



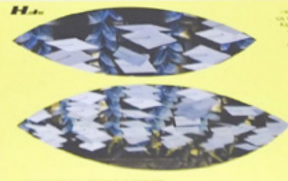
# Guide #2 for sustainable and inclusive Events

Conferences, congresses, fairs, and exhibitions at ETH-locations

Version 02/August 2024



**Gender Inequalities 2.0**



**Academic Integrity**

# Events and the Sustainable Development Goals

ETH Zurich pursues sustainability in its strategic guidelines. The 2030 Agenda and the 17 UN Sustainable Development Goals define sustainability in its environmental, social, and economic dimensions and serve as a model for the daily actions of the ETH community. More than 2500 events are organised at ETH every year. This Guide for sustainable and inclusive Events provides event organisers with guidance and concrete suggestions on how to make their events sustainable in line with the 2030 Agenda.

The measures are divided into the following five areas of action:

1. Mobility, Venue & Accommodation
2. Material & Waste Management
3. Gastronomy
4. Diversity & Inclusion
5. Concept, Organisation & Behaviour

«Good Practices» measures meet the standard requirements of a sustainable and inclusive event. «Excellent» measures go beyond the «Good Practices».

Get labelled: The Guide #2 contains 55 measures. For a Gold Label, 85% of the applicable measures must be fulfilled and 70% for a Silver Label. Measures that are not applicable can be crossed out. You can find more information on the website «Sustainable and Inclusive Events».

**Sustainability tip: The checkboxes can be clicked digitally, so there is no need to print out the guide..**



# Description of the sustainable and inclusive Event

Name of the event:

Date:

Author (name/e-mail):

**What makes your Event sustainable? (answer optional)**

**What did you pay special attention to during the implementation? (answer optional)**

	number of measures	number of applicable measures	number of measures fulfilled	number of unfulfilled measures	per cent of measures fulfilled (of applicable measures)
Mobility, Venue & Accommodation	11				
Material & Waste Management	18				
Gastronomy	12				
Diversity & Inclusion	9				
Concept, Organisation & Behaviour	5				
<b>Total</b>	<b>55</b>				

label achieved:



to be completed by ETH Sustainability / ETH Event Management



# Mobility, Venue & Accommodation

## Arrival/Departure

### Good Practice

Speakers and external people will be informed in advance about environmentally friendly travel options (including directions to (covered) bicycle parking, E-bike charging stations, lockers for helmets, etc.).

Air travel can be avoided by requesting participants to travel by train or coach for travel durations of up to 8 hours.

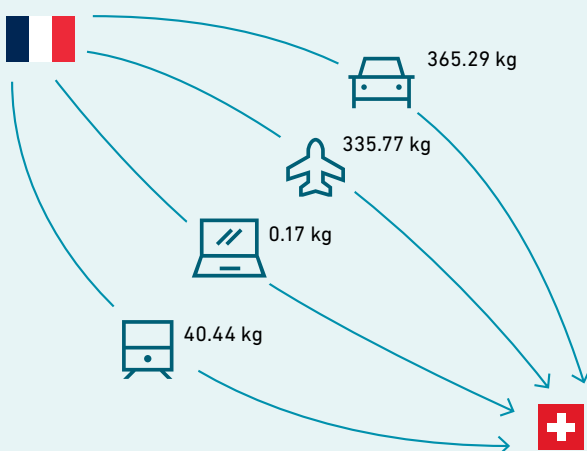
~~For participants required to travel more than 8 hours by train or coach, virtual participation options are offered.~~

~~If air travel is necessary (> 8 hours by train or coach), attendees are requested to book Economy Class from an airline with a favourable Airline Index.~~

### Excellent

Incentives for environmentally friendly travel are provided and communicated in advance (e.g., reward with a food voucher).

After the event, a survey will confirm that no participants have arrived by plane or car (except for individuals with limited mobility or in case of material transport that is not feasible by public transportation).



