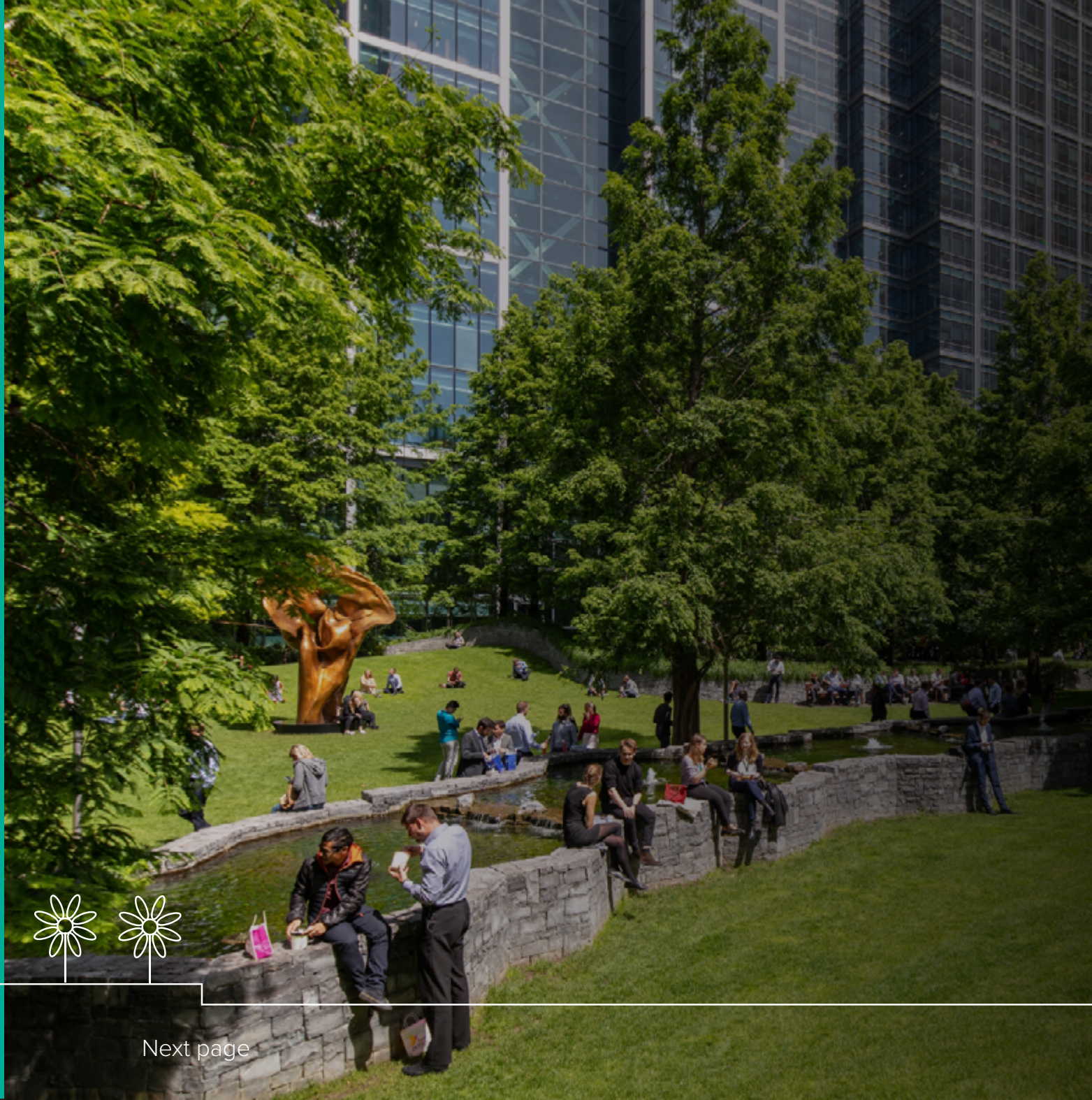
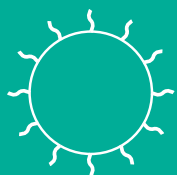


**LONDON**  
CONVENTION BUREAU

# A SUSTAINABLE CHOICE FOR BUSINESS EVENTS



Next page

# A SUSTAINABLE CHOICE FOR BUSINESS EVENTS

## London & Partners

### Who we are:

London & Partners is the business growth and destination agency for London. We are a social enterprise, combining purpose with commercial rigour. We are funded by grants, partners and our portfolio of venture businesses.

