



The positive- impact event organisation guide

INTRODUCTION

TRANSPORT

VENUES

EVENT SERVICE
PROVIDERS

COMMUNICATION

INCLUSION,
INTEGRATION AND
ACCESSIBILITY

LEAVE A POSITIVE
LEGACY

CONCLUSION

Act for more sustainable tourism



Lyon Metropolis and ONLYLYON Tourism & Conventions are committed to a more sustainable tourism aligned with the Sustainable Development Goals. We have chosen to stay focus on the following 10 SDGs:



INTRODUCTION

INTRODUCTION

TRANSPORT

TRANSPORT

VENUES

VENUES

EVENT SERVICE PROVIDERS

EVENT SERVICE PROVIDERS

COMMUNICATION

COMMUNICATION

INCLUSION,
INTEGRATION AND
ACCESSIBILITY

INCLUSION, INTEGRATION
AND ACCESSIBILITY

LEAVE A POSITIVE
LEGACY

LEAVE A POSITIVE LEGACY

CONCLUSION

CONCLUSION

BY NATURE, EVENTS ARE EPHEMERAL. HOWEVER, MAKING THEM MORE SUSTAINABLE CONTRIBUTES TO THE DEVELOPMENT OF OUR ORGANISATIONS AND THE STRENGTHENING OF THEIR VALUES.

The Convention Bureau has created this guide to help you to organise your future sustainable events and its team remains at your entire disposal.

WHAT ARE THE KEY STEPS INVOLVED IN ORGANISING A SUSTAINABLE EVENT?

Think about sustainability as soon as you start planning your event! This will enable you to identify key areas and define your objectives in line with the [Sustainable Development Goals](#) set by the UN as part of the 2030 Agenda.

First and foremost, this involves having a **responsible purchasing policy for service providers, venues and products** (local suppliers who respect environmental standards; minimal purchases, selected with a view to being reused or recycled, etc.).

It is therefore important to **cooperate with the destination to make your event as sustainable as possible**, as well as to analyse your purchasing practices and make your requirements known to selected venues and service providers.

YOUR COMPANY MAY ALREADY HAVE A RESPONSIBLE PURCHASING POLICY?

While the choice of venue and service providers may be the key to successfully holding an environmentally-responsible event, any other aspects should not be neglected:

- **awareness-raising** among employees and any other event stakeholders;
- **self-assessment and highlighting** of your actions conveying a positive and engaged image for the organiser.

To start, you can calculate the carbon footprint of your event on the [GoodPlanet Foundation](#) website.

To take things a step further, ADEME has created [the ADERE](#) tool to help you carry out a self-diagnosis of your event.

It enables you to identify and assess the main environmental impacts of your event, divided into eight categories, whether it is in the creation phase or already well advanced.

> Please tick the boxes to start

ECO-DESIGN

Select service providers according to their sensitivity to eco-responsibility

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Name a sustainable referent for the organization before and on the day of the event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

ASSESSMENT

Calculate your carbon footprint

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Assess the impact of your event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

THESE VARIOUS ASPECTS ARE IMPORTANT TO CONSIDER IN THE EARLY STAGES:



TRANSPORT

If possible, analyse where participants are coming from in order to provide more targeted solutions (70% of the carbon footprint of a national event related to goods and people transports).

IF THE EVENT ORGANISER IS COVERING TRANSPORT COSTS

Favour the use of **rail transport** for journeys of less than 4 hours.

IF PARTICIPANTS ARE COVERING TRANSPORT COSTS

Raise awareness by providing carbon footprint figures for the various transport modes; provide information about the various means of transport; facilitate carpooling by providing an ad board for participants on the event website; provide information about local public transport (all types, including non-motorized options).



TRANSFER

Favour certified transport companies that deploy actions to control and reduce energy consumption, CO2 emissions, vehicle maintenance waste and wastewater discharges.



