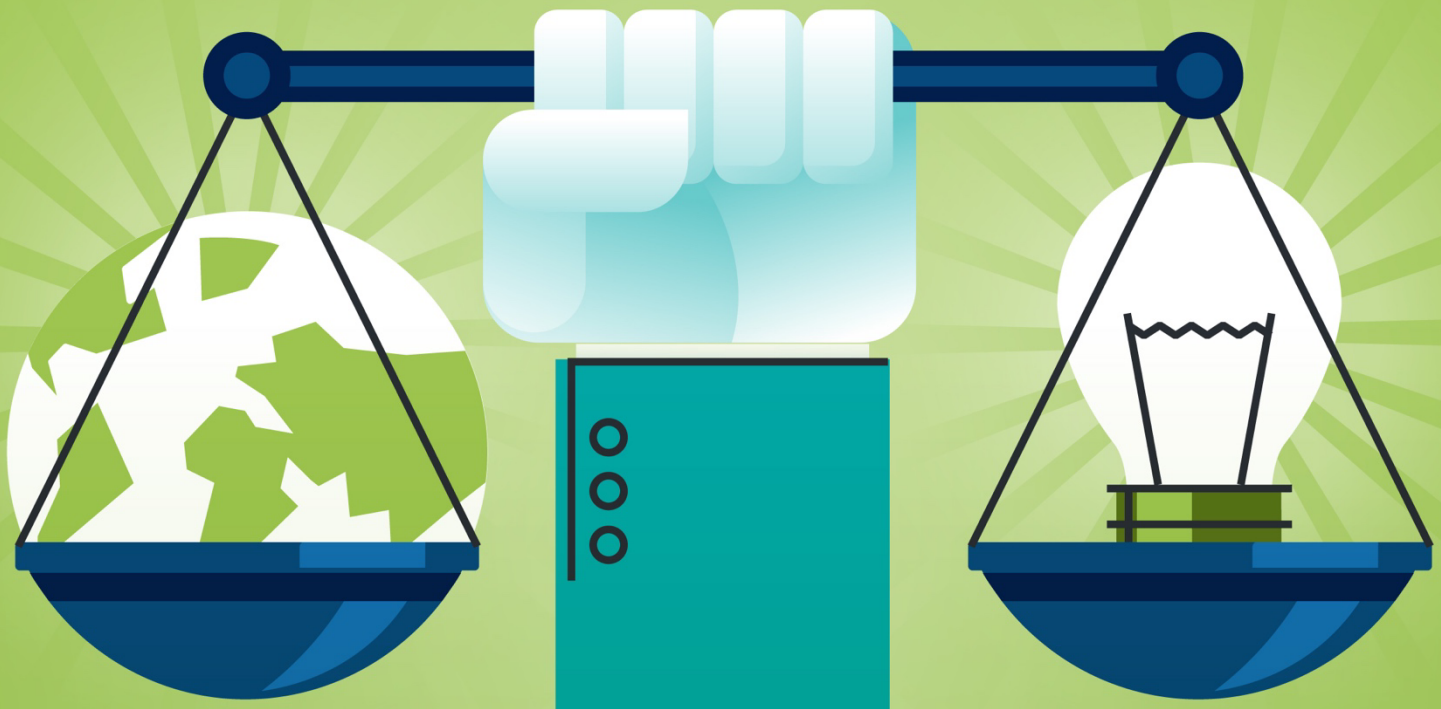
NET ZERO CARBON EVENTS



Travel and Accommodation Guidance

December 2023

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INTRODUCTION

After the NZCE Pledge and the NZCE Roadmap were created and published in Phase 1 and 2 respectively, Phase 3 has been focused on the creation of practical guidance documents for the decarbonisation of the meetings and events industry. Five workstreams were created to discuss and ultimately provide guidance on the decarbonisation of the specific action areas defined in the NZCE Roadmap: Venue Energy; Food and Food Waste; Logistics; Smart Production and Waste Management; and Travel and Accommodation. In addition, three transversal workstreams were created to support the initiative and provide guidance on the issues that touch on all action areas: Measurement; Carbon Offsetting; and Reporting. This document provides the first version of the guidance document for the Action Area "Travel and Accommodation" To read the documents that the other workstreams have produced, please visit the NZCE initiative's resources page.

UNDERSTANDING THE CARBON FOOTPRINT OF TRAVEL AND ACCOMMODATION

The Travel and Accommodation workstream of the NZCE initiative set out to work with and influence partners in the travel sector to reduce and mitigate the emissions of travel to events. As such it impacts two of the 17 sustainable development goals:

Take urgent action to combat climate change and its impacts

Partnerships for the goals

For the vast majority of events, the largest single contributor to carbon emissions is travel to and from the event, and research suggest that up to 85% of carbon emissions are generated by attendee transport[1]. Thus, the events industry has a responsibility to address these emissions, through working with partners in the travel industry, communicating sustainable travel options to participants, and making planning decisions which result in more efficient or reduced travel.

The travel and accommodation elements of the overall carbon emissions profile are a challenging area to address, given the perceived low level of influence of most event stakeholders, including organisers, venues, and service providers. For this reason, emissions from attendee travel to the destination and accommodation may currently be excluded from a company's Scope 3 (value chain) emissions calculation (except when the organiser directly facilitates the purchase of a ticket or room). Please refer to the NZCE roadmap, p. 41 for more information about scope 3 boundaries for event companies. The good news however is that there are already several best practices and actions event organisers can start with to reduce the impact of these emission categories. Due to the large proportion these elements take up in the overall carbon emissions of an event, even a small change can generate a big effect on the overall reduction.