### Our Mission:

London & Partners' mission is to create economic growth that is resilient, sustainable and inclusive.

### Our Action:

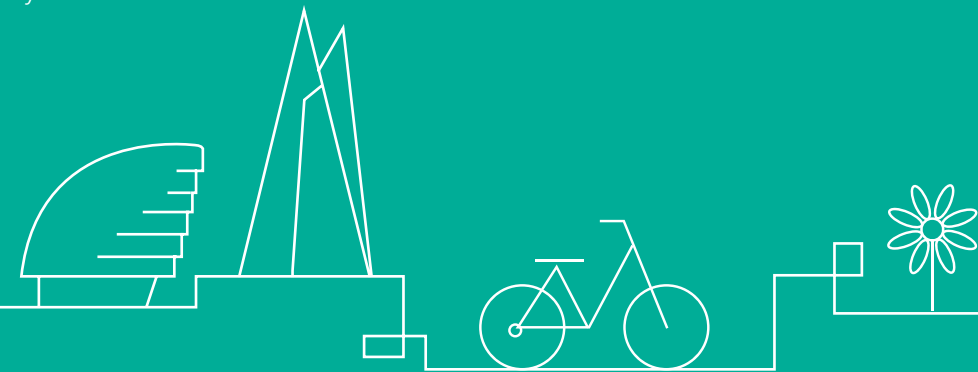
We have pledged to the United Nations Race to Zero campaign and are now actively measuring our carbon footprint. To view our net zero pledge progress [go here](#)



**Tracy Halliwell MBE**

Director

Tourism & Convention Bureau



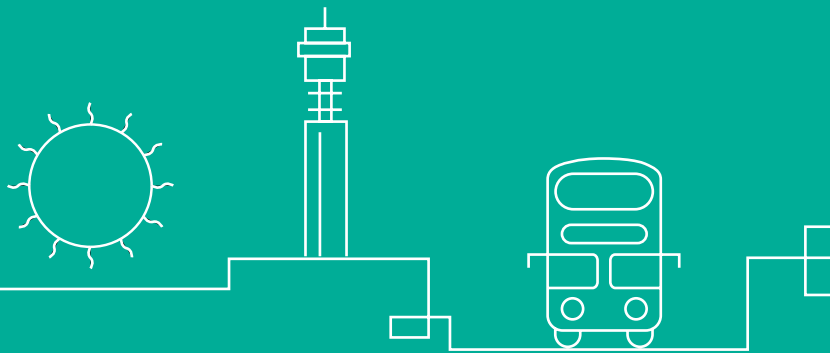


# OVERVIEW

Why is sustainability so important

What are the UK government and the Mayor of London's plans

How we can help you to achieve your sustainable business event goals





# WHY IS SUSTAINABILITY SO IMPORTANT?

COP26 & 27 highlighted the urgency of the global climate crisis and the fact that there is a clear role for businesses to play.

COVID-19 has accelerated the need to build back better.

UN Sustainable Development Goals are filtering down to agencies, corporates and associations who are planning business events.

It's the right thing to do for our planet.





# UK AND LONDON CONTEXT

## UK

The UK government has committed to net zero by 2050 under the Climate Change Act.

The Prime Minister's ten-point plan will mobilise £12bn of government investment, and potentially 3x as much from private sector, to create and support up to 250,000 green jobs.

Climate risk reporting (TCFD) to become mandatory across the economy by 2025.

The UK has announced the end of the sale of new petrol and diesel cars by 2030.

The UK is the largest producer of offshore wind energy in the world.

## London

The Mayor of London has set out an ambitious mission for the capital to become [a net zero carbon, zero-pollution city by 2030](#) and a zero-waste city by 2050.

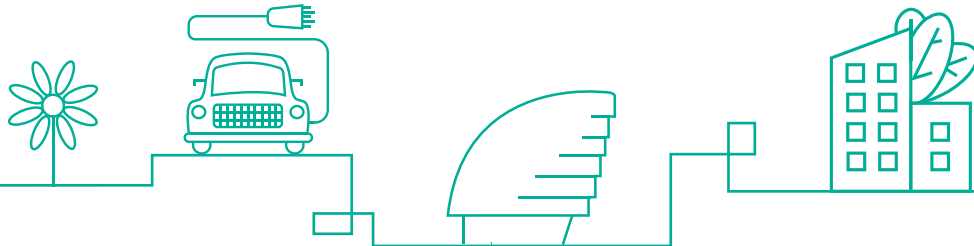
London's Green New Deal aims to tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy by 2030.