PARTNER COACH COMPANIES ENGAGED IN AN ENVIRONMENTALLY-RESPONSIBLE APPROACH:

— [Philibert](#): signatory of the Diversity Charter, EcoVadis certification (silver medal).



USEFUL CONTACTS:

- The [ADEME](#) Carbon footprint calculation provides a comparison of the various transport modes.
- This [tool](#) to display the journey and enable the combination of different transport modes.
- [Ideas](#) on how to use carbon offsets for unavoidable flights.
- Solutions to go to Lyon [by train](#) or by plane.
- [Public Transport](#) and [Rhônexpress](#) from the airport.
- Car sharing: Citiz, Léo&Go
- [Self-service rental bikes](#).
- E Bikes Station: Fix & Move, Comic, Mobilboard.
- Creation of temporary, secure bicycle parking facilities: Wheelskeep
- Electric scooters Dott or Tier.

> **Please tick the boxes to start**

TRANSPORT

Identify the travel required for the event (analysis of the travel of the different actors with their origin, the potential means of transport to get to the event site)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

Provide as much information as possible about alternative modes of transportation (train instead of plane, public transportation instead of cab) to participants

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

Encourage the use of soft modes of transportation (bicycles, walking) and public transportation through the most appropriate communication channels

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

In the case of a multi-site event: **optimize** the program according to participants' travel needs

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

If you are responsible for transportation: **use** the train whenever possible

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

FLOWS

Identify the means of transport used by participants based on prior surveys and evaluate the journeys made by participants during the event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

Choose a venue with environmental certification or that has introduced good sustainable development practices (environmental objectives in writing or an action plan of ways to achieve them, a purchasing policy promoting environmentally-friendly products, local or organic food offering, disabled access, etc.).

As far as possible, favour the use of eco-designed buildings, with water and energy saving systems, built with renewable materials and enabling sorting of waste.

If the venues are not certified or do not have any particular environmentally-responsible actions in place, organisers can request by committing one or more actions.

Many actions are simple and easy to set up (for example banning the use of plastic bottles).



PARTNER VENUES AND ACCOMMODATIONS ENGAGED IN AN ENVIRONMENTALLY RESPONSIBLE APPROACH:

- [*Venues engaged in sustainable development*](#)
- [*Certified hotels*](#)
- [*Hotels with internal sustainable development policy*](#)

In order to limit wastage and to help you managing it, the association AREMACS offers services to support event organisers.

Selective sorting can also be set up at the event venue if this is not directly organised by the venue:

- Lemon Tri

> Please tick the boxes to start

ECO-DESIGNED			
Choose event venues with an eco-responsible approach			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			
THE SITE			
Easy to access and close to public or alternative transportation			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			
Close to a hotel park that allows access on foot or by public transportation			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			
Accessible for waste collection			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			
Already equipped, so as to limit the need for additional facilities			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			
With eco-designed buildings, with energy and water saving systems, using renewable materials and with a selective sorting system			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
<input type="checkbox"/>			

VENUES

> Please tick the boxes to start

FLOWS

Evaluate the quantity of waste produced and the rate of waste recovery
 > If necessary, the collection and treatment service provider can transmit the quantities produced

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

ENERGY

Verify that the host site has control over the temperature of the air conditioning or heating

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Ensure that lights are not left on in unused spaces (especially in small meeting rooms) -
 Awareness of the event manager

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

MAINTENANCE OF THE HOST SITE

Check that cleaning staff use products with a label (e.g. European ecolabel) and respect the doses

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Ensure that waste generated by maintenance personnel is properly separated and collected

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

OTHER EQUIPMENT AND SERVICES

Verify the presence of water fountains (with reusable cups) on the site of the event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Offer to make decorative elements (from a gala evening, for example) available for other events or plan to reuse them for another event or donate them to a local association

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Putting in place professional integration clauses in the recruitment of personnel for the reception, installation or de-installation of the event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



NOTES



EVENT SERVICE PROVIDERS

CATERERS

IF THE EVENT ORGANISER CHOOSES THE CATERER

Include one or more environmental criteria in the search: zero packaging, local and seasonal produce, vegetarian options, organic, environmentally-friendly or fair-trade food, tap water rather than bottled water, composted food waste, reusable crockery, etc.



