



# Green Events Report

How Green is the Event Industry?

# CONTENT

## Green Events Report - How Green is the Event Industry?

Summary.....	01
Socio-Demographics .....	02
Analysis .....	03
Key insights .....	09
Event Checklist .....	10
amiando - Green Ticketing .....	12
The Authors.....	13
Media Partner.....	14
Green Ticketing Partner .....	15

Share this Report!



# SUMMARY



Nowadays, every attendee who is traveling to an event using different transportation options is causing carbon emissions. For that reason, organisers created multiple ways to reduce carbon emissions, and offering event participants the opportunity to support the non-carbon emission plan.

They are offering you to save energy for lighting or music, alternative transportation possibilities, suggesting renewable energy sources, and an intelligent catering system to provide regional food and offering vegetarian alternatives.

Emissions can be avoided by supporting international recognized carbon-offset projects. By buying carbon credits with your event ticket, attendees can make a difference! With their contribution, projects such as reforestation to maintain the function of a forest, which is a natural carbon reducer, helps saving the environment.

On the other hand, event organisers can also support sustainable practice by working with a solid corporate social responsibility (CSR) policy to hire efficient / intelligent entertainment and catering. Without this working practice, a company cannot truly claim to 'be green'.

## Yet how green is the Event Industry?

Are green and sustainability issues getting more important? What are the main reasons for event professionals to not act green? amiendo, which is the leading tool for online event registration and ticketing, worked together with Conference News and CMW to evaluate how the event industry works in terms of "being green".





# SOCIO-DEMOGRAPHICS



In order to compile a snapshot of how the event industry works in terms of 'being green', we questioned several event professionals for that reason. The event specialists were Professional Conference Organisers (PCO) (33%), Suppliers (14%), Destination Management Companies (10%), while the remaining 29% are from other event related business areas.

The respondents were nearly 60% from the United Kingdom, 30% from Spain and 10% from the rest of the world organising conferences, congresses and meetings.



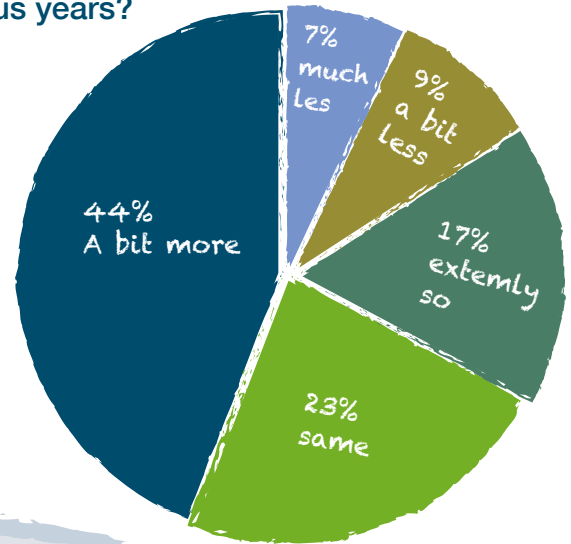
Share this Report!





1. Are green and sustainability issues as high on your agenda in 2012 as they were in previous years?

## ANALYSIS



Tweet me!

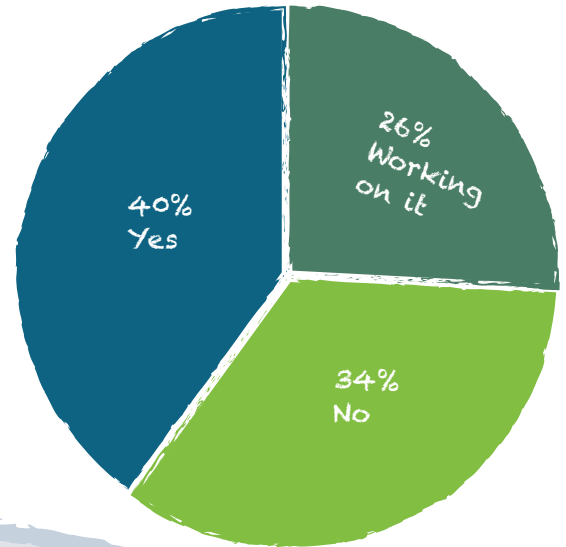
**61% of event organisers indicated that green and sustainability issues are higher on their agenda than in the past**

The answer to this question is clear, because 61% of respondents indicated that green and sustainability issues are higher on their agenda than in the past. 23% of the event organisers say that green issues remain with the same importance than the previous years. Only 16% stated, that it's less or much less on their agenda.

