



Towards a More Sustainable Event



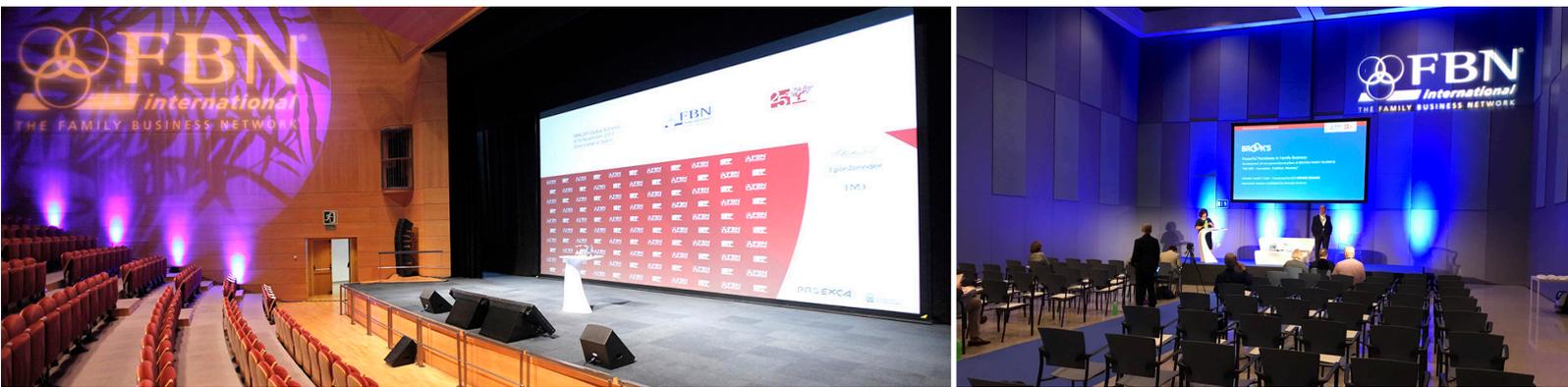
REPORT



We pledge to search for ways to have a positive ecological impact and contribute to a flourishing environment.



Table of Contents	3
Executive Summary	4
Vision	5
Event Snapshot	6-8
Sustainability Highlights	9
Goals & Approach	12
Performance Review	14–33
Lessons Learned & Recommendations	35



EXECUTIVE SUMMARY

FBN has a clear commitment to sustainability, articulated through its Pledge for “A Sustainable Future” and the development of Polaris – a comprehensive framework to guide family business on this journey. As an extension of this, FBN seeks make its events more sustainable starting with the 28th FBN Global Summit.

Three key goals were identified:

- To start FBN International's journey towards a more sustainable future
- To measure sustainability impact of international events
- To share good practices with Member Associations

A performance review took place outlining the sustainability initiatives planned, their implementation and outcomes. Sustainability highlights included the elimination of all paper cups at the Summit, the introduction of meat-free lunches, the extensive use of electronic signage rather than printed signs, the organisation of a tree planting legacy project, a sustainable gift, the development of a toolkit for Member Associations, the Sustainable Lounge and a high percentage of badge holders and lanyards recycled.

Sustainability was tracked in categories relating to the management of the 28th Global Summit – accommodation, agencies, audiovisual, catering, destination, marketing and communications, onsite, transportation and venue.

A sustainability event tool, the MeetGreen calculator, was used to benchmark the Summit's performance. The overall MeetGreen score for the Summit was 58% which shows improvement possibilities and puts the 28th Global Summit in the top 25% when compared to similar events which have used the MeetGreen tool. Some areas showed a very strong performance, such as catering, marketing and communications and onsite. Other areas showed a need for improvement such as destination. Some areas could not be tracked due to the absence of data provided by the venue, specifically energy use.

A number of recommendations were identified for future events. The key recommendation is to include sustainability as a criterion in the bid process for future events. Other recommendations relate to making the production and delivery of the trophy for the FBN awards ceremonies more sustainable, making the participant gift more sustainable or even eliminating it completely, developing a plan for recycling, developing a metric for energy use, building on the legacy project and developing a strategy for carbon offsetting.



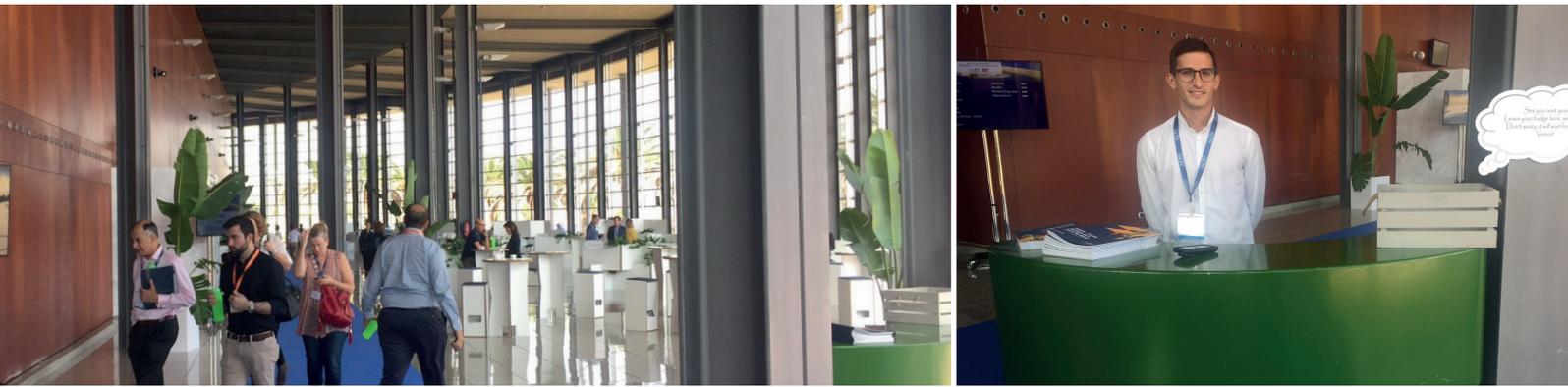
VISION

As the world's leading learning organisation for family businesses, FBN is committed to help its members to develop their business as a force for good in order to realise the collective hope for a sustainable future. For the environment, FBN pledges to search for ways to have a positive ecological impact and contribute to a flourishing environment.

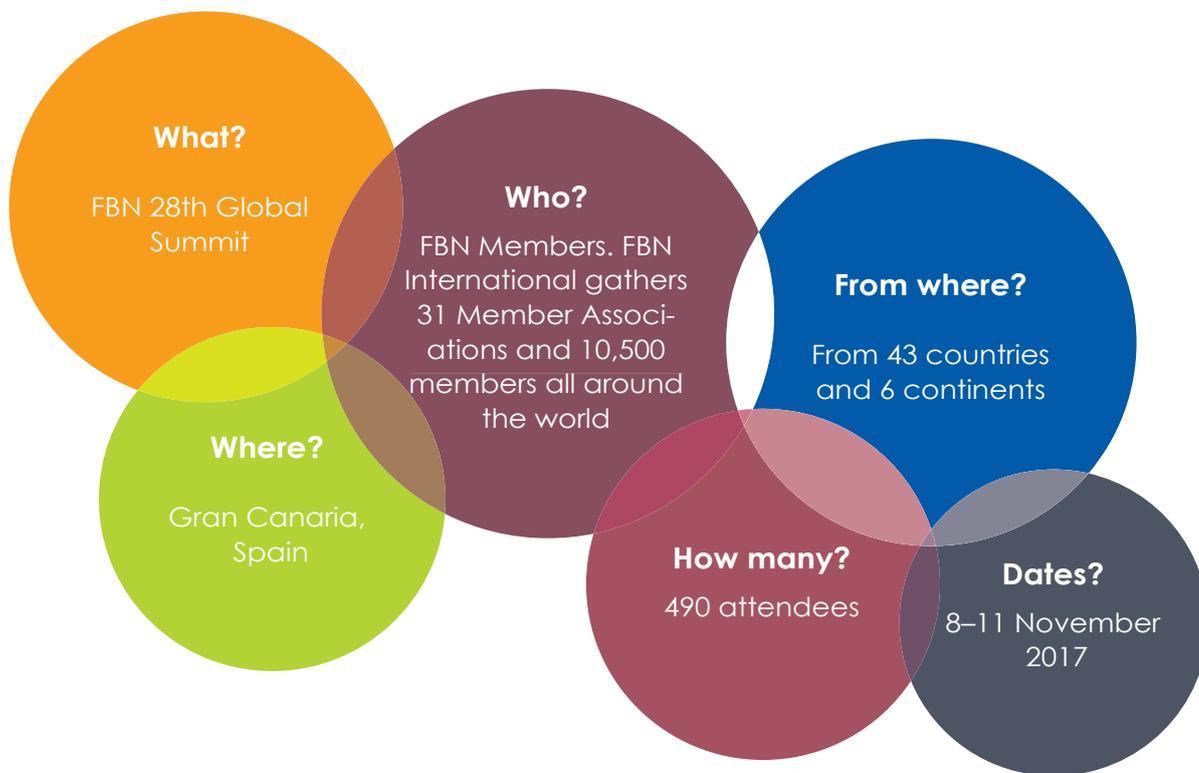
As family businesses are one of the most important vehicles for change, all FBN's members together can make it happen! Indeed, by having a huge economic relevance and being the largest players on the global market, family businesses should be the ones which initiate the change. To create a real impact, family businesses have to take the direction of a conscious and responsible capitalism by creating an innovative business model that will ensure a lasting legacy for future generations. Sustainability is no longer an option, it is how we must be doing business in the future.

