



# Sustainable Event Guide

FOR SUSTAINABLE AND  
INCLUSIVE EVENTS

January 2025

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# Introduction /

At the MCH Group, we are committed to considering sustainability as an integral part of our event practice. Our definition of sustainability is based on the interplay between the environment, society and the economy, which profoundly shapes the impact of our business activities. With this in mind, we consciously use natural, social and cultural resources to not only contribute to economic development through events and congresses, but also to improve the quality of life of all those involved. Our aim is to maximize positive effects and minimize negative influences. We achieve this by consistently integrating sustainability criteria into our decision-making processes and event management practices.

## Sustainable Event Guide

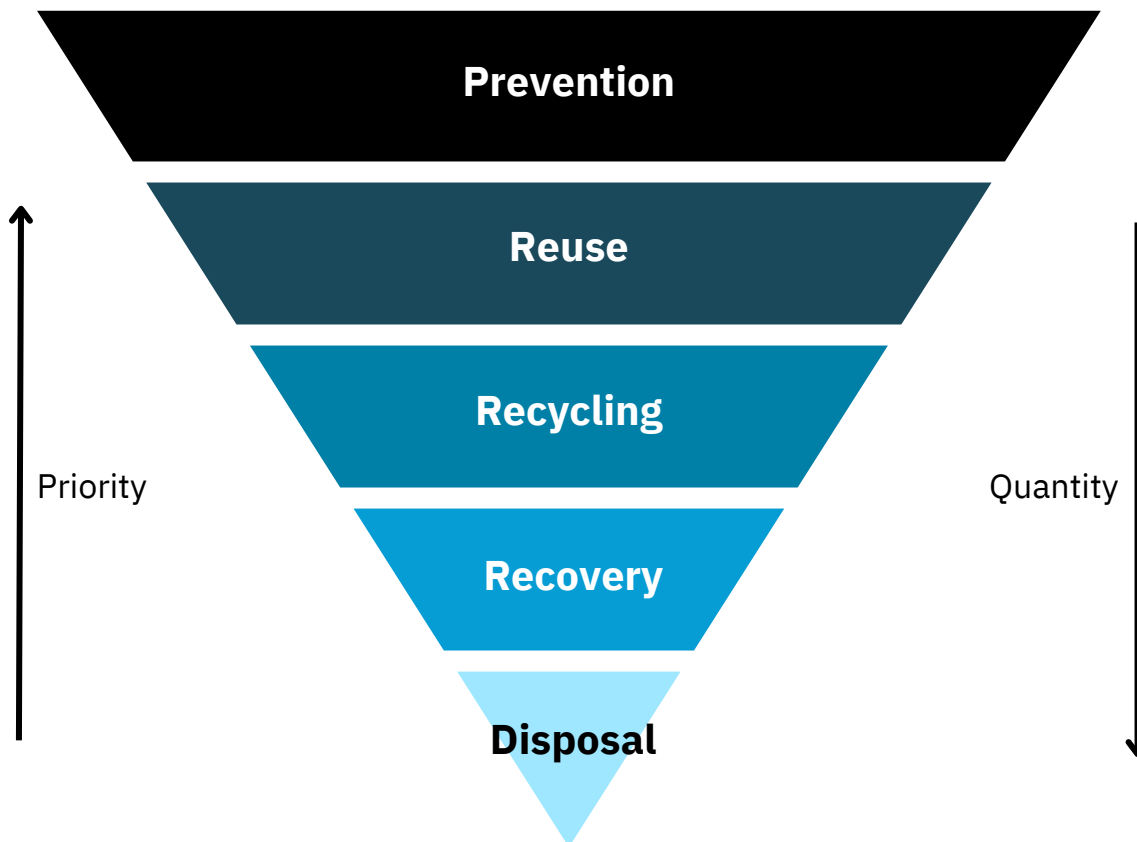
In line with our sustainability approach and our focus topics, the MCH Group has developed the Sustainable Event Guide. This guide serves as a practical guideline and tool for the planning and implementation of events. It offers specific instructions and suggested measures to help event organizers design and stage events sustainably.



# 1 Resource Management /

The careful and targeted use of resources not only saves costs and reduces waste, but also significantly reduces the CO2 footprint of an event. In order to ensure the careful use of our resources, it is essential to consistently follow the principles of the waste pyramid.