IF THE EVENT VENUE HAS A PARTNER CATERER

Ask the venue what their caterer's environmentally-responsible commitments are.

Partner caterers engaged in an environmentally-responsible approach:

- [Magner le Moment M](#), ISO 20121-certified environmentally-responsible caterer
- [La fine fourchette](#), ISO 20121-certified environmentally-responsible caterer – sustainable values
- [Le Moulin Traiteur](#), an "Entreprise Solidaire d'Utilité Sociale" (a company with a social utility purpose) and label holder of "Lyon Ville Equitable et Durable" (Lyon, a sustainable and fair city)
- [Le Cousu](#)
- [Baklaava](#)

> Please tick the boxes to start

CATERER			
Ensure that there is a vegetarian alternative on every menu			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Ensure that seasonal menus are offered			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Ensure the choice of cloth or recycled paper tablecloths and napkins, reusable tableware and seasonal menus

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Ensure that food products are offered with little packaging or locally recyclable packaging

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

If meal baskets: Prefer large packages rather than individual portions

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Make participants aware of the recycling of their lunch box (explanatory panels for the implementation of selective waste with a color code and clear illustrations identifying the types of waste)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

For waste management: Identify and quantify the types of waste generated by the caterer and verify the implementation of selective waste, compatibility with the recycling garbage cans and collection containers of the host site

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Plan the organization of the recovery of the surplus (donations to associations)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

EVENT SERVICE PROVIDERS

EVENT FURNITURE & STANDS

Favour rental and pooling of equipment or, in the case of manufacturing, support companies offering local and sustainable production.



USEFUL CONTACTS:

- Cagibig
- GL Events Mobilier
- La French Cabane
- Galis
- Axial Design: 1st French agency and stand certified CSR - ISO 20121
- La Ligne Vertuose
- Kübbii

> Please tick the boxes to start

STANDS & POSTER BOARDS			
Rent the stands rather than buying them			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
If manufacturing stands, give preference to reusable floors, dismantlable/modular/repairable stands and stands manufactured with recycled and/or recyclable materials			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Identify and quantify the types of waste generated by exhibitors and check the implementation of selective waste, compatibility with the recycling garbage cans and collection containers of the host site			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



NOTES



COMMUNICATION

PRINTING/SIGNAGE

REDUCE AND OPTIMISE PRINTINGS

Print on both sides, in black and white or duotone rather than quadtone.

Only offer the number of documents necessary for the tourist documentation order.

Choose local printers (to avoid transport) who signed the Imprim'vert Charter (management of waste, energy consumption, etc.).

Choose recycled and environmentally-certified paper. Favour remanufactured cartridges or those meeting the requirements of the official NF Environnement ecolabel.



USEFUL SITES

- www.imprimvert.fr
- www.pefc-france.org: Promote the forests sustainable management
- www.fr.fsc.org/fr-fr: Forests sustainable management brand
- www.labelinfo.be/fr
- www.vedura.fr: eco-certifications guide

SIGNAGE

Reuse the back of signs for another event; choose reusable display cases, banners and badges; check what materials and ink are used; make sure how waste is managed after signage dismantling.

GOODIES

Limit or remove any promotional objects. If promotional objects are distributed, they should be useful, reusable, with no battery (if they do, plan for their recycling), eco-certified, produced via fair trade or manufactured by local organisations using local material.



USEFUL CONTACTS

- **Atelier Roannais de Maroquinerie** (passport covers/leather card holders).
- **Abiessence** (organic lavender essential oil).
- **La Papoterie** (bookmarks).
- **Le papier fait de la résistance** (notebooks, recycled paper).
- **Jordenen** (organic recycled cotton tote bag).
- **Indispensac** (French manufacturer of bag and textile packaging from the circular economy, recycled and recyclable).