[1] NZCE (2022). A Net Zero Roadmap for the Events Industry.

It is also important to acknowledge that the events industry is certainly not alone in this journey, and many stakeholders in the travel and hotel industry have already made great progress in identifying how their journey to net zero by 2050 will look like, and how they can help others in the event supply chain in meeting this globally shared goal. As these industries make progress themselves, the events industry will benefit and emissions will reduce over time. That said, there is a significant role the events industry must play to promote sustainable transport options amongst attendees and support the travel industry in its journey through promoting and facilitating the selection of lower emission transport modes, as well as the uptake of SAFs, and more sustainable hotels. Some travel and accommodation related documents to review include:

The Travel Sector's Roadmap to Net Zero, by The World Travel & Tourism Council (WTTC)

IATA Net Zero Roadmaps

Pathway to Net Positive Hospitality by the Sustainable Hospitality Alliance

Net Zero Methodology for Hotels

STAKEHOLDER ENGAGEMENT – THE ROLE OF THE DMO

Convention bureaux are a key stakeholder or event organisers when it comes to reducing carbon emissions of an event. The global events industry is seeing clear trends in which convention bureaux are stepping up to the challenges faced in the world, including sustainability, and start to provide leadership, strategy, and foresight to help shape sustainable events for the future. Often, the infrastructure which supports an event 'outside the venue', such as local transportation, as well as waste and recycling services, falls within the purview of the 'destination'. Convention bureaux act as the bridge between the event planner, the local municipality, industry sectors, venues, and services and are therefore a key stakeholder for event planners and other key actors to engage with, when selecting a destination for their event. It is encouraging to see that many of them are taking the lead in supporting event planners with making the shift to more sustainable events.

Before selecting the destination, event planners can ensure that sustainability of travel and accommodation is embedded into the destination's strategy, by asking question such as:

- Does the destination have its own net zero or decarbonisation goal in place? If so, is there a specific plan or target for the events, travel, and accommodation industries?
- What infrastructure is in place which will support the sustainability of the events travel and accommodation – electric vehicles, EV charging stations, public transport infrastructure, sustainable accommodations, etc? How can this be integrated into the event planning?
- What metrics and methodologies are they using (if any) to measure sustainability impacts? How do they relate to those used by other stakeholders?
- Are there any local offsetting opportunities that could be supported by event organisers?

Additionally, event stakeholders can use the GDS-Index, a benchmark that ranks global destinations based on their sustainability performance in the tourism and events industry.

BEST PRACTICES

This section aims to provide a first overview of priority best practices for event-related travel and accommodation. The following chapters provide more context on these best practices as well as other travel and accommodation related issues.

Event Segmentation

The diversity of events makes it difficult to define general methods for avoiding travel and accommodation related emissions that will apply to all readers of this document. However, business to business events generally fall into or somewhere between the following categories:

Type of Event	Audience	Examples	Travel Optimisation Potential	Proposed Measures
Corporate meetings and events - internal audience	All (or many) participants and the organiser are part of one organisation.	Corporate events and meetings, NGO and association gatherings, Incentives (relating to internal staff).	High	• Meeting location should be subject to travel projections and comparisons to select more sustainable options. • Travel behaviour should be subject to sustainable travel policies of the organisation. • Select travel booking tools that meet best practice requirements and make both multi- and intermodal travel connections bookable, and ideally have a reward system in place for organisers and traveller (for price reductions or on-site perks available to the traveller). • Measuring the travel-related footprint – this can then be used to track progress specifically for recurring meetings and events.
Corporate meetings and events - external audience	Focused on business travellers with invitation/ registration systems.	Congresses, Trade exhibitions, Conferences , incentives (relating to external partners)	Medium to low from organiser perspective.	• Request information about departure origins and preferred travel methods from attendees during RSVP and/or registration process to retrieve basic data and statistics. This can support the measurement of travel. • Include multimodal / intermodal travel comparison services into the RSVP and/or registration process and provide sustainable travel recommendations as early as possible. Assumption is that most of the business travellers will be bound to their corporate travel policies (with varying degree of focus on sustainable travel). Nevertheless, providing sustainable travel recommendations early in the process, can further encourage business travellers to think about responsible travel options. • Implement a reward system in place for organisers and traveller (for price reductions or on-site perks available to the traveller).

Many internal events are planned in a closed system, increasing the transparency of travel processes. Therefore, information about participant travel is easier to obtain. In public events, the self-determination of the participants plays a role - business travellers are bound to the possibilities of their organisations' preferred online booking engines and measures of involved travel management organisations. Travel becomes even more complex when business to consumer events

are concerned. Private travellers are not bound to regulations or functionality of certain platforms - here there is a great potential to motivate and, if possible, incentivise participants for sustainable travel options through active suggestion but also the highest risk of attendees not making the most environmentally friendly choices.

MEASUREMENT

Not only do most event types have significantly reduced potential for travel optimisation by the organiser but they also by default allow for limited insight by most stakeholders into the mode of travel chosen and the distance travelled by anyone but the organisation or individual booking the travel.

In order to take the right steps to improve the carbon impact of event-related travel, it is critical to measure a baseline as well as data for tracking progress so whenever possible give attendees (especially those outside of your own organisation) the opportunity to share their travel related data – even such limited information about air travel as the attendees origin airport and flight class segment chosen can lead to relatively accurate estimations of the carbon emissions related to their travel. The NZCE Measurement Methodology which is published at the same time as this guidance document provides more information about the measurement of travel and accommodation related emissions.

