

HOW TO **B GREEN**

Tools to Effective Green Events



ESTORIL PURE MEETINGS
CONGRESS CENTER

In 2008, Estoril Congress Center has become a certified green venue, granted by Green Globe International, and has committed to a sustainability policy and practices that guarantee the first steps to greener meetings.

Choosing to hold a green event, not only brings environmental benefits, but serves to fulfil business, corporate social responsibility, brand image and other strategic objectives. At ECC, we offer a variety of additional services to a green event, such as wellness activities, local social-responsibility actions, carbon-free exchange and health-safety venue, that can extend the positive effect of your meeting and broaden the "green" meeting concept to a sustainable meeting one.

To start having greener practices is much simpler than it might seem, and certainly more economic than you'll guess it is. It can actually be cheaper than a common event! There's a range of green event, from basic to complete, that you can chose to hold. So you can start with a simple green event and later, in another green event, upgrade a few more procedures to improve performance.

At ECC, we designed a green meeting guide that outlines the key steps in planning and conducting a green event, suitable for all configurations of meetings and events, and also includes checklists that can be used as a planning tool. Please contact us to receive your green meeting planner.



Additional Services:



10 EASY TIPS TO GREEN YOUR EVENTS

1. **Chose a certified green venue with green suppliers**
Make a careful evaluation of Destination and Venue with green practices, initiatives and suppliers that will make planning a green event an easier task.
2. **Provide walking maps to and from venue**
Promote usage of shared transport, public transport, bicycles or walking maps by supplying complete information on sustainable transportation to and from airport, venue and tourist spots.
3. **Ask for linen and towel reuse program during stay**
Select an accommodation near to venue, minimizing transports, that applies green practices in energy and water conservation, waste minimization and online reservation.
4. **Punch visit cards for name tags or supply reusable visit card holders**
Reduce and/or reuse programs are very powerful ways to minimize waste produced during conferences and meetings, while providing innovation and creativity.
5. **Say no to hand-outs and provide digital supports**
Ask attendees to sigh up for hand outs and print these on double-sided recycled paper or, go further, and provide presentation and meeting documents in online download, emailed, burnt CD or giveaway pens.
6. **Eat green by offering local and organic dishes**
By choosing local dishes with local ingredients, less carbon emissions will be discharged during transport and local economy will be promoted. And request catering to use bulk condiments for water, coffee, tea, milk, sugar, etc.
7. **Offer edible or reusable giveaways**
Minimize waste and encourage creativity in merchandising and packaging, by choosing recycled materials or local products.
8. **Provide containers for conference material to be returned and selected to be reused or recycled**
Request event organizer to supply containers and gather conference materials for recycling programs and ask for a recycle program report.
9. **Include corporate social responsible activities in conference program**
Provide activities during conference or social program that supports local environment actions and social entities, for example: beach cleaning or children playground refurbishing.
10. **Measure the environmental footprint and provide carbon offset program**
Request suppliers to measure carbon emissions during each production phase, and provide carbon offset programs for total or individual attendee's participation during conference.





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B GREEN
The only option

Certified by



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Estoril Congress Center
Av. Amara | 2765-192 Estoril | Portugal
TEL. (+351) 214 647 570 | FAX (+351) 214 647 576
info@estorilcongresscenter.com
www.estorilcongresscenter.com

Convention Bureau
www.estorilmeetings.com