



# Barcelona sustainable events guide

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# Vision for this Guide

# 1

*Each one of us matters, has a role to play, and makes a difference. You must decide what kind of difference you want to make.*

Jane Goodall

Every stakeholder has a contribution to offer in the creation and management of a sustainable event.

This guide is here to assist **Event Organisers**, be they from corporates, governments,

associations or one of the myriad team building and incentive agencies found in Destination Barcelona.

It offers practical tips and a [comprehensive checklist](#) to design a **sustainable event**

and will guide the sector as it continues to improve its performance in the development of long-term **sustainable event management practices**.



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# Destination Barcelona

# 2

Barcelona is a uniquely privileged destination, offering an infinite range of activities and facilities thanks to its status as both city and province, where rich history, open natural spaces (blue and green!) and strong Mediterranean heritage abound. The destination's inclusive approach to sustainable tourism development is reflected through a **unique methodology that is led by a multi-stakeholder taskforce**, composed of **Barcelona Provincial Council, Barcelona City Council, Turisme**

**de Barcelona Consortium** and the **Barcelona Chamber of Commerce**. The principal aim of the programme is **to promote increased responsibility** in tourism from the destination's **public entities and private business**.

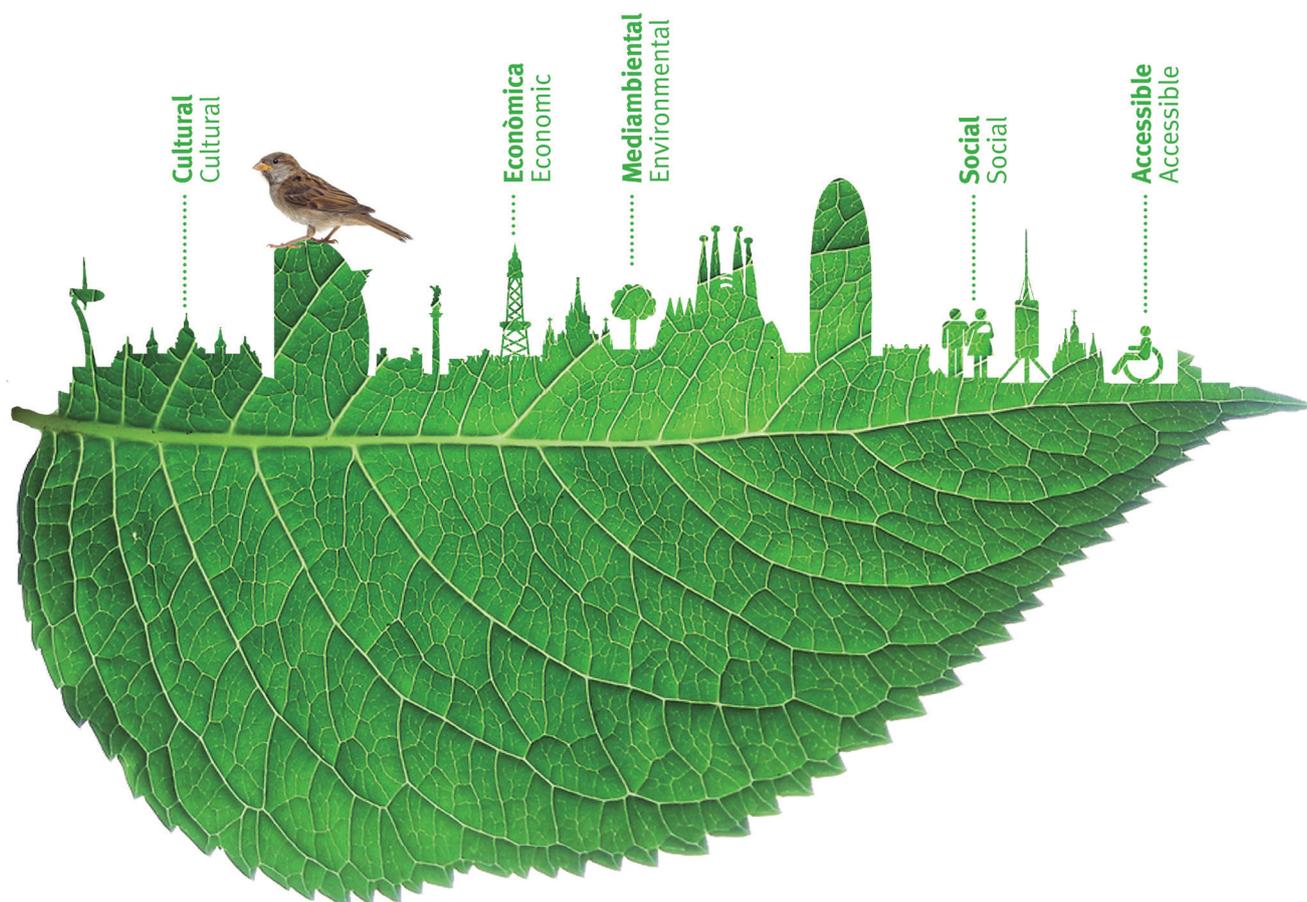
In 2021 **Turisme de Barcelona** signed up to the **Glasgow Declaration** as a supporting organisation. By becoming a signatory, Turisme de Barcelona demonstrates its commitment to actions that **support, incentivise, and train its members and**

**stakeholders to reduce the carbon footprint of the sector.**

**Barcelona Convention Bureau**

– producers of this Guide – represents the area of Barcelona Turisme that promotes the destination as a venue for congresses, meetings and incentive trips.