Share this Report!



## 2. Do you have a Company Corporate Social Responsibility (CSR) policy?



Tweet me!

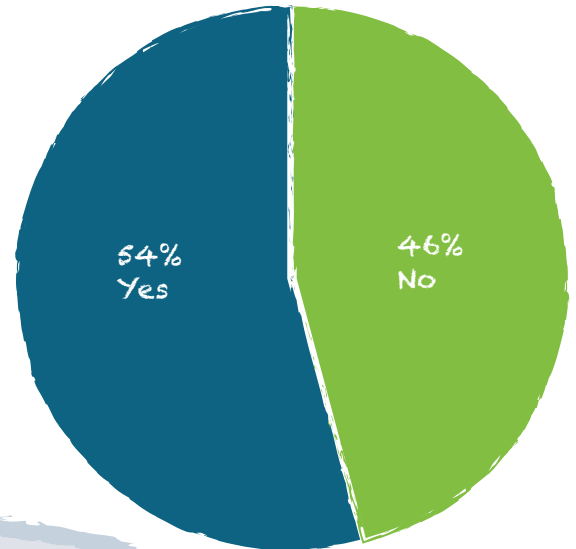
**Nearly 50% of the organisers  
have a CSR policy**

The results show, that CSR is important to a majority of event organisers. A surprisingly high percentage of survey takers have already incorporated a CSR policy or are at least working on it. Only 34% of the event professionals are not having a CSR policy at all.

Share this Report!



### 3. Did your badge/lanyard get recycled at your last conference?



Tweet me!



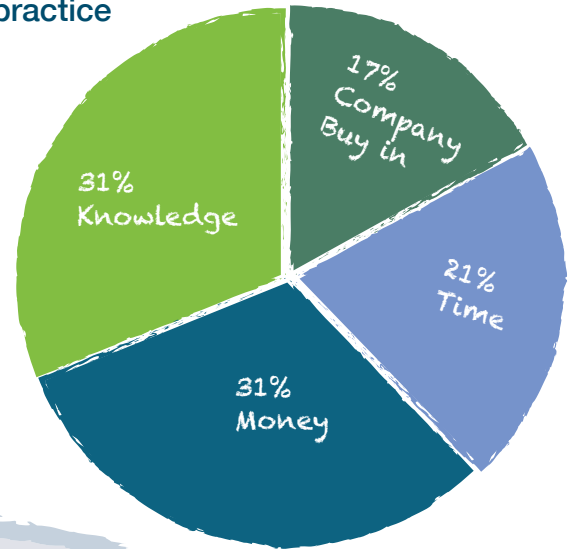
**Green and sustainable  
event tactics are already applied**

According to the results, a clear awareness in terms of acting green can already be seen at conferences: more than 50% reported a badge recycling.

Share this Report!



4. What is the main reason holding you back from pursuing a more sustainability working practice



Tweet me!

**Lack of know-how and financial restrictions are the biggest problems**

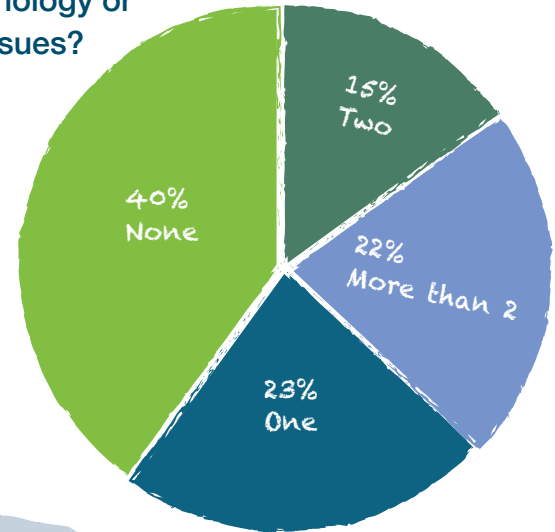
The answers to this question are explicit: over 31% indicated that a lack of knowledge and money are the main issues. Only 21% explained, that their main reason for a less sustainability working practice is due to “time” and “company buying in”.

Share this Report!





5. How many people in your company spend more than 20% of their working time on green technology or practices, or dealing with CSR issues?



Tweet me!