BEST PRACTICES GRID

Our workstream has created a best practices grid to provide a ranked overview of different best practices related to travel and accommodation. The grid distinguishes between meetings and events organised for an internal vs. an external audience and the level of influence is determined from an event planner's perspective based on their level of influence on the behaviour of the audience being targeted for the event. The overall impact on carbon emissions is also determined for each best practices. Based on the level of influence and impact on emissions, we created a hierarchy of priority which resulted in the prioritised best practices as outlined below. Please refer to Appendix A for a full overview of the best practices grid for Travel and Accommodation as well as more information about our process to identify priority best practices.

Note that the rating is not based on actual emission figures but on estimations and since events are extremely diverse, not all best practices will be applicable to all events or share the same level of influence or impact on emissions as indicated below. The best practices grid should therefore be used as a guideline and customised by each organisation, to determine priority areas specific to them and their events. For example, for events with a more regional focus, the impact of flight emissions may take up a smaller part of the overall carbon footprint, allowing the organiser to focus more on other areas and for example prioritise the reduction of ground transport related emissions.

For international events, it is recommended that the following best practices are prioritised, to make the biggest impact on reducing overall emissions:

Travel (for corporate meetings and events with an internal and external audience):

Segment	Best practice area	Best practice action
Travel	**General**	Switch from air to rail where possible (at a minimum opt for train travel for journeys that take 4 hours or less on the train)
Travel	**General**	Carefully select destinations that reduce the overall distance travelled by participants
Travel	**Air travel**	Prioritise direct flights, avoid stopovers
Travel	**Air travel**	Opt for Economy class - In economy, each seat takes up less space, so more passengers can fit. The more people there are on a plane, the lower

		the emissions are for each passenger. When you book economy, you send a signal to airlines that you prioritise efficiency.
Travel	**Ground transportation**	Prioritise ground transportation with fossil free and reduced emissions vehicles (i.e., electric, hybrid)

Accommodation (for corporate meetings and events with an internal and external audience):

Segment	Best practice area	Best practice action
Accommodation	**Certification**	Use hotels that are certified by a hotel management eco-labelling program such as GSTC, Green Key, Green Globe, Travelcert, and other certifications verified by GSTC and venues that subscribe to specific industry environment code of practice such as the GSTC criteria or the WTTC Hotel Sustainability Basics
Accommodation	**Energy**	Use hotels that are certified by sustainable building program such as LEED or BREEAM
Accommodation	**Energy**	Use hotels that are powered by >30% of green energy (usually part of the requirements for certification)
Accommodation	**Accessibility**	Recommend accommodation within walking distance of event venue or use a venue which also offers accommodation
Accommodation	**Guest communication and awareness**	Ensure guests are educated on how they can contribute to sustainability efforts, i.e., avoiding daily towel changes to avoid laundry energy and water, and declining housekeeping services
Accommodation	**Catering**	Require that the hotel's food service abide by sustainable criteria: √ >50% of food sourced locally and seasonal √ >25% of plant based main dish options in menu

RFP BEST PRACTICE

Whether you are preparing an RFP for a venue, a congress centre, a hotel, a travel agency, or anyone else involved in your event, it is crucial to implement sustainability in your communication. To be able to reach net zero emissions for events, it is important that all stakeholders are working towards the same goals. At the stage of the RFP/procurement process, the organisation's strategy and approach towards sustainability should be communicated clearly, and sustainability criteria aligned with this document should play an important role and be clearly communicated in the selection of service providers. Any provider already signed up to the NZCE initiative has pledged to work towards net zero by 2050 simplifying the selection process.

If you are already working with an external partner or specific tool to measure carbon emissions of your events, the elements that will be measured along with your targets, this should be highlighted in the RFP so potential providers are clear on what elements their services will be assessed on, and which data they are expected to collect with the event stakeholders.

AVIATION – THE ELEPHANT IN THE ROOM

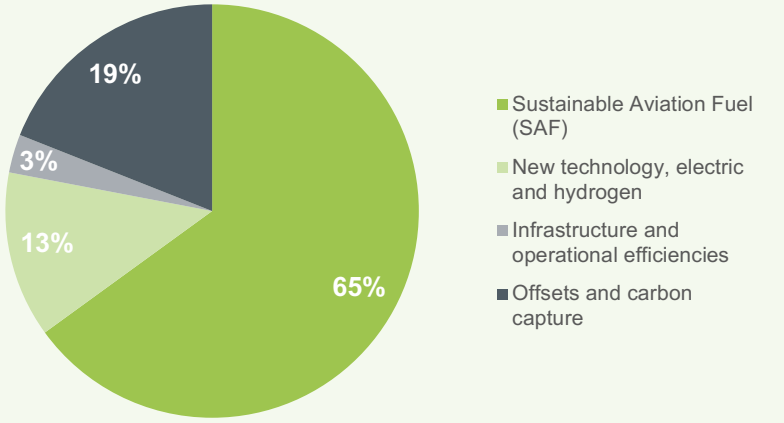
For most events, the largest single contributor to carbon emissions is travel to and from the event, especially for international events and especially through air travel. Therefore, it can be a daunting prospect, especially for event planners who have (a perceived) limited influence on the attendee travel and even less influence on the aviation industry, to be able to properly address this. The good news is that through initiatives like NZCE, the events industry can have a stronger voice to advocate and partner with the aviation industry to create positive change.

