

GUIDE TO SUSTAINABLE EVENT PLANNING





YOUR EVENT THROUGH **A SUSTAINABLE LENS**

An event is designed to last a certain time only but the impacts that event has, whether positive or negative, continue long after takedown. This guide is designed to help you build sustainable development into your event planning so as to reduce its environmental and social impact.

Planning a sustainable event implies new ways of thinking that challenge old habits. Teams may need time to adjust but will quickly adopt these new reflexes. For an event to be sustainable, all stakeholders must understand and accept the issues involved, hence the need to inform about and communicate on the importance of these new practices at every level.

Aiming for a fully sustainable event straight away may seem unrealistic. However, by taking a continuous improvement approach, you'll see how it's possible to make your event gradually more positive and innovative.

As well as environmental best practices, this guide considers another fundamental aspect of sustainable development: people. Because they are less easily quantified, social impacts are all too often pushed to one side when planning a sustainable event. Working with structures that employ people with disabilities or opportunity employment enterprises is a positive action that helps workers reintegrate society, both socially and professionally.

PARIS GOOD FASHION
& BUREAU BETAK

When Paris Good Fashion was set up in 2019, one of our first steps was to initiate a working party to make fashion events compatible with sustainable development goals. Whether trade fairs, Fashion Weeks, presentations or launch parties, fashion events mobilise vast resources and for this reason, it was clear to us that the sustainability transition had to begin.

We were immediately joined by Bureau Betak, which had already embarked on its sustainability journey with ISO 20121 certification. Together we spent months laying the groundwork and identifying best practices. The guide we have put together, in consultation with the Fédération de la Haute Couture et de la Mode, Paris City Hall and every member of our community, is intended as an introduction and complement to the tool currently in development at the FHCM. Its contents will help you quickly and easily identify best practices when eco-planning your events.

Feel free to use it as a complement to our Event Digitisation Guide. Our next publication will be a directory of venues that host fashion events in Paris with specific sustainability recommendations. It is written by Clémence Grisel, a young sustainability expert and advocate. Enjoy!

CLÉMENCE
GRISEL

After studying graphic design in Bordeaux then at Penninghen, Paris, Clémence specialised in sustainable development after graduating in Fashion Business from Istituto Marangoni. She holds a Masters in Corporate Social Responsibility from University of Haute Alsace and has worked for leading groups in the sector: Chanel (Fragrance & Beauty) and Kering.



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Checklist

24 fundamental principles for a sustainable event

Transport

- #1 Indicate alternative means of transport to the event site
- #2 Provide a sustainable transport service
- #3 Offset emissions from transport

Waste

- #4 Think about how you can limit waste
- #5 Provide bins for ordinary waste, recyclable waste and possibly food waste, plus skips in technical zones
- #6 Ban single-use plastics
- #7 Store, sell or donate materials in usable condition, working upstream with specialised organisations
- #8 Sort waste for recycling or reuse. Ask beneficiary organisations for a certificate of recycling or certificate of donation

Catering

- #9 Plan menus around local and seasonal produce
- #10 Prefer reusable serviceware
- #11 Partner with a non-profit to donate leftover meals or transform food wastett

Set & Decor

- #12 Hire or reuse sets/material from previous events
- #13 Eco-design sets and decor

Communication

- #19 Integrate recycling when planning communication material
- #20 Use card or paper name badges with no plastic, ideally ones that can be reused or recycled
- #21 Remind attendees about eco-friendly behaviour with clear, sustainable signage at strategic locations

Power

- #22 Source power from renewable energies
- #23 Limit the use of generators
- #24 Engage on-site teams and employees in energy-saving behaviour



Fundamental principles

Start as you mean to go on

A sustainable event can only succeed if all those involved connect with and get behind shared objectives. As part of a continuous improvement process, the actions described in these pages must be measured using specific KPIs. This will make it easier for you to compare your success stories, progress and possibilities for improvement from one event to the next.

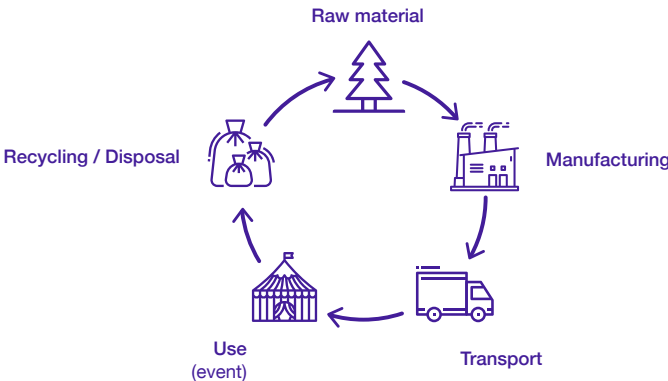
As part of the planning process, you may wish to appoint a qualified sustainability officer to oversee sustainability aspects of the event. You can also set out objectives at a meeting or in a shared document. Other useful tools during the planning stages are shared or co-authored documents such as a directory of sustainable suppliers, an inventory of inter-company decor or a waste management checklist.

