO ALL

To ensure that the event is suitable for everyone, listen to the specific needs of participants before the event and suggest adjustments to the content and programme during the event.

- Make sure that the reception areas, restaurants, accommodation and activities provided are accessible, particularly for people with reduced mobility
- Respect everyone's customs by offering alternative options (halal, kosher menus, etc.)
- Promote inclusion by ensuring the diversity of speakers (gender, age, origin, social category, etc.)
- Offer discounted rates for students or people with lower incomes if this action is applicable as part of your event

# 9. OFFSETTING THE EMISSIONS OF YOUR EVENT

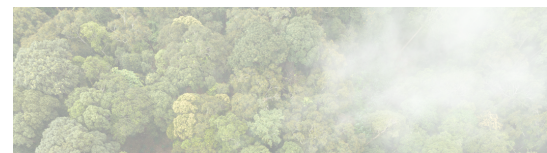
## CARBON OFFSETTING, WHAT'S THAT?

Despite the measures you will be putting in place to make your event as responsible as possible, it will not be neutral and will produce carbon emissions. After having measured and reduced your greenhouse gas emissions as much as possible, it is possible to offset the incompressible residual emissions from your event.

Carbon offsetting: funding one or more environmental projects for storing, reducing or avoiding greenhouse gas (GHG) emissions in order to contribute to the balance between emissions and carbon sinks



Understanding everything about carbon offsetting in 2 minutes



## CHOOSE A PROJECT

Locally or globally, many projects exist to contribute financially to offsetting your impact by investing in carbon capture projects and the regeneration of ecosystems, such as:



Reforestation or forest preservation projects



Renewable energy development projects



Support for associations working for disadvantaged populations who are more vulnerable to the consequences of global warming

There are many platforms for gauging the funding needed to offset your emissions and connect you with projects that have socio-environmental benefits.

# STRASBOURG CONVENTION BUREAU myStrasbourg.com



[The sustainable commitments of the  
Strasbourg Convention Bureau](#)



[The responsible service providers who are  
members of the Strasbourg Convention Bureau](#)

Event sites, accommodation, restaurants, transport, activities and entertainment, caterers, PCO and DMC, etc.