Comparison of different means of transport with online participation in terms of greenhouse gas emissions in kg CO<sub>2</sub> (Paris – Zurich). [1]

### Recommendations for Implementation

#### Virtual Events

- [Zoom](#) for virtual meetings, webinars, and conferences
- [Event technology support for ETH-Events](#)

#### Mobility

- [«Mobility Guide» for sustainable mobility at ETH Zurich](#)
- [Map of Europe comparing different modes of travel](#)
- [SBB Group Tickets \(30% discount for 10+ people\)](#)
- [Coach companies, e.g. Eurobus, Twerenbold, edelline](#)
- [Car Pooling platform BlaBlaCar](#)

# Venue

## Good Practice

Event signage is written in inclusive language (including gender-neutral icons) following recommendations from ETH Diversity on gender-sensitive and non-discriminatory language.

The event will be made accessible to people with physical impairments if required (e.g. by choosing barrier-free rooms with barrier-free toilets within a reasonable distance along with accessible buffets, exhibition/information stands, speakers' podiums, etc.).

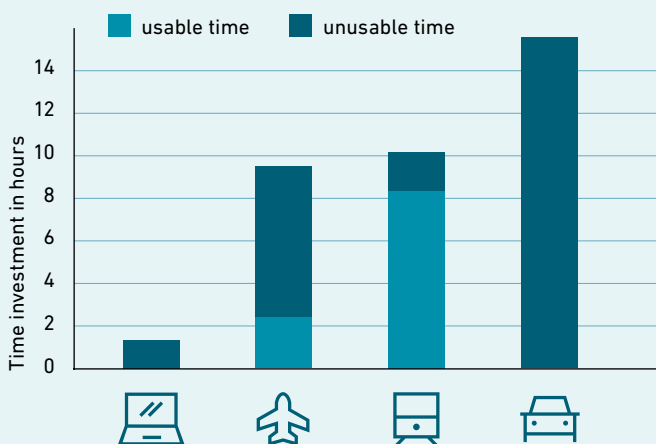
Heating in tents and outdoors (e.g. by patio heaters) is omitted, or environmentally friendly heating is used (e.g. pellet heating; see directives of the City of Zurich).

The use of generators is avoided or low-emission (e.g. solar-powered) generators are used sparingly.

# Accommodation

## Excellent

~~Only accommodations with sustainability certifications that are reachable by public transport or on foot are selected for participants and contributors (max. walking distance to the nearest station: 1 kilometre).~~



Comparison of the time investment for online participation with the time spent travelling to and from an event (using Zurich to Paris as an example). Comparison of the travelling time that can be used for other activities (e.g. for work). [2]

## Recommendations for Implementation

### Venue

- [ETH buildings: Directions for people with visual impairments](#)
- [ETH Room information incl. details on accessibility](#)

### Accommodation

- [«Swisstainable» committed enterprises](#)
- [Responsible Hotels of Switzerland](#)
- [Certified «ibex fairstay» enterprises](#)



# Material & Waste Management

## Printing

### Good Practice

Regular events: Banners and flags have no specific event reference to allow for reuse (e.g., no year indication).

Printing resources are saved through the use of: recycled/grass paper, thin paper, low print run, small format, double-sided printing.

Name tags/badges and lanyards are collected at the end of the event and reused (except for simple name stickers).

Sustainability aspects are considered when selecting a printing company (e.g., environmentally friendly inks and printing processes, carbon neutrality, and/or social commitment).

To improve readability, fonts in a sufficiently large font size with at least a 1.2-line spacing, and high contrast or contrasting colours are used (taking into account red-green colour blindness).

### Excellent

Regular events: Materials and print products from past events are reused.

## Waste

### Good Practice

Recycling and compost bins are available, proper disposal is organised.

### Recommendations for Implementation

#### Registration tools

- Online tools for event registration, e.g.: [ETH Registration management \(Eventsair\)](#), [ConfTool](#), [Eventfrog](#), [AEM Forms](#), [Microsoft Forms](#)

#### Printing

- [ETH Print and Publish](#)
- [List of sustainable printing enterprises \(dpsuisse\)](#)

## Decoration

### Good Practice

Decoration is consciously used sparingly (at own discretion) and is sourced from environmentally friendly and fair production and/or from companies with a social commitment.