At group level, defining a common procedure will enable the different organisers to align on similar actions and objectives.

Eco-design an event

Eco-design considers the environmental and social impacts of a product or service from cradle to grave in order to limit negative impacts. This standardised procedure, based on ISO 14062, can also apply to events and must be implemented upstream for maximum effectiveness. When planning a runway show, for example, this means “thinking frugally”, choosing materials based on transport distances or environmental impact, designing sets that can be taken down and reused or properly recycled, etc. Every element must be assessed across its entire lifecycle: extraction, processing, transport, use, disposal. Eco-design encourages us to think beyond conventional schemas and in this respect is a driver for creative and technical innovation: a way to combine beauty and sustainability.

Event's life cycle



Talk with suppliers

Your network of contractors and suppliers (caterers, transport companies, model agencies, etc.) must align with your ambitions. Choose them according to your objectives and question them about their sustainable practices and choices. Contracts can even stipulate that suppliers must comply with this or that environmental or social criterion. Jointly signing an environmental and social best practices manifesto can be the proof that your suppliers are genuinely committed to sustainability. [See Annex 2: Suppliers Manifesto.](#)

Talk with suppliers ahead of time and discuss the options for renting, reducing and reusing, as well as options for recycling cut-offs and finished products. If a supplier suggests an innovative material or process, ask for a Life Cycle Assessment (LCA) that will enable you to compare and measure potential environmental gains.

Respect the site and regulations

When choosing a location, find out about any specific characteristics so as not to directly or indirectly impact the local ecosystem (animal and plant life). If your event is taking place in natural surroundings, consider carrying out an environmental impact assessment beforehand. Make sure you obtain necessary permits from the competent authorities. Think about how your event might affect the local community, for example through noise or traffic (deliveries, arrival and departure of attendees, etc.).

Human rights and animal welfare

It goes without saying that every choice and decision when planning an event must be made with full regard for the principles and regulations governing human rights, fundamental freedoms, health and safety. Every person in the chain (suppliers, models, staff, etc.) must have the guarantee that they will be treated with respect and protected against any major health risk during the event. Your choices must also be respectful of animal welfare. For this reason, we strongly encourage you not to use animals (domestic or wild) at your event. [See the definition of animal welfare by the World Organisation for Animal Health.](#)

Carbon footprint and offsetting

One way to take event sustainability further is to measure your greenhouse gas emissions. As well as providing a benchmark against which future events can be measured, this will enable you, should you wish, to offset emissions that could not be avoided. [For more information, read «A blueprint for scaling voluntary carbon markets to meet the climate challenge» by McKinsey.](#)

1

Transport

?

Choosing a venue that is centrally located for attendees and suppliers reduces transport and consequent impacts.

Propose a shuttle service, electric, hybrid or hydrogen vehicles, another form of soft mobility or a socially conscious transport provider for attendees and staff.

Thinking about where materials will be sourced from the early stages of planning is another way to reduce carbon emissions from transport. Give priority to local suppliers as well as to local materials that have been sustainably produced. [For information on how to use wood from French forests, visit the France Bois Forêt website.](#)

Can you know exactly where each attendee/staff member travelled from and the means of transport they used? Can you know where the various set elements and other materials were sourced? If yes, then you can offset emissions to the exact amount. If not, use a sample group to estimate the amount.



Source : ADEME

Transporting attendees

- Ask attendees where they are travelling from and how. Use this information to calculate your carbon offset.
- Indicate alternative modes of transportation to the site such as walking, cycling or public transit. Give details of the nearest bus and tram routes, subway stops, bicycle docking stations, bike parking, etc.
- Do not put bottled water or other single-use items in vehicles.
- Offer a sustainable transport service (shuttle, electric, hybrid or hydrogen vehicles, or another form of soft mobility) or use a socially conscious transport provider. Have attendees share transport as much as possible.

Transporting staff, models and backstage teams

- Have pre-event phone and video conferences with suppliers and teams rather than meet in person.
- Cast local models and backstage staff whenever possible.
- Indicate alternative modes of transportation to the site such as walking, cycling or public transit. Give details of the nearest bus and tram routes, subway stops, bicycle docking stations, bike parking, etc.
- Encourage soft mobility and carpooling.
- Use rail rather than air for national or international travel.