To take up the central challenge of our time, FBN focuses on taking actions in order to have a real impact. The 28th FBN Global Summit is the perfect place for improvement and innovation. In accordance with the Polaris initiative, the flagship project of FBN on sustainability, FBN is starting this year its journey "Towards a More Sustainable Event" by introducing a set of concrete actions to reduce the ecological impact and by measuring the footprint of its Global Summit to decrease it step by step. Finally, with more than 31 Member Associations in 65 countries, representing 10,500 members, FBN organises an average of 2 events per day in the world. If all our Associations and members join us in this journey, FBN can contribute to a sustainable future.

We Walk the Talk



EVENT SNAPSHOT



Summit Partners: Chopard and the Canaria Islands government

Content Partners: Egon Zehnder and IMD

Organiser: FBN International and Instituto de la Empresa Familiar

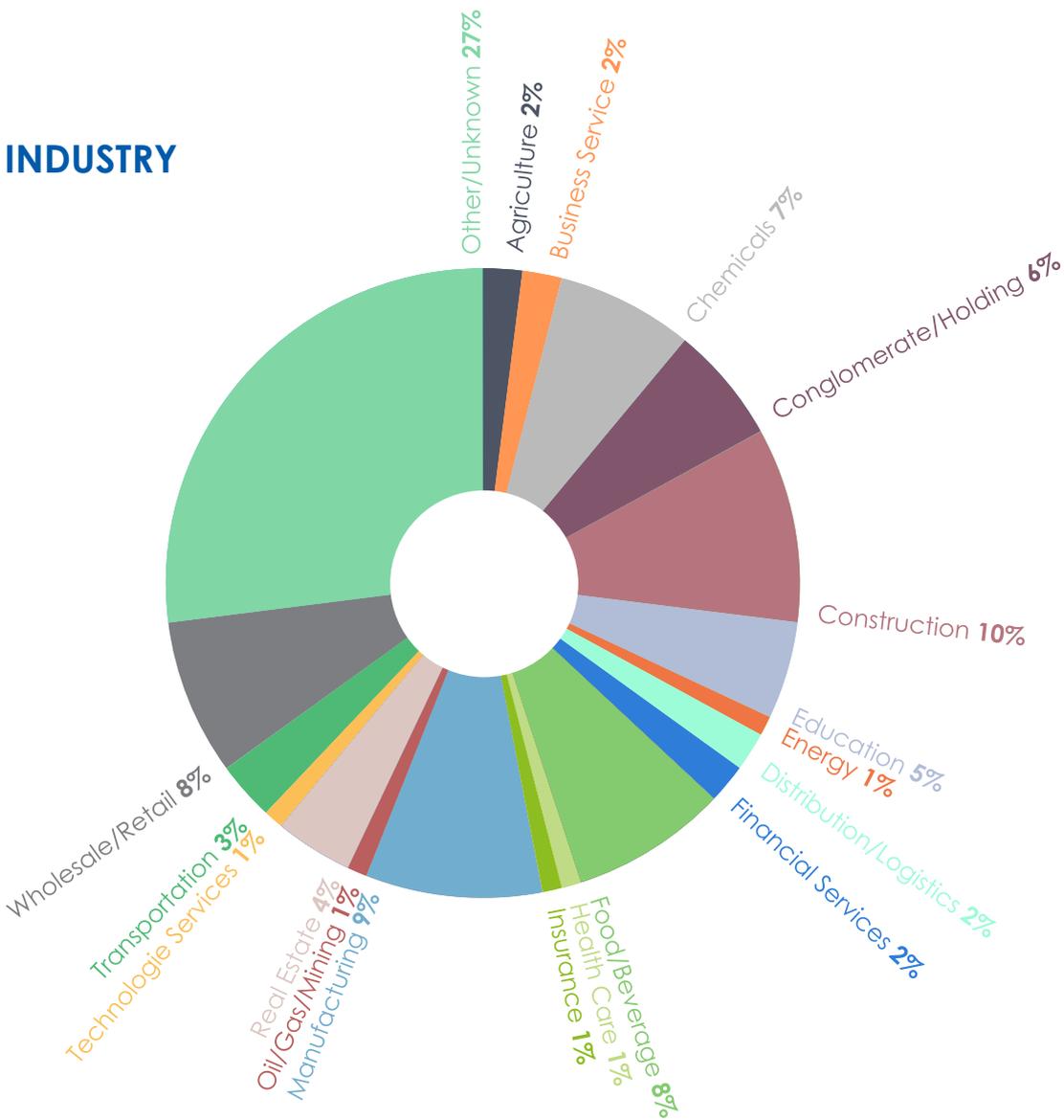
Event Partner Agency: InSuite (Spain), K.I.T. Group (Germany)

Venue Partner: Lopesan ExpoMeloneras (Spain)



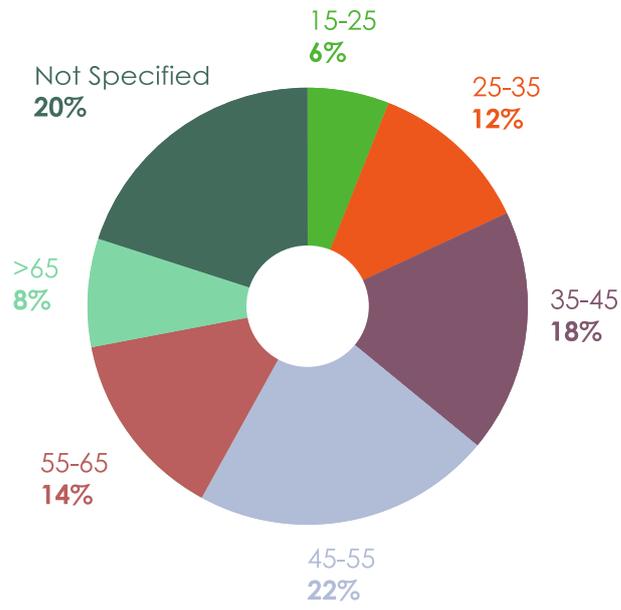
FBN 28th Global Summit General Statistics

INDUSTRY

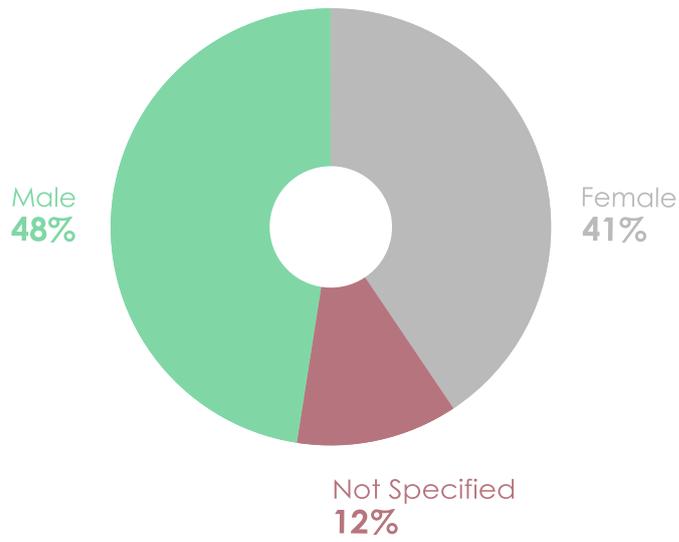


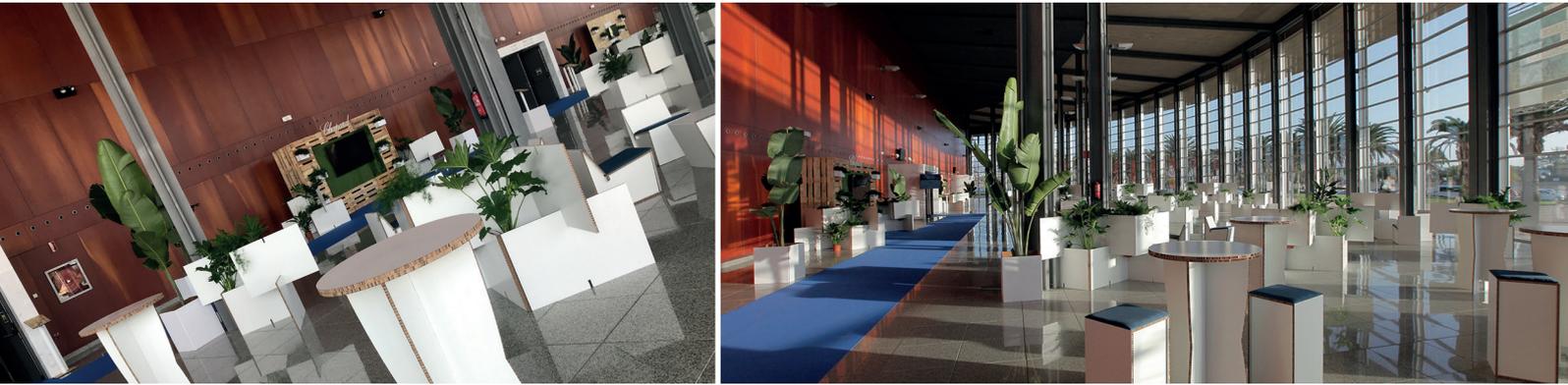


AGE



GENDER





Sustainability Highlights

No more paper cups

The energy of manufacture of glass cups is much higher than the one needed for paper cups. However, the glass cup can be reused many times and this way the energy can be recovered.

