



FOR
MORE
SUSTAINABLE
TOURISM



THE TO-DO LIST FOR ORGANISING A SUSTAINABLE EVENT IN LYON

LET'S WORK TOGETHER TO CREATE MORE SUSTAINABLE EVENTS IN LYON!



BY NATURE, EVENTS ARE EPHEMERAL. HOWEVER, MAKING THEM MORE SUSTAINABLE CONTRIBUTES TO THE DEVELOPMENT OF OUR ORGANISATIONS AND THE STRENGTHENING OF THEIR VALUES.

The specifications drawn up for an event reflect the various individual activities having an impact on our environment. The team at the Convention Bureau is on hand to assist you with this approach and has created this To-Do List, which we hope useful for your next environmentally-sustainable events.

WHAT ARE THE KEY STEPS INVOLVED IN ORGANISING AN SUSTAINABLE EVENT?

Think about sustainability as soon as you start planning your event! This will enable you to identify key areas and define your objectives in line with the Sustainable Development Goals set by the UN as part of the 2030 Agenda.

First and foremost, this involves having a responsible purchasing **policy for service providers**, venues and products (local suppliers who respect environmental standards; minimal purchases, selected with a view to being reused or recycled, etc.).

It is therefore important to cooperate with the destination to make your event as sustainable as possible, as well as to analyse your purchasing practices and make your requirements known to selected venues and service providers.

YOUR COMPANY MAY ALREADY HAVE A RESPONSIBLE PURCHASING POLICY

While the choice of venue and service providers may be the key to successfully holding an environmentally-responsible event, any other aspects should not be neglected: **awareness-raising** among employees and any other event stakeholders; **self-assessment and highlighting of your actions** conveying a positive and engaged image for the organiser.

To start, you can calculate **the carbon footprint** of your event on the [GoodPlanet Foundation website](#).

To get a clearer picture of your event's legacy, you can use the tool CLEO created by UNIMEV (Union Française des Métiers de l'Événement) to assess its impact in three areas:

- performance of the gathering (business, scientific and reputational development of the communities gathered),
- event and tourism spin-offs (economic, social and fiscal) for local areas
- environmental results (carbon footprint, energy consumption, waste and positive initiatives).

THESE VARIOUS ASPECTS ARE IMPORTANT TO CONSIDER IN THE EARLY STAGES:



TRANSPORT

If possible, analyse where participants are coming from in order to provide more targeted solutions (80% of the carbon footprint of a national event related to goods and people transports).

If the event organiser is covering transport costs, favour the use of: rail transport for journeys of less than 4 hours.

If participants are covering transport costs: – Raise awareness by providing carbon footprint figures for the various transport modes; provide information about the various means of transport; facilitate car-pooling by providing an ad board for participants on the event website; provide information about local public transport (all types, including non-motorised options).



Useful contacts:

- The [ADEME](#) Carbon footprint calculation provides a comparison of the various transport modes
- This [tool](#) to display the journey and enable the combination of different transport modes
- [Ideas](#) on how to use carbon offsets for unavoidable flights
- Solutions to go to Lyon by [train](#) or by [plane](#)
- [Public Transport](#) and [Rhônexpress](#) from the airport
- [Self-service rental bikes](#)
- E Bikes [Station Bees](#) or AllBikesNow
- Electric scooters Dott ou Tier



VENUES

Choose a venue with environmental **certification** or that has introduced **good sustainable development practices** (environmental objectives in writing or an action plan of ways to achieve them, a purchasing policy promoting environmentally-friendly products, local or organic food offering, disabled access, etc.).

As far as possible, favour the use of **eco-designed buildings**, with water and energy saving systems, built with renewable materials and enabling sorting of waste.

If the venues are not certified or do not have any particular environmentally-responsible actions in place, organisers can request by **committing one or more actions**.

Many actions are simple and easy to set up (for example banning the use of plastic bottles).



