PRME Sustainable Travel and Events Guidance

How to Guide: Virtual First
Virtual First

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

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
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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
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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 OHRM-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
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