THE ROLE OF SUSTAINABLE AVIATION FUELS

Sustainable aviation fuel (SAF) is made from non-petroleum feedstock and is an alternative fuel that reduces emissions from air transportation. SAF can reduce carbon emissions by 80% on a lifecycle basis in comparison to fossil-based fuels. SAF will play an important role in the aviation industry's journey to net zero. IATA estimates that Sustainable Aviation Fuel (SAF) could contribute around 65% of the reduction in emissions needed for aviation to reach net zero in 2050. As the current supply of SAF is unable to meet demand, which will only continue to grow, there is a need for a massive increase. The largest acceleration is expected in the 2030s as policy support becomes global, SAF becomes competitive with fossil kerosene, and offsetting related legislation becomes stricter. Refer to the Sustainable Aviation Fuel FAQs in the glossary for more detail. The figure below highlights how integral SAF is to the aviation industry's decarbonisation pathway.

Our strategy towards net zero

Achieving net zero by 2050 will require a combination of maximum elimination of emissions at the source, offsetting and carbon capture technologies.



Source: https://www.iata.org/en/programs/environment/flynetzero/

WHAT CAN EVENT STAKEHOLDERS DO?

- Be part of initiatives like NZCE to advocate for industry wide change.
- When booking flights for attendees or staff, make informed choices on which airlines to use, and/or educate event attendees on how to make informed choices. CAPA´s (Centre for Aviation) sustainability airline benchmark report, for example, ranks different airlines on the amount of carbon emissions per passenger kilometre. Where routes allow for different airline options, choose the airline with the smallest carbon emissions.
- Use the air travel best practices outlined in the best practices grid.

- When selecting an airline or travel agency partner, RFPs should include sustainability criteria as well. There is a lack of certification programmes to distinguish between different transport providers and their sustainability efforts. Specifically for the airline industry, there are no third-party credentials available, making it difficult to select a sustainable airline so existing benchmarking reports, such as the CAPA sustainability airline benchmark report highlighted above or tools such as the GBTA Airline RFP Sustainability Questions Matrix should be used.
- Consolidate and optimise air travel routes where possible, using tools available to choose meeting or event locations resulting in the least amount of emissions possible.
- Offset carbon emissions and invest in projects supporting the development of SAFs.

CARBON OFFSETTING FOR TRAVEL AND ACCOMMODATION

Carbon offsetting in itself is not the answer to net zero. However, as an interim measure carbon offsetting is a legitimate strategy to mitigate the impact of hard-to-abate emissions. When it comes to addressing a company's carbon footprint, the priority should always be to avoid carbon emissions in the first place. Strategies should then focus on reducing emissions (through efficiencies), followed by replacing high carbon activities with low carbon alternatives. As a final option, carbon offsetting, preferably through capture or removal can be considered. This section provides a high-level overview of travel-related offsetting practice. For more detailed information about offsetting, please refer to the NZCE Offsetting Guidance which is published at the same time as this document.

Offsetting can be done for a specific part of event emissions, that were not possible to be reduced, for example an event organiser might choose to offset flights, long haul flights only, or a specific % of the overall CO2 emissions from an event.

Offsetting cost per CO2 ton can range from 10 – 20 Euro, depending on the projects. As offsetting can be costly, it is important that investment for this is secured as part of an events budget, should this be part of the sustainability strategy for the event.

Below is an example of a calculation of investment needed for offsetting travel:

Global conference in Asia with 800 delegates, with approximately 700 delegates flying to reach the destination

10%	45%	45%
of short haul flights – less than 3 hours	**of medium haul flights** – 3 -6 hours	**of long haul flights** – over 6 hours

Average carbon emissions of **3,000 kgCO2 - 4,400 kgCO2** per attendee (short haul to long haul) = **3700 kgCO2 per attendee**

Average price per tCO2 in offsetting projects with verified projects (Gold standard) – approx. 15 Euro per ton**. Low-cost projects are approx. 7 Euro**.

Attendees (flying)	Average kgCO2 per attendee	Total kgCO2	Total tCO2	Total cost offsetting all with high-cost projects	Total cost offsetting all with low-cost projects
700	3700	2590000	2590	€ 38,850	€ 18,130

Below is an example timeline for measuring and offsetting carbon emissions from travel:

Long term planning	Midterm planning - in the lead up to the event	After the event
• Sustainability strategy for the event is defined including KPIs for all carbon reduction areas. • Specific offsetting strategy is determined and necessary investment secured. • Certified offsetting partners and projects are confirmed.	• Sustainability and offsetting targets are communicated with internal and external stakeholders, and attendees. • Data collection points are identified, and specific questions included to obtain data on expected travel patterns of attendees. • Calculation of expected emission caused by travel based on historic data and trends in data collected in the lead up to the event.	• More accurate calculation of emissions caused by travel is made, using all data collected. • Offsetting credits are purchased based on calculated emissions. • Results are communicated to all internal and external stakeholders, including attendees.

In order to calculate carbon emissions for the purpose of offsetting the travel part, emissions need to be measured. To enable this, registrations should include a question to attendees about which mode of transport they intend to use and which location they will be travelling from and back to. To make calculations even more accurate, details on the following can also be asked for:

- Specific flight details, so it can be determined how many flights are short haul vs. long haul
- How many stop overs are involved for each route
- What aircrafts are used
- Which class attendees are travelling in

Offset Flight Emissions: Many airlines and carbon offset providers offer options for passengers and companies to purchase carbon offsets for flights. These funds are typically invested in emission reduction projects.

Offset Hotel Stays: Some hotels and accommodation providers offer carbon offset programs that allow guests to contribute to sustainability initiatives. Companies can choose accommodations with such options or negotiate for them.

Sources

Should you buy carbon offsets for your air travel?

What is Sustainable Air Fuel (SAF)?