Transporting goods and equipment

- Choose delivery methods with the lowest impact (bike messengers, electric cargo bikes, electric trucks).
- Consult with suppliers to optimise delivery agendas and fill trucks.
- Think local so as to limit national or international shipping for materials, equipment and people (hostesses, security guards, catering staff, etc.).
- Encourage suppliers to use electric or hybrid transport for last-mile delivery, and to cut carbon emissions from their vehicle fleet (biogas, particle filters, ecodriving, etc.)
- Innovate and support under-utilised solutions such as river transport or rail freight for long-distance shipping. Avoid air freight as much as possible.



Suggest eco-friendly hotels for attendees and staff. The hospitality sector raises multiple environmental concerns such as waste production, energy efficiency and catering choices. Pick hotels that are close to the event location and look for those that comply with an environmental manifesto or ecolabel. [For information on eco-friendly accommodation, go to the Paris Convention and Visitors Bureau website.](#)

KPI



- Share of soft mobility proposed, kilometres travelled
- Share of conventional transport proposed, kilometres travelled
- Kilometres travelled per attendee per means of transport + starting point
- Kilometres travelled per employee, model, backstage staff per means of transport + starting point
- Kilometres per means of pick-up/delivery + starting point
- Air freight kilometres (materials, set, decor, other) + starting point

Impact

2

Waste

The only good waste is the waste we don't produce. Efficient waste management begins by reducing all inputs at source, from the planning stage right through to takedown. By reusing or renting elements, by cutting back quantities, by planning ahead for each input's end of life, you can significantly reduce the amount of waste to landfill.



- What kind of waste will my event produce?
- Think about all the inputs and raw materials your event will require, then ask yourself are they necessary and what will happen to them at their end of life? This should extend to every part of your event: the set, backstage and staff areas. You can minimise certain types of waste by opting for reusable products (serviceware, signage, name badges, chair covers, etc.). Talk with suppliers about eco-designing sets (fewer cut-offs, mechanical fasteners such as bolts, screws and nails instead of sealants and adhesives, etc.). Packaging is another point to consider, both type and amount.
- Do I have an input/end of life management document?
- Inventorying the different types of input your event will require makes it easier to manage their end of life (reuse, recycle, donate, etc.). Remember to ask waste management or beneficiary organisations for a certificate of recycling or a certificate of donation. [For more information, see Annex 3: Waste management document.](#)
- Do I plan to hire a contractor to process inputs?
- Once all the inputs have been identified, contact specialist contractors to ensure your landfill waste will be properly processed.



Giveaways. Give something attendees will use rather than throw away. Think about **what they are made from and where these materials were sourced**. Certain items can be made by social enterprises that employ persons with **disabilities or opportunity employment**. Remember to keep **packaging to a minimum and prefer sustainably produced, recycled and/or recyclable packaging**. Giveaways are also an opportunity to show your commitment to sustainability by giving items that support environmental causes, for example.

Industrial waste

- Prefer rented and reused items (temporary walling, floor covering, etc.). Provide skips to collect waste in technical zones. Clear signage facilitates processing downstream.
- On July 13th 1992, France introduced legislation that requires industrial non-hazardous waste such as wood, metal and plastic to be separated from hazardous waste such as paint, binders, solvents and aerosols that must be specially processed. Non-hazardous waste that has been in contact with hazardous waste is considered to have been contaminated and therefore cannot be recycled. [For further information on these requirements, see the EU Construction and Demolition Waste Protocol and Guidelines.](#)
- Eco-designing sets and decor limits environmental impacts which include waste production. [For more information on eco-design, see Sets & Decor.](#)
- Prefer reusable, recycled, recyclable and natural materials for signage.
- Avoid carpet, fabrics and Polyane that are hard to recycle. Use rented carpet tiles and curtains instead or carpet without a latex underlay which can be recycled by specialised infrastructures.
- Engage suppliers in reducing and/or reusing packaging.
- Upstream, partner with organisations that recycle or repurpose, for example (in France) [La Réserve Des Arts](#), [Co-Recyclage](#), [La Ressourcerie du Spectacle](#) or [ArtStock](#).
- Remember to ask beneficiary organisations for a certificate of recycling or a certificate of donation.