## The Waste Pyramide



# 1.1 Printing Materials /

The digitization of print materials today not only leads to significant waste reductions, but also offers financial benefits. In situations where printed materials cannot be dispensed with, sustainable options should be preferred.

## Measures

### Digitization of print materials

Physical print products were reduced using digital alternatives such as online information, registration systems and event apps. Flyers were replaced by QR codes.

Implemented

Partially implemented

Not implemented

Not relevant





### Reusability of advertising materials

Banners, roll-ups and flags were designed without specific event references to enable reuse (e.g. no year).





### Resource-saving printing

Printing resources have been reduced using recycled or grass paper, thin paper, short runs, small formats and double-sided printing.





### Sustainable choice of print shop

Sustainability aspects were considered when selecting the printing company, including environmentally friendly inks and printing processes.





### Optimization of readability

Sans serif fonts were used in a sufficient size and with at least 1.2 times the line spacing. High-contrast colors were also used, with the choice of colors aimed at reducing barriers for people with red-green visual impairments.

→ Further measures in the chapter: 6.1 Accessibility

## Links & Recommendations

- [List of sustainable print shops in Switzerland \(dpsuisse\)](#)

# 1.2 Temporary constructions & exhibition stands/

At events, the majority of waste is often generated by temporary structures and exhibition stands. Although organizers can often only intervene to a limited extent, open communication with exhibitors can already achieve a great deal. In addition, awards for particularly sustainable stands or financial incentive systems could provide further positive impetus.

Measures	Implemented	Partially implemented	Not implemented	Not relevant
<b>Site selection</b> The selection of the event location was examined in order to prevent or reduce temporary structures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Continued use</b> A concept for further use has been drawn up. → e.g. store for further events, rent essential components	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Modular construction</b> Modular construction was used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Building materials</b> Durable, recyclable, ecologically and health-friendly building materials and fittings were used. → <a href="#">Database for sustainable materials</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# 1.3 Merchandise & Give-Aways /

The most sustainable promotional gift is the one that is not produced in the first place. However, if it cannot be dispensed with, it should be a consumer good or a useful used good that has as little impact on the environment as possible and/or is socially acceptable.

## Measures

### Name badges and lanyards

Name badges and lanyards will be taken back and reused at the end of the event (except for simple name stickers).

Implemented

Partially implemented

Not implemented

Not relevant





### Sustainable / social give-aways

Merchandise, gifts and give-aways are deliberately used sparingly (at our own discretion) and come from environmentally friendly and fair production (e.g. upcycling, natural materials from certified sources) and/or from companies with a social commitment.





### Reusable give-aways

Merchandise and giveaways do not have a specific event reference so that they can be reused at subsequent events (e.g. no year).





### Cooperation with partners

Exhibitors and external co-organizers were also asked to implement the above good practices.





### No give-aways

Merchandise and give-aways were not included in the planning.





### General waiver

It has been ensured that exhibitors and external co-organizers also refrain from using merchandise, give-aways and physical advertising materials.



## Links & Recommendations

- Sustainable stores, e.g. [Changemaker](#)
- [greensign](#): Sustainable corporate gifts

# 1.4 Catering /

The food and drink on offer is a key aspect of most events. In order to make this more sustainable, it is advisable to choose regional and seasonal products as well as vegetarian and vegan dishes. If products from overseas cannot be avoided, it is advisable to use Fairtrade products. In addition, special attention should be paid to avoiding food waste during the planning stage. Experienced catering companies can often offer valuable recommendations based on their expertise.

## Measures

### Catering parameters

A catering company was chosen that can demonstrate clearly comprehensible sustainability efforts.

The following parameters must be adhered to:

- Regional and seasonal fruit and vegetables are used for the dishes.
- Plant and animal foods are produced organically (e.g. IP-Suisse, Bio, naturaplan, etc.).
- Overseas products are 100% Fairtrade certified.

### Vegan/Vegetarian

The entire catering offer was planned to be vegan or vegetarian.

### Meat offer

If meat is also to be included in the catering offer, meat products have been selected that come from organic farming and meet high animal welfare standards.

