



Don't just tick the box

Kuoni Congress sustainability consultant, **Carolina Vosátková**, says setting clear goals will help rally support for green meeting initiatives.

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There are many articles about sustainable events and how to create them utilising various checklists. While such lists provide a handy onsite tool, if you want to achieve a long-term impact, you must consider several other factors that may not readily appear on your checklist.

At Kuoni, we started our sustainability journey back in 2016, aligning ourselves with ISO 20121 and the United Nations Sustainable Development Goals (see p.34 for more details). In doing so, we've identified five key steps to ensure green meeting efforts go well beyond simply ticking a box:

1. Create objectives and indicators

If you want to introduce eco-friendly actions at your events, take a step-by-step approach and start by creating an official commitment or mission, like IAPCO's Ticky the Turtle campaign, which aims to rid the meetings industry of single-use plastic and help improve the marine environment. A campaign such as this will allow you to better communicate your message and engage event attendees as well as your community. An overarching commitment can also help you create global goals that are set against local actions, allowing you to measure and compare results.

2. Educate your team members

Demonstrate the meaning behind the pledge to your team. When your team understands

the potential for positive impact, your advocacy efforts will be simpler, and the end result more powerful.

3. Choose suppliers wisely

By choosing a supplier with a sustainability policy, you are supporting a partner with similar values as your own. Alternatively, invite your local suppliers, clients, venues and stakeholders to join your pledge. As an extension of your team, suppliers can also help to amplify your sustainability message and mission.

4. Monitor and measure

In order to recognise success, it is necessary to monitor and measure your actions. These actions must be set early in the event planning process, and always identify who is responsible for each measurement.

5. Evaluate and develop

There is always an opportunity for improvement, and when it comes to any kind of green event, it is important to regularly assess and see where you can grow. ■

This article was provided by the International Association of Professional Congress Organisers (IAPCO), which represents 131 131 companies comprised of over 9,300 professional congress organisers, meeting planners and managers of international and national congresses, conventions and special events from 41 countries, including author Carolina Vosátková of Kuoni Congress.



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