> Please tick the boxes to start

COMMUNICATION			
Dematerialize communication as much as possible (website, social networks...), favouring e-mails over mailings			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Favour the reuse of communication supports (tarpaulins, etc.) by calling upon a specialized structure			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Estimate as accurately as possible the number of copies to be printed (attendance of previous editions, distribution list, etc.) and carry out a detailed follow-up of the quantities printed and distributed			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
If you need to publish: propose a single document with all the information: access map, program, etc.			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Give preference to two-color printing for all high-volume offset printing			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

COMMUNICATION

> Please tick the boxes to start

Allow documents to breathe: avoid flat colors, eliminate unnecessary fonts, special effects (metallic) and lamination (chemical products that are dangerous for the environment), use a limited serif font

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Print with a suitable weight and on both sides, in a standard format

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Add the mention "Triez-moi" and take the opportunity to explain the environmental approach of the event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Choose a local printer with the Imprim 'Vert label who uses recycled paper, eco-labelled and/or FSC/PEFC

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

If promotional items are needed: limit the distribution of goodies (often synonymous with gadgets and waste)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Make sure they are useful, reusable and without batteries, eco-labeled, fair trade or made by craftsmen, local companies (associations, insertion, etc.), from local materials

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

WASTE FROM COMMUNICATION MATERIALS AND GOODIES

Check that the sorting of paper documents for disposal is in place

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Clearly mark or have marked the sorting garbage cans

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Provide for the recovery of unused promotional items and their redistribution

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



NOTES

COMMUNICATION

PROMOTING YOUR GOOD PRACTICES AND PERFORMANCE

It is important to let your stakeholders know about your environmentally responsible actions implemented at your event.

> Please tick the boxes to start

VALUABILITY			
To promote the actions to the media, based on the actions implemented on the event site (waste production, energy consumption, transportation, etc.) and to communicate the key figures			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Write and distribute online and to the press a sustainable development report to quantify the environmental impacts and gains			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



NOTES



INCLUSION, INTEGRATION AND ACCESSIBILITY

An event should be inclusive and accessible for all; it is an opportunity to bring people together people from various backgrounds and to exchange ideas.



ACCESSIBILITY

Disability is governed in France by a law dating from February 2005 and impacts 5 million people. Ensuring the accessibility is really important (getting to/from/around/at your event). You should also communicate on it on your website and documentation.

Here are the initiatives that we feel important to highlight:

- Paips
- Inclusiv'events
- Cau
- Mobeet Travel

> Please tick the boxes to start

ACCESSIBILITY			
Accessible entrance(s), reinforce if necessary the signage leading to these accesses			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
The presence of a sufficient number of reserved spaces in meeting rooms (particularly amphitheatres), restaurants and exhibition areas			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
The conformity of accessible toilets			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

For other disabilities (mental, visual and auditory): find out about the dedicated services

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

INCLUSION

Inclusion is also an essential part of organising an event. You must pay attention to the diversity of your participants (in terms of gender, age, cultural, ethnic and social background).

To achieve that, please find here some ideas of actions to implement/establish:

- **Reduced prices** for students and people in low incomes
- **Gender equity** among speakers
- **Gender equity** within the planning committee

INCLUSION

Offer different prices category

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Equity promotion

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Promote the respect of individuals and their traditions

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

INCLUSION, INTEGRATION AND ACCESSIBILITY

INTEGRATE YOUR EVENT WITHIN THE LOCAL AREA

It is also important to integrate the event within the local area:

- **Call** on the services of local companies
- **Highlight local** food and culture during an event, for example

- **Respect** local traditions
- **Invite** local speakers
- **Present** the work of local scientists, researchers, students or companies related to your event's topic.

> **Please tick the boxes to start**

LOCAL INTEGRATION			
Favour local companies			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Highlight local culture			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Respect local traditions			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments
Favour local speakers			
<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Present the work of local scientists, researchers, students or companies related to your event's topic.