### Fish offer

If fish is to be included in the catering offer: When selecting and compiling fish and fish products, care was taken not to include any products from endangered stocks in the range. Instead, criteria for certified fish should be used for procurement (e.g. the independent MSC seal or the Naturland seal)

	Implemented	Partially implemented	Not implemented	Not relevant
Catering parameters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegan/Vegetarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meat offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Measures	Implemented	Partially implemented	Not implemented	Not relevant
<b>Food labeling</b> Relevant product information (vegetarian/vegan, allergens) is provided directly with the food (ask the caterer explicitly).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Quantity estimates</b> Food waste is avoided by estimating the quantity of snacks required so that as little leftover food as possible is produced (the caterer's experience can help). This also includes raising the awareness of the serving staff (e.g. serving smaller quantities, targeted replenishment of food).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Food waste</b> Leftover food is redistributed to employees, participants and/or charitable organizations (provide take-away boxes).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Water</b> Instead of plastic bottles, carafes with tap water and/or water dispensers for filling your own bottles are provided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reusable tableware</b> No disposable tableware (cups, plates, cutlery) is used; coffee capsules are recycled.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Links & Recommendations

- [WWF buying guide for fish and seafood](#)
- [WWF Food Label Guide](#)
- ["all you can eat for climate" poster](#)
- [Swiss table](#)
- [Food rescue - Food aid \(tischlein.ch\)](#)
- [Ocean Spirit - Premium wine that protects the sea](#)

# 1.5 Waste Management /

Effective waste management protects resources and promotes the circular economy by aiming to reduce and correctly separate waste. The reduction of waste volumes and specific measures for printing materials, temporary structures and catering are explained in the relevant chapters.

## Measures

### Packaging material

Packaging waste is minimized, e.g. by using reusable packaging and ordering in large containers if the contents are used up.

Implemented

Partially implemented

Not implemented

Not relevant





### Take-back and reuse

Take-back systems and reuse are integrated, e.g. for name badges, lanyards, graphic printing foils





### Use of recycled material

Recyclable products and packaging made from recycled materials are used, e.g. recycled cardboard for cardboard packaging.





### Separate waste collection

Installation of waste islands for separate waste collection, especially for paper, organic waste, glass and lightweight packaging, as well as clear labeling (especially at international events)





### Information

Suppliers and the operating company were informed about separation systems.  
Important: Cleaning company was also involved.





### Taking back packaging

Suppliers are obliged to take back packaging.

# Links & Recommendations

- [Sustainable waste management in the event industry. \(sustainable-event-solutions.de\)](https://sustainable-event-solutions.de)
- [Flyer Check-Up Event Disposal.pdf \(swissrecycle.ch\)](https://swissrecycle.ch)

# 2 Energy Management /

Events are often associated with high energy consumption. This is not only bad for the climate, but also generates considerable costs. In order to reduce these costs, the greatest possible energy efficiency and energy savings are sought. Heating, cooling and event technology at the venue are areas that have a major impact on this issue.

## Measures

### Heating

It was instructed that all event rooms should not be heated above 20 degrees.

Implemented

Partially implemented

Not implemented

Not relevant





### Temperature reduction at night

In consultation with the Building & Operations Team (heating), it was decided that the temperature would be lowered at night.





### Cooling

It was instructed that cooling should not be more than 6 degrees below the outside temperature.





### Lighting

The following aspects were taken into account: Use of daylight, optimized lighting control, optimized sun protection, energy-efficient lighting.





### Renewable electricity

Only electricity from renewable sources is purchased (e.g. green electricity provider).





### Energy-efficient appliances

Only electronic appliances, especially freezers and refrigerators, that meet the highest energy efficiency class are used.

# 3 Mobility /

Typically, the greatest environmental impact is caused by participants' travel to and from the event and by local journeys during the event. The main aim here is to avoid greenhouse gas emissions. This can be achieved by using environmentally friendly mobility solutions for travel to and from the event and for local travel. In addition, with regard to business trips by the organizers, it should be checked in the early planning phase whether a face-to-face meeting on site is absolutely necessary for the event organization or whether alternative formats such as video or telephone conferences could be sufficient.

## Measures

### Information for participants

Information on the use of environmentally friendly means of transport (explicit instructions on how to travel by public transport, directions and references to walking distances) was provided to participants.