Meat-free lunches

Having fish instead of red meat decreases the carbon footprint significantly. The carbon dioxide equivalent (CO₂e; a standard unit for measuring carbon footprints) for beef (27 CO₂e) is approximately 15.1 units higher than for a fish (11.9 CO₂e). Hence for this event (with 490 participants) ca. 7399 CO₂e have been saved. Additionally, 50% of food used for this event was produced locally, which significantly decreases the transportation footprint.

Sustainable signage

Digital signage allows quick and impact-less changes, there are no costs and impact of transportation as well as no paper waste are left after the event. Yes, one could argue that digital signage uses energy (which is negative for the natural environment). However, it is significantly less than the environmental impact of using print signage.

PricewaterhouseCoopers has conducted a Life Cycle Assessment (LCA) of white paper usage (table below). The impact of producing, using and disposing of white paper can naturally differ, with so many options. Nevertheless there is no doubt that the environmental impact is enormous.

		Life Cycle Stage						
Medium	Indicator	Paper Production	Paper Printing	Lamination	Production of other raw materials	Manufacturing	Transport	End-of-life
Energy	Total primary energy consumption	+++		+	++	++	++	
	Non renewable energy	++			++	++	++	
	Renewable energy	+++			+	+		
Air	Greenhouse gas emissions	+++			++	++	++	+
	Air acidification	+++			+	++	++	
	Chemical photo-oxidants	++	+++	+++	++	++	++	+
	Human toxicity	+++	+++	+++	+	++	++	
Water	Ecotoxicity	+++	++	++	+	+	+	
	Consumption	+++			+	++		
	Eutrophication	+++			++	++		
Resources	Non renewable resource depletion	++		+	++	++	++	
Waste	Non hazardous waste production	+++	++		+	++		++

Legend: high (+++); medium (++); low (+); negligible (blank)

Source: PricewaterhouseCoopers



Tree planting legacy project

According to the Trees for Life organisation, one native tree can fix 0.16 tons of CO2 emission and additionally a single tree can absorb CO2 at a rate of 21.7 kg per year. Hence this event, by planting 10 trees, has offset 1.6 tons of CO2 by absorbing 217 kg per year.

Toolkit for Member Associations

A key element of the future of the project is to create a "Sustainability Toolkit" for Member Associations.

Sustainable gifts

The gift given to all Summit participants was considered sustainable. Reusable water bottles minimised the purchase of plastic water bottles, thereby minimising the carbon imprint. Most bottled water is packaged in polyethylene terephthalate (PET) plastic bottles which are derived from crude oil. Plastic bottles which end up in landfills can take up to 1,000 years to break down.

Lanyards/Badge holder

53% of all lanyards/badge holders were recycled for use at future events. If badges and lanyards are not recycled, they are in effect single-use items for every attendee – something which goes against the basic principles of sustainability.

Lounge

From the beginning, the lounge concept was aligned with sustainability. There was an insistence that in terms of decoration only sustainable materials should be used. Therefore, the Lounge was essentially decorated by plants and wood.





At its 22nd Global Summit in Singapore in 2011, FBN members affirmed their promise to promote a business model which will sustain present and future generations; a commitment encapsulated in the Pledge for 'A Sustainable Future'. To enable members to deliver on the Pledge, FBN developed Polaris – a comprehensive framework to guide family businesses on this journey. Polaris incorporates a holistic approach to sustainability which has economic, environmental, social and cultural dimensions. True sustainability enables positive social change, encompasses environmental stewardship, embraces fiscal responsibility and enriches future generations.

As an extension of this, FBN wished to make their events more sustainable starting with the 28th Global Summit. Events leave a significant environmental footprint - including the consumption of energy and water, waste, environmental pollution due to air travel and other elements which contribute to climate change by creating greenhouse gas emissions.

Three key goals were identified for the Family Business Network 28th Global Summit:

1. To start FBN International's journey "Towards a More Sustainable Event" (short term)
 - a. Venue (e.g., choice of a venue located close to the official hotels)
 - b. Food & Beverage (e.g., meat-free lunches)
 - c. Providers & Partners (e.g., working with local providers)
 - d. Communication & Registration (e.g., using electronic signage and reducing printing)
 - e. Materials (e.g., avoid plastic bottles)
2. To measure sustainability impact of FBN international events (long term)
 - a. Use of an Event Tracker Tool provided by K.I.T Group
 - b. Data collection with the help of our providers on site
 - c. Final report provided by K.I.T Group – evaluation of the event's impact
3. To share FBN International's good practices with Member Associations in order to benefit as many persons as possible (long term)
 - a. To brief FBN directors on this project in order that they can share good practices with members
 - b. To provide FBN directors a toolkit which could be used for the organisation of national events



APPROACH

FBN International's first step was to choose a sustainability partner for this project. K.I.T. Group GmbH was selected as they have long-standing experience in advising clients on green meeting strategies and furthermore as an existing FBN conference partner know and understand the Global Summit.

The FBN Conference Management team identified the three goals which would guide the project and brainstormed effective, creative and realistic ways to achieve these goals. They reached out to all Summit event partners to explain the scope of the project and to gather both qualitative and quantitative data on sustainability measures.

The MeetGreen® Calculator is a comprehensive tool for benchmarking the sustainable elements of events, and was used to track key metrics in this report. It allows the capture of valuable information throughout the event planning process to make it easy to see accomplishments and where improvements can be made. The tool assesses event management practices and measurable outcomes in 14 key categories to audit the environmental impact of conference activities.

These categories are:

- Accommodation
- Agencies
- Audio Visual
- Carbon Offsets
- Catering
- CSR Project
- Destination
- Exhibit Contractors
- Exhibitors & Sponsors
- Marketing & Communications
- Measurement
- Onsite
- Transportation
- Venue

An analysis of the quantitative and qualitative data was completed to review performance and to develop key learning and recommendations for future events.



We pledge to be responsible global citizens making positive contributions to the communities that we work and live in





PERFORMANCE REVIEW

Sustainability Initiative	Implementation	Outcome
Information about the sustainability project should be communicated to internal stakeholders.	<p>At the start of the planning phase, a communication plan was developed.</p> <p>For internal stakeholders, the objective was that staff would be well-briefed in order to be aligned and coherent throughout the whole project and that good practice would be shared with FBN's directors so they can implement the same sustainable actions during their national events.</p>	<p>Through the various communication channels, awareness was raised.</p> <p>Oral briefing for extended team during the first staff meeting during the first on site staff meeting</p> <p>Oral briefing for associations' directors and NxG Leaders during a meeting before the official start of the Summit</p> <p>Interactive briefing with a presentation of the concrete actions undertaken</p>
Attendees should be aware of the sustainability measures.	<p>The FBN communication plan aimed to raise awareness and change the behaviour of participants.</p> <p>Key communication channels included information on the Summit website and the mobile app. Sustainability initiatives were promoted onsite, e.g., sustainability "info bubbles", menus, etc.</p>	<p>As attendees walked around onsite, the visibility of the sustainability project was clear, as evidenced by photos of the Summit - from menus to speech bubbles to the sustainability gift (water bottle).</p>



Sustainability Initiative	Implementation	Outcome
<p>A legacy project should be developed. The legacy dimension of an event's sustainability refers to the event's long-term impacts on its stakeholders and on systems at local, national, and global levels (source: Sustainable Event Alliance).</p>	<p>A legacy event was organised in 2017 with one group having the opportunity to go for an ecological visit in the reforestation area of Gran Canaria to plant a tree.</p> <p>FBN International partnered with the Foresta Foundation to order to contribute actively to the protection of the natural environment. The Foresta Foundation is a private, non-profit organisation working since 1998 for the environmental and socio-economic future of the Canary Islands. The Foresta Foundation works to curb the serious desertification and erosion suffered by the islands.</p>	<p>A group of 10 participants went to the mountains to plant trees, leaving the conference venue at 10:00 and returning at 17:00.</p> <p>Through the planting of ten trees, there has been a carbon offset of offset 1.6 tons of CO2.</p>
<p>Left-over food should be donated to charity.</p>	<p>This was investigated by the FBN Conference team.</p>	<p>Unfortunately, on the Canary Islands it is not legally possible to donate left-over food.</p>



Sustainability Initiative	Implementation	Outcome
Carbon generated should be offset.	Potential carbon-offset projects were investigated.	FBN International decided not to proceed with this initiative
Food and beverage should be more sustainable.	Food and beverage was an essential element for this event. The FBN Conference team worked intensively with local providers to reduce environmental impact on this point.	Menus were created from mainly local and seasonal products, thereby reducing the carbon footprint. This was furthermore achieved by having meat-free lunches during the two days of our Summit. The carbon footprint was also reduced by using reusable plates, glasses, cups, etc. Water was served in glass bottles only. Individual menus were not produced. This signage contained a QR code to follow for further information. 50% of the food provided was regional and 50% was local and 85% of the food used was seasonal.