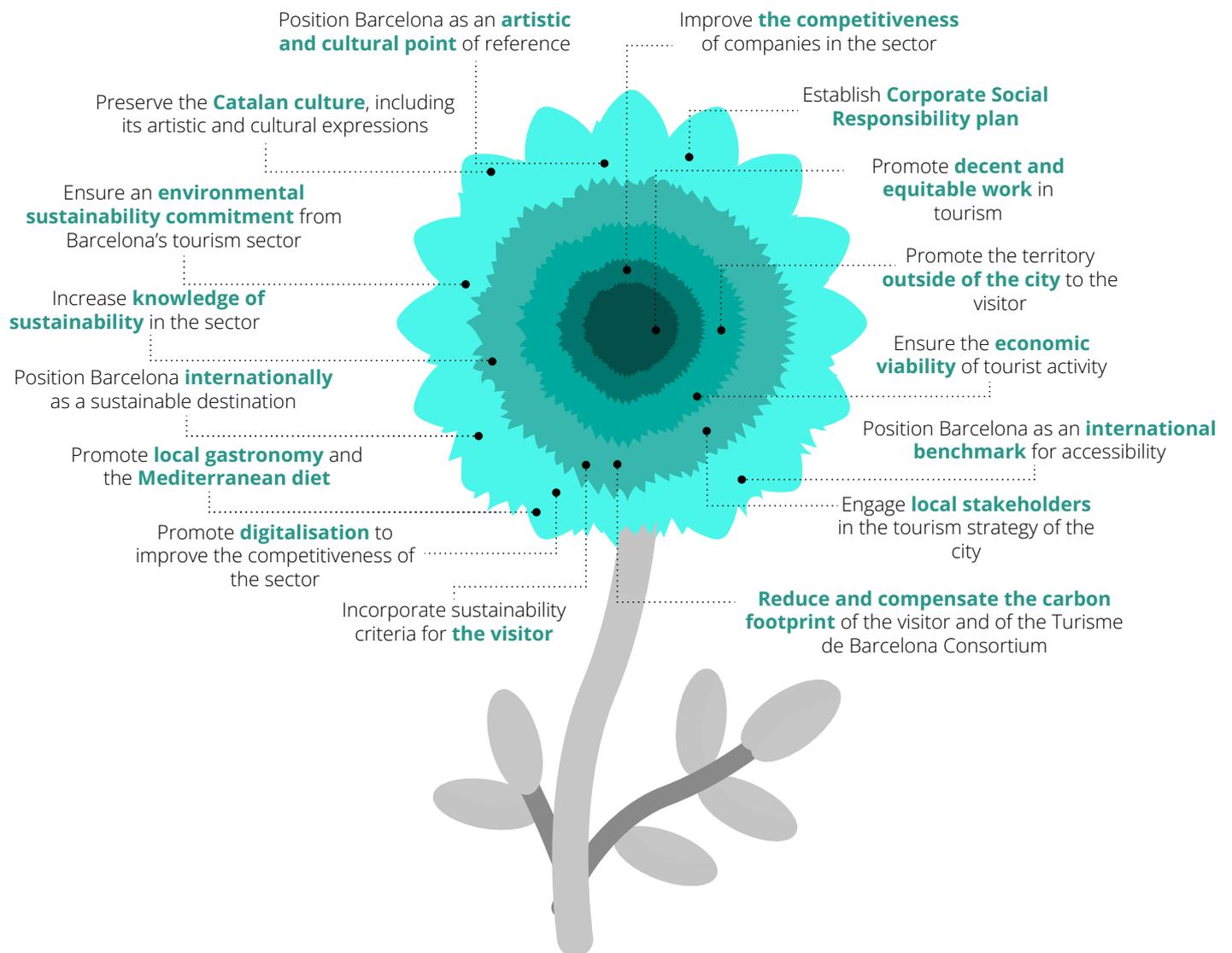
**The sustainability achievements of our business tourism sector include: recognised best practice in social responsibility, energy efficiency, selective waste management and carbon offsetting.**



# Sustainability Goals



The sustainability goals of the [Barcelona Convention Bureau](#) are consistent with those of Turisme de Barcelona:





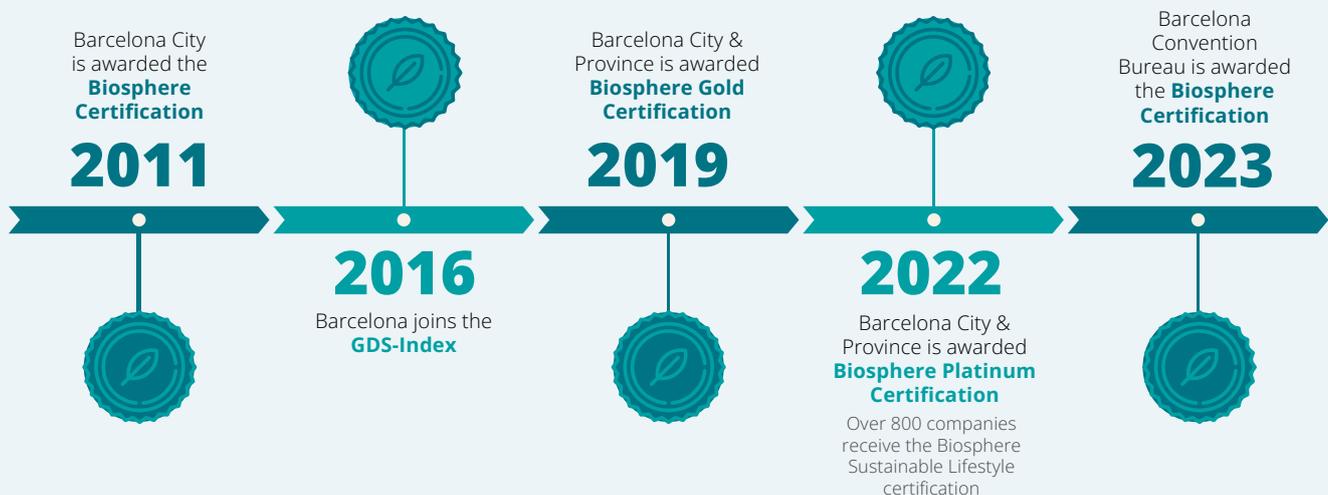
# Certification



In 2011, Barcelona was named as the **first responsible tourism destination** in the world to be awarded the **Biosphere Certification** by the Responsible Tourism Institute (RTI), an independent body promoted by UNESCO, who complies with the **Global Sustainable Tourism Council (GSTC)** to promote sustainable tourism at every level. Since then, **hundreds of tourism businesses** have signed up to Biosphere to support Barcelona's comprehensive cross-destination

sustainability programme and singular methodology. Biosphere certification is based on the 17 **UN Sustainable Development Goals** and guarantees a commitment to **responsible and environmentally friendly management, culture, decent working conditions, gender equality and socio-economic benefits**. In parallel, the accreditation recognises the destination's own good practice in sustainable tourism.

In 2022 Barcelona City & Province became the **first global destination to receive Biosphere Platinum Certification** for its efforts to promote responsible tourism. In 2022 the number of entities who have received the Biosphere Certification rose to **nearly 850**. **In 2023 Barcelona Convention Bureau joins this list**, achieving Biosphere certification to complement its existing strategy which applies sustainability across all operations.



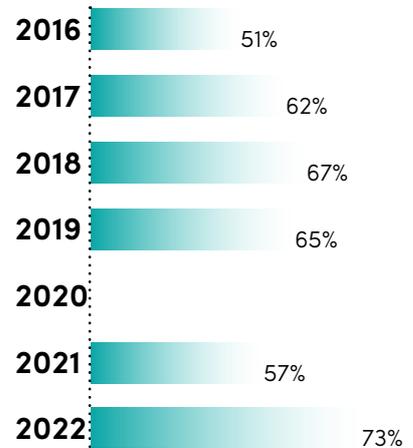


# Performance Improvement



The **Global Destination Sustainability Index** is the leading annual benchmarking tool that supports international urban destinations to develop and improve their sustainability strategies and performance against 70 criteria in the categories of environmental, social, supplier and destination management. **The GDS-Index is aligned with international**

**frameworks such as the UN Sustainable Development Goals and GSTC Destination Criteria. Barcelona Convention Bureau** has remained committed to the GDS-Index since its beginnings in 2016, when it scored 51%. **The latest edition of results underlines the consistent improvement from the destination, scoring 73,1% in 2022.**



## SITS – OTB : The OTB Sustainable Tourism Indicators System

A committee comprised of the Observatory of Turisme de Barcelona and two local universities has developed a comprehensive set of **indicators**, that Destination Barcelona is implementing to ensure measurable sustainable tourism development across its activities.