Carbon Neutral Hotel Stays

ACCOMMODATION

Accommodation related activities can also significantly impact an event's carbon footprint. In addition to the best practices outlined previously, event organisers and other stakeholders should look out for sustainability certifications when choosing accommodation. Certifications can provide external verification to sustainability claims that organisations make. To identify a credible sustainability certification, it is key that sustainability claims made are verified by an independent third party. There are two types of certifications relevant for hotels:

1. Green building certifications. These certifications are related to sustainability claims about the building itself and can either verify sustainability claims related to new or existing buildings. Below you can find a selection of popular and reputable green building certifications:
    a. **LEED** assesses against areas such as energy and water efficiency, materials used, indoor air quality and awareness and education.
    b. **BREEAM** has nine criteria including energy, health and wellbeing, ecology, and waste.
    c. **EDGE** certifies buildings based on their on-site energy savings and includes a certification for zero carbon.
2. Operational sustainability certifications. These certifications are related to sustainability claims about the management of operations at a hotel. The Global Sustainable Tourism Council (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. The GSTC Criteria serve as the global standards for sustainability in travel and tourism. The Criteria are used for education and awareness-raising, policymaking, measurement and evaluation, and as a basis for certification. They are the result of a worldwide effort to develop a common language about sustainability in tourism and as such are seen as the gold standard of sustainability certification in tourism. Accordingly, accommodation providers should ideally get certified by GSTC or use operational sustainability certifications that adhere to GSTC criteria. Below you can find a selection of popular and reputable operational sustainability certifications for accommodations in addition to GSTC:
    a. **Green Globe** includes 44 core criteria focused on areas such as sustainable management, social/economic, cultural heritage, and the environment.
    b. **Green Key** represents a commitment by businesses that their premises adhere to the environmental responsibility and sustainable operation criteria set by the Foundation for Environmental Education (FEE).
    c. **Travelife Accommodation Sustainability** criteria cover environmental, social, and economic business impacts.
    d. **Earth Check** uses internationally recognised criteria to report on management performance covering a wide range of areas including environment, risk, and quality management.
    e. **The EU Ecolabel** is awarded to products and services that have a lower environmental impact than comparable products and services.

OTHER STANDARDS

The International Organization for Standardization (ISO) provides many internationally agreed standards for different areas of business management. However, ISO does not perform certification; this can be carried out on some of their standards by a third-party certification body by auditing the business's practices against the standard. The main environmentally focused certification standards are ISO 14,001 (environmental management) and ISO 50,001 (energy management).

Sources

SHA (Sustainable Hospitality Alliance)
GSTC (Global Sustainable Tourism Council)

MINIMUM HOTEL CRITERIA

If a property does not hold a certification, the below set of minimum hotel criteria can be used by event stakeholders at the stage of procurement of hotel partners to identify the level of sustainability initiatives of a property. The criteria have been selected to highlight areas which can have the most impact, and have been compiled in alignment with the framework of criteria already available, including the WTTC Hotel Sustainability basics, the GSTC Industry Criteria for Hotels, and the Sustainable Hospitality Alliance framework.

	General	Energy & Water	Food & Beverage	Waste
Basics	Sustainability management system	Energy efficiency measures energy reduction >20% (LED, renewable energies…)	>75% food is local (>200km)	No single-use plastics
	Emissions reduction program	Occupancy linked controls in rooms and meeting rooms	>75% food is seasonal	Water pitchers in public areas, corridors
	Provide emissions per event/ submeters	Paperless check in	>25% plant-based dishes in menu offering	Recycling bins in rooms, meeting rooms, public areas
Advanced/ Pro		Linen and towel reuse by default	Avoid buffets	<50% waste to landfill
			Compost program	Measure and track waste reduction
			Food donation program	

APPENDIX A
BEST PRACTICES GRID

The level of priority for each best practice has been determined as per the figure below, prioritising the impact on carbon emissions over the level of influence.

Level of influence	Impact on carbon emissions	Priority	
Low	Low	→	Low
Low	Medium	→	Medium
Low	High	→	Medium
Medium	Low	→	Low
Medium	Medium	→	Medium
Medium	High	→	High
High	Low	→	Medium
High	Medium	→	Medium
High	High	→	High

TRAVEL

Corporate Meetings and Events
Internal Audience

Segment	Best practice area	Best practice action	Level of influence	Impact on carbon emissions	Priority
TRAVEL	**General**	Switch from air to rail where possible (at a minimum opt for train travel for journeys that take 4 hours or less on the train)	High	High	High
	General	Carefully select destinations that reduce the overall distance travelled by participants	High	High	High
	Air travel	Prioritise direct flights, avoid stopovers	Medium	High	High
	Air travel	Opt for Economy class – *In economy, each seat takes up less space, so more passengers can fit. The more people there are on a plane, the lower the emissions are for each passenger. When you fly economy, you send a signal to airlines that you prioritize efficiency.*	High	High	High
	Ground Transportation	Prioritise ground transportation with fossil free and reduced emissions vehicles (i.e., electric, hybrid)	Medium	High	High
	General	Provide incentives for attendees to use lower carbon intense transportation	High	Medium	Medium
	Air travel	Look into the carbon emissions when you book a flight so you can gauge the carbon footprint and prioritise less carbon intensive alternatives	Medium	Medium	Medium

