

Making EUPHA Greener

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EUPHA's historical green path

- November 2015 - Based on the Milano conference, a briefing note on *EUPHA's "health and environment" awareness* was prepared by a group, and submitted to EUPHA
- February 2016 - A presentation on this topic was given to the EUPHA Section Council
- November 2016 - A workshop was held in Vienna: *Reducing the Health & Environment footprint of European Public Health conferences.*
- November 2016 – the first initiative to promote a more ecologically friendly conference was taken at the Vienna conference: **Greening the conference** was set as one the objectives for the EPH Conference strategy for 2017-2020 by the European Public Health Association
- May 2017 - Director of the EPH Conference Office set up a working group of public health and environment experts for its Conference Organisation, the EPH (European Public Health).
- November 2017 - A Green club was set up and first met in 2017 at the EPH conference in Stockholm.
- November 2018 - The meeting discusses the way forward in Ljubljana



Ecological Sustainability – a selling point for conference organisations.....

GOLive Events promote these areas of action

1. MAKE THE MOST OF DIGITAL
2. CAREFULLY SELECT YOUR HOTEL
3. CAREFULLY SELECT YOUR MENU
4. SELECT A GREEN HOST CITY
5. CREATE A GREEN THEME
6. USE RECYCLED PRODUCTS

Sustainability 101: The Guide to a Greener Conference

1. Climate Change – Understanding Your Conference's Impact
2. Transportation – Delegate Travel
3. Venue – Sustainable Partners
4. Food – Environmentally Conscious Catering
5. Waste – Eliminating Single-Use Plastic
6. Waste – Recycling & Composting
7. Gifting – Eco-Friendly Swag
8. Going Paperless – Digital Alternatives
9. Next Steps – Certification

The 2017 Global Destination Sustainability Index – key findings

HOW SUSTAINABLE IS YOUR CONGRESS DESTINATION?

A white paper analysis of the 2017 Global Destination Sustainability Index – called **Sustainable Destination Management: The Road to a Circular Economy** – was released last month. **James Lancaster** pulls out some of the key findings....

THE TOP 10

1	Gothenburg	92%
2	Oslo	85%
3	Copenhagen & Reykjavik	82%
4	Glasgow	80%
5	Stuttgart	79%
6	Helsinki	78%
7	Uppsala	77%
8	Zurich	76%
9	Malmö	74%
10	Västerås	69%



Only **38%** of destinations in the index report on sustainability



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Destinations in the index dropped 11 percentage points in the social category – down from 87 per cent in 2016 to 76 per cent in 2017. The social category looks at inequality and corruption measured on a national level

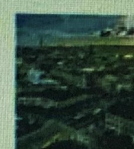
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The number of destinations that participated in the GDS-Index in 2017, up from 35 in 2016. And the number of DMOs (destination marketing organisations) who provide clients with ideas and resources to help the local community



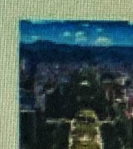
Visit Espoo only serves locally produced vegetarian food and sustainably sourced fish from the Baltic

Sea for international association delegates attending city receptions. Why? Because food and agricultural production makes up 30 per cent of the global carbon footprint.



Gothenburg, in Sweden, scored 92 out of a possible 100 points to head

the GDS-Index. The city also won the GDS-Index Innovation Award for its app that makes it easier for disabled people to attend events.



Sapporo, one of Japan's leading cities in embracing sustainable

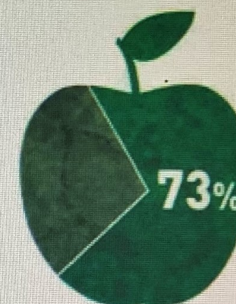
practices, has a Green MICE Initiative that provides a subsidy and an award to conference organisers that meet specific criteria for 'green' meetings.

“The GDS-Index is becoming a very well established and recognised supporting tool for Destinations and Cities to advance Sustainability across the Meeting and Events industry. It helps them engage their local community, businesses and internal resources around a meaningful and



inspiring project that contributes to a more circular economy.”

Sebastian Tondeur
CEO, MCI Group

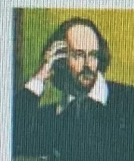


73 per cent of the GDS-Index top ten destinations have a sustainable food initiative. The Zurich Hotel Association, in collaboration with United Against Waste, is organising food waste workshops for its partners. The results show hotels could on average reduce their food waste by 42 per cent.

71% of congress centres had sustainability certification



81% of the top 10 scoring destinations have SMART (Specific, Measurable, Agreed upon, Realistic and Time-based) objectives, an increase of 34 per cent from 2016



Tell the story!

DMOs are using big data to identify different consumer profiles and

EPH conference: initial Green Objectives and Actions

- Catering - Coffee and tea were to be served in recycled cups. Most lunch ingredients were from regional and organic origin.
- Reduced printing – Printing of Posters, Announcements, Invitation Letters and marketing materials was reduced by switching to E-Posters, digital marketing and email communication.
- Paperless communication. Abstract submission, registration and invoicing became fully web-based. The Conference Programme and abstracts could henceforth be accessed online.
- The Conference Bag was to be made of recycled materials.
- Advising our delegates to fly CO2 neutral (on the website)

EPH Conference environmental impact reduction initiatives I

Foods and drinks

We have chosen a variety of healthy options provided throughout the event:

Fresh vegetables and fruit are the basis of all meals. Our catering service gives priority to fresh fruits and vegetables that are locally produced and in season.

We encourage the choice for vegetarian lunch and dinner options.

We have chosen leaner meats and sea food, rather than beef meat.

We do not offer alcohol at the conference and have limited the availability of drinks that are high in free sugars. Water is available throughout the conference.

Reduced paper use

We have adopted environmentally friendly practices in communicating with delegates:

Communication with delegates is done electronically. Abstract submission, registration and invoicing are fully web-based. The printed Programme Book is only available on request.

Printouts of conference materials are avoided. By switching to E-Posters printing of poster materials by delegates is avoided.

EPH Conference environmental impact reduction initiatives II

Sustainable conference materials and travel

The Conference Bag is made of recycled materials. The Programme Book is printed on FSC Mix paper. FSC Mix means at least 70% of the wood in the product is from FSC-certified material or recycled material; and 30% is controlled wood from responsible sources.

We encourage our delegates to reduce the effect of their air travel on the climate by flying CO2 neutral with the CO2ZERO compensation service.

We encourage delegates to travel to Marseille by high speed train (TGV).

Our suppliers

Our conference suppliers do everything they can to limit the environmental impact of their products and services.

EUPHA's Green Club

EUPHA has established a working group of environmental experts and environment-conscious colleagues to advise both EUPHA and the EPH Conference Foundation in their efforts to reduce the environmental impact of the conference. The Green Club is intended to brainstorm and advise the organisers of the annual EPH Conferences on how to decrease the impact on the environment.

There is more we can do to make EUPHA conferences **greener**

- Engage all our participants in our sustainability actions
- Leave a green mark on the conference venue, locality and local population
- Discuss the close public health and sustainability links in the light of the most recent evidence
- Learn of the local sustainability actions and highlight them at the conference
- Select local (sustainable) products and services preferentially
- Evaluate our green performance and plan to improve upon it

References

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