Partner [venues](#) and [accommodations](#) engaged in an environmentally-responsible approach:

- Lyon for Events (Eurexpo, Convention Centre, Matmut Stadium and La Sucrière)
- Embarcadère
- Château de Montchat
- Opéra National de Lyon
- Hippodromes de Lyon (Lyon Parilly et Lyon la Soie)
- Certified hotels
- Hotels with an internal sustainable development policy
- Hotels committed to sustainable strategies



EVENT SERVICE PROVIDERS

– CATERERS

If the event organiser chooses the caterer, include one or more environmental criteria in the search: zero packaging, local and seasonal produce, vegetarian options, organic, environmentally-friendly or fair-trade food, tap water rather than bottled water, composted food waste, reusable crockery, etc.

If the event venue has a partner caterer, ask the venue what their caterer's environmentally-responsible commitments are.

Partner caterers engaged in an environmentally-responsible approach:

- [Serge magnier](#), ISO 20121-certified environmentally-responsible caterer
- [La fine fourchette](#), ISO 20121-certified environmentally-responsible caterer
- sustainable values
- Fenotte traiteur
- Cannelle et Piment
- Delibio
- Capucine et Gaston
- PRESTAL
- Nomad Kitchens

Waste management and sorting, food composting are indispensable actions that allow the organiser to close the loop on their eco-responsible event. There are many initiatives of this kind in Lyon, deeply-rooted in most event structures.

Useful contacts:

- [Ecovalim](#)
- [Les Alchimistes/Oui Compost](#)
- [Le Chainon Manquant](#)
- [Les Petites Cantines/ To Good to Go/ Recup & Gamelles](#)
- [Banque Alimentaire du Rhône](#)

– EVENT FURNITURE & STANDS

Favour rental and pooling of equipment or, in the case of manufacturing, support companies offering local and sustainable production.

Useful contacts:

- [Cagibig](#)
- [GL Events Mobilier](#)
- La French Cabane
- Galis
- [Axial Design](#) : 1st French agency and stand certified CSR - ISO 20121



TRANSFER

Favour certified transport companies that deploy actions to control and reduce energy consumption, CO2 emissions, vehicle maintenance waste and waste water discharges.



Partner coach companies engaged in an environmentally-responsible approach:

- [Philibert](#): signatory of the Diversity Charter, EcoVadis certification (silver medal).
- [Autocar Maisonneuve](#): signatory of the CO2 Objective Charter, ISO 14001 certification.



COMMUNICATION

– PRINTING/SIGNAGE

Print on both sides, in black and white or duotone rather than quadtone.

Only offer the number of documents necessary for the tourist documentation order.

Choose local printers (to avoid transport) who signed the Imprim'vert Charter (management of waste, energy consumption, etc.).

Choose recycled and environmentally-certified paper.

Favour remanufactured cartridges or those meeting the requirements of the official NF Environnement ecolabel.

– SIGNAGE

Reuse the back of signs for another event; choose reusable display cases, banners and badges; check what materials and ink are used; make sure how waste is managed after signage dismantling.

Useful contacts:

- [Imprimer vert](#)
- [Promouvoir la gestion durable de la forêt](#)
- [Les labels FSC](#)
- [Le Label NF Environnement](#)



GOODIES

Limit or remove any **promotional objects**. If promotional objects are distributed, they should be useful, reusable, with no battery (if they do, plan for their recycling), eco-certified, produced via fair trade or manufactured by local organisations using local material.



Suggestions :

Useful contacts:

- Atelier Roannais de Maroquinerie (passport covers/leather card holders)
- Abiessence (organic lavender essential oil)
- La Papoterie (bookmarks)
- Le papier fait de la résistance (notebooks, recycled paper)
- Jordenen (organic recycled cotton tote bag)
- Indispensac (French manufacturer of bag and textile packaging from the circular economy, recycled and recyclable).
- Ekoia (recycled phone cases)
- Ictyos (bags in marine leather)
- Oh My Gone - (authentic products from Lyon)



INCLUSION, INTEGRATION ET ACCESSIBILITY

They are also vital to the success of an event; they have an impact on the individual, on the well-being of all, and are essential in the consideration of all in the preparation, organisation and running of an event. This area remains underdeveloped despite the fact that it affects 5 million people and that the obligation of accessibility is governed by the French Disability Act of 11 February 2005.