Ordinary waste

- Rent or reuse whenever possible (chairs, serveware, tablecloths, etc.).
- Make sure that all contractors and suppliers contribute to reducing and recycling waste (checklists for each profession, signage, etc.).
- Provide clearly labelled dustbins for ordinary waste and for recycling (cans, card, paper, plastic).
- Ban plastic bottles.
- Limit single-use plastics (cups, hangers, garment bags, etc.) and ideally all single-use items.
- Buy bulk to cut down on packaging (coffee, tea, sugar, condiments, etc.).
- Use paper name badges with no plastic, ideally ones that can be reused or recycled.

Ordinary waste (contd.)

- Ask yourself if giveaways are absolutely necessary. If they are, choose products that are locally made from materials with a low environmental impact and the least packaging possible.
- Cigarette filters can be recycled. Put out ashtrays. There are also companies that will provide containers for collecting cigarette butts for recycling.
- Choose bin liners in recycled plastic.
- Upstream, partner with organisations that recycle or repurpose, for example (in France) [La Réserve Des Arts](#), [Co-Recyclage](#), [La Ressourcerie du Spectacle](#) or [ArtStock](#).
- Remember to ask beneficiary organisations for a certificate of recycling or a certificate of donation.

Food waste

- Provide collection points for food waste.
- Talk to your caterer about collecting food waste (if they don't already do so).
- Redistribute leftover meals to a non-profit or charity partner. The beneficiary organisation must sign a goods issue slip and becomes liable for the donated food. [Click here for information on food safety regulations and guidance for food donations.](#)

Hygiene

- When installing portable toilets, prefer dry toilets that do not use water for flushing and can be composted.
- Choose a sustainable cleaning company (social enterprise, eco-friendly cleaning supplies, etc.).

KPI



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- Amount of waste produced per category (hazardous, non-hazardous, ordinary, food, etc.) and per type (wood, concrete, paperboard, etc.)
- Amount (kilos) of inputs that are sold, donated, recycled or disposed of per type, contractor, destination and shipping method
- Share of items designed for reuse (name badges, signage, displays etc.)
- Share of portable toilets per type (flush, chemical, dry)

Impact

3

Catering

Catering is probably the one component of an event where sustainable practices are easiest to implement. From morning coffee to lunch or cocktail receptions, the opportunities to reduce environmental impacts are legion. By opting for sustainable menus and produce, by taking measures to limit food waste and reducing non-food waste, you can provide a catering service that is both sustainable and delicious!



Does my caterer already have a green policy?
Simplify matters by hiring a catering service that already takes sustainable initiatives. If this isn't possible, ask your chosen supplier to follow the recommendations below (whenever possible). At the very least, choose seasonal, local and/or organic produce.

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Can I propose a 100% vegetarian menu?
Meat production raises concerns of animal welfare. Also, greenhouse gas emissions from the production of one kilogram of meat are five to ten times greater than from production of one kilogram of cereals. For this reason, always include a vegetarian option for your attendees, made with plant-based protein such as lentils, quinoa or chickpeas.

What about water fountains?
Plastic water bottles are a major source of pollution. Enquire about the possibility of installing water fountains that are directly connected to the venue's water supply. Provide reusable or recyclable cups and remember to put a recycling bin next to the fountains.



A locally grown, seasonal, fresh vegetable produces 20 times less greenhouse gas (GHG) than a non-seasonal imported vegetable or a vegetable grown in a heated greenhouse and 7 times less GHG than a frozen vegetable. Better still, a vegetable is cheapest and most nutritious when it is in season.

Source : Bon pour le climat

Produce

- Insist on local and seasonal produce. [This month-by-month guide](#) lists seasonal fruit and vegetables in France.
- Prefer organic produce (AB, Euro Leaf, etc.) and/or fair trade (Fairtrade/Max Havelaar, SPP - Symbole de Producteurs Paysans, etc.). [For more information, see Annex 1: Certifications, ecolabels and standards.](#)
- Limit the amount of meat products in your menus. Replace them with plant-based proteins. White meat and poultry have less of an environmental impact than red meat.
- Include a vegetarian and/or vegan option.
- If your menu includes fish or seafood, prefer ones that are in season and were fished using responsible practices (AB, MSC, etc.). [For more information, see Annex 1: Certifications, ecolabels and standards.](#)
- Serve buffets rather than meal trays. If serving meal trays, choose ones without additional containers and without plastic cutlery. Order no more than necessary so as to limit waste.
- Ask your caterer to provide tea, coffee, sugar, condiments, etc. in bulk rather than individually packaged.
- Avoid products with a high environmental impact such as palm oil and products that cause animal suffering such as foie gras.