Cut flowers and/or potted plants stem exclusively from seasonal, local, and fair production and are reused (e.g., cut flowers are distributed at the end of the event, potted plants are stored for subsequent events).

### Excellent

~~Exhibition items are produced in an environmentally friendly and fair manner (e.g. from certified materials) and reused.~~

~~Exhibitors are asked to pay special attention to sustainability.~~

Decoration (including cut flowers) is 100% avoided or borrowed.

## Merchandise, Gifts & Giveaways

### Good Practice

Merchandise, gifts, and giveaways are consciously used sparingly (at own discretion) and sourced from environmentally friendly and fair production (e.g., upcycling, natural materials from certified sources) and/or from companies with a social commitment.

For gifts and giveaways, >50% (vegetarian/vegan) food items or immaterial gifts (experiences, donations) and <50% other meaningful consumables are chosen to conserve resources and avoid waste.

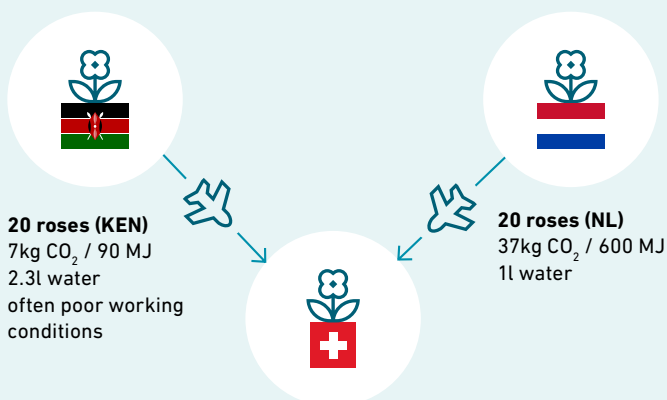
~~Merchandise and giveaways have no specific event reference to allow for reuse at subsequent events (e.g., no year indication).~~

~~Exhibitors and external co-organisers are requested to also implement the above good practices.~~

### Excellent

Merchandise and giveaways are 100% avoided.

It is ensured that exhibitors and external co-organisers also completely refrain from handing out merchandise, giveaways, and physical promotional materials.



Comparison of CO<sub>2</sub> emissions, energy and water consumption of flowers from typical cultivation areas (Netherlands and Kenya). Although flowers from Kenya have a smaller ecological footprint, they are not sustainable due to poor labour conditions. Flowers should therefore be produced regionally, seasonally and ethically. [3]

### Recommendations for Implementation

#### Decoration

- Plant rentals for events in Zurich, e.g.: [Pflanzerei Zürich](#), [Pflanzenmieten.ch](#), [Blumenland Schweiz AG](#)
- More sustainable cut flowers, e.g.: [VEG and the City](#), [Blumenpost](#)
- Dried and silk flowers, e.g.: [Froilein Blume](#), [Blumen Krämer](#)
- Local and seasonal flower bouquets, e.g.: [Floral Lokal](#)

#### Gifts, Giveaways

- Sustainable stores, e.g.: [Changemaker](#), [CIRCLE](#)
- [greensign](#): Sustainable giveaways

# Gastronomy



## Good Practice

>70% vegetarian menus/snacks are offered. At least one vegan option is available in each course.

A catering company with transparent sustainability efforts is chosen (see «Recommendations for Implementation»).

~~For self-organised catering, the following points are met:~~

- >80% regional and seasonal fruits and vegetables are used for the dishes.
- >80% of plant-based and animal products are produced ecologically (e.g., IP-Suisse, Bio, naturaplan, etc.).
- Overseas products are 100% Fairtrade certified.

Relevant product information (vegetarian/vegan, allergens) is provided directly with the food items (has to be requested from the caterer).