TRAVEL	**Air travel**	Book airlines that have started using SAF (Sustainable Aviation Fuel) and heavily invest in SAF development, and that offer the possibility to buy SAF in their corporate offer	Low	High	Medium
	Air travel	Book airlines with newer aircrafts (less than 10 years) and a fleet renewal plan for older aircrafts for the next 5 years	Low	High	Medium
	Air travel	Prioritise airlines with sustainability goals aligned to IATA Fly Net Zero commitments to achieve net zero carbon by 2050	Low	High	Medium
	Air travel	Reduce emission on the flight itself • Lighten your luggage: More weight on the plane requires more fuel. Pack light. Pre-order veggie: Go plant-based for in-flight meals to keep impact low. • Bring reusables like your own bottle and utensils, to reduce cabin waste. • Recycle any waste like drink bottles and sandwich wrappers at the airport to avoid carrying additional weight and avoid waste ending up in landfill in the final destination.	Medium	Medium	Medium
	Ground transportation	Information regarding different public transit options should be included in the registration package, event promotions, and exhibitor kits	High	Medium	Medium
	Ground transportation	Arrange for shuttle service to and from hotels for attendees	High	Medium	Medium
	Ground transportation	Encourage car-pooling by dedicating a section of the events website that permits local participants and car rental users to make arrangements.	High	Medium	Medium
	Air travel	Prioritise airlines that have eliminated single use plastics from the onboard cabin service	Low	Low	Low
	Ground transportation	Allocate designated premium parking spaces for those car-pooling or using energy efficient vehicles	Low	Low	Low
	Ground transportation	A zero-emission alternative is to coordinate bicycle rentals that give participants the option to ride between their hotel and the event.	Low	Low	Low

Corporate Meetings and Events
External Audience

Segment	Best practice area	Best practice action	Level of influence	Impact on carbon emissions	Priority
TRAVEL	**General**	Switch from air to rail where possible (at a minimum opt for train travel for journeys that take 4 hours or less on the train)	Medium	High	High
	General	Carefully select destinations that reduce the overall distance travelled by participants	High	High	High
	Air travel	Prioritise direct flights, avoid stopovers	Medium	High	High
	Air travel	Opt for Economy class - *In economy, each seat takes up less space, so more passengers can fit. The more people there are on a plane, the lower the emissions are for each passenger. When you fly economy, you send a signal to airlines that you prioritise efficiency.*	Medium	High	High

TRAVEL	**Ground transportation**	Prioritise ground transportation with fossil free and with reduced emissions vehicles (i.e., electric, hybrid)	Medium	High	High
	General	Provide incentives for attendees to use lower carbon intense transportation	Medium	Medium	Medium
	Air travel	Look into the carbon emissions when you book a flight so you can gauge the carbon footprint and prioritise less carbon intensive alternatives	Medium	Medium	Medium
	Air travel	Book airlines that have started using SAF (Sustainable Aviation Fuel) and heavily invest in SAF development, and that offer the possibility to buy SAF in their corporate offer	Low	High	Medium
	Air travel	Book airlines with newer aircrafts (less than 10 years) and a fleet renewal plan for older aircrafts for the next 5 years	Low	High	Medium
	Air travel	Prioritize airlines with sustainability goals aligned to IATA Fly Net Zero commitments to achieve net zero carbon by 2050	Low	High	Medium
	Air travel	Reduce emission on the flight itself: • Lighten your luggage: More weight on the plane requires more fuel. Pack light. • Pre-order veggie: Go plant-based for in-flight meals to keep impact low. • Bring reusables like your own bottle and utensils, to reduce cabin waste. Recycle any waste like drink bottles and sandwich wrappers at the airport to avoid carrying additional weight and avoid waste ending up in landfill in the final destination.	Low	Medium	Medium
	Ground transportation	Information regarding different public transit options should be included in the registration package, event promotions and exhibitor kits	High	Medium	Medium
	Ground transportation	Arrange for shuttle service to and from hotels for attendees	High	Medium	Medium
	Ground transportation	Encourage car-pooling by dedicating a section of the events website that permits local participants and car rental users to make arrangements.	Medium	Medium	Medium
	Ground transportation	A zero-emission alternative is to coordinate bicycle rentals that give participants the option to ride between their hotel and the event.	Low	High	Medium
	Air travel	Prioritise airlines that have eliminated single use plastics from the onboard cabin service	Low	Low	Low
	Ground transportation	Allocate designated premium parking spaces for those car-pooling or using energy efficient vehicles	Low	Low	Low

ACCOMMODATION

Corporate Meetings and Events
Internal Audience

Segment	Best practice area	Best practice action	Level of influence	Impact on carbon emissions	Priority
ACCOMMODATION	**Certification**	Use hotels that are certified by a hotel management eco-labelling program such as GSTC, Green Key, Green Globe, Travelcert, and other certifications verified by GSTC. Also use venues that subscribe to specific industry environment code of practice such as the GSTC criteria or the WTTC Hotel Sustainability Basics	High	High	High
	Energy	Use hotels that are certified by sustainable building program such as LEED and BREEAM	High	High	High
	Energy	Use hotels that are powered by **>30%** of green energy (usually part of the requirements for certification)	High	High	High
	Accessibility	Recommend accommodation within walking distance of event venue or use a venue which also offers accommodation	High	High	High
	Catering	Require that the hotel's food service abide by sustainable criteria: √ >50% of food sourced locally and seasonal √ >25% of plant based main dish options in menu	Medium	High	High
	Guest communication and awareness	Ensure guests are educated on how they can contribute to sustainability initiatives, i.e., avoiding daily towel changes to avoid laundry energy and water, and declining housekeeping services	Medium	High	High
	Energy	For hotels with venue space - implement a power down plan and end of show day (i.e., ask that lights are turned off and that any other AV equipment enters a power saving mode at the close of an event day)	High	Medium	Medium
	Accessibility	Select hotels which provide airport shuttles and public transport passes for guests	Medium	Medium	Medium
	Catering / food waste management	Require a food waste minimisation management program in place, including • serving smaller portions and not pre-pouring beverages • onsite composting • working with local food donation partners to manage edible leftovers	High	Medium	Medium
	Materials and waste management	Ensure all common spaces and meeting space have appropriate recycling and organic composting units	High	Medium	Medium
	Materials and waste management	Ensure the property does not use or provide the following: single-use plastics at the venue i.e., stir sticks, straws, cups, coffee pods, plastic bags, and bottled water	Medium	Low	Low