What to do with food waste

- Find a contractor that recycles food waste. Provide suitable collection bins and brief the catering team on how to sort waste.
- Redistribute leftover meals to a non-profit or charity partner.
- The beneficiary organisation must sign a goods issue slip and becomes liable for the donated food. [Click here for information on food safety regulations and guidance for food donations.](#)

Serviceware

- Rent reusable serviceware rather than purchase disposable items. Think carefully about which plastic alternatives you use – bioplastics, for example, aren’t necessarily less harmful to the environment and can’t be recycled – and whether you have a system in place for compostable items. Serve beverages in glasses or, if this isn’t possible, in recyclable cardboard cups.
- Keep plastic cups and cans to an absolute minimum. Serve drinks in pitchers or glass bottles. Install water fountains.

KPI



- Number of meals served during the event
- Share of vegetarian meals
- Share of reusable serviceware
- Share of recyclable/compostable serviceware
- Share of local/seasonal/organic/fair trade produce per type (vegetables, fruit, meat, etc.) and origin
- Share of bulk-packaged items (sugar, coffee, etc.)
- Share of discarded/recycled food waste
- Number of discarded/donated meals

Impact

4

Sets
&
Decor

Reduce, reuse, recycle !

Manufacturing sets, decor and props has environmental and social consequences, hence why it's always preferable to rent rather than buy new. If you do purchase new items, choose ones that are made from natural, recycled, recyclable and/or eco-labelled materials. Make sustainable practices part of your set and decor strategy from the outset by implementing eco-design principles. These take into account social and environmental factors at every stage of the product lifecycle and should be considered on equal terms with cost, feasibility and aesthetic. Talk to creatives and suppliers from the very early stages so they can incorporate eco-design into their proposals to maximum effect. Eco-designing a set takes more time and planning than a conventional design process, so adapt your timeframe accordingly.



Can I rent elements rather than buy or have them made?

Whether it's for grandstands, seating, floor coverings, curtains, temporary walling or any other element, always ask yourself whether purchasing or manufacturing is strictly necessary. Renting extends a product's lifecycle and therefore reduces your event's footprint.

What happens to my sets post-event?

Choosing more sustainable materials and manufacturing processes is already a big step towards an eco-friendlier event. However, a product's lifecycle doesn't end at takedown. Well in advance of the event, find out about how you can store, reuse, recycle or donate elements.

Is carpet absolutely necessary?

Used for just a few hours and with very little infrastructure for recycling, carpet is a non-negligeable factor when planning a sustainable event. Certain manufacturers claim their carpet can be recycled but this isn't strictly accurate, as it is in fact incinerated to produce energy. Limit impacts by considering the need for carpet or use rented carpet tiles instead. As a last resort, choose a carpet made from recycled fibres.



Illegal logging is an immense, multi-billion-dollar industry threatening forests worldwide. Studies show that almost 10% of wood being traded internationally comes from illegal logging. Give preference (in order) to **locally produced and processed wood** and to **FSC-certified wood**. Never use wood from primary forest trees, no matter what certification it has.

Source : Greenpeace

- Prefer to rent furnishing and props or reuse parts from previous sets. Choose contractors that comply with sustainable standards such as ISO 20121, ISO 26000, PrestaDD, etc. [For more information, see Annex 1: Certifications, ecolabels and standards.](#)
- Eco-design sets in order to limit environmental impacts at each phase in their lifecycle:
 - Consider where materials are sourced and their end-of-life recycling potential
 - Consider where manufacturing takes place
 - Prefer eco-friendly manufacturing processes
 - Limit the use of solvents
 - Minimise cut-offs
 - Reduce packaging
 - Ensure elements can be reused or fully recycled

Work with manufacturers that already have an eco-design service. Cité des Sciences et de l'Industrie has published [eco-design guidelines](#) or read the set [design factsheet by EcoProd](#) (in French).

- Read up on eco-friendly materials. Check out databases such as [AMAT](#) or [MateriO'](#).
- Whenever possible, use recovered materials sourced through specialist suppliers.
- Avoid PVC which contains additives that are harmful to human health and the environment and requires a complex recycling process.
- Question suppliers about the type and amount of packaging they use.
- Store, sell or donate materials in reusable condition. Upstream, partner with organisations that recycle or repurpose, for example [La Réserve Des Arts](#), [Co-Recyclage](#), [La Ressourcerie du Spectacle](#) or [ArtStock](#).
- Always ask the beneficiary organisations for a certificate of recycling or a certificate of donation.