The Mayor has selected *Accelerated Green* as the preferred pathway to reach his 2030 target, which will require:

- A 27% reduction in car vehicle km travelled

- 2.2m heat pumps in operation in London

- 460,000 buildings connected to district heating network



# LONDON FOR SUSTAINABLE EVENTS





# WHAT IS LONDON DOING?



**Access to  
green business  
ecosystem**

**Commitment to  
green building  
standards**

**Sustainable  
Transport  
(ULEZ zone)**

**Green  
spaces  
& clean air**

**More sustainable  
food options &  
less waste**

**Winning  
eco-tourist  
attractions**



# WHAT LONDON EVENT VENUES ARE DOING

Many London venues and hotels are members of various **Green accreditation schemes** – such as Green Tourism; Greengage Solutions; and EarthCheck. This means that as well as measuring their carbon footprint and food waste, their progress is verified by a 3rd party accreditor. For more information: [Sustainable hotels, venues and services - London Convention Bureau.](#)

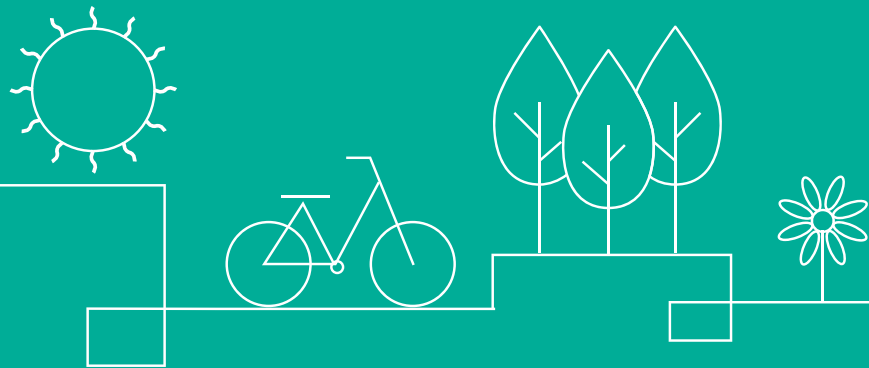
New hotel openings have also considered sustainability to be front and centre of their buildings. The **BREEM** (Building Research Establishment Environment Assessment Method) accreditation measures design, construction and operations.

The **ISO 20121 Sustainable Event Management standard** is currently being reviewed and will be relaunched in June 2024 prior to the Paris 2024 Summer Olympic Games. The UK has been involved in the update of the standard with the aim of making it simpler to use for all types of events.





# TAKE ACTION





# SUSTAINABLE EVENTS: PLANNING

Our team and partners can help design your event to be sustainable by adding in environmentally friendly activities

Choose responsible partners for venues, accommodation, transport and catering, [Sustainable hotels, venues and services - London Convention Bureau](#).

Implement a framework to measure and reduce the carbon footprint of your event. **Trees4Events** can help you measure both your delegates travel and the impact of your event in an engaging way. Trees are one of the most powerful absorbers of carbon emissions and by using this tool you will be contributing to a hybrid climate solution of global reforestation combined with UN renewable energy projects. [London and Partners - Trees4Events](#).

Consider a hybrid or virtual element. London has a wealth of smart stage technology and broadcast facilities.

Consult free event impact guidance from [The International Association of Event Hosts](#).





# SUSTAINABLE EVENTS: TRAVEL

The best low carbon rail option from Europe is **Eurostar** which travels from 13 different destinations including France, Belgium and the Netherlands. In addition their recent merger with Thalys will increase connectivity throughout Europe. The carbon emissions on **Eurostar** are 90% less per passenger than a short haul flight.

UK airlines and airports are at the forefront of sustainable aviation including **London City Airport, Heathrow** and **Gatwick**. **British Airways UK** published a Flightpath to Net Zero in 2019 showing that they will achieve their goals through a combination of aircraft and operational efficiencies, investments in technology, sustainable aviation fuel, carbon offsets and carbon removals. They are making excellent progress. [Climate | BA Better World](#).

Encourage the use of London's underground transport network including the new [Elizabeth Line - Transport for London \(tfl.gov.uk\)](#) which links **Heathrow Airport** in the west to **ExCel London** in the east in under an hour.

Use the [Transport for London](#) website or the [TfL Go app](#), for active travel routes via bike or on foot.

Many taxis and buses are either fully electric or hydrogen fuelled, enhancing the London network further.