ACCOMMODATION	**Materials and waste management**	Ensure that the property provides water fountains or water pitchers across the common spaces and in meeting room area	High	Low	Medium
	Materials and waste management	Provide a paperless or paper-reduced check in process (only 1 paper sheet used for signature) and avoid any paper communication such as welcome letters handed out during registration or in the room	Medium	Low	Low
	Materials and waste management	Ensure that the venue provides virtual signage and avoids paper /plastic based signage	Medium	Low	Low
	Materials and waste management	Newspapers should be delivered to rooms only if requested	High	Low	Low

Corporate Meetings and Events
External Audience

Segment	Best practice area	Best practice action	Level of influence	Impact on carbon emissions	Priority
ACCOMMODATION	**Certification**	Use hotels that are certified by a hotel management eco-labelling program such as GSTC, Green Key, Green Globe, Travelcert, or other certifications verified by GSTC Also use venues that subscribe to specific industry environment code of practice such as the GSTC criteria or the WTTC Hotel Sustainability Basics	High	High	High
	Energy	Use hotels that are certified by sustainable building program such as LEED or BREEAM	High	High	High
	Energy	Use hotels that are powered by **>30%** of green energy (usually part of the requirements for certification)	High	High	High
	Accessibility	Recommend accommodation within walking distance of event venue or use a venue which also offers accommodation	Medium	High	High
	Catering	Require that the hotel's food service abide by sustainable criteria: √ >50% of food sourced locally and seasonal √ >25% of plant based main dish options in menu	Medium	High	High
	Guest communication and awareness	Ensure guests are educated on how they can contribute to sustainable initiatives, i.e., avoiding daily towel changes to avoid laundry energy and water, and declining housekeeping services	Medium	High	High
	Energy	For hotels with venue space - implement a power down plan and end of show day (i.e., ask that lights are turned off and that any other AV equipment enters a power saving mode at the close of the event day)	High	Medium	Medium
	Accessibility	Select hotels which provide airport shuttles and public transport passes for guests	Medium	Medium	Medium

ACCOMMODATION	**Catering / food waste management**	Require a food waste minimisation management program in place, including: • serving smaller portions, and not pre-pouring beverages • onsite composting • working with local food donation partners to manage edible leftovers	Medium	Medium	Medium
	Materials and waste management	Ensure the property does not use or provide the following: single-use plastics at the venue i.e., stir sticks, straws, cups, coffee pods, plastic bags and bottled water	Medium	Low	Low
	Materials and waste management	Ensure all common spaces and meeting space have appropriate recycling and organic composting units	High	Medium	Medium
	Materials and waste management	Ensure that the property provides water fountains or water pitchers across the common spaces and in meeting room area	Medium	Low	Low
	Materials and waste management	Provide a paperless or paper-reduced check in process (only 1 paper sheet used for signature) and avoid any paper communication such as welcome letters handed out during registration or in the room	Medium	Low	Low
	Materials and waste management	Ensure that venue provides virtual signage and avoids paper /plastic-based signage	Medium	Low	Low
	Materials and waste management	Newspapers should be delivered to rooms only if requested	Medium	Low	Low

APPENDIX B
CASE STUDIES AND SUCCESS STORIES

This appendix highlights the success stories of NZCE destination and organiser signatories and supporters. More will be added as detailed information is continuing to be shared.

AMSTERDAM

Amsterdam encourages cycling and has numerous bike paths and bike rental services. The city promotes sustainable accommodations with eco-friendly certifications.

CANADA

Innovate Canada 2023 has included offsetting of all client and staff travel in their strategy and enabled walking to the venue and group transport where distances are too long to walk. You can read more here.

COPENHAGEN

Copenhagen is famous for its extensive network of bike lanes and bike-sharing programme. The city has invested in electric public buses and has set ambitious goals for carbon neutrality in transportation.

EDINBURGH

Edinburgh's main conference venue, the EICC has made sustainable ground transportation, one of the main pillars of its sustainability programme 'Step Change'.

GLASGOW

Glasgow is committed to becoming a Net Zero Carbon City by 2030 and has anchored transport firmly in its decarbonisation strategy

The Glasgow Convention Bureau has also embedded sustainable tourism and transport principles into their destination strategy. You can find more information about it here.

In line with the 2023 UCI Cycling World Championship, Glasgow has been taking steps to advance Scotland as a "cycling nation". You can find more information here.

LJUBLJANA

Ljubljana transitioned to a pedestrian only city centre.

Ljubljana – pedestrian only transition

MADRID

The Madrid Convention bureau launched a digital platform called PLUS that enables better sustainability planning of events. Together with their MICE sustainability guide, event stakeholders can now access detailed information about sustainability related topics, including those related to travel and tourism. And calculate their impact across different categories.

OSLO

The City of Oslo strives to be a leading agent in the transformation to a greener and more inclusive society. Oslo offers incentives for electric vehicle owners, such as free parking and access to bus lanes. The city promotes sustainable hotels and eco-friendly practices within the hospitality industry.