KPI



- Share of rented/purchased elements per point of origin and shipping method
- Share of eco-designed elements per type, material, point of origin and shipping method
- Kilos of raw material per type (wood, carpet, metal, etc.), point of origin and shipping method
- Share of locally sourced/eco-designed/ecolabel/certified furnishing per type, point of origin and shipping method
- Number of contractors with sustainable or social certification
- Kilos of stored, sold, donated, recycled and discarded elements per type, destination and shipping method
- Kilos of discarded packaging per type (wood, PET, PVC, etc.)

Communication



List the different types of content that your event will generate both directly and indirectly, including format, message and quantity. Decide how you can optimise design, distribution and end-of-life for each one.

Creating, sending and storing data has environmental consequences. Optimising the size of attachments and stored documents, and designing communication to be less data-hungry is already a big step towards reducing impacts. [For more information, read the paragraph on how to make your communication eco-friendly.](#)

Any content produced for the event has an impact on the environment, including films and photo shoots. Refer to the recommendations in this document for ways you can minimise their impact.

Don't give giveaways! If you do, keep them to a minimum and give something attendees will use, not throw away. Choose items made from materials and manufacturing processes that have the least environmental impact. Keep packaging to a minimum and prefer sustainably produced, recycled and/or recyclable packaging. Giveaways are also an opportunity to show your commitment to sustainability by giving items that support environmental causes, for example.



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Make your communication eco-friendly

Printed material (invitations, signage, handouts, press packs, etc.)

- Ensure all your print is recycle-ready. Print on recyclable materials, include a request to recycle and have a recycling process in place.
- Choose ecolabel paper (EU Ecolabel, Blue Angel, Nordic Swan) that guarantees minimum negative effects on the environment, or paper made from recycled fibres and/or fibres from sustainably managed forests. The Forest Stewardship Council has three types of label: FSC 100%, FSC Recycled and FSC Mix. [See Annex 1: Certifications, ecolabels and standards.](#)
- Design communication to fit standard paper sizes such as A4 or A5 to avoid off-cuts.
- Choose a reasonable grammage for your printing needs. For ordinary office use, 80g is sufficient
- Eco-design signage in recycled, recyclable and reusable materials. Don't include information that will prevent reuse such as a date or year, a venue or the name of the event. Otherwise, devise a system that allows you to update information that is likely to change.
- Use paper or card name badges with no plastic, ideally ones that can be reused or recycled. For reusable badges, don't include information that could become out of date.
- Designs that use metallic inks or coatings for creative effect have a much greater environmental impact. Don't laminate, spiral-bind, staple or use other methods that complicate the recycling process. Only laminate documents you intend to keep for regular consultation.
- Avoid PVC which contains additives that are harmful to human health and the environment and requires a complex recycling process.

Printing

- Whenever possible, print on both sides and in black and white.
- Choose a print company that has committed to sustainable practices, for example one that has Imprim'Vert or ISO 14001 certification, or a company that employs people with disabilities. [See Annex 1: Certifications, ecolabels and standards.](#)
- Keep flat tints to a minimum. If you must include them, limit their size and opt for a lower print density or use colour gradation.
- For offset printing, prefer soy-based or vegetable-based inks that contain no heavy metals or chemical solvents.

Digital media and content

Draw up an inventory of direct and indirect (media, influencers, etc.) content per communication channel. Now think about how you can reduce the impact of producing, accessing and storing this data.

- Experiment with resolution, compression and/or duration to reduce the size of audio and photo/video files.
- Don't send big files to multiple users. Set up a file-sharing system instead, preferably on your company server.
- Don't keep duplicate or outdated files. Check your folders on a regular basis and remove photos/videos you no longer need, especially big files (Photoshop, Première, After Effects, etc.).
- Think about whether all content needs to remain online for more than a couple of months.
- Keep content posts (carousel posts, news, front-page stories, etc.) within reason.
- Purchasing views, followers, likes and comments may be standard practice for companies managing their digital reputation, it does have very real effects on the environment. Limiting these purchases helps reduce the environmental footprint of content published during an event.
- Design the event's digital communication (website or app) so that they function with the least possible energy consumption. Get help from outside consultants or ask your in-house IT team to incorporate sustainable design principles into your website or app. [For more information \(in French\) see Ecoconception web : les 115 bonnes pratiques by Frédéric Bordage \(published by Eyrolles\).](#)