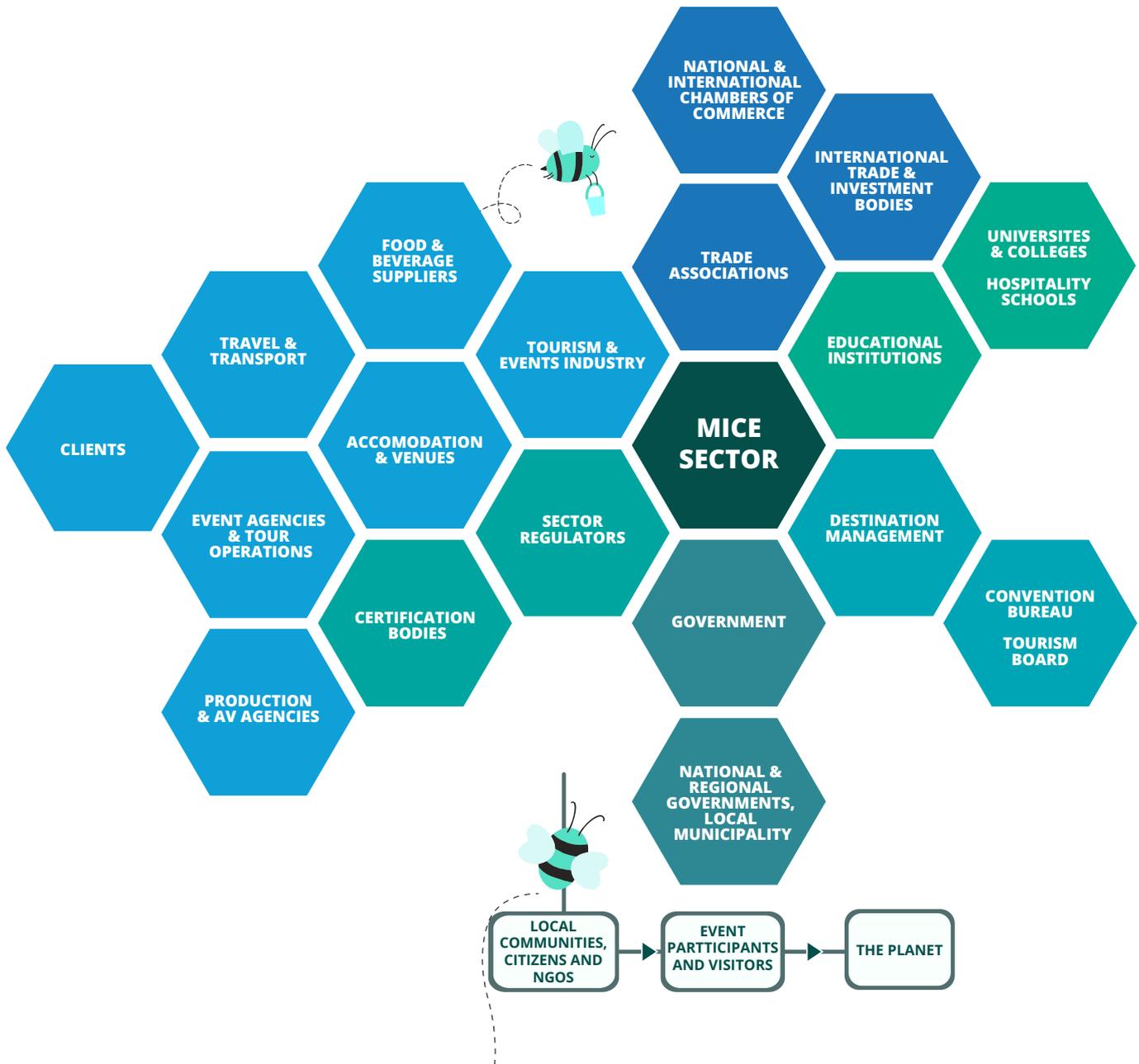
© Pep Cuberes

# Commitment to Sustainability in the MICE Sector

In 2012 **Turisme de Barcelona demonstrated further support for sustainability in business events**, by establishing

**Barcelona Sustainable Tourism**, a cross sector programme that encourages collaboration from range of tourism stakeholders

who demonstrate good business practice in areas such as the **environment, economy, society and culture**.



# What is Sustainability? 3

Sustainability has become a word that does little to explain and describe the deep environmental, social and economic aspects that need to be addressed.

As far back as 1987 [The Brundtland Report](#) defined Sustainability as “**development that meets the needs of the present without compromising the ability of future generations to meet their own needs,**”

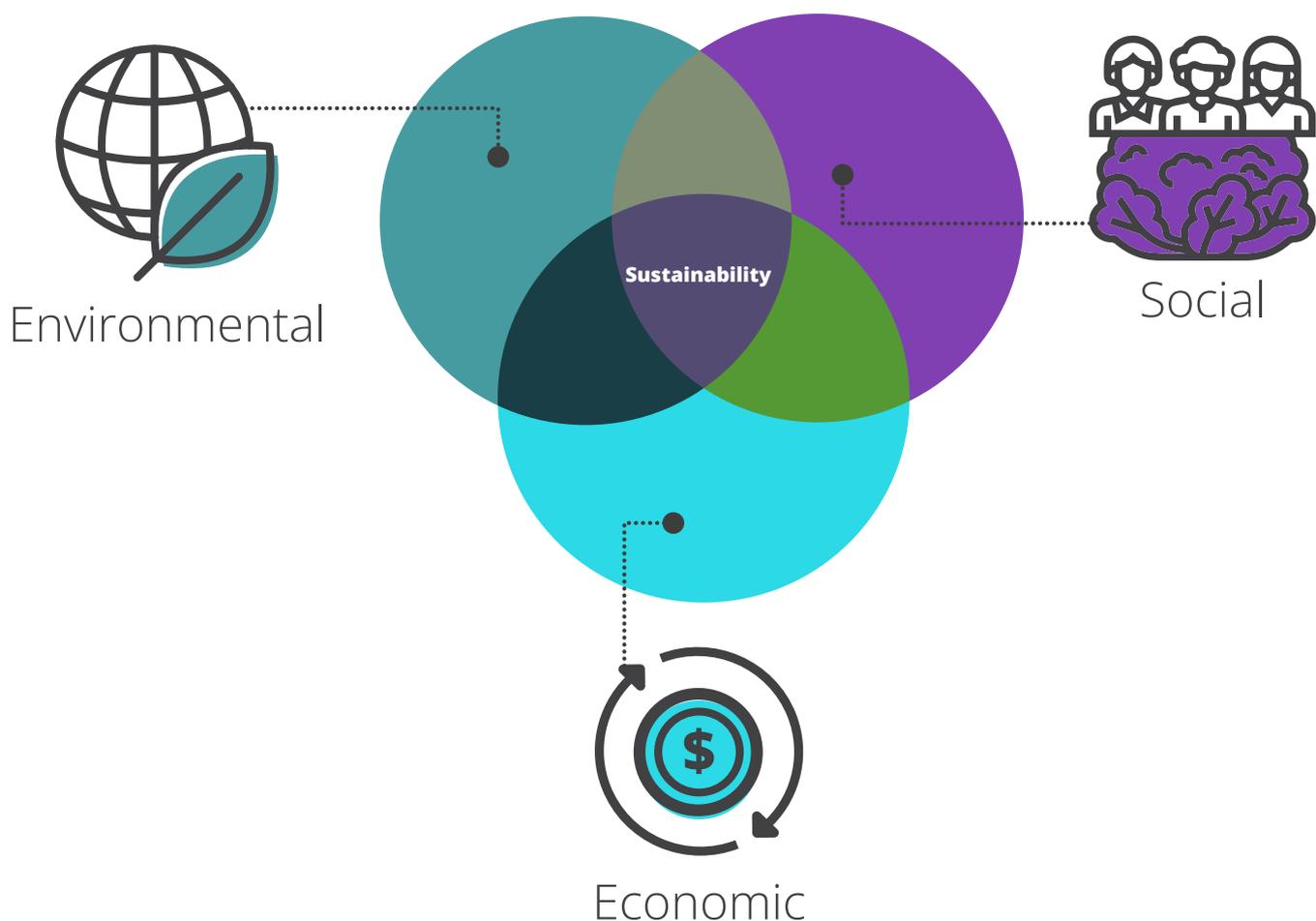
It took a lot longer for the word to find its way into the business sector, and in the travel sector