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



NOTES



LEAVE A POSITIVE LEGACY

An event is by nature ephemeral. However, it is possible to leave a positive, sustainable legacy for the local area and participants.



LEGACY: CONTEXT

The holding of association conventions is already a "legacy" for the local area; because they involve exchanges of information, knowledge and advances between specialists from various backgrounds, with the aim of presenting and furthering their work in a given field.

In recent years, international associations, companies and trade shows have had to rethink their models and approaches to organising events. The MICE industry was impacted by the COVID-19 pandemic, which accentuated the need to make events more sustainable, despite their ephemeral nature.

At the same time, destinations have had to overcome major challenges. These include pressure on tourism ecosystems, protection of cultural assets, maintaining a positive feeling about tourism, and adopting a responsible approach to reduce event footprints, while demonstrating the added value of industry gatherings for both organisers and residents.

The impact of conventions is often focussed on the immediate and short-term effects; legacy is also an impact, but one that plays out in the longer term. It refers to the positive impacts that an event can have on the host city in the long run, including the local community, participants and other stakeholders. They can be social, economic, environmental, or a combination of the

three. The legacy of an event involves creating a significant and lasting contribution that benefits all those involved: the organiser, local authorities, residents, service providers, etc.

DIFFERENCE BETWEEN LEGACY AND IMPACT

The impact of a convention and the legacy left in the local area are two distinct, but often interconnected concepts, depending on the type and size of the event. They can be closely linked and mutually reinforcing, shaping the economic, social and cultural landscape of a given community.

HERE ARE SOME DIFFERENCES BETWEEN THE TWO:

— Impact of a convention

- The impact of a convention refers to the direct and indirect effects that an event of this type can have on various aspects, such as the local economy, service industry, tourism, etc. It may include immediate economic spin-offs, such as participants' spending on accommodation, catering, transport, etc. This can lead to actions with local associations during the event (see list of associations).

- The impact may also include aspects such as media visibility, networking opportunities, exchanges of information and expertise between participants, etc.

— Legacy in the local area

- The legacy of a convention refers to long-term effects and lasting changes that occur in the host city/region in connection with the holding of the event.

- The legacy may include intangible benefits, such as the creation of lasting professional networks and development of local skills.

- It can include permanent infrastructure built specifically for the event, such as convention centres, sports facilities, urban developments, and so on, which are today deployed by major sports events.

For associations, legacy projects help to align the organisation's vision and mission with significant actions and results, through activities planned before, during and after the event or convention.

They can help to increase the number of members, demonstrate engagement in the community, and develop new partnerships.

Leaving a legacy in an area following the organisation of a science convention can be an excellent way to contribute to sustainable development and progress in the local community.

The legacy meets a need or deficiency in the local area identified beforehand by the association, with the help of local partners.

WHICH ACTIONS TO TAKE?

1. Collaborative research project

Organise a collaborative research programme involving local and international researchers on topics that are relevant to the local area. This could leave a lasting legacy by developing local skills and knowledge..

2. Training and education

Organise workshops, training sessions or classes for local students or professionals, covering topics that are related to the convention. This can help to strengthen local capacities in specific areas and leave a long-term impact.

3. Science infrastructure

Contribute to the improvement of local science infrastructure by donating equipment, software or science books. This can help to strengthen research capacities in the local area.

4. Awareness-raising initiatives

Organise public awareness-raising and education initiatives on relevant science topics. This can help to improve understanding and appreciation of science in the local community.

5. Community projects

Collaborate with local organisations to implement community projects that meet specific needs identified during the convention. This can include environmental initiatives, public health programmes, or other projects that benefit the community.

6. Long-term partnerships

Build long-term partnerships with local institutions to continue scientific collaboration and project development after the convention. This is a way to maintain long-term engagement in the local area.

The aim is to engage with the local community in a significant way and leave a legacy that benefits both local residents and the international science community.

LEAVE A POSITIVE LEGACY

For organisers that want to leave a significant legacy in areas where events are held, here are the main steps in planning for event legacy.