Sustainability Initiative	Implementation	Outcome
<p>A sustainability concept should be developed for social events.</p>	<p>Although a golf club was chosen for the Gala Dinner, which is not normally considered a sustainable venue, the decision was taken to go to Maspalomas Golf because of their sustainability policy which is aligned with the project, e.g., using waste water to water the grass and no chemical fertilisers.</p> <p>The Welcome Reception and Closing Party were targeted for the implementation of sustainability measures.</p>	<p>For the Welcome Reception, the caterer was asked to serve the cocktail dinner on reusable plates. Venue decoration was completed using only light.</p> <p>For the Gala Dinner, only four copies of the menu were printed per table of ten people with the sponsors' logos incorporated as thanks. Additional promotional material was not printed.</p> <p>For the Gran Canaria Carnival Party (Closing Party), cutlery was specifically rented in order to avoid using plastic. The lounge furniture was reused at this event instead of renting additional furniture.</p>



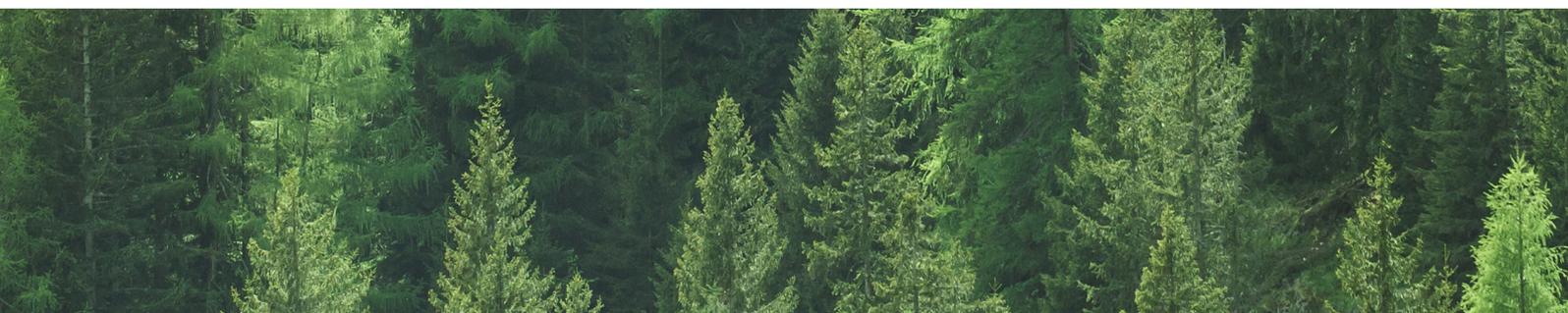
Sustainability Initiative	Implementation	Outcome
<p>The Lounge Area should be as sustainable as possible.</p>	<p>The FBN Conference team worked with their providers onsite to create a sustainable lounge.</p>	<p>As there is a restrictive choice in terms of furniture on the island, a decision was taken to avoid transportation from the Spanish mainland and to produce some carton furniture for the event, which will be reused or recycled in the future (depending if it is damaged or not at the end of the event). Only sustainable materials were used, e.g., the Lounge was essentially decorated with plants and wood.</p> <p>All of these measures resulted in a lower carbon imprint. Furthermore, it had an impact on attendee awareness.</p>
<p>Engage with partners and sponsors to encourage them to be more ecological in their actions.</p>	<p>The sustainability project was shared with FBN partners and sponsors during the whole organisational process in order to try to align them with the concept.</p>	<p>Feedback from partners and sponsors on the project were very positive and they were keen to be involved resulted in concrete action and subsequently a positive impact on the carbon foot print of the event.</p> <p>Partners and sponsors used technology, e.g. videos to communicate their messages. They did not print any large promotional materials, posters, etc. They also used sustainable material for their booths.</p>



Sustainability Initiative	Implementation	Outcome
<p>Offer a sustainable gift to all attendees.</p>	<p>A gift was offered to all attendees. In line with the sustainability concept, it was decided that in 2017 these gifts would be sustainable. The idea behind the water bottles was to offer participants a symbolic branded gift. The bottles were a physical symbol of the "Towards a More Sustainable Event" project. There were water fountains in the conference centre but without any plastic/paper glasses. Thus, the participants had to use their bottles to get water during the sessions and coffee breaks.</p>	<p>The gift was very popular and there were none left at the end of the Summit. The bottles were made of plastic but the participants reused their bottles several times during the event and then could take them back home.</p> <p>This resulted in less waste produced (no paper/plastic cups).</p>
<p>Reduce carbon imprint for production of venue furniture and signage.</p>	<p>Reusable staging was used. The lounge was completely sustainable; furniture, electronic signage and plant decoration.</p>	<p>The carbon footprint was reduced but not possible to specifically calculate the impact.</p>
<p>Recycle lanyards and badges</p>	<p>Lanyards and badge recycling station</p>	<p>53% of lanyards and badge holders were returned to be reused for forthcoming events.</p>
<p>Good practices will be shared with Member Associations in order to benefit as many persons as possible.</p>	<p>FBN directors have been briefed on this project in order that they can share FBN International good practices with their own members</p> <p>FBN directors will be provided with a toolkit which could be used for the organisation of national events.</p>	<p>Prioritised for post-summit follow-up</p>



We pledge to search for ways to have a positive ecological impact and contribute to a flourishing environment

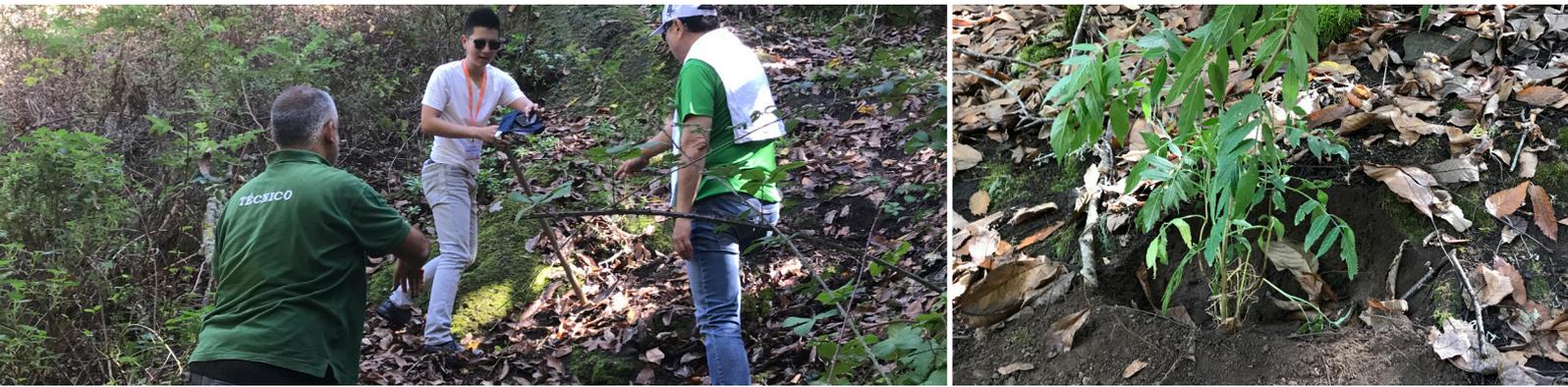




Performance

The Meet Green Calculator was used to measure sustainability performance against other events of a similar size. The other events are anonymised to provide confidentiality for all the organisations participating – including FBN. The FBN Summit was compared against 15 similar events of a comparable duration and matching number of attendees. Scores in the Calculator are percentage-based. This means they show what portion of eligible points have been earned in various categories. Points are earned for actions asked for and/or successfully implemented up to the maximum available (100%). Maximum points are available for those who can eliminate and reduce material use and impacts entirely. Reuse and recycling efforts are also rewarded, just not as highly as would be the case for reduction steps.

Certain logistical areas can cause greater negative environmental impacts. For example, the footprint of food and beverage and transportation can be dramatically larger than that of registration or marketing and communication. For this reason, actions which address more significant impacts are weighed more heavily. The overall score is composed of specific categories for sustainability targets, e.g., venue, transportation, etc. In this case, the FBN Summit is compared only to the events which have similar parameters. For example, regarding accommodation, FBN is only compared to 14 other events rather than 15 as one event did not offer accommodation services.