it was a nice to have, but not a driver of change. Today the understanding is that **sustainability is an imperative for the adoption of better business practices.**

The IPCC report has made it clear; we are at the tipping point of exceeding planetary boundaries and once that is reached no business model will be worth its big idea if it hasn't integrated the principles of social, economic, and environmental impact into the cost of business.

A truly sustainable business ensures a healthy balance across three areas:

- **Environmental:** ensuring that planetary capacities are **protected.**
- **Social:** ensuring fairness and respect to **society.**
- **Economic:** ensuring profits align with environmental and societal **needs.**



## What is a sustainable event?

The United National Environmental Programme describes a sustainable event as **“one designed, organised and implemented in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved.”**

A sustainable event considers its impact across all areas and questions if the goods, services, and overall event compromise environmental and social factors. This approach helps leverage the **unrivalled capacity of events to drive positive change through raising awareness, education, technology and creating connections.**

## What are the UN SDGs?

The **United Nations Sustainable Development Goals** are the **blueprint for a better and more sustainable future for all.** They address the principle global challenges of our time, recognising that poverty, hunger, health, education, inequality, economic growth, climate change and environmental preservation, peace and justice are **all interconnected, and need to be addressed together.**

## How can events contribute to the UN SDGs?

Events are attended by millions of people across the world each year, **sharing knowledge, business practices and innovations, across all sectors of business, government, academia and community.**

The opportunities for events to contribute towards the 17 UN Sustainable Development Goals are widespread, from the theme of the event itself, through to the event management operations, and on to the organiser’s own operations.



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# Sustainable event Guidelines

# 4

## A performance level approach

**Barcelona Convention Bureau** recognises that there are a range of competence levels in any destination, when referring to sustainable event

management. For that reason, this guide and **accompanying workbook** refer to scaled performance levels that enable Event Organisers to identify their

existing level at any particular stage of the event and to understand what they should do to reach the next level of responsible event management.

### How to use this guide

The performance levels used in this guide and accompanying workbook are based on the following methodology:

**Basic:** actions for **singular sustainable events** that take place on an ad hoc basis. Event Managers are aware of some of the topics relating to sustainability but have not yet put them into practice on a regular basis.

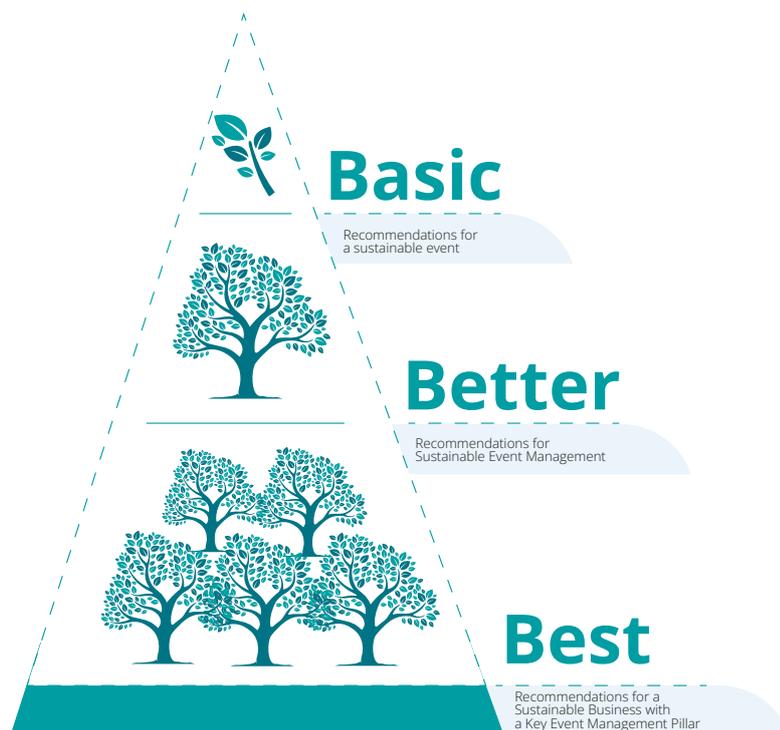
**Better:** actions **for sustainable event management**. Event Organisers have implemented policies, processes and an active plan to ensure that there is a consistent and verifiable approach for the sustainable organisation of events.

**Best: Sustainability defines all activities.** Organisers are recognised as stewards for the sector, demonstrating efficiency, responsibility, best practice and motivation for all stakeholders towards continual improvement.

Please note that, in order to reach the next level on any particular topic, all the steps in the previous levels have also to be achieved.

**The following content is included in the accompanying excel workbook.**

Performance levels are indicated in this guide with the symbols ->



# The stages of sustainable event organisation



## 1 STAGE **Planning**

- Designing for success
- Apply objectives
- Lay the Foundations

## 2 STAGE **Onsite**

- Monitoring and Measuring
- Communicate

## 3 STAGE **Post**

- Analyse success
- Consider improvements
- Communicate



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# Planning

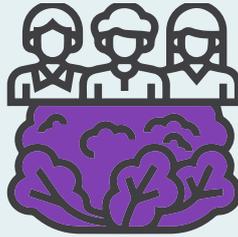
## Designing for success

The planning stage of an event is vital when organising a sustainable event. Trying to implement changes after agreements are signed, suppliers are hired, and decisions are made is often too late to make a real difference.