1. Engagement with the local community/ understanding local needs

Actively involve the local community right from the earliest stages of planning the convention. Hold meetings with the local organisation committee, local representatives, companies, educational institutions, and community organisations, to understand their needs and priorities.

The association's and destination's mutual interests are examined. This includes exploration of the association's mission and vision, and their alignment with national strategies, as well as the destination's policies and priorities. On the basis of this exchange, common topics are identified.

The association's and destination's decision-makers formulate one or several concrete goals for the legacy project. It is important to take into account the extent of resources (FTEs, funds, knowledge, etc.) and examine whether the project can be linked with other local actions underway that are related to the goals. On the basis of these goals, relevant stakeholders are identified and mobilised.

2. Corporate Social Responsibility (CSR) projects

Integrate CSR initiatives in planning for the convention. Identify concrete actions that meet local needs, such as educational programmes, environmental projects, and economic development initiatives.

3. Local resource use

Prioritise the use of local suppliers for services and supplies required for the event. This will contribute to supporting the local economy and strengthening ties with the community.

See the section '*Event service providers*' in the guide.

4. Environmental legacy

Adopt sustainable practices when planning and managing the convention, such as waste reduction, recycling and carbon offsetting. You can also organise environmental awareness-raising activities that encourage participants to adopt environmentally friendly actions.

See the sections '*Transport*' and '*Venues*' in the guide.

5. Training and education programmes

Organise workshops, conferences or seminars that are open to the local community, on relevant topics covered during the convention. This can contribute to strengthening local capacities and spreading knowledge beyond convention participants.

6. Investment in infrastructure

If possible, leave a tangible legacy by investing in local infrastructure. This could include the renovation of public spaces, installation of facilities for community initiatives, and support for sustainable infrastructure projects.

7. Long-term partnerships

Build long-term partnerships with local organisations to support and continue initiatives launched during the convention. This will make it possible to maintain a lasting engagement with the local community and ensure the continuity of projects.

8. Legacy/impact assessment

- Regularly assess the impact of your legacy initiatives and adjust them if necessary.

Use performance indicators to measure progress and identify improvement opportunities.

- During or immediately following an activity, the direct results are assessed.

- After 6 to 12 months, there is an assessment of whether direct results led to a change in behaviour or improvement in performance (for example, contacts made leading to concrete investments).

- **Impact:** After one year, there is an assessment of whether the behaviour change or performance improvement had a societal value (for example, investments leading to job creation)..
- **Potential legacy:** After more than one year, a global assessment will determine if the potential impact has achieved the strategic aim of the legacy project initiated and therefore created a legacy.

SOCIAL LEGACY

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- **Foyer Notre Dame des sans-abris**

- [Les Petites Cantines](#)

- [Le Chaînon Manquant](#)

- [Récup & Gamelles](#)

- **Belle Bouffe**

- **Fondation Marcel Mérieux**

- **Centre Léon Bérard**

- **Vivre aux éclats**

Involve volunteers from non-profit organisations:

- **L'UNICEF** provides services for trade and industry events, particularly those in the medical field. Among other things, its dedicated volunteer teams can help welcome visitors and prepare documentation packs. Vestiaires UNICEF (literally 'UNICEF cloakrooms') has already completed several assignments at the Lyon Convention Centre since 2019.

- **IESS Crew** offers volunteering missions for people willing to recreate social links. Their "apprentice reporters" could make podcasts and reports about your event.

- **L'Amicale des bénévoles** works to promote and develop volunteering at sporting and cultural events. Its platform, known as 'BASILE', designed for event organisers, can be used to deploy volunteers according to identified needs, supervise them at the event venue and build their loyalty.