Implemented

Partially implemented

Not implemented

Not relevant

### Incentives for the use of public transportation

Incentives to use public transport were created, e.g. by offering combined tickets (tickets + local public transport), vouchers (e.g. meal vouchers) or discounted train tickets.

### Shared use of transportation

A shuttle service or car sharing was set up and communicated for the routes between the hotel, conference venue and/or arrival/departure location (airport, train station).

### Infrastructure on site - bicycle parking spaces

Bicycle parking spaces are available and easy to find.



Measures	Implemented	Partially implemented	Not implemented	Not relevant
<b>Infrastructure on site - public transport stops</b> Sufficient signage has been installed to indicate where the nearest public transport stops are located.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Traffic guidance system</b> A guidance system has been implemented that guides cars/buses directly to the parking lots and avoids traffic disruptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Shuttle service from reception parking lots</b> The need for reception parking spaces was identified and, if necessary, shuttle services were organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Parking space splitting</b> The parking spaces were divided up for different user groups: People with disabilities, electric vehicles, car sharing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CO2 -compensation for the journey</b> The travel of participants and event staff is offset by investments in climate projects (e.g. with <a href="#">myclimate</a> ). The following options are available <ul style="list-style-type: none"> <li>• Financed by the organizer</li> <li>• Financed by the participants through monetary donations</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Links & Recommendations

- [Order SBB group tickets \(up to 30% discount for groups of 10 or more\)](#)
- [routerank.com](#) - enables the prioritization of arrival and departure options according to travel duration, price or CO2 emissions.

# 4 Procurement /

Procurement management can have a major impact on our company's sustainability performance. By selecting the right suppliers who can provide data on CO2 emissions, for example, and strive to reduce them, we are able to close our data gaps and reduce emissions (Scope 3). Sustainability criteria for supplier evaluation have been defined for this and other aspects. However, before suppliers are analyzed at all, a detailed needs assessment or examination of alternatives should be carried out. In this way, it can be determined whether the desired object actually brings added value to the event and can be served with reusable products, for example, which protect the environment and at the same time save costs for future events.

## Measures

### Needs assessment

It was checked whether there was actually a need for a product and whether it actually represented added value for the event.

Implemented

Partially implemented

Not implemented

Not relevant





### Examination of alternatives

It was examined whether the demand could be covered by e.g. reusable products or pure rental.





### Checking the local reference

It was checked whether the demand could be covered by local products.





### Inclusion of environmental and social criteria

New [Supplier Code of Conduct](#) was introduced in procurement.

# Links & Recommendations

- [Toolbox for Sustainable Procurement Switzerland](#)
- [EU Ecolabel](#)
- [MCH Supplier Code of Conduct](#)

# 5 Transport & Logistics /

Transportation and logistics are relevant in the upstream and downstream processes of every event and are closely linked to cooperation with product suppliers and transport companies. Consequently, the topic also has an impact on the company's Scope 3 emissions. By choosing more sustainable means of transportation and efficient routes, not only is the environment protected, but potential savings can also be made and, at best, costs can be reduced. Establishing long-term cooperation helps to implement more sustainable solutions together.

## Measures

### Efficient routes

The most efficient route for ordering and delivering the event materials was identified and selected via intermodal Transport<sup>1</sup>.

Implemented

Partially implemented

Not implemented

Not relevant





### Transport company with e-mobility

When selecting transport companies, the proportion of e-mobility was examined and taken into account.





### Local transportation companies

When selecting the transport company, preference was given to local companies and long-term cooperation was examined.





### Sustainable transportation companies

When the transport company was selected, its commitment to sustainability was checked and contractually agreed.





<sup>1</sup> Intermodal transportation combines solutions for road, rail, short sea, deep sea and inland waterway transport to find the best routing option. The aim is to offer the optimal combination of freight rate and transit time.

# 6 Diversity, Equity & inclusion

The topic of diversity, equity and inclusion within and, where possible, outside the organization should be promoted by establishing and living values and consistently applying anti-discrimination practices. For events, this specifically means treating people of different ethnicities or genders equally and enabling all visitors to actively participate in events. To this end, the needs of people with disabilities must be recognized and measures taken to make the event accessible.

## 6.1 Accessibility /

### Measures

#### Accessibility of documents

When sending out information and invitations, attention was paid to the accessibility of the documents.