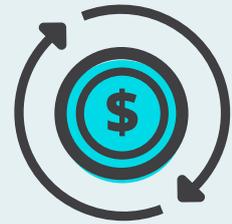
As you begin planning the event consider all services that are required, and their impact on:



Environmental



Social



Economic

**Environment** i.e., avoid excessive use of food, plastic and other materials, dispose of leftover materials in a responsible way, and ensure protection of local habitats.

**Society** i.e., consider the needs of all individuals involved in your event, from the workers, to suppliers, clients and the local community.

**Economy** i.e., your event will need to be economically viable according to your budget or any other economic restrictions. Compliance with legislation and supply chain management often fall into this category as well.



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On the next pages we have identified **actions** to address the most common sustainability issues at events, as well as ideas to help you measure your progress.



## Indicators

*"You cannot manage what you don't measure."*

To understand the success of your sustainability efforts, they need to be measured. An "indicator" describes what you will measure, enabling you to understand whether you have reached your objective.

For each of the proposed actions described below, we have provided suggestions for indicators to guide you when setting your goals and measuring your progress.



## UN Sustainable Development Goals

The corresponding UN SDGs have also been identified and this is useful for marketing and communication messages relating to your sustainability actions and achievements.



-  **Select hotels and venues that are located within walking distance as a priority.**
-  **If walking distance is not feasible, ensure the venue can be easily accessed by public transport from the hotel.**



### Example Indicators

% Event hotels that are located within walking distance of the event venue.

% Event hotels that can be reached on public transport from the event venue.

### BEST PRACTICE EXAMPLE

The **Vincci Hotels** approach to **sustainability** is validated by its various accreditations and numerous GRI / SDG aligned annual sustainability reports, policies, and commitments.

Barcelona welcomes four properties from the Vincci portfolio – Ramblas Hotel Powered by Vincci Hotels, Vincci Bit, Vincci Gala, **Vincci Marítimo** and Vincci Mae. The company strives to steward both employees and clients towards sustainable behaviour, providing a comprehensive **best practice guide** of its activities, as well as a **carbon footprint calculator** for use at its hotels (also applicable to events).

### BEST PRACTICE EXAMPLE

**Hilton Hotels** also pledges to reduce the negative impact of its events by offering to offset the footprint of all business meetings attended by over ten delegates.

Hilton’s award-winning corporate responsibility performance management system, **LightStay** uses specific utility data from the hotel to estimate the energy, water, carbon and waste consumption of each meeting, thereby generating a carbon footprint that can be offset. Hilton has chosen Barcelona as home for a wide selection of its hotels, among them the **Hilton Hotel Barcelona**, and the **Hilton Hotel Diagonal Mar Barcelona**.

### REMEMBER!



BASIC



BETTER



BEST

## Waste Management

Talk to the hotel/venue to understand their facilities for waste management during the event. Consider the 5 Rs throughout the design and execution of your event:



-  **Refuse disposable items in the bedrooms/bathrooms. These can be available on request from reception.**
-  **Refuse paper flip charts - request white boards and eco-friendly markers.**
-  **Replace plastic water bottles with alternatives.**
  -  Request tap water in jugs / glass bottles.
-  **Repurpose/Reuse : Collaborate with hotels and venues to provide receptacles during the event to collect unwanted/surplus event accessories (badges, lanyards) during the events.**
  -  Investigate opportunities with the hotel/venue to donate leftover materials (lanyards) to social projects that provide work for those at risk of social exclusion.
-  **Recycle : Check that recycling bins are provided in all customer facing areas – bedrooms, public spaces, meeting rooms.**
  -  Ask the hotel/venue to support you with the provision of recycling and waste figures (kg) for plastic, paper and glass during your event.



### Example Indicators

Kg single use materials that have been removed (refused) from your event.

Kg products/materials that have been repurposed following the event.

Kg paper, plastic, glass recycled during the event.

### BEST PRACTICE EXAMPLE

**Barcelona Forum District** is a fully equipped business area within the city, offering a wide range of hotels, restaurants, and venues, all within walking distance of each other, as well as an efficient public transport system with metro, bus and tram connections. Additionally, the entity **Barcelona Forum District** acts as a Social Responsibility Area, creating opportunities for local hotels, venues and shops to collaborate and support those at risk of social exclusion. Among its many activities to support those in need includes the donation of used furniture from participating hotels to NGO **Formació i Treball**, as well as the provision of 50 meals a week per hotel to the city's social canteens. Members are listed [here](#).

### BEST PRACTICE EXAMPLE

Since 2019, the **CCIB – Centre de Convencions Internacional de Barcelona** has swapped plastic water bottles for 33cl cartons, eliminating the waste of approximately 750,000 plastic bottles per year. The carton packaging is 100% recyclable, and a proportion of the cost is donated to a **Pozos Sin Fronteras (Wells Without Borders)** programme that provides water, work and education to communities in Burkina Faso, Ethiopia and Bolivia.

## Water & Energy Usage



-  **Ask the hotel/venue if specific protocols are in place to manage energy and water consumption. Follow them and communicate the details with delegates.**
-  **Collaborate with hotels and venues to compile consumption data from event to event.**



### Example Indicators

Kwh energy used during the event.

M3 of water used during the event.

## Local Community & Heritage

-  **Ask the hotel/venue if information regarding the local area, heritage and culture could be made available to delegates.**
-  **Where this is not available, consider how you might facilitate this information (website, app, welcome email).**



### Example Indicators

Instances of the communication of local heritage, culture at the event.

### BEST PRACTICE EXAMPLE



In addition to its LEED certificate for sustainable construction, **the Radisson Blu 1882 Hotel** – whose name is inspired by the construction start date of the nearby Sagrada Familia temple – maintains a close relationship with the local community, paying homage to the local football team through its interior decor, and inviting the local neighbourhood to make use of its patio.

### BEST PRACTICE EXAMPLE



The **ME Barcelona Hotel** stands out due to the locally designed modern art that adorns its public spaces. Another LEED certificate holder, the hotel offers educational spaces for the local community, as well as multiple excursions to engage guests in the local culture.

## Accessibility



Consult Turisme de Barcelona’s web for the full range of adapted tourism resources in the destination.



### Example Indicators

% of your own supplier database who demonstrate optimum accessibility facilities.

#### BEST PRACTICE EXAMPLE

**Ilunion Hotels** represent a unique hotel chain with a strong commitment to integrating people with disabilities into the workforce and to providing accessible tourism for all. Over 40% of their staff have some type of disability.



#### BEST PRACTICE EXAMPLE

A celebration of modernist architecture in the heart of Barcelona, the **Sant Pau Recinte Modernista** provides several unique and equipped spaces for events. Attention to environmental and social sustainability is well recognisable among the venue’s features, especially the priority given to **accessibility**, ensuring that everyone can enjoy their visit.



## Sustainable Procurement



Ask your supply chain to provide evidence of their sustainability credentials, and begin to prioritise those who hold sustainable accreditations.