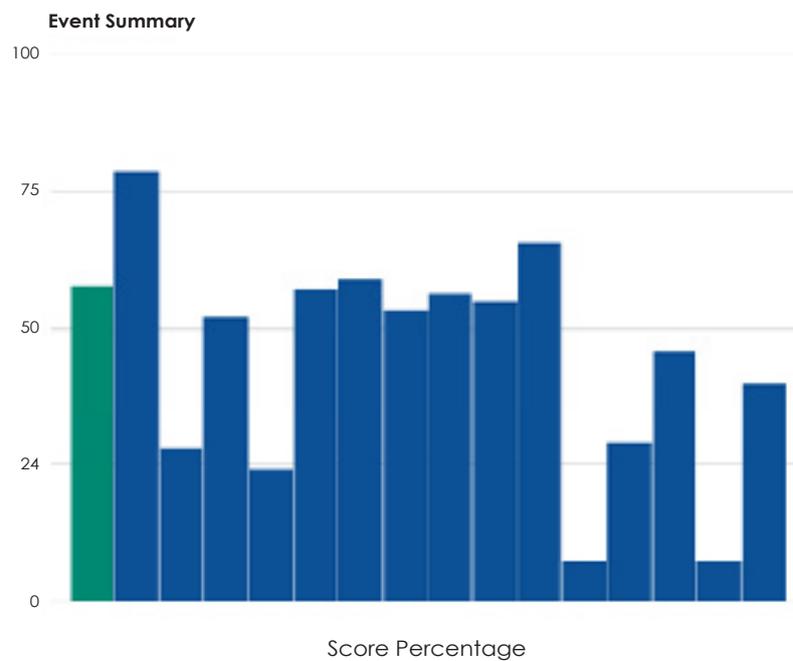
Event Total Score

The overall impact score is 58% compared to other events with a similar duration (Figure 1). This places the Summit 4th out of 16 events, placing it in the top 25%. Overall this is a positive outcome.

Figure 1

Overall compared to other events with similar duration

2017
Similar Events





**We pledge to share our values
and long-term aspirations with
future generations**





Accommodation

The accommodation category (Figure 2), analysed factors such as the percentage of hotels having and communicating sustainability policies, staff training, efficient lighting, efficient guest room heating, ventilation and air-conditioning monitored by in-room sensors, key-card activation or conserved manually by staff, water conservation, reuse programmes, paperless check-in, recycling, reuse and composting activities.

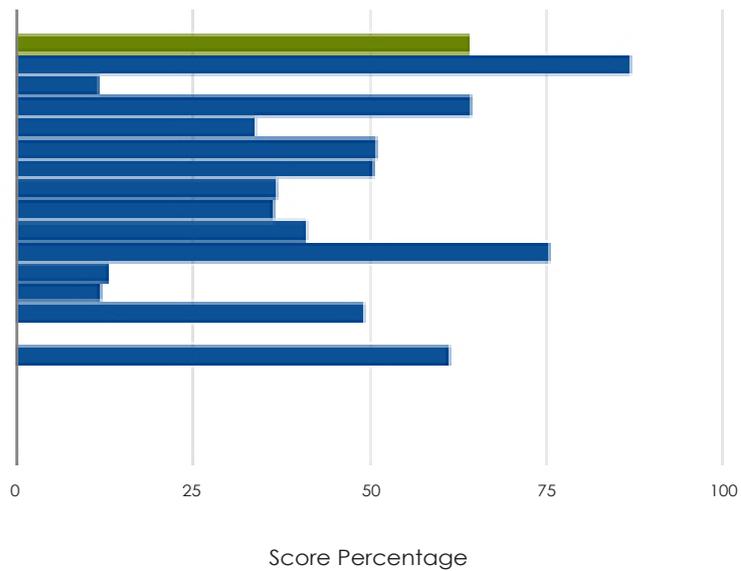
The accommodation score was 64%. This places the Summit as 4th out of 15 events.

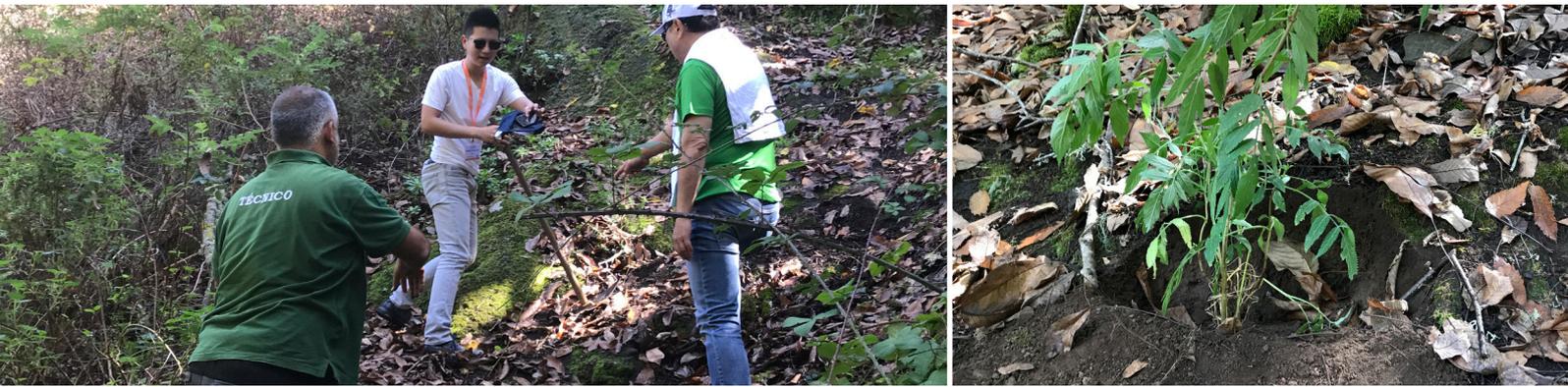
The accommodation score was high with hotels having sustainability policies and recycling and reusing to a certain extent. Areas the hotels could have improved on was communication of their sustainability programmes to guests and using a minimum of 30% post-consumer recycled content toilet paper. It is recommended that FBN Summit include sustainability in their RFP process.

Figure 2

Accommodation

- 2017
- Similar Events





Agencies

The agencies category (Figure 3), analysed the performance of conference management agencies working on the Summit. Factors considered included sustainability policies, staff training, the employment of local staff, i.e., no air travel, the agencies' contribution to event sustainability pre-planning and gathering metrics.

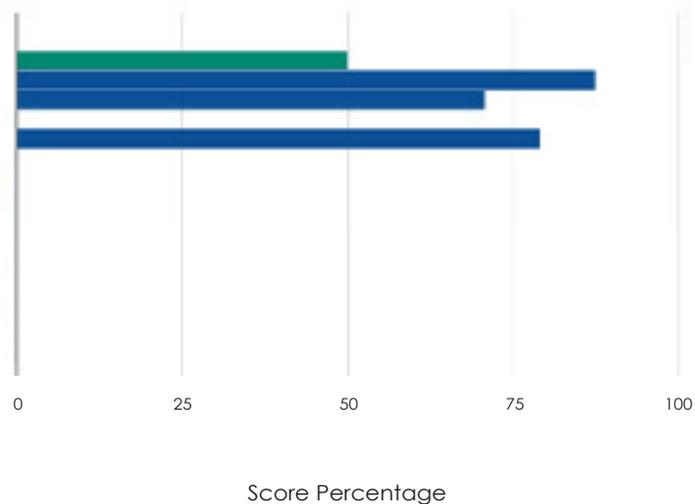
The agencies' score was 50%. This places the Summit as 4th out of 4 events which used external conference planning agencies.

The weakness of the agencies related to staff sustainability and equality training. It is recommended that FBN encourages its agencies to engage in this kind of training.

Figure 3

Agencies

- 2017
- Similar Events





Audio Visual

The audio visual category (Figure 4), analysed factors such as sustainability policies of suppliers, whether the provider(s) participated in a resale or donation programme of useable equipment, whether non-critical equipment is powered down, whether a minimum of 75% of equipment is provided locally and whether furnishings related to AV such as staging and backdrops are reusable, and whether AV contractor(s) shipped responsibly, e.g., consolidating shipping instead of shipping individually, reusing or recycling packaging materials.

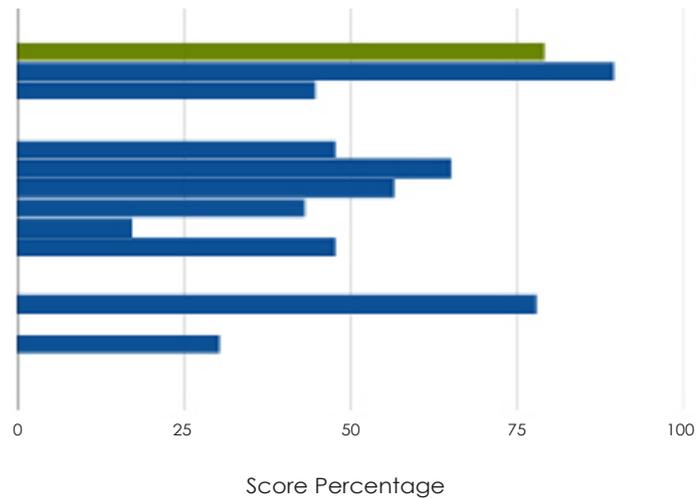
The audiovisual score was 79%. This places the Summit as 2nd out of 11 events that sourced their own AV and is a strong result.