Implemented	Partially implemented	Not implemented	Not relevant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### Ginto by OK:GO

In the communication, reference was made to the accessibility guide of the [ginto app](#). The Messe und Congress Center Basel and Messe Zürich are listed in it.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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#### Accessibility for people with hearing impairments

- Flashing systems for hazardous situations and their recognizability
- Provision of suitable hearing systems, hearing aids, subtitles for films, etc.
- Sign language interpreters if necessary

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Measures

### Accessibility for people with visual impairments

- Avoiding obstacles on paths
- High-contrast marking of unavoidable obstacles
- Marking of step edges
- Good lighting
- Easy guidance and orientation systems
- Clearly visible and tactile symbols and lettering
- Tactile information and orientation aids
- Access for guide dogs for the blind

Implemented

Partially implemented

Not implemented

Not relevant

### Accessibility of the site - Toilets

Wheelchair-accessible toilets were provided.

→ Width: 155 - 220 cm (with one-sided or double-sided access to the toilet bowl), depth: 215 cm, movement area diameter: 150 cm; grab rails, folding support handle, wheelchair-accessible washbasin; seat height: 46 cm; lower edge of the mirror: maximum 85 cm

### Accessibility of the site – Walking Accessibility

Care was taken during planning to ensure that all areas of the event are accessible to people with walking disabilities:

- Seating on paths at regular intervals (100 m)
- Slip-resistant floor covering
- Smooth-running doors
- Seats with armrests
- Handrails

## Measures

**Implemented**      **Partially implemented**      **Not implemented**      **Not relevant**

### Accessibility of the site - wheelchair accessibility

Care was taken during planning to ensure that all areas of the event are wheelchair accessible:

- Wheelchair-accessible elevators if necessary
- Ramps
- Wide aisles (120 cm)
- Easy-open doors
- Under-table options
- Buffet modules are accessible
- Suitable escape routes
- Suitable seating and parking spaces
- Control elements are no higher than 85 cm



## Links & Recommendations

- [Designing accessible conferences, seminars and other events | DGUV Information | Regulations | DGUV Publications](#)
- [Checklist for accessible events \(bundesfachstelle-barrierefreiheit.de\)](#)
- [Ginto. The accessibility platform to join in.](#)

## 6.1 Diversity /

### Measures

#### **Gender-equitable language**

Gender-equitable written and verbal [formulations](#) were taken into account.

Implemented

Partially implemented

Not implemented

Not relevant

#### **Gender balance**

Attention was paid to gender balance among the speakers and other people with an active role (e.g. for moderation).

## Links & Recommendations

- [Guidelines for gender-equitable language \(Federal Chancellery BK\)](#)
- [Gender mainstreaming checklist](#)

# 7 Learning & Development /

Education and training is about raising awareness and special training programs. These are essential in order to communicate sustainable practices to employees and exhibitors and thus ensure sustainable practices during the event. Important topics in this area are waste separation and inclusion, also to support the guests on site and to effectively implement planned initiatives (e.g. recycling program).

## Measures

### Employee training

Employees were informed about the sustainability measures (e.g. via e-learning/workshops, presentations, briefings).

Implemented

Partially implemented

Not implemented

Not relevant





### Training for exhibitors & visitors

Exhibitors received information on the respective sustainability measures before the event and were made aware of their contribution (e.g. via newsletters, presentations, briefings).

# 8 Sustainable Business Models /

Sustainable business models are about developing and implementing sustainable projects and initiatives that meet the new, sustainable requirements of our markets and stakeholders. How can this be achieved? By "thinking outside the box", with creative and innovative ideas for special events or initiatives. The basis for this is co-creation and co-innovation; for example, new approaches can be developed in partnerships.

## Measures

### Sustainable products through co-innovation

As part of the event planning process, stakeholders were identified with whom innovative sustainability-related projects/initiatives can be implemented.

Implemented

Partially implemented

Not implemented

Not relevant





### Sustainable products through co-creation

As part of the event planning, users and stakeholders were brought together to collect and implement joint solutions and ideas for sustainability-related projects/initiatives.






### Innovators Challenges in cooperation with universities

- [FHGR: Innovators Challenge - University of Applied Sciences of the Grisons](#)
- [Swiss Innovation Challenge](#)

# Contact for Feedback & Questions

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