### Example Indicators

% event suppliers who hold official third party eco-certification.

#### BEST PRACTICE EXAMPLE

**B-Network** – an accommodation management business – facilitates eco-friendly purchasing by highlighting the environmental credentials of hotels and providing tools for carbon footprint offsetting on its Congress Housing websites.



# F&B SUPPLIERS (includes, Hotels, Venues, Catering and Restaurants)

## Decreasing Carbon emissions: Travel



-  **Select restaurants that are located within walking distance as a priority.**
-  **If walking distance is not feasible, ensure the restaurant can be easily accessed by public transport from the hotel.**



### Example Indicators

% Event restaurants that are located within walking distance of the event venue/hotel.

% Event restaurants that can be reached on public transport from the event venue/hotel.

## Decreasing Carbon Emissions: Food & Beverage

-  **Collaborate with your catering supplier to offer a sophisticated plant based, organic, seasonal, and locally sourced menu to delegates.**  
Locally sourced food not only reduces the emissions from your event but also supports local economies as well as local biodiversity.
-  **Position plant-based dishes at the top of menus and include meat as an option.**  
Vegan and vegetarian food is known to require less resources (Co2, water) for its production, as well as being better for your health.



### Example Indicators

Calculate the carbon cost of your menus during the event.

% increase in selection of plant based menus (this statistic could be measured over a series of events).

### BEST PRACTICE EXAMPLE



**Món St Benet** is a monastery, a modernist house and a 4-star hotel. This unique meeting space combines beautiful surroundings, gastronomy, history and local culture. It is also a socially responsible project that offers work opportunities on its organic farm to those at risk of social exclusion. The produce from the farm is used in the restaurant and sold locally.

### BEST PRACTICE EXAMPLE



**Cuina Justa** is a catering company with premises and its own market garden, located in Prat de Llobregat, just outside Barcelona. Apart from providing a wide selection of homegrown healthy and locally produced quality food, the caterer has a strong social ethic, working to provide opportunities for people with disabilities and at risk of social exclusion.

# F&B SUPPLIERS (includes, Hotels, Venues, Catering and Restaurants)

## Waste Management

Talk to the Food and Beverage supplier to understand their facilities for waste management during the event. Consider the 5 Rs throughout the design and execution of your event:



-  **Refuse:** Collaborate with your catering supplier to remove as many single use products from your event as possible (serviettes, plastic cups and cutlery, sauces sachets, plastic bottles).
-  **Reduce:** Explain the negative food waste impact of “no shows” to your delegates, motivating them to respect their confirmations during the event.
-  **Reduce:** Avoid self-service buffets that are notorious for large amounts of food waste at events. If you must serve a buffet, prioritise cold dishes to save on energy consumption.
-  **Repurpose/ Reuse:** Identify a local NGO and collaborate with your catering supplier to donate any surplus food following the event.
-  **Measure:** Ask the catering supplier to provide any food waste figures from the kitchen following the service.
-  **Measure:** Record the figures and consider ways to reduce leftover food at subsequent events.



### Example Indicators

Number of single use products removed from your event.

Number of buffets removed (or other high impact food services).

Kg of food waste (compare with previous events or those of similar sizes to understand if you are reducing/increasing).

### BEST PRACTICE EXAMPLE

**Gastrofira** is the official catering service of the Fira Barcelona.

In 2021, Gastrofira collaborated with 2 NGOs (**Nutrición Sin Fronteras**, **Banc dels Aliments**) to ensure that 23,000 tons of surplus food was distributed among social entities within the city.

Furthermore, action plans to address issues such as materials use, plastic reduction, water management and recycling all contribute towards the sustainable management of the business.

# F&B SUPPLIERS (includes, Hotels, Venues, Catering and Restaurants)

## Accessibility



- ☐  **Ensure transparency for any delegate with dietary or cultural restrictions, by collaborating with your catering supplier to communicate the ingredients of dishes. Better still, offer an all-vegan menu with maximum accessibility for all.**



### Example Indicators

% food services at the event that include food diversity communications.

### BEST PRACTICE EXAMPLE

**Restaurante La Fourchette** is located within the beautiful surroundings of the Collserola Natural Park, offering a variety of spaces and options for business meetings and events. The restaurant and neighbouring **Inout Hostel** comprise a tourism complex that provides opportunities for work to young people and adults with different levels of intellectual disability.



© A. Lajusticia – Turisme de Barcelona

## Decreasing Carbon emissions



-  **Schedule the event outside of peak travel times to encourage the use of public transport where possible.**
-  **Ensure estimated travel times (walking and public transport) for points across the city are highlighted in your event communications.**
-  **Provide free travel passes and maps for the public transport system.**
-  **Consult online calculators and estimate carbon footprints for delegates and colleagues at the event.**
-  **Offset emissions through local compensation projects.**
-  **Survey employees to understand their uses and challenges regarding sustainable modes of travel for getting to work – how can you help?**



### Example Indicators

% reductions in bus transfer emissions (compare with previous event or event of similar proportions).

Number of Co2 emissions for travel to/from the destination.

Number of carbon offsets purchased.

Number of carbon projects contributed to.

### BEST PRACTICE EXAMPLE

Event organisers can purchase public transport passes from the [Barcelona Convention Bureau](#) at a discounted rate. The passes are distributed to delegates in order to promote the use of the public system and contribute towards a reduced footprint for the event.

### BEST PRACTICE EXAMPLE

Additional means for calculating, reducing and managing carbon and other negative impacts during events, includes the UN tool GET ([Green Event Tool](#)). The tool is suitable for mega events, conferences, meetings, exhibitions, trade fairs etc It contains an event sustainability checklist and carbon footprint calculator that can be used free of charge, with the data stored for 180 days.

### REMEMBER!



BASIC



BETTER



BEST

## Waste Management

Consider the 5 Rs throughout the design and execution of your event:



- Refuse:** the usual gifts by offering delegates the choice of sustainable gifts (sustainable material or local charity donation).
- Replace:** printed collateral with digital alternatives where possible.
- Replace:** Choose long lasting sustainable materials for gifts and branding (congress bags, clothing).
- Repurpose:** Consider the life of the branding elements post event – how can they be reused?
- Reuse:** Remove event specific information such as dates and place names from all branding, to encourage reuse of materials.



### Example Indicators

% increase in number of branding elements that can be reused at other events.

% increase in number of branding elements that incorporate sustainable materials .

% increase in number of sustainable gifts available ie materials or donations.

% increase in digital alternatives (vs paper).

**In all cases numbers can be compared with previous event, or an event of similar proportions.**

### BEST PRACTICE EXAMPLE

**Kuoni Tumlare** – a Destination Management Company – collected and donated congress lanyards to the **Centre Sant Martí** in Barcelona, where women at risk of social exclusion can gain new dressmaker skills, while recycling fabrics to create new garments.