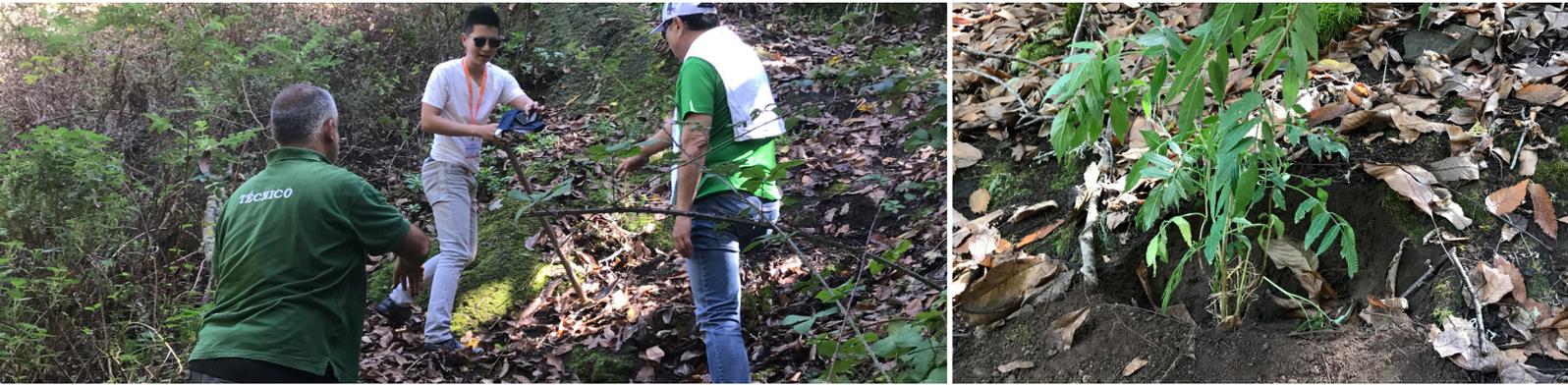
An improvement point would be in shipping materials using recyclable packing materials and a donation programme for old equipment.

Figure 4

Audio Visual

- 2017
- Similar Events





Catering

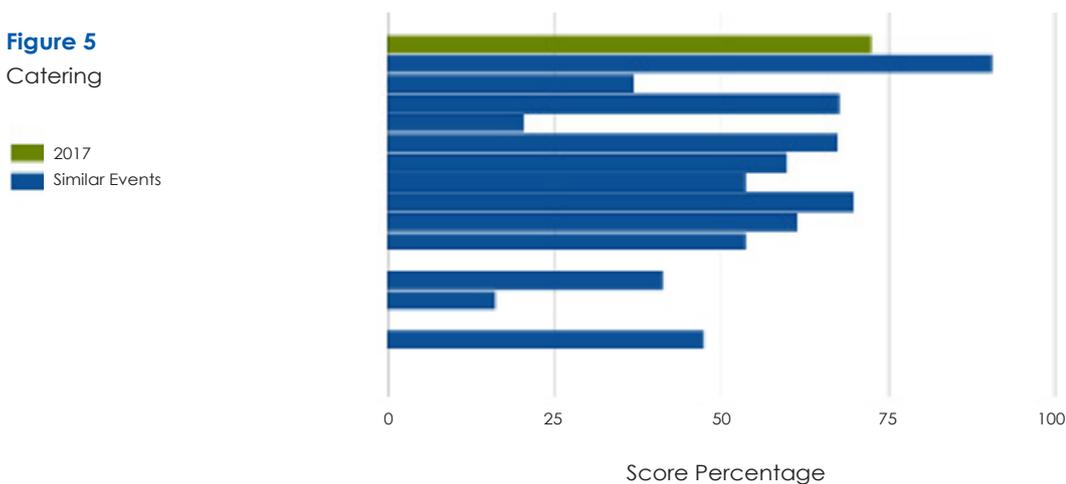
The catering category (Figure 5), analysed factors such as the caterer's sustainability policies and sustainability-related certifications, staff training in sustainability, workplace health and safety programmes as well as food offerings which included seasonal food, fairly-traded, etc., options. The catering score was 73%. This places the Summit as 2nd out of 14 events and is a strong result. Areas for improvement by food and beverage providers included pro-actively offering vegetarian/vegan options and a maximum of local ingredients for their menus, communicating sustainability policies to client and composting food.

The catering score was 73%. This places the Summit as 2nd out of 14 events and is a strong result.

Areas for improvement by food and beverage providers included pro-actively offering vegetarian/vegan options, communication sustainability policies to client and composting food.

Food and beverage was an area in which FBN was very actively working with providers.

Figure 5
Catering





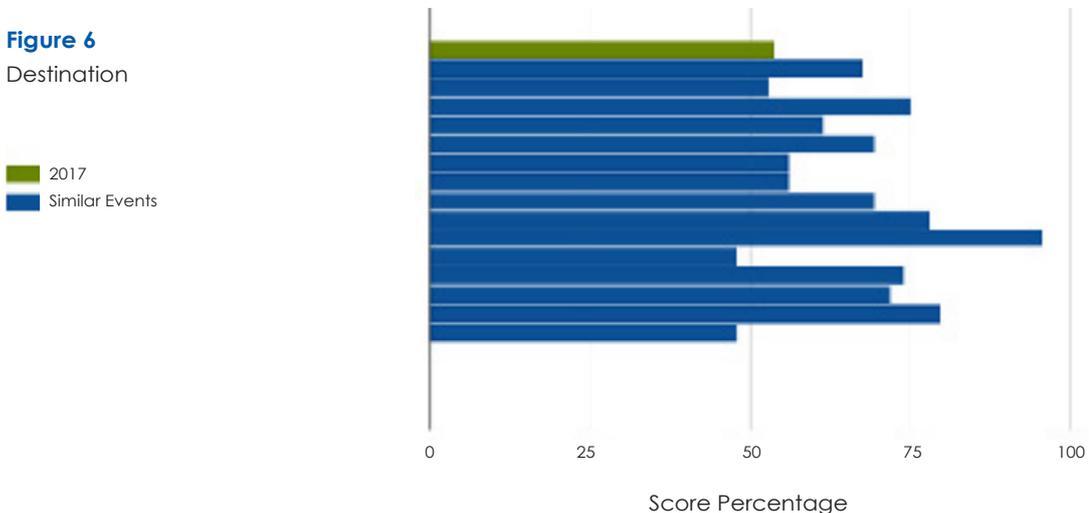
Destination

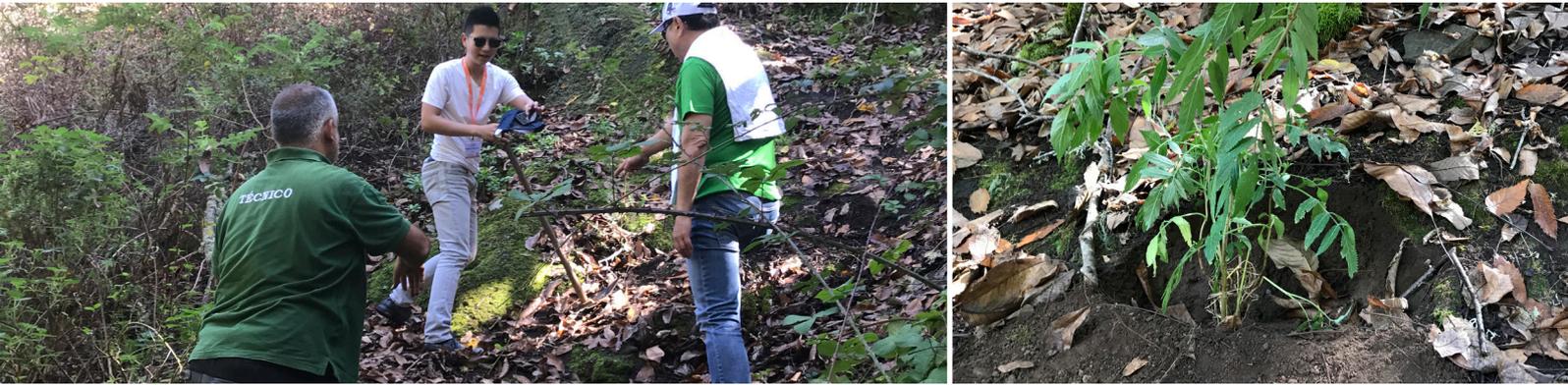
The destination category (Figure 6), analysed factors such as whether it was possible for 50% of attendees to reach the destination without flying and if they did fly, whether 50% of attendees were able to attend without taking connecting flights, i.e., were able to fly direct, whether sustainability was considered when choosing the destination, whether there is sufficient public transport from the airport, the standard of the public transportation system within the destination, whether 75% of hotels are within walking distance of the venue, whether off-site events such as receptions are within 1.5 km walking distance of the venue, whether the destination has a bike-sharing programme and whether the destination promotes sustainable events in its marketing communications.