Engage everyone in sustainable development

- Inform attendees and staff about alternative modes of transportation to the event such as walking, cycling or public transit. Give details of nearby bus and tram routes, subway stops, bicycle docking stations, bike parking, etc.
- Your teams will be more willing to adopt new ways of thinking and doing if they understand the environmental benefits. Remind them of eco-friendly behaviour with clear, sustainably manufactured signage at strategic locations (catering, bathrooms, lighting, recycling, etc.).
- Letting people know about your sustainability efforts is good publicity and helps create awareness of environmental issues among a wider audience. This can be before, during or after the event. For example, you can show you are supporting sustainability in food production by adding ecolabels and logos to food served at buffets. Remember, the public can be suspicious of companies' true environmental colours. Don't fall into the greenwashing trap. [For more information see «Understand and Preventing Greenwash : a business guide» by BSR.](#)

KPI



- Quantity of print communication per type (invitations, press packs, handouts, etc.), material, share of sustainable materials (recycled, FSC, EU Ecolabel, etc.), weight, recycling potential, origin and, where relevant, delivery method (bike messenger, motorcycle messenger, postal service, etc.)
- Number of giveaways produced/given per type, material (including packaging), share of sustainable materials (recycled, FSC, EU Ecolabel, etc.), weight, recycling potential and origin
- Number of recyclable/reusable/single-use badges per material and share of sustainable materials
- Share of printing by an eco-certified printing company
- Number and size of digital content per media (photos, videos, press packs) and channel (social media, website, email, etc.)
- Share of purpose-designed/eco-designed websites and apps
- Number and size of photos/videos deleted from social media, website and apps, post-event

Impact

6

Power

Planning ahead is the key to keeping your event’s power consumption in check. Meet with teams (technical director, set director, etc.) to discuss how you can achieve the lighting effects you want and how much power this will require using the on-site electricity supply and keeping generators and temporary supply to a minimum. Prefer power from renewable sources, ensure appliances and devices are energy-efficient and remind every person working on the event that they have a role to play: these are all ways you can reduce your event’s energy footprint.



How much power do I really need?
By calculating your power needs and comparing them with the on-site power supply, you can determine what, if any, additional power supply your event will need and a reasonable margin.



What type of power am I using?
Give priority to renewable energy sources. Use green power suppliers and run biofuel generators.



HQE, BREEAM, LEED, BBC and ISO 50001 certifications evaluate the environmental performance and energy efficiency of buildings. Venues that comply with one of these standards deliver more in terms of energy efficiency and environmental protection.

Power supply and equipment

- Connect to the network power supply. Calculate your event’s energy requirements so as to limit the use of generators. If you do need generators, get the appropriate power rating. Consider noise levels (some units are quieter than others) and choose generators than run on alternative energies such as biofuels. N.B. Biofuel is currently one of the best alternatives. However, producing and using biofuel still has consequences for the environment and biodiversity (greenhouse gas emissions, monoculture, takes up farmland, etc.).
- Use renewable energy sources whenever possible. If you need a temporary supply of electricity, sign up with a green power company for the duration of the event.
- Ask your suppliers where they stand on low-consumption equipment (such as LEDs) and biofuels. Talk to them about energy-saving best practices.
- Use air-conditioning and heating wisely. Ideal temperatures are 19°C in winter and 24°C in summer. Consider heating solutions that burn biofuel or wood pellets.

Encourage eco-friendly behaviour

- Remind staff, on-site and off-site, about what they can do to save energy: don’t use appliances longer than necessary, always switch off appliances and lights when not in use; only run generators when strictly necessary, etc. Send out a memo and post reminders in strategic locations. [For more information, see the Powerful Thinking Guide.](#)

KPI



- Total power consumption (electricity, gas, oil, etc.)
- Share of green energy
- Number of generators used per fuel type and quantity of fuel used
- Number of electricals per type (stage lighting, screens, projectors, etc.)
- Share of energy-saving equipment

Annexes

- 1 Certifications, ecolabels and standards
- 2 Suppliers Manifesto
- 3 Waste management document
- 4 Signage

1 Certifications, ecolabels and standards

Suppliers/Venues



BBC, BREEAM, HQE, LEED: Certifications that assess the environmental performance and energy efficiency of buildings. Venues that have one of these certifications deliver better results for environmental quality.



B Corporation: Business that meets verified standards of social and environmental performance, public transparency and legal accountability to balance profit and purpose.



Charte Qualité et Développement Durable: A quality and sustainable development manifesto that provides guidance and technical assistance for convention centres in France.



Clef Verte: Ecolabel for businesses in the French tourism sector (hotels, campsites, holiday rentals, bed and breakfasts, serviced apartments) that meet sustainable criteria (water and power consumption, waste management, sustainable sourcing, etc.).



Green Globe: International standard for sustainable tourism and travel (events, convention centres, exhibition centres, hotels, tour operators, etc.) based on criteria of sustainable management, social/economic, cultural heritage and the environment.



