PRME Sustainable Travel and Events Guidance
SUSTAINABILITY LEADERSHIP
We would recommend prioritizing 'Virtual First' and taking action on global sustainability leadership that embraces equality, diversity and inclusion and reduces the carbon emissions of an event through reduced venue and hotel energy and flight travel requirements. The following box contains resources to support you in your journey as a sustainable leader.

RESOURCES
- Trend towards virtual and hybrid conferences may be an effective climate change mitigation strategy.
- Remote EDI
- VIDEO: Sustainability In The Digital Age | Dirk Messner | TEDxBonn

CARBON FOOTPRINT
- Calculate the Co2e of all activities.
- Use online calculators or environmental experts to estimate emissions associated with conference, attendee travel, virtual platform usage. The following box contains resources and calculators you could use.

RESOURCES/TOOLS
- Digital Event Carbon Calculator
- B Corp Certified Carbon Management Provider
- Impact of scientific conferences on climate change and how to make them eco-friendly and inclusive: A scoping review
- Virtual conferences are better for the environment and more inclusive
- Example of a carbon label for event participation options

GREEN WEB HOSTING
- Select eco-friendly web hosting via renewable energy powered data centers significantly reducing the environmental impact of hosting the conference website.
- Use a clean and minimalist design for the conference website and other digital assets to reduce server load and promotes accessibility for all users. The following box contains a link to B Corp for certified web hosting providers to consider.

RESOURCES
B Corp certified web hosting providers
How to guides: Virtual First

This guide will help you design meetings, events and conferences in an engaging and dynamic virtual setting.

VIRTUAL PLATFORM SELECTION
- Select features to minimize resource consumption, such as auto-adjusting video quality and bandwidth optimization.
- Use energy-efficient devices and share digital presentations instead of printing handouts.
- Design slides with darker backgrounds, as screens use less power to display dark colors.
- Turn off webcams when not needed such as keynote speaker or long presentation.
- Watch videos in standard definition (SD) instead of high definition (HD). The following box contains resources to assist you in designing a sustainable virtual event.

RESOURCES
- Sustainable event management providers
- Platform vetting
- In-depth platform analysis
- Virtual event guidelines
- Centering inclusivity in the design of online conferences: An OHBM-Open Science perspective

ENGAGING VIRTUAL CONFERENCE TOOLS
We recommend careful selection of innovative online participant engagement tools and utilising innovative APPs and AI to create an immersive virtual experience. The following box contains links to virtual conference tools and B Corp certified providers.

RESOURCES
- VIDEO: Utilizing AI in event management
- Chat GPT
- APPS
- B Corp virtual conference tools providers
- Making virtual events impactful
- Learning Experience design tools
How to guides: Virtual First

This guide will help you design meetings, events and conferences in an engaging and dynamic virtual setting.

EQUALITY DIVERSITY & INCLUSION

- Embed EDI within digital event planning. The following box contains resources to help you consider accessibility and neurodiversity in digital design

RESOURCES
- Equitable and Inclusive Meeting Design
- Remote EDI Glossary
- Centering inclusivity in the design of online conferences—An OHBM-Open Science perspective
- The Need for Sustainability, Equity, and International Exchange: Perspectives of Early Career Environmental Psychologists on the Future of Conferences

RECORDED SESSIONS AND FEEDBACK

- Make conference sessions available on-demand after the event, enabling attendees post event content access, reducing the need for simultaneous high-capacity streaming.
- Compress media files before sharing with attendees.
- Attendees to delete unneeded emails and files after the event. Attendee feedback on sustainability efforts and ideas for improvement. The following box contains resources you could use to boost your post event engagement.

RESOURCES
- Post event engagement tactics
- Vimeo virtual event ideas

SUSTAINABLE MARKETING

- Promote the conference using digital channels and avoid printing physical materials whenever possible.
- Utilize email campaigns, social media, and virtual event listings to reach attendees without generating unnecessary waste. The following box contains resources links to B Corp certified marketing providers to help you reduce the environmental impact of the event.