Food waste is minimised by estimating the quantity of snacks needed to produce as few leftovers as possible (caterer's experience can help).

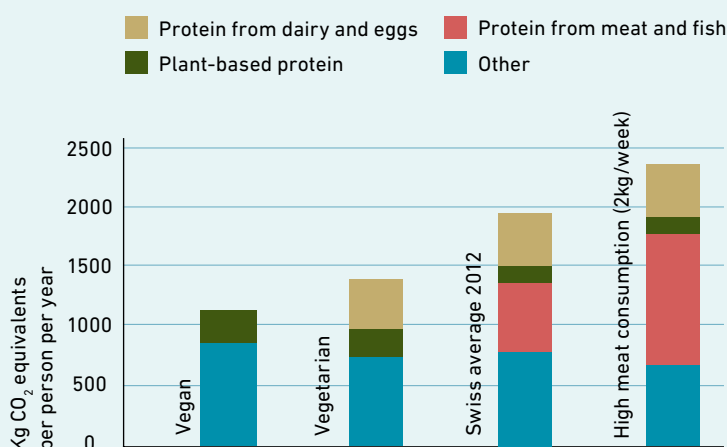
Leftover food is distributed to staff and/or participants (provide take-away boxes).

Beverages (e.g. wine, beer, soft drinks) are sourced from Switzerland or from near adjacent regions.

Instead of bottled water, tap water is provided in carafes, and water dispensers for refilling are made available.

Energy-efficient refrigerators are used, and open-front refrigerators are avoided. Caterers and external exhibitors are requested to comply with this as well.

Reusable tableware is used as far as possible. Coffee capsules are recycled. There is a deposit system for drinks and small PET bottles are avoided (Tip: Ask a caterer for reusable tableware).



Comparison of greenhouse gas emissions from different diets. «Other» includes beverages, fats & oils, cereals, vegetables & fruit, transport, packaging, distribution. [4]

## Recommendations for Implementation

### Catering companies

- [SV Catering \(ETH-Partner\)](#)
- [Compass Scolarest Catering \(ETH-Partner\)](#)
- [ZFV Catering Campus Basel \(ETH-Partner\)](#)
- [Tibits Catering](#)
- [Hittl Catering](#)

### General information

- [Overview of food labels \(WWF\)](#)
- [«All you can eat for climate»-Poster \(eaternity\)](#)

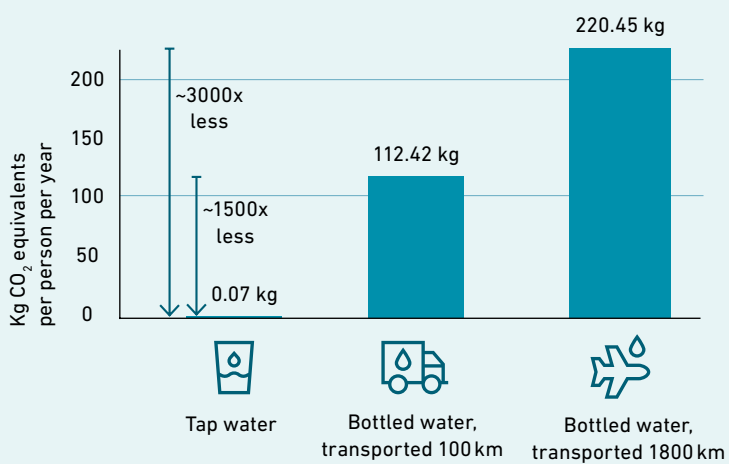


## Excellent

Purely vegetarian and >50% vegan menus/snacks are offered.

~~For self-organised catering, the following points are met:~~

- ~~- 100% regional and seasonal products are used for the dishes (e.g., fruits and vegetables only from unheated cultivation).~~
- ~~- 100% of the plant-based and animal products are produced ecologically (e.g., IP-Suisse, Bio, naturaplan, etc.).~~



Comparison of the CO<sub>2</sub> emissions per litre of tap water compared to bottled water from the region or from further away. [5]



# Diversity & Inclusion

## Good Practice

The [ETH Zurich Code of Conduct «Respect»](#) is acknowledged and complied with.