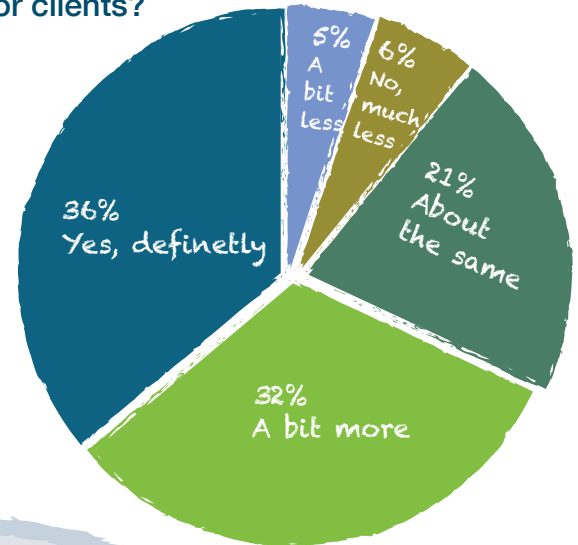
**In the majority of event companies at least one person spends a considerable time on green issues**

To determine how important green technology is for event related companies, we asked how many people in the company are spending more than 20% of their working time on green technology or practices, or dealing with CSR issues. The results show that only 40% are not focusing on green issues.

Share this Report!



**6. Are Green and environmentally friendly products again moving up the list of priorities for clients?**



Tweet me!

**Green and environmentally friendly products are getting more important for clients**

The answer is that 36% see a definite increase in the demand for green products while only 11% state that it is a less important.

Share this Report!



# KEY INSIGHTS

## Green issues have a higher importance for event professionals than in previous years

The results of our survey show, that the importance of green and sustainability issues is increasing. The result shows that more than 50% of the event professionals reported a badge recycling at the last conference.

## Green topics find their ways into event companies

The survey result illustrates, that green topics are getting more important to the event organizers: A CSR policy is important to a majority of the industry; only 34% of the event professionals are not having such a policy.

Furthermore, at least one employee is spending more than 20% of their working time on green technology, or dealing with CSR issues.

## Know-how and budgets are restrictions for a more sustainable working practice

Based on the responses, it is clear that event professionals are interested in a more sustainable working practice. However a lack of knowledge and money restrains them.



# GREEN EVENT CHECKLIST

Below is a summarised checklist with methods and their impact on the environmentally sound organisation of an event.

## ✓ Actions for participants

### 1 Mobility

- ✓ Choose a hotel near location (minimize travel distance while taking existing infrastructure into account)
- ✓ Strategic „mobility partners“ (e.g. Eco-Taxi, shuttle service)
- ✓ Carbon accounting and offsetting

### 2 Accommodation

- ✓ Stay in climate neutral hotels
- ✓ Minimize travel distance

### 3 Paper

- ✓ Save paper (use electronic media)
- ✓ Climate neutral printing
- ✓ Recycled paper

# GREEN EVENT CHECKLIST

## ✓ Actions for organisator

### 1 Mobility

- ✓ Choose location to minimize travel distance while taking existing infrastructure into account
- ✓ Strategic „mobility partners“ (e.g. Eco-Taxi, shuttle service)
- ✓ Carbon accounting and offsetting

### 2 Energy

- ✓ Choose location that uses renewable energy
- ✓ Use green electricity (green electricity certificates)
- ✓ Reduce energy consumption (thermal insulation, energy efficient technology)

### 3 Accommodation

- ✓ Recommend climate neutral hotels
- ✓ Minimize travel distance

### 4 Catering

- ✓ Ecological catering with seasonal products
- ✓ Procurement of regional products
- ✓ Avoid packaging or transporting drinks by using e.g. big bottles (minimize transportation distance)

### 5 Paper

- ✓ Save paper (use electronic media)
- ✓ Climate neutral printing
- ✓ Recycled paper
- ✓ Carbon accounting and offsetting

### 6 Procurement of products and services

- ✓ Minimize transportation distance (use local services)
- ✓ Avoid waste (use long lasting products)
- ✓ Reduce energy consumption (use energy efficient products)
- ✓ Eliminate waste (use long lasting products)



Green Ticketing with amiamo



Share this Report!