PARIS

Paris is using the Olympics as a way to improve the city's cycling infrastructure for the future.

Viparis offers a pedicab service for events which provides a more sustainable transport option for attendees than using fossil fuel powered transport modes.

Paris - cycling infrastructure

Viparis

REYKJAVIK

Iceland's capital aims to be carbon-neutral by 2040 and has taken steps to improve public transportation and encourage electric vehicle adoption. Sustainable and eco-friendly accommodations are prevalent in Reykjavik, taking advantage of renewable energy sources.

SCOTLAND

VisitScotland provides comprehensive guidance for business events on many sustainability issues, including sustainable travel. This page includes resources, such as a commuter emissions calculator, and information about sustainable tourism in Scotland.

Stockholm

Stockholm has made efforts to reduce emissions by expanding its public transport system and introducing electric buses. Sustainable hotels in Stockholm have adopted energy-saving measures and eco-friendly practices.

ICCA

ICCA has measured emissions, including travel related emissions, for their 61st ICCA Congress. The sustainability report of the congress also includes information about their sustainable transport programs, such as free public transport for event attendees.

APPENDIX C
SUSTAINABLE AVIATION FUEL FAQS

Q1.
What exactly is SAF?

SAF is a cleaner alternative to fossil fuels used in airplanes. We all need to be less dependent on fossil fuels because when they burn, they release large amounts of new carbon dioxide (CO2), a greenhouse gas and one of the leading causes of climate change.[2]

Q2.
How is SAF produced?

That depends on the sources being used. For example:

- Biofuels are made from plant or animal material. Today, most SAF comes from waste fats such as used cooking oil or from oil trees grown on degraded land. In the future, more SAF will be produced from agricultural or municipal waste.
- Synthetic fuels are made today from chemical reactions in small quantities, although research and development is underway to increase future production. Synthetic fuels have the potential to be carbon neutral on a lifecycle basis, using hydrogen that's extracted from low-emissions sources such as water and CO2 captured from the air or industrial processes.

Q3.
Why is SAF so vital?

Travel is the engine of the global economy, helping businesses grow and communities thrive worldwide. Clearly, we need to sustain travel but to do so, we also need to decrease our dependence on fossil-fuelled air travel.

- The airline industry contributes to nearly 3% of total global CO2 emissions with a greater percentage possible if travel demand increases.3
- The airline industry pledged to hit net zero by 2050, in line with the Paris Agreement on climate change. For that to happen, the amount of emissions we add to the atmosphere must be no more than the amount removed.
- To reach the goal of net zero by 2050, SAF would need to account for roughly 50% to 75% of total emission reductions – an ambitious plan.[4]

Q4.
What are the benefits of using SAF?

- SAF has the potential of reducing carbon emissions by 80% or more on a lifecycle basis compared to fossil fuel, which is why it's become the airline industry's primary pathway to reach the net-zero target by 2050.5
- No modification of aircraft or engine is needed in order to use SAF, which means there's no need to invest in new infrastructure.

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[2] EPA (2023). Causes of Climate Change
[3] WEF (2021). 4 ways airlines are planning to become carbon neutral
[4] CNN (2022). Green jet fuel is here – so why are airlines not using it?
[5] IATA (2023). Developing Sustainable Aviation Fuel

  - It's a drop-in solution. The chemical and physical characteristics of SAF are nearly the same as those of conventional jet fuel. It can be mixed with jet fuel and used in existing airport fuelling systems.

- SAF contains fewer impurities like sulphur that are in fossil fuel. When sulphur burns in the air, it produces sulphur dioxide – a pollutant that contributes to acid rain.
- SAF production can be spread worldwide across different feedstocks, contributing to energy diversification and a degree of energy security. Some developing nations have marginal land that's unsuitable for food crops but suitable for growing SAF crops. SAF production has the potential to stimulate job growth and improve waste management in those areas.

Q5.

How does SAF contribute to carbon emission reductions?

The CO2 that's absorbed by plants during the growth of biomass – the renewable material used to produce SAF – is almost equivalent to the amount of CO2 produced when the fuel is burned in a combustion engine. As a result, considerably fewer new emissions are released into the atmosphere as compared to conventional jet fuel.

Q6.

If SAF is so effective, why isn't it widely used today?

- The main reason is limited access through limited production. SAF makes up less than 0.1% of available aviation fuel and costs about two to eight times as much as conventional jet fuel.6
- To tackle CO2 emissions, we need to increase production of SAF by collaborating across the entire travel ecosystem.

Q7.

Is SAF used today?

- According to the International Air Transport Association, over 370,000 flights have taken flight using SAF since 2016 and more than 45 airlines have experience with SAF.7
- In December 2021, United Airlines' Boeing 737 MAX 8 jet made history as the world's first passenger flight using 100% SAF.8
- As companies look to reduce their environmental impact, SAF is becoming a viable corporate solution.

Q8.

Are there other lower carbon technologies out there?

Lower carbon technologies like hydrogen and electricity could eventually play a key role in helping to limit CO2 emissions. But that may not happen until 2040 or later and even the most ambitious plans to produce these technologies won't enable long-haul travel, the main source of CO2 emissions. Unfortunately, we can't afford to wait.

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[6] IATA (2023). Developing Sustainable Aviation Fuel
[7] IATA (2023). Developing Sustainable Aviation Fuel
[8] GE (2021). United Flies World's First Passenger Flight On 100% Sustainable Aviation Fuel Supplying One Of Its Engines