### REMEMBER!



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BETTER



BEST

# SPEAKERS & ENTERTAINMENT



-  **Remind speakers to create and deliver accessible presentations.**
-  **Ensure diversity of representatives on panels and as speakers.**
-  **Prioritise speakers from the local area, to reduce carbon emissions from travel.**
-  **Give priority to entertainment that raises awareness on the local heritage.**



## Example Indicators

% accessible presentations at the event.

% diverse backgrounds on panels at the event.

% entertainment activities that raise awareness on local heritage.



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## REMEMBER!



BASIC



BETTER



BEST



-  Investigate the local landscape for activities that support and raise awareness on local biodiversity and heritage (natural parks, wildlife, farms, artisanal crafts, local sports and cultural activities).
-  Provide local food as gifts and explain its origin and traditional/natural processes, i.e. honey, cheese, sweets.
-  Investigate the local social panorama for volunteering and fundraising opportunities.



### Example Indicators

Number of event services that promote local biodiversity.

Number of delegates reached.

Number of funds raised (€) for biodiversity support.

### BEST PRACTICE EXAMPLE

**L'Olivera** operates from the Can Calopa farmhouse, which is situated within the Collserola Natural Park. The social agricultural project produces olive oils and recovers grapevines to provide the only wine that is native to the city of Barcelona.

Wine and olive oil tastings teach visitors about the local ecosystem, as well as offer the opportunity to support an entity that puts young people with special needs at the heart of its business.

### BEST PRACTICE EXAMPLE

Antoni Gaudí's "Trencadís" mosaic is well known in Barcelona thanks to its use in much of Gaudí's work.

**Mosaiccos** – an events agency, specialised in team building – offers a range of activities based on this type of Catalan art, providing clients with a personal experience of the local heritage.

### REMEMBER!



BASIC



BETTER



BEST

# Planning

A review of all environmental, social and economic impacts of the event, good goal setting, relevant training, responsible supply chain management and clear processes will all contribute towards reduced negative impacts and maximised opportunities to use the event for good.

## Apply objectives

### Writing your Sustainability Plan

Start off by considering the large impact areas of your event. Most events involve catering, travel, transport, and energy use. **Decide what goals you think are achievable** as you begin your journey and remember **it is often more effective to choose one or two significant impacts** to begin with (especially if this is new to you), and **focus on attaining some impressive results**.



#### Consider what you want to achieve.



**Use tangible figures** – having a concrete goal makes it easier to understand exactly what needs to be done.



**Be ambitious but realistic** – its demotivating for all the team to have goals that are impossible to achieve.



#### Identify the actions you will put in place to achieve the goals.



**Be specific** – replace words such as ‘encourage’ or ‘promote’, with definitive verbs such as ‘eliminate’, ‘purchase’ or ‘measure’.



#### Calculate what resources you will need to put your plan into place.



**People** – assign tasks to colleagues, give them support.



**Budget** – do any of the actions require financial resources?



**Time** – how long will it take?



#### Define your indicators.



What are your measures of **success**?



TOP TIP: TRY TO AVOID THE WORD ‘SUSTAINABLE’ IN YOUR PLAN!



EXPLAIN THE SOCIAL OR ENVIRONMENTAL REASONS BEHIND YOUR ACTIONS TO HELP STAKEHOLDERS TO UNDERSTAND YOUR OBJECTIVES.



TOP TIP: USE DATA FROM PREVIOUS EVENTS TO MAKE COMPARISONS.



EXAMPLE OBJECTIVE: REDUCE MENU EMISSIONS BY 20% COMPARED TO LAST YEAR.

EXAMPLE INDICATORS:



MENU EMISSIONS FROM LAST YEAR'S MENU –  
MENU EMISSIONS FROM THIS YEAR'S MENU  
.....  
MENU EMISSIONS FROM LAST YEAR'S MENU

# Planning

## Lay the Foundations

### Capacity Building

-  **Convene a sustainability team and ask for feedback on your objectives.**  
Engaging colleagues and ensuring you have a plan that works for everyone is an important factor for your teams' skills development.
-  **Agree on the distribution of responsibilities.**  
Especially regarding the monitoring of progress of your plan. Involve suppliers and additional stakeholders in your monitoring if necessary.
-  **Show colleagues : what to measure / how often to measure it / where to record data.**
-  **Develop a manual for colleagues, to inform them of your aims:**  
Supply chain management (and how they can comply).  
Sustainability policy.  
Responsible behaviour in the office.  
Objectives/plan of action.  
Results and progress.  
How they can get involved.
-  **Increase your capacity to respond to sustainability issues by developing and maintaining your supplier database, incorporating suppliers who can respond to specific issues, for example:**  
Biodiversity (gifts, activities).  
Accessibility (challenges with sight, sound, diet).  
Carbon emission calculation and compensation.
-  **Host open sessions for colleagues to share ideas and solutions for sustainable event management.**
-  **Stay up to date with the latest activities to promote environmentally and socially responsible behaviour for your sector.**  
Participate in trainings, conferences and working groups.



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## Sustainable Procurement & Supply

Good event management depends heavily on the **performance of the supply chain**. For this reason, it is imperative to collaborate closely with suppliers when developing a sustainability plan.



### Communicate your sustainability requirements to your suppliers at the RFP stage.

- 🌱 Ensure suppliers understand that they will need to submit data to support your sustainability objectives - and that this is a requirement for their engagement.
- 🌱 Over time develop a formal sustainable procurement policy that can be easily communicated at RFP stage, as well as to interested stakeholders.
- 🌱 Stipulate the following as a minimum: sustainable and local sourcing, good waste management procedures and responsible use of resources, fair labour standards and working conditions, ethical business procedures.



### Understand the sustainability performance of your suppliers.

- 🌱 Collaborate exclusively with suppliers who have obtained official third-party sustainability certification.



### Revise the [Barcelona Convention Bureau members directory](#) to understand which suppliers have sustainability credentials.



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# Onsite

## Monitor & Measuring

The moment when all the planning turns into a **successful event!**

At this point all your colleagues, suppliers and stakeholders should be aware of their responsibilities, and **how to track the progress of your pre-defined sustainability actions.**