RESOURCES
- Sustainable Marketing: Market-Driving, Not Market-Driven
- B Corp marketing providers
VISION FOR EQUITABLE CONFERENCES

The PRME Global Forum has historically been held in New York City with the most recent (and first face to face event since 2017), held within June, 2023. To ensure that future events are more equitable and accessible to global PRME members, it is proposed that each face to face PRME Global Forum is held within a different continent. PRME conferences are forums of decision making, knowledge exchange and personal, professional and career development, influence policy making, foster local networks and support the local economy. Conference equity can be defined as: ‘attainment of an equitable level of attendee active engagement, influence and access to a conference regardless of country of origin, location, available funds or affiliation, (Velin et al, 2021). The following box contains resources to help you plan geographically inclusive in person events.

RESOURCES

- Conference equity in global health: a systematic review of factors impacting LMIC representation at global health conferences
  Velin, Lotta ; Lartigue, Jean-Wilguens ; Johnson, Samantha Ann ; Zorigtbaatar, Anudari ; Kanmounye, Ulrick Sidney ; Truche, Paul ; Joseph, Michelle Nyah

- The Need for Sustainability, Equity, and International Exchange: Perspectives of Early Career Environmental Psychologists on the Future of Conference

BEST PRACTICE SCHEDULING

- For optimum geographic inclusivity, event and conference scheduling should rotate between continents and time zones.
- An example of this is if an in-person event is planned within the African continent, all delegates attending from African countries have increased accessibility to the event through sustainable travel alongside unavoidable flights while intercontinental delegates can adopt the ‘Virtual First’ approach. The following box contains resources to assist you with equitable event scheduling.

RESOURCES

- The Need for Sustainability, Equity, and International Exchange: Perspectives of Early Career Environmental Psychologists on the Future of Conference
Geographic Flexibility

This guide will help you consider equity of opportunity for face to face interaction within event planning.

IN PERSON CONFERENCE HOSTING

- Regional chapter events (such as UK & Ireland) can be held in person with delegates prioritising rail travel.
- When planning and hosting an in-person event, wherever possible, delegates are to select sustainable transport methods (See Travel Guidance). The following box contains resources to assist you with equitable in person event hosting.

RESOURCES
See PRME Fundamental 4: Event Sustainability

BARRIERS
Reducing geographical, administrative and accessibility barriers will facilitate delegate equality, diversity and inclusion within in person events and enhance the conference experience for all: Potential barriers for consideration are listed below followed by resources.

- Financial barriers
- Visa restrictions
- Political barriers
- Racism and discrimination
- Time zones

RESOURCES
- Conference demographics and footprint changed by virtual platforms
- Visa Restrictions
- Financial Barriers
- Equity and Inclusivity in Research funding

SUSTAINABLE TRANSPORT

- When planning and hosting an in-person event, wherever possible, delegates are to select rail travel (See Travel Guidance). The following box contains resources to assist you with sustainable transport.

RESOURCES
See PRME Fundamental 3: Travel Methods
TRAVEL METHODS GUIDANCE FOR HOSTING

To maintain PRME leadership, embrace sustainable and inclusive practices and respond to the climate crisis and where in person events are planned, sustainable travel should be prioritised. Geographical location of conference hosting, local sustainable transport and a hybrid approach to intercontinental delegates can reduce carbon emissions. Select an appropriate location for access to public transport that also offers accessibility to all participants. Implementing best practice scheduling for conference hosting to facilitate equity of opportunity for face to face interaction. Collaboration with local stakeholders to select an appropriate conference location can facilitate maximum access to sustainable public transport.

Design and implement a sustainable transport plan to include:

- Event Transport & Logistics
- Encourage sustainable transport for all in person events with all air travel as a final option.
- Emphasize the importance of in-person attendance at more localized gatherings.
- Accessibility to public transport
- Encourage and facilitate safe cycling and bile storage options.
- Where delegates need to travel by Private car, encourage car sharing and electric vehicle use where appropriate infrastructure is available.
- Ensure delegate and stakeholder communication including a travel plan/ information and guidance.