Imprim'Vert: French ecolabel to reduce the environmental impact of the printing industry.



ISO 14001: Sets out requirements for an environmental management system for use by an organisation that wishes to manage its environmental responsibilities in a systematic manner.



ISO 20121: Stipulates a framework for environmental management systems specifically for events. Concerns event planners, venues and the entire logistics chain to integrate, maintain and promote sustainability in their working methods.



ISO 26000: Provides guidance to all types of organisation on the principles and practices of social responsibility.



ISO 9001: Sets out a range of principles for a quality management system.



Lucie: The reference in France for corporate social responsibility in companies with fewer than 50 employees. Based on seven criteria aligned with the seven key principles of ISO 26000.



PrestaDD: Ecolabel for companies in the entertainment and events industries. Promotes best practices and helps businesses go further in their sustainable development strategies.

Consumer goods



AB: French equivalent of the EU Euro Leaf label for organic foods, i.e. foods that were produced with no chemical products or GMOs and with limited use of pesticides, herbicides, fertilizers, etc.



Fairtrade/Max Havelaar: Guarantees that a product was produced according to fair trade standards (adapted to the sector and the country) which provide for better pay for producers and workers, decent working conditions, respect for the environment and the autonomous and democratic functioning of producer cooperatives.

Other organic/fair trade labels: Rainforest Alliance, Bio Cohérence, Ecocert, Biopartenaire, Demeter, Nature & Progrès.



EU Ecolabel: Common to all European Union members, the EU Ecolabel is awarded to products and services that meet high environmental standards throughout their lifecycle.



FSC: the Forest Stewardship Council label certifies wood that was sourced from sustainably managed forests. There are three FSC labels: FSC 100% for products sourced from forests that are managed according to FSC's social and environmental standards, FSC Recycled for products made from only recycled content and FSC Mix for products made from a mixture of FSC-certified and recycled materials. For paper, this means a minimum of 70% FSC-certified fibres plus 30% recycled fibres.

Other ecolabels for paper: Blue Angel, EU Ecolabel, Nordic Ecolabel (swan mark).



NF Environnement: French ecolabel awarded to products and services that comply with criteria of fitness for purpose and environmental impact.

2 Suppliers Manifesto

As the organiser, you are in the front line of sustainability for your event. However, the commitment and efforts of your suppliers and contractors are equally important.

From a clause in a contract to informing on sustainability issues, everyone involved in putting your event together must have complete awareness of the environmental and social implications of their job – and yours.

Beyond legal obligations (human rights, animal welfare, environmental regulations, etc.), you should encourage and support your suppliers in implementing greener practices. Together, you can create new and more virtuous synergies in the events sector, and far beyond.

Your suppliers’ sustainability commitment can take several forms. It can be a manifesto, a clause in their contract or a code of conduct. What matters is that your values align.

3 Waste management document

PRE-EVENT								
SUPPLIER	SET ELEMENT	SOURCE	MATERIAL / COMPOSITION		DESCRIPTION	QUANTITY	ORIGIN	TRANSPORT
Supplier's name	Type of element	- Rented - Loaned - Manufactured - Purchased - Other	Metal	ex: steel, aluminium, iron, etc.	Details of the element. Specify any ecolabel, certification, treatment, etc.	Weight, size, quantity	Geographic origin	Means of transport
			Naturel	ex: wood, card, paper, cotton, etc.				
			Plastic	ex: Polystyrene, PET, PMMA, etc;				
			Composite	ex: concrete, fibreglass, etc.				
			DEEE	ex: LED, halogen, etc.				
			Others	ex: oil, paint, etc.				
SPACE #1								

AFTER EVENT							
END OF LIFE	DESCRIPTION	TYPE OF WASTE	WHO ?	WHEN ?	QUANTITY	CONFIRMATION	
- Stored - Returned - Donated - Recycled - Discarded - Reused - Other	End of life details	- Inert waste - Non-Hazardous waste - Hazardous waste	Contractor in charge of recovery	Date of recovery	Weight, size, quantity	Proof of recycling, donation, disposal, etc.	
SPACE #1							

For more information on different types of waste (inert, hazardous, non-hazardous), [refer to the ADEME guideline for management and recycling of construction waste \(in French\)](#).

4 Signage

Sample signage by Bureau Betak



CONTACTS

Paris Good Fashion : isabelle.parisgoodfashion@gmail.com

Bureau Betak - Raphaële : raphaele@bureaubetak.com

Bureau Betak - Tristan : truellan@bureaubetak.com

Clémence Grisel : grisel.clemence@gmail.com



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