The score achieved was 54%. This places the Summit as 12 out of 16 events which was a weak result.

Destination is an area which FBN can concentrate on specifically and make vast improvements in performance. Of course, this destination was designated before the drive for lesser environmental impact was overtaken by FBN. While Gran Canaria scored well on the location of the hotels and venue so that it was possible to walk between them, as an island it scored lower as most attendees had to fly. The destination did not actively highlight sustainability. A key recommendation is that sustainability should be considered during the bid process e.g. can the attendees reach the destination and move around the venue in a way that minimises the environmental impact. This could be done by prioritizing venues that can be reached by transportation other than air such as rail and also destinations that have a well-developed public transportation system.

Figure 6
Destination





Marketing & Communications

The marketing and communications category (Figure 7), analysed factors such as signage used (print vs digital) and measures taken to reduce signage and formats in which information was shared, e.g., hard copy, print or digital.

The score achieved was 74%. This places the Summit as 2nd out of 13 events which was a strong result.

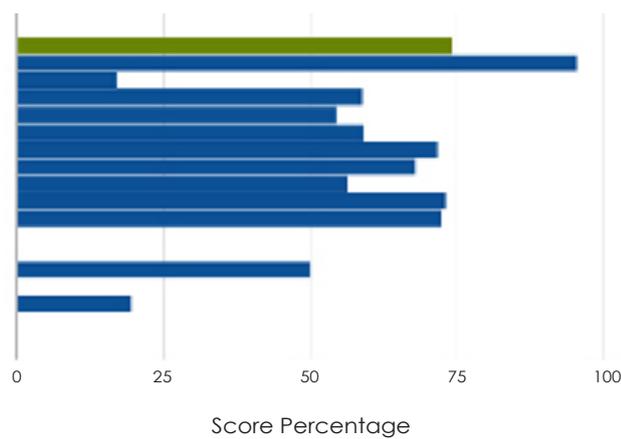
This was achieved through the extensive use of digital signage, electronic backgrounds, projected logos for branding in addition to promotional information and other communication being in electronic form only. For example, Save the Date, speaker information, Final Programme, etc.

There were more minor points for improvement such as using chlorine-free paper and vegetable-based inks in addition to eliminating the gift (although it was sustainable which was very positive, but elimination would be even more sustainable). It is ironic that the only print publication was for Polaris. It is recommended that future Polaris publications be produced in electronic formats.

Figure 7

Marketing and Communication

■ 2017
■ Similar Events





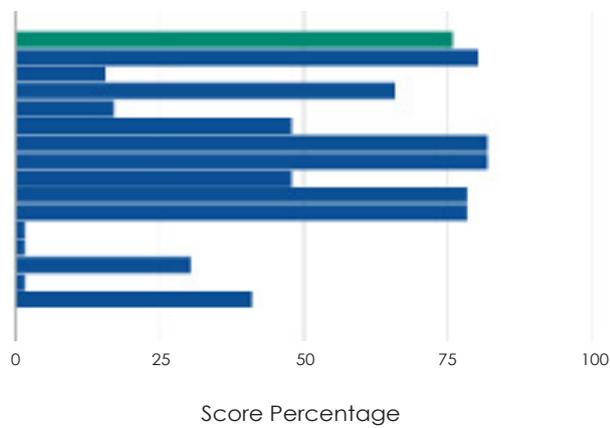
Onsite

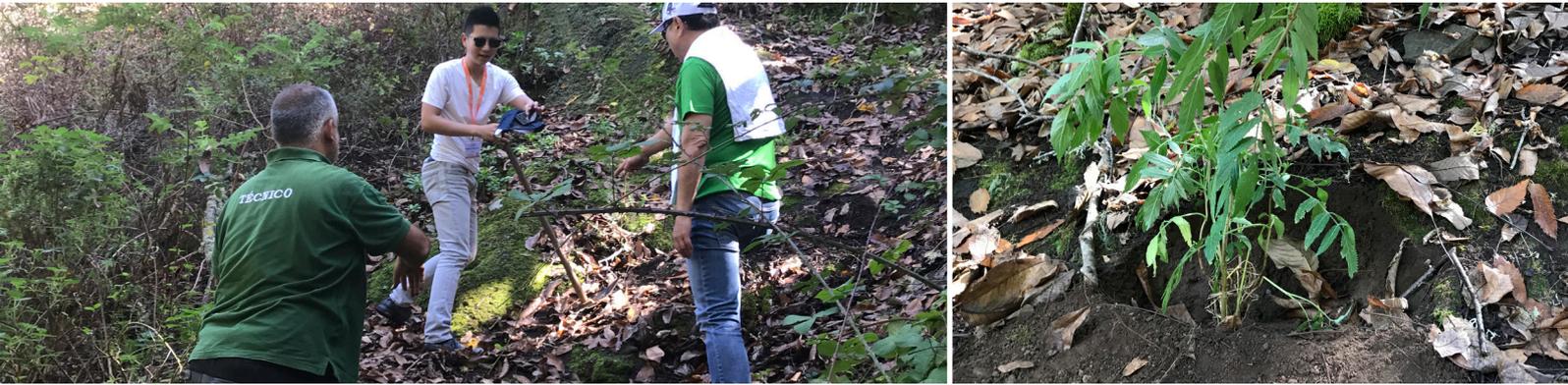
This onsite category (Figure 8), analysed factors such as whether badge holders were PVC-free, made of recycled content or biodegradable, whether lanyards and badges were made of recycled materials, were biodegradable and produced by social enterprise.

The score achieved was 76%. This places the Summit as 6th out of 16 events.

FBN does not produce any conference bags which strengthens this metric. FBN should look at alternative badge and badge holder formats and encourage more recycling from their participants.

Figure 8
Onsite





Transportation

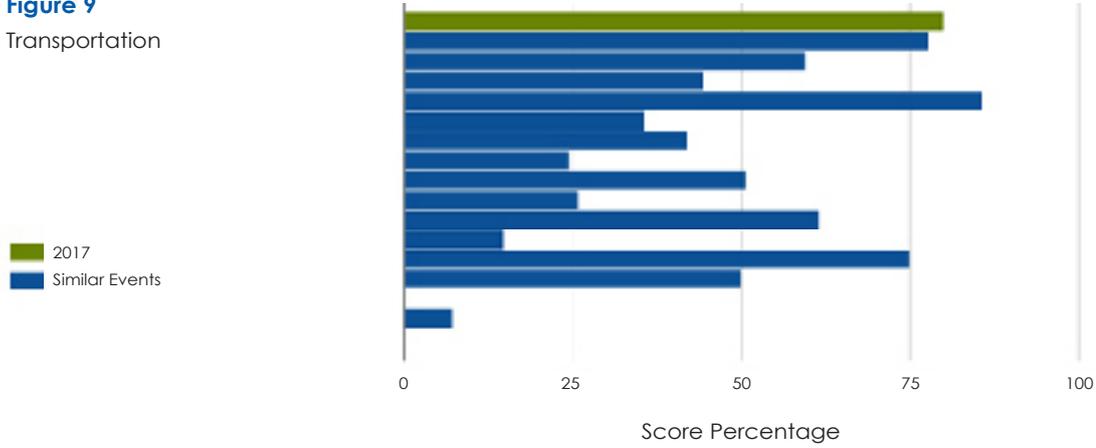
This transportation category (Figure 9), analysed factors such as the use of low-carbon transport. It covers transportation at the destination.

The score achieved was 80%. This places the Summit as 2nd out of 15 events.

The FBN result was strong here in particular because the transportation provider had a sustainability policy and sustainability-related certification and the hotels were within walking distance of the venue.

Figure 9

Transportation





Venue

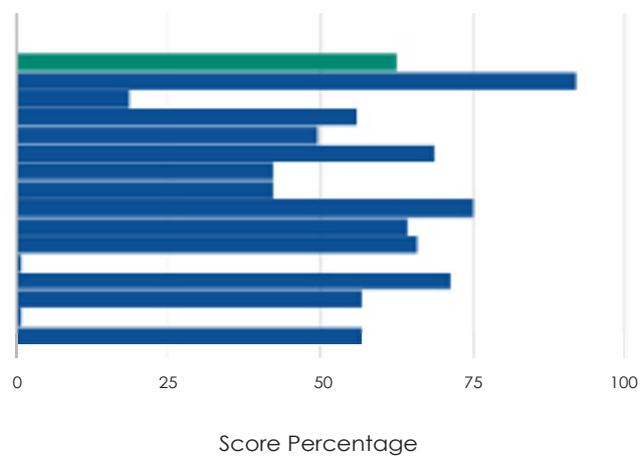
This venue category (Figure 10), analysed factors such as whether the venue had a sustainability policy, certifications, staff training in sustainability, efficient light and water, and recycling facilities.

