



Guide for Sustainability

Conferences - Event Organisers



FECEI

Federación Española de Centros
de Enseñanza de Idiomas

21J/19

FECEI POLICY - 21J/19

June 21, 2019 marked a great change for the Spanish Federation of Language Teaching Schools. After a decision taken by the Executive Committee, with representatives from all over the country, the Federation's Sustainability Policy was agreed upon and launched. It includes, among other topics, the commitment to reduce plastics and other waste when organising, hosting or celebrating conferences and events promoted by FECEI and its different associations.

This implies that all those stakeholders and sponsors who participate in these events also undertake to carry out this policy of reducing, reusing and recycling.

FIRST STEPS

When organising events we know that too much waste is generated; from the resources used for the event, the catering, the location, to the merchandising products given out to the attendees. Worldwide, conferences are held daily and this entails a multitude of waste. We propose to change this paradigm, and that is why each event organiser is being asked to draw up a careful and thorough plan when organising the day, seminar, workshop or large event. The first thing is to start with an analysis of the situation, location and the event itself.

Once this analysis has been performed, each Event Organiser is asked to self-propose measures to introduce visible changes when organising the event (National or Regional).

FECEI
21J/19
Policy

ANALYSIS OF THE SITUATION

When planning an event, of whatever size, it is very important to analyse different aspects to achieve a sustainable event and comply with our policy of reducing the use of plastic and other materials. Here are some guidelines for the launch of an event.

In addition, it is very important **not to leave anything behind at the end of the event.**

AREAS TO ANALYSE

- Venue/ location** - hotel, civic centre, language school, open space
- Food and Drink** - who will your service provider be?
- Transport** - how will the speakers/ participants get to your event?
- Merchandising products** - who will provide materials/ resources?
- The Programme** - how will this be presented to the participants?
- Speakers** - are they aware and conscious of our policy?
- Sponsors/ Stakeholders** - are they aware and conscious of our policy?





TAKE INTO CONSIDERATION

VENUE/ LOCATION

When choosing a place to hold the event it is very important to ask if the venue has its own sustainability policy. If they do not have a policy on the use of plastics and other waste and residuals, it would be important to make them aware of our policy and organise solutions if necessary.

Sometimes the city or town hall itself will already have its own policy in place.

FOOD AND DRINK

If you plan to serve food or drink (coffee break, lunch or dinner) it is very important to know how it will be served. First of all, do not use single-use plastic under any circumstance. (Remember to find substitutes for single-use water bottles)

It would be advisable to talk about local or "zero mileage" products and as much as possible it is advisable to offer vegetarian / vegan options, gluten free, lactose free, no nuts etc. for reasons of food intolerances.

TRANSPORT

Is it possible to get to the event by public transport? The use of this kind of transport should be actively encouraged: organise discounts with trains, buses and even consider other means of transport such as bicycles and make sure there are parking spaces for them. You can also look into hiring buses or a car sharing platform (carpooling).

You can also think of a way to offset the carbon footprint within the organization of the event:

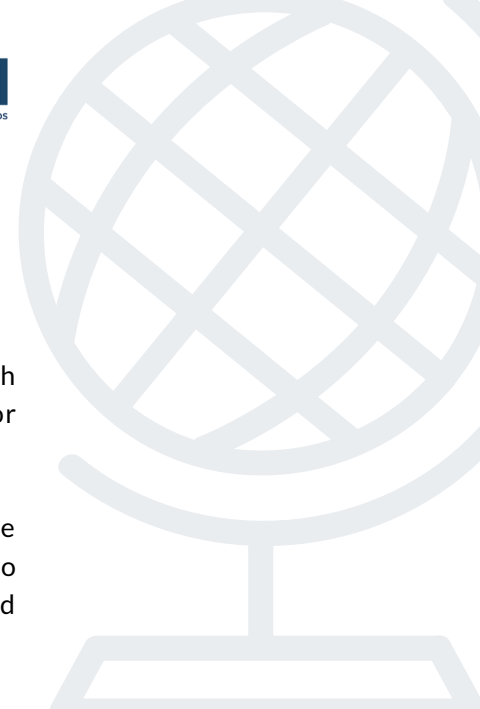
<https://www.carbonfootprint.com/carbonoffset.html>

MERCHANDISING PRODUCTS

What is the policy on lanyards / bags / materials? - Are they necessary? If the answer is "yes", how can we reduce the impact? - ecological cloth bags, reuse of lanyards, etc. Our advice: if you don't have something saved from previous events, look for a more eco-friendly substitute, preferably without plastic and made from recycled materials

PROGRAMME FOR THE EVENT

This is a challenge! - How to have a programme that offers the necessary information to the participants, and that is useful and easy to use. Try to avoid a printed programme - look for alternatives such as QR codes or another alternative technology. Perhaps an old style town cryer or a more current version, or a few posters at key points with a summary of the talks. It is about being creative and making it easy for attendees.



TAKE INTO CONSIDERATION

SPEAKERS

You should think about where the speaker is traveling from and if it is worth a plane trip, or if you could look for alternatives such as live streaming or video conferencing.

If you opt for a face-to-face speaker, perhaps a local speaker has more relevance. If you finally need an international speaker, look for ways to compensate for your carbon footprint, or try to find an alternative method to the plane.

SPONSORS/ STAKEHOLDERS

The vast majority of publishers and accreditation bodies already have their own sustainability plan or policy and are very willing to collaborate.

See our mini-guide for sponsors and stakeholders to know what we have asked them in order to comply with policy 21J / 19

SOME IDEAS

- substitute catalogues/ handbooks for other alternatives
- be visible with the change - signposting/ references
- CO2 offset for transport
- allow each participant to choose their own merchandising product
- merchandising made from bamboo or other natural materials
- plant a tree for each attendee in your own forest (online viewing)*
- bags made from ecological material (canvas) - with logo / message
- wooden pencils with a seed (or seeds) inside to plant later
- reusable water bottles with logos
- recycled paper notebooks
- large water dispensers distributed throughout the venue
- balance between vegetarian and white meat/ fish options
- pendrives with green technology made from recycled wood or other ecological material

*ask us for more information about local projects for planting trees



IT'S UP TO ALL OF US

We know that it is possible that, with specific actions at both local/regional and national levels, we will be able to cause and generate changes in habits, consumption and organisation in the areas of our direct and indirect influence.

It is about being more respectful towards and aware of our environment, in order to ensure a healthier world for future generations.

ZERO waste

LESS PLASTIC, LESS PAPER

FOR MORE INFORMATION

ISO 20121 - Sustainable events

Manual de Eventos Sostenibles: editado por MAPAMA (Actual Ministerio de Transición Ecológica)

Manual de organización de eventos ambientalmente sostenibles, IHOBE - Gobierno Vasco

Sustainable Event Management (A practical guide) Third edition: Meegan Lesley Jones

Guidelines for the Sustainable Organisation of Events: Federal Ministry for the Environment, Nature Conservation (German Environment Agency (UBA))