### Event Measurement Chart

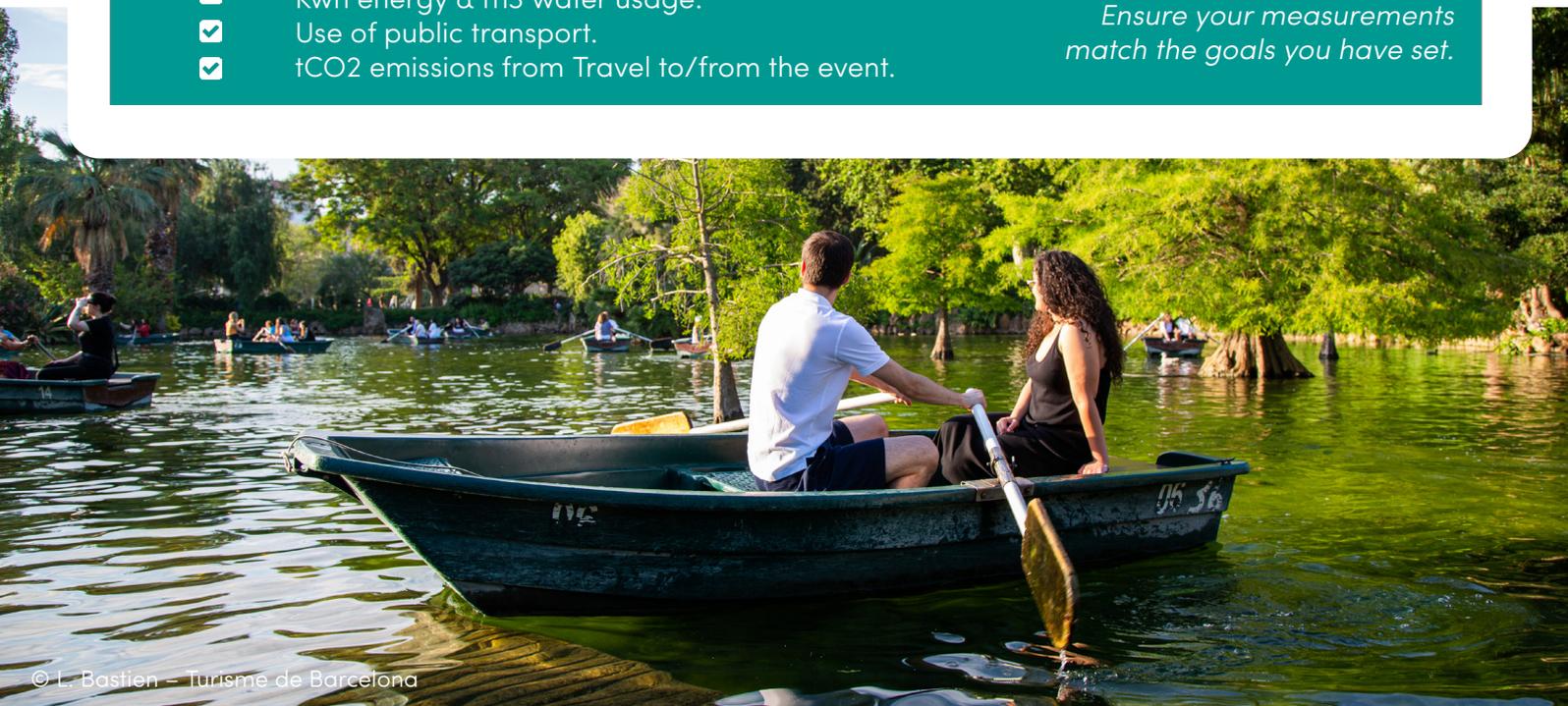
DATE	ITEM TO MEASURE	INDICATOR	WHO WILL MEASURE	WHERE TO RECORD DATA	RESULTS
07.09	Plastic Waste	Number of bags	Joe Bloggs, Hotel Sunshine	Excel provided by me	😊



## Onsite measurement data frequently includes :

- ✓ Kg different types of waste (plastic, paper, glass).
- ✓ Kg food waste.
- ✓ Kg food waste donations to local NGOs.
- ✓ Kwh energy & m3 water usage.
- ✓ Use of public transport.
- ✓ tCO2 emissions from Travel to/from the event.

*Ensure your measurements match the goals you have set.*



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## Communicate

A recent Stanford University survey found that stories are remembered more than data points. Great data however can unlock the potential for stories that activate the heart of the matter. They can encourage behaviour change and are a delightful way of engaging your stakeholders and the broader community.

**A great story has a life of its own and by telling authentic stories about the people involved in your event, your achieved goals and why this matters all contribute to growing your network and showing the community they are part of your plan.**

- 🌱 Event communications can inspire behaviour change in delegates e.g. take public transport, choose vegetarian, reject single use plastic etc. Provide inspired guidance on responsible behaviour at every opportunity (keynote speeches, emails, invitations, apps).
- 🌱 Leverage all physical event supports (lanyards, badges announcements, signage, programme, event website, menus) to communicate the sustainability objectives and actions undertaken.

# Post Event

## Analyse success, consider improvements

The event is over, but this stage is critical for understanding the real success of your sustainability plan. Take your time over this evaluation process and take care to record any ideas for **continual improvement** at subsequent events. Maybe you need to adapt some objectives, try new actions or maybe some things just take time.

- Share surveys with delegates and clients to understand their satisfaction with the event:**
  - Did they achieve their own objectives at the event?
  - What went well?
  - What could be improved?
  - Were they aware of the sustainability plan and actions at the event?
  
-  **Collate all data and evaluate to what extent you have reached your objectives**
  - Where you reached the objective:**
    - Was it too easy?
    - Should you be more ambitious next time?
  - Where you did not achieve the objective:**
    - Was it too hard?
    - Should you adapt it?
    - What went wrong?
    - How can you improve next time?
  - How was the whole process?**
    - Should you offer more training?
    - Were delegates aware of your actions?
    - Were there any issues with local community, suppliers?



## Communicate

Share your results both internally and externally to celebrate your success and learnings and activate the meaning of the social and environmental benefits through effective storytelling:

-  **Charts, infographics and dashboards are fun and engaging ways to communicate your high-level results from events.**
  
-  **A more formal sustainability report that is aligned with the UN Sustainable Development Goals will bring prestige to your sustainability plan, and is a great way to share progress with your suppliers and clients.**
  -  Combine the report with the results of your sustainable office activities for an annual sustainability report for your business.



# Legacy

# 5



Legacy for the MICE sector refers to **the generation of value** that goes beyond the traditional economic benefits for immediate event stakeholders.

It refers to the development of a project or programme that **aligns and contributes** to the mission of the client (association, corporate) while also delivering something **more meaningful** for the local community and for wider socio-economic gain.

Close collaboration between the Destination and event clients **enables improved opportunities for engagement with professional, trade, or scientific communities**, addressing needs or gaps within

these communities, and creating a system to measure success outside of the consumption of services at each event.

**Increasingly event clients are selecting destinations that can provide both the functional elements of an event or congress, as well as a validated approach for engaging local networks to represent a force for change.**

Legacy projects enable change through planned activities pre, during, and post event; encompassing actions, activities, and monitoring how the effects of these demonstrate change. Types of change or broader impact that can occur include

**economic, social, cultural, intellectual, environmental, legal or political.**

Legacy projects are time dependent and focus on the organisation creating the project – for example, an association or event committee, in collaboration with the **Destination representative, such as a Convention Bureau** or event venue.

Often there are additional organisations who also support the event or congress through funding, resourcing, or the provision of content. These organisations also become **stakeholders** of the legacy project.

# Legacy in Barcelona

Barcelona Convention Bureau is invested in supporting our clients to deliver high quality events that include legacy activities and extended social impact. Should you have any questions regarding our contacts and journey so far, please do not hesitate to get in touch.



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Do you have any questions?  
**Contact us!**

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