It is ensured that the selection of speakers is balanced (different backgrounds, genders, ethnicities, etc.).

Information about the accessibility of the event is already included in the invitation and any individual needs are actively enquired about: «We are committed to providing barrier-free access to the event. If required, please contact us at ...»

Publicity, including the website and promotional material, is written in inclusive language following [ETH Diversity's recommendations on gender-sensitive and non-discriminatory language](#).

~~The online presence of the event is designed to be accessible, e.g. by providing alternative texts for images, subtitles or audio description for videos and transcriptions for podcasts.~~

When registering, it is also possible to specify non-binary forms of address and/or pronouns, which are inserted on the name badges.

## Excellent

~~Tiered pricing is applied to facilitate the attendance of individuals with lower income (including students).~~

~~For events outside regular working hours, childcare services and/or a family room are offered on-site to enable the compatibility of care work with participation in the event.~~

~~For virtual events, depending on the possible quality, either live and automatically-generated subtitles (e.g. via Zoom) or subtitled recordings are made available afterwards. See [Accessible videos](#).~~

## Recommendations for Implementation

### Supplementary checklist for diverse & inclusive events

- [Organising inclusive, accessible events](#)
- [Checklist by ETH Diversity: Conference gender guide](#)

### Childcare

- ETH Service Centre [Hello Kids!](#): Arranging childcare on an hourly basis or childcare for events lasting a whole day or several days

### Instruction and tips

- [Information on digital accessibility](#)
- [Seven golden rules for more accessibility](#)
- [Recommendations by ETH Diversity on gender-sensitive and non-discriminatory language](#)



# Concept, Organisation & Behaviour

## Good Practice

All partners and contributors (e.g., service providers, sponsors, staff, authorities, suppliers, etc.) are informed about the sustainability standards of the event. They are encouraged to contribute.

Measures are taken to promote energy-efficient and energy-saving behaviour within the team (e.g., proper ventilation, turning off heating during ventilation, turning off unused technical devices).

(Promotion) partners and sponsors with a commitment to sustainability are given preference.

## Excellent

Sustainable development is addressed during the event and/or supporting programme, e.g., through workshops, discussions, exhibitions, or experiential offerings of the event.

The greenhouse gas emissions of the event are calculated using the [myclimate event calculator](#). Please enter the results in the following table:

<b>Duration of the event</b>		days
<b>Number of participants</b>		people
<b>Total emissions</b>		t CO <sub>2</sub> eq
thereof Mobility		t CO <sub>2</sub> eq
thereof Accommodation		t CO <sub>2</sub> eq
thereof Catering		t CO <sub>2</sub> eq
thereof Energy		t CO <sub>2</sub> eq
thereof Materials		t CO <sub>2</sub> eq
thereof Transport		t CO <sub>2</sub> eq
thereof Waste		t CO <sub>2</sub> eq

## Recommendations for Implementation

- [Sustainable Social Programs \(Zurich Tourism\)](#)
- [Excursions with a focus on sustainability \(University of Zurich\)](#)
- [myclimate event calculator](#)

# References

- [1] Mobitool-Emission factors v2.0
- [2] Own calculation of journey/flight times plus check-in, waiting times, etc.
- [3] Alig, Martina & Frischknecht, Rolf. (2018). Life Cycle Assessment Cut Roses Migros-Genossenschafts-Bund (MGB), Switzerland Fairtrade International Imprint Title Life Cycle Assessment Cut Roses. 10.13140/RG.2.2.21826.22724.
- [4] Jungbluth, N. Eggenberger, S., Keller, R. (2015): Ökoprofil von Ernährungsstilen
- [5] Bundesamt für Umwelt. (2022, 28. September). Leitungswasser – eine Selbstverständlichkeit. *Magazin «die umwelt»*, S. 58-59.

# Impressum

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