# SUSTAINABLE EVENTS: **FOOD**

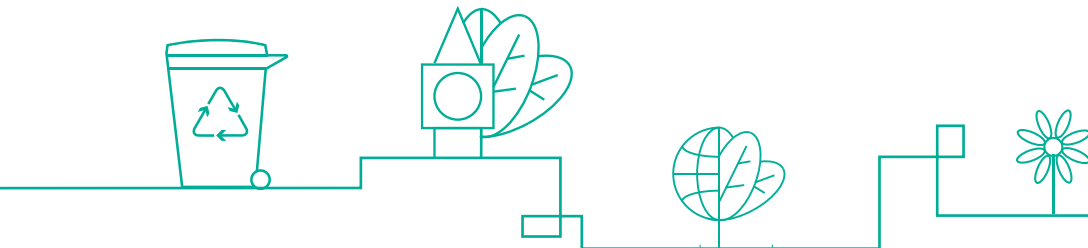
Work with your venue/hotel/caterer to achieve a healthy, low carbon menu for your delegates. Introduce plant based items and communicate the menu plan in advance of the event, so delegates know what to expect.

Many hotels/venues/caterers work with redistribution partners such as [Olio](#), [City Harvest](#), and [The Felix Project](#). This means you reduce any waste produced.

Sign up to WRAP's [Guardians of Grub](#) food saving campaign.

Use catering companies signed up to the [Food Waste Reduction Roadmap | WRAP](#).

Think locally sourced, low-impact food - minimal meat and dairy; use the [Food Made Good](#) business directory.





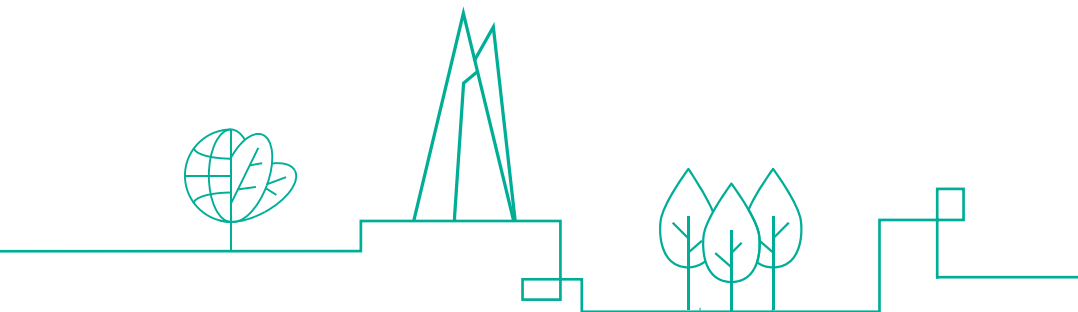
# SUSTAINABLE EVENTS: ON-SITE

Use eco meeting/event materials and try to avoid high waste items.

Avoid unnecessary plastics, packaging and giveaways.

Consider digital signage and projections instead of print.

Assess the impact of paper-based versus online information.





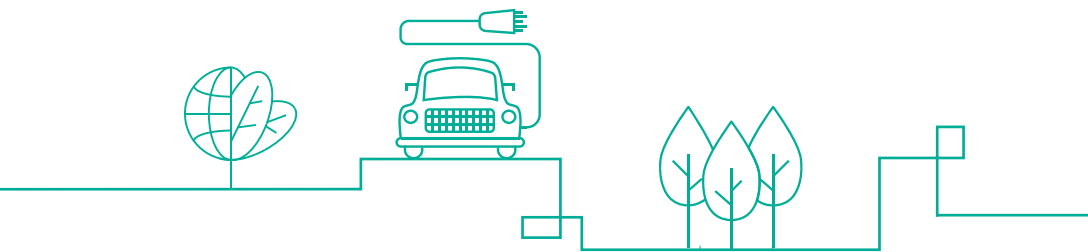
# SUSTAINABLE EVENTS: POST EVENT

Calculate and reduce the total carbon footprint of your event using the Trees4Events calculator and see your impact via reports and dashboards [London and Partners - Trees4Events](#).

Set goals to reduce carbon & food waste at future events.

Gather attendee feedback & make continuous improvements.

Donate unwanted event waste to [Event Cycle](#).





# LONDON

## CONVENTION BUREAU

...we're here to help



[conventionbureau.london](https://conventionbureau.london)



[@London\\_CVB](https://twitter.com/London_CVB)