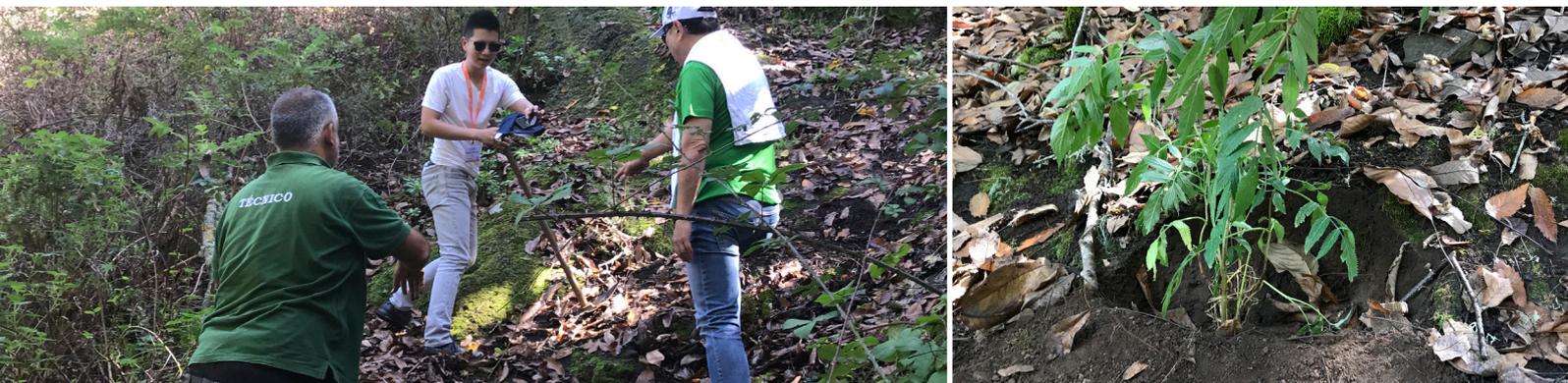
The score achieved was 63%. This places the Summit 7th out of 16 events.

Strengths were efficient lighting and water supplier. Weaknesses included recycling in event spaces, absence of public water fountains, the communication of sustainability programmes to clients.

Figure 10

Venue





Other Categories

A significant weakness was that there was no tracking of energy use or waste use by the venue. While this did not impact on the score for venues, it did mean that this could not be used as a metric. Furthermore, as FBN did not partake in carbon offsetting this also could not be used as a metric. It is recommended that sustainability tracking is built into the bid process for venues and also that FBN participate in a carbon offsetting programme to minimise the environmental impact.



We Walk the Talk





LESSONS LEARNED & RECOMMENDATIONS

FBN International had already shown leadership in the field of sustainable events by taking measures such as elimination of the Conference Bag and Printed Programme before many other associations. There is a demonstrable commitment and expertise within the FBN International Conference Team.

Getting information from the venue and other partners was at times challenging. Within many venues and agencies, translating a commitment to sustainability into practical measurable outcomes is often not thought through. This was particularly the case in areas such as energy use. The more information available from event partners, the more thorough sustainability tracking can be. In any case, the sustainability project has the impact of educating venues and other providers in understanding and implementing sustainability measures.

It is worthwhile highlighting some initiatives which were very successful. The introduction of “meat-free” lunches was simple but very effective with no negative feedback from attendees. The sustainable gift of a water bottle was a popular gift with attendees and had real impact. The Lounge Area was very well received by attendees and Sponsors were completely onboard/aligned with the project.

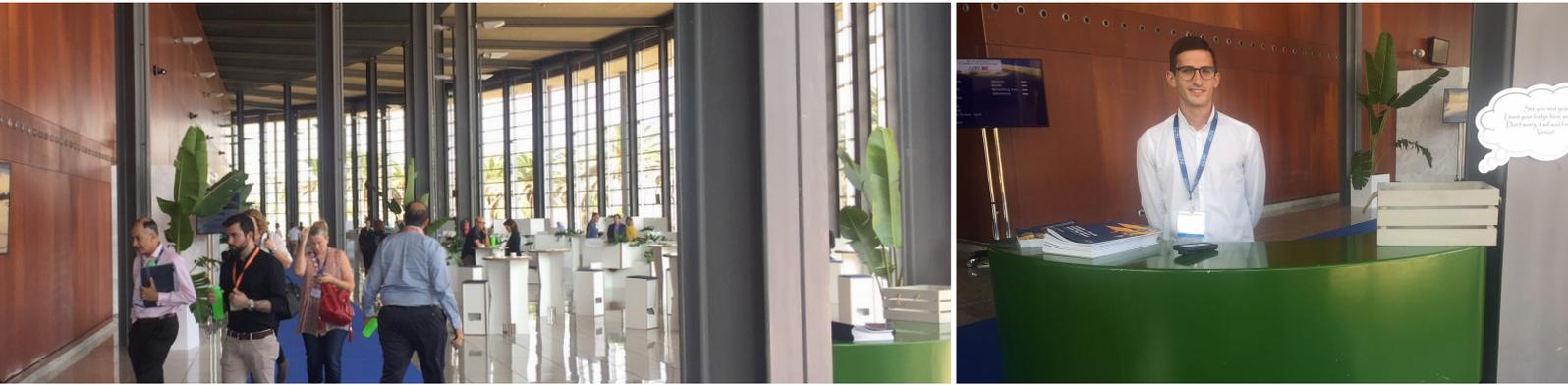
FBN has shown that it can “Walk the Talk” with its first steps towards more sustainable events. This endeavor is of course a journey, and every journey begins with a single step.

Recommendation #1: Include sustainability as a selection criterium for the Global Summit

This is especially important when it comes to the selection of the destination and venue for the Summit. This is the key starting point for a sustainable event and should be part of the Request for Proposal (RFP). The Canary Islands as a location could only be reached by most attendees by plane. Choosing a location which offers other transportation options, specifically train connections would reduce the carbon footprint. An island location means that much food is also imported by plane. During the RFP process it is also possible to check the sustainability credentials of the venue and hotels in advance of selection. In tracking sustainability, for example energy, receiving data from providers such as the venue is essential. If the venue is unable to provide this data or has no detailed sustainability plans in place, then it is challenging to produce a sustainability report. Similarly, the level of engagement of the venue with regards to sustainability during the RFP process should be a good indication of the delivery of sustainability activities during the event.

Recommendation #2: Work to ensure that sustainability is considered in relation to the Awards

The Trophy Chopard for the IMD Award had to be shipped from Switzerland then back for a small reparation to be finally sent to the winner in the UK. The NxG Trophy for the NxG Award was produced in Malaysia and shipped to Gran Canaria. A strategy should be developed to decrease the negative impact of the transportation of the Award.



Recommendation #3: Give a gift which symbolizes FBN's move towards more sustainable events

All FBN Global Summit participants received a plastic water bottle as a gift. The idea was to raise awareness about the impact of paper cups and give the participants something to use during the event. However, those bottles were produced in China and shipped to Gran Canaria. Hence, while the bottles had a significant "reuse" value they also had a negative impact on the natural environment. Therefore, for future events, a more sustainable gift should be chosen such as a travel coffee mug made of glass, organic travel zip pouch, or one of the many gifts now available.

Recommendation #4: Develop a plan for recycling

One of the most important components to be considered onsite is sustainable waste management. As this is very location-dependent, there is a great need to work with venues for all events to be certain the location has implemented a sustainable waste management policy.

If this is not the case, other locations should be considered or an action undertaken to develop a comprehensive plan for recycling materials.

Recommendation #5: Develop a metric for energy use

FBN should include in their bid process for destinations questions about energy sourcing both for the venue, the hotels and the destination overall. It is essential that in order to provide a metric, the venue has a way of tracking energy use during the event.

Recommendation #6: Develop the legacy project

During the FBN 28th Global Summit some of the participants had the opportunity to leave their handprint by planting trees together with the Foresta Foundation. This was a great initiative which should be developed and implemented at all future FBN events.

Recommendation #7: Develop the strategy for carbon offset

Regardless of the location, carbon emission is one of the largest negative impacts on the natural environment caused by the event industry. Therefore, carbon offset strategy could significantly contribute to decreased environmental impact. FBN International should consider potentially working with the venue at offsetting venue energy use, food and beverage preparation energy use, participant and staff sleeping room energy, event waste, freight fuel, staff transportation to and during the event. Doing all of this would be ambitious, but it can be adopted in a step-by-step process. FBN International could also look at encouraging participants to offset their own carbon use. There are not-for-profit carbon offset organisations with which FBN International could partner such as Carbonfund and Terra-pass.

All the above recommendations have been developed with a focus on the FBN 28th Global Summit. Ideally however, they should be disseminated amongst all members of the FBN Network.



“Ultimately, there is only one ambition that matters – to build a secure world of peace, prosperity, dignity and opportunity for all people on a healthy planet: sustainable and inclusive development.”

– António Guterres, UN Secretary-General





CONTACT:

FBN International

Alexis du Roy de Blicquy
Caroline Seow

23, Chemin de Bellerive
P.O. Box 915
1001 Lausanne
Switzerland

K.I.T. Group

Agnieszka Kedzierska
Charline Richard
Dermot Ryan

K.I.T. Group GmbH
Association & Conference Management
Kurfürstendamm 71
10709 Berlin, Germany

This is an FBN report provided by K.I.T Group GmbH, January 2018
Contributors: Gordana Stanojlovic and Johanna Dousse