The following box contains resources to help you plan and deliver events with sustainable travel methods by providing solutions and encouraging colleagues to adapt and change their practice.

RESOURCES

- The Carbon Trust: Green Events Guide
- Rail travel: https://www.seat61.com
- See Fundamentals 2: Geographic Flexibility
- See Fundamental 4: Event Sustainability
PRIORITISE SUSTAINABILITY WITHIN EVENT PLANNING, DELIVERY AND EVALUATION

To demonstrate PRME sustainability leadership in action, plan and deliver your event with minimum environmental impact and maximum engagement of delegates with the sustainability of the event and creation of a positive legacy. Plan to reduce venue related emissions, minimise resource consumption and embed the SDGs.

- Plan budgets for sustainability measures that occur during the event planning and execution phase.
- Collaborate with sponsors that prioritize sustainability, social responsibility, and eco-friendly practices. Seek sponsorship from green companies or those willing to implement sustainable initiatives during the conference.
- Create an event Carbon Policy, conduct a pre event carbon audit of CO2e emissions using a suitable carbon calculation tool and report Scope 1,2 and 3 emissions.
- Create an energy policy including goals for energy savings (e.g. 15 % compared to the previous event). Favour the use of daylight working stations close to windows; break-out/coffee areas with natural light. Provide key cards that are linked to energy appliances so lights and appliances switch off when people leave the room.
- Devise a sustainable travel plan (See Fundamental 3: Travel Methods).
- Waste policy: plan for consistent separation of waste.
- Prioritise biodiversity, the natural environment and water (natural resources) within event design, delivery and completion.
- If developing a new venue or refurbishing/repurposing an existing venue: design to allow flexibility, multipurpose and continuous use.
- Create an event Legacy Policy focussing on continuing benefits to the local environment, economy and community. The following box contains resources to help you measure and manage the event’s carbon emissions.

The following box contains resources to assist you in measuring the carbon footprint of your events.

RESOURCES
- Sustainable Transport, Sustainable Development
- Green House Gas (GHG) Protocol, Managing Scope 3 emissions
FURTHER RECOMMENDATIONS FOR EVENT SUSTAINABILITY

The following are further ideas for consideration within sustainable event design, planning and delivery to reduce venue related emissions, minimise resource consumption and embed the SDGs.

- Staff/volunteer clothing and sustainability credentials/accreditations: Select sustainable material apparel (organic cotton, create non-event year edition printed clothing)
- Use lanyards and accreditation made from sustainable materials, recycled materials, and be themselves recyclable.
- Aim to create a diverse and global experience for all stakeholders.
- Prioritise the local community within procurement, workforce and consider neighbourhood requirements.
- Ensure the registration process or sign-up form asks open-ended questions and allows participants to note their dietary requirements, preferred pronouns and disability status in their own words.

Stakeholder communication

- Sustainability coordination: Promote your sustainability planning amongst each member of the event organising team, Engage closely with the sustainability goto person appointed from the organising team.
- Delegate participation
Continous Enhancement

RECOMMENDATIONS FOR CONTINUOUS IMPROVEMENT

A process of continuous improvement will ensure that best practice is maintained. The following are suggestions for continuing to lead and improve sustainable event design.

- After each conference, evaluate its sustainability performance, identify areas for improvement, set new goals, KPI's and share learning and insights.
- Use feedback from attendees, sponsors, and team members to make the next event even more sustainable.
- Collaborate with local and global stakeholders and build on existing relationships.
- Remember, sustainability is an ongoing journey, and every effort, no matter how small, contributes to a more environmentally responsible future.

For further information about how to embed sustainability and carbon management within a broad range of sectors, such as hospitality, and adapt recommendations to your event scenario, click on the link for the recommended resource below.

RESOURCES

The Handbook of Carbon Management: A Step-by-Step Gui...

Every manager and every employee in every function can embed climate solutions and reduce greenhouse gas emissions. This book, written by experts ...

Routledge & CRC Press