Here are the initiatives that we feel important to highlight:

- [Paips](#)
- [Inclusiv'events](#)
- [Cau](#)
- [Mobee Travel](#)
- [Vivre aux éclatsCO2, certification ISO 14001.](#)



LEAVE A POSITIVE LEGACY

An event is by nature ephemeral. However, it is possible to leave a positive, sustainable legacy for the local area and participants. Read on to discover ideas about how you can do this:

– SOCIAL LEGACY

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- [Foyer Notre Dame des sans-abris](#)
- [Les PetiteCantines](#)
- [Le Chaînon Manquant](#)
- [Récup & Gamelles](#)
- [Belle Bouffe](#)
- [Fondation Marcel Mérieux](#)
- [Centre Léon Bérard](#)

Involve volunteers from non-profit organisations:

→ [L'UNICEF](#) dans provides services for trade and industry events, particularly those in the medical field. Among other things, its dedicated volunteer teams can help welcome visitors and prepare documentation packs. Vestiaires UNICEF (literally 'UNICEF cloakrooms') has already completed several assignments at the Lyon Convention Centre since 2019.

→ IESS Crew offers volunteering missions for people willing to recreate social links. Their “apprentice reporters” could make podcasts and reports about your event.

→ *L'Amicale des bénévoles* works to promote and develop volunteering at sporting and cultural events. Its platform, known as 'BASILE', designed for event organisers, can be used to deploy volunteers according to identified needs, supervise them at the event venue and build their loyalty.

Raise awareness among the general public about the theme of your conference:

- Produce a press release
- Organise an open doors day or “open sessions”
- Organise activities and/or competitions

Promote the transmission of knowledge to students in your field of activity:

- Invite students to your event
- Organise meetings between students and professionals
- Organise a partnership with an educational establishment (to recruit volunteers for your event, for example)

– ENVIRONMENTAL LEGACY

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- [Nettoyons Lyon](#)
- [Zero Déchet Lyon](#)
- [The Greener Good](#)
- [Conscience et Impact Ecologique](#)

Raise environmental awareness among participants at your event:

- Promote recycling
- Encourage your participants to drink tap water at the venue and around the destination
- Organise a “Climate Fresk” workshop

Organise a Clean Walk during your event:

- [Croix Rouge](#)
- [Randossage](#)

Plant trees in the local area (Region):

- [Reforestation](#)

– ÉCONOMIC LEGACY

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- [Anciela](#)
- [Allies](#)

Use the services of local companies, which will help create local jobs.



GOOD TO KNOW

– WHAT IS THE CARBON OFFSETTING?

[Explanatory video](#)

Useful links:

- [Sustainable Travel International](#)
- [Global climate initiatives](#)
- [Carbonapp](#)
- [Fondation GoodPlanet](#)

– REMINDER OF THE MAIN CERTIFICATIONS FOR EVENTS

- **ECOFEST**: Certification initially created for student events, extended now to other types of events
- **PRESTAD**: Certification for event and show organisers
- **GREEN GLOBE CERTIFIED**: International standard for responsible events
- **EVENEMENT ECO-ENGAGE**: Certification offering self-diagnosis
- **ISO 20121**: The ultimate standard for green events

– REMINDER OF IMPACTS FOR AN EVENT WITH 500 PARTICIPANTS

- **1000 KW**: equivalent to the annual consumption of an oven
- **2,5 tons of waste**: half of the annual consumption of a person in the EU
- **500 kg of paper**: the equivalent of 12 trees.



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- ONLYLYON Tourism has created a check-list for use during pre-event preparations and post-event analysis. If you want to receive this check-list please contact us or visit www.lyon-france.com
 - To-do list for organizing a sustainable event in Lyon, May 2022