# amiando -

## GREEN TICKETING

### Green events

Green events adopt environmentally friendly measures wherever it is possible. The main goal is to reduce their carbon footprint, which is the total set of greenhouse gas emissions caused by the particular event. There are multiple ways to make an event greener such as saving energy, recycling, paperless online event management systems and the minimization of carbon dioxide emissions for travelling delegates. amiando takes responsibility and supports this idea: It provides event professionals with an online registration system that minimizes the environmental impact that results from an event and its delegates.

### amiando - Climate Neutral Event Participation - Easy and Transparent

amiando's online event management software allows event organisers and delegates to be more environmentally-thoughtful. amiando offers the innovative service green ticketing in cooperation with the climate protection consultancy ClimatePartner. Not only is amiando's online registration system completely paperless, amiando now allows delegates to buy CO2 certificates in order to compensate for their carbon dioxide emissions impact. With the integration of the ClimatePartner calculation, each participant's travel to and from the event, the type of event, the duration of the event, as well as potential attendee accommodation will be accounted for.

### Paperless registration

All information and documents including the registration confirmation and tickets are sent via email automatically. This enables a complete paperless and environmentally friendly attendee registration process. Furthermore amiando's entry management software allows the validation of registered attendees without the need of a printed ticket.

### Offset carbon dioxide impact

Attendee travel to and from an event accounts a large majority of the overall carbon dioxide footprint of an event. The attendees can compensate their CO2 impact by purchasing CO2 certificates when registering for an event. The price for each CO2 certificate depends on the individual attendee's travel distance as well as the type and the length of the event. The compensation amount is used for example for reforestation projects. Organisers and sponsors can have a share in making event management greener by paying the total cost for compensating the event's carbon dioxide footprint.

For more information  
visit [www.amiando.com](http://www.amiando.com)

Share this Report!



# THE AUTHORS



## About amiendo - the event registration & ticketing

amiando is a pioneer in online event registration and ticketing. Since its foundation in 2006, amiendo has become a leading software-as-a-service platform for professional events.

amiando's products help event organisers to reach a professional level of event organization which, until now, was only reserved for large corporations and event agencies. All tools are online-based and immediately available for use, without the need for software installation. Over 180,000 event organisers worldwide use amiendo, including prestigious names such as Facebook, BMW, UNESCO, and Telefónica O2.

amiando has been awarded numerous prizes for its innovative products, among them the "Technology Pioneer of 2010" at the World Economic Forum, and the "eco Internet Award" as the best business client portal.

amiando has been part of XING AG since January 2011, an operator of the business network XING. Its headquarters are based in Munich, additional offices are located in London, Paris and Hong Kong.



**Sandro Spiess**  
Inbound Marketing Manager  
[sandro.spieess@amiando.com](mailto:sandro.spieess@amiando.com)



**Myriam van Alphen-Schrade**  
Marketing Manager  
[myriam.schrade@amiando.com](mailto:myriam.schrade@amiando.com)



# Our Media Partner

We would like to take a moment to thank our media partner Conference News & CMW for their help.

## ConferenceNews

Conference News is the only monthly magazine solely dedicated to the UK conference and meetings industry and continues to grow year on year. The July 2011 redesign has taken the magazine to a new level, with a larger, 15,000 circulation. Conference News regularly talks to meeting planners and agencies about the key issues that concern them most and works with industry associations to grow the £36bn UK events sector.

With regular venue and destination features, Conference News provides a platform and strong voice for serious meetings industry professionals in the UK.



CMW is the magazine for the global meetings industry. The 100-plus page quarterly is the forum and meeting place for international venues, organisers, agencies and destinations to exchange news and views on the big issues. With reviews of facilities, industry research and profiles, as well as viewpoints and interviews with key industry players and associations, CMW is the only truly global meetings industry magazine in the English language and part of the broad specialist meetings and events publishing portfolio of London-based Mash Media.



# Our Green Ticketing Partner

**ClimatePartner**  ClimatePartner is a leading business solutions provider for climate protection and supports companies across all sectors in creating growth potential through voluntary climate protection. This international climate protection specialist is certified by Austria's technical inspection authority (TÜV-Austria) as a provider of IT system solutions for efficient carbon management, including carbon balancing and offsetting. ClimatePartner makes it possible for clients to integrate climate protection solutions into their value chain fully and efficiently. The company was founded in 2006 with headquarters in Munich. It has subsidiaries in Austria and Switzerland, as well as partners in Armenia, Greece, Japan, and the USA. ClimatePartner collaborates closely with environmental associations and provides experts for various international committees.