LEAVE A POSITIVE LEGACY

ENVIRONMENTAL IMPACT

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- **Nettoyons Lyon**
- **Zero Déchet Lyon**
- **The Greener Good**
- [Conscience et Impact Ecologique](#)

Raise environmental awareness among participants at your event:

- **Promote** recycling.
- **Encourage** your participants to drink tap water at the venue and around the destination.
- **Organise** a “Climate Fresk” workshop.
- **Organise** a Clean Walk during your event:
 - Croix Rouge.
 - Randossage.
- **Plant** trees in the local area (Region):
 - Reforestation.

ECONOMIC IMPACT

Support local non-profit organisations:

Make a donation or give participants an option to round up their entrance fee for a good cause.

- **Anciela.**
- **Allies.**

Use the services of local companies, which will help create local jobs.

MORE INFORMATION

The Convention Bureau and its local partners (Greater Lyon, ONLYLYON, etc.) are on hand to put you in touch with local stakeholders and assist you with the deployment of legacy actions.

Contact: lyoncvb@lyon-france.com

EXAMPLE: WORLDSKILLS 2024

The world’s biggest competition for vocational skills, the global championship WorldSkills is held every two years under the aegis of the association WorldSkills International.

It offers a chance for some 1500 young professionals, aged under 23, from more than 65 countries, to challenge their skills in a diverse range of more than sixty trades (construction and public works, food, industry, services, gardening, automobile technology, communication and digital technology).

The main aim of the WorldSkills championship is to promote and highlight trades, vocational training and the young people engaged in them.

It is also a showcase for the future and development of trades.

In August 2019, France’s application to organise the **47th WorldSkills global championship** was selected, and the **Lyon metropolitan area was chosen as the host city** for the event, which will be held from 10 to 15 September 2024 at the Eurexpo show venue. Initially planned for 2023, the championship was postponed by one year due to the COVID-19 pandemic.

— **Goals:**

- Change ways of thinking
- Introduce trades
- Create a responsible event (thought out from A to Z with an upcycling strategy)

— **Various areas of mobilisation were identified:**

- Significant support from the local authority to contribute to the event’s success (visibility deployment, media plan, communication tools, etc.)
- Active mobilisation among lower secondary schools to attract pupils from the priority education network (REP – Réseau d’Education Prioritaire) and integrate them in the OSOC programme (twinning with schools)

- Support to include people on job integration schemes in the volunteer programme

- Offer a work featuring the colours of the WorldSkills championship, which will be installed on the grounds of the IDEF (departmental institute for children and families) in Bron

— **Event-related actions**

- The '*Village des métiers*' (trades village), organised by the City of Lyon, with the support of the Greater Lyon authority, WorldSkills France and WorldSkills Lyon 2024 – from 10 to 14 September

- Mobilisation of lower secondary school pupils as part of the '*Journées Portes Ouvertes des entreprises*' (companies' open day) – 13 and 14 September 2024

Actions designed for youth and people on job integration schemes will make it possible to create a legacy for the championship by:

- giving practical and inspiring presentations to young people in the Greater Lyon area – particularly lower secondary school pupils and groups struggling to find employment – of trades in technical and vocational fields, to encourage them to pursue a vocation;

- changing the image of certain technical, technological and artisanal trades among young visitors and their parents;

- promoting the guidance of young people towards sectors that are experiencing recruitment difficulties in the local area (particularly in-demand trades in industry, personal services and assistance, and the hotel business/catering).



NOTES

LEAVE A POSITIVE LEGACY

> Please tick the boxes to start

RAISE AWARENESS ABOUT SUSTAINABLE DEVELOPMENT

Warn participants that they are attending an eco-responsible event, raise their awareness through all communication methods

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

On site, highlight or have highlighted the signage that indicates the desired eco-responsible gestures (sorting) or implemented (in the toilets, catering areas, smoking areas ...)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Encourage participants to use tap water or water fountains (indicate water points)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Solicit or mobilize a specialized organizing team to supervise, inform and sensitize the participants (in the form of animation for example during break times)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

POSITIVE LOCAL IMPACT

Support local associations (donation, rounding up of registration fees)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Call upon volunteer associations for the logistics of the event (funds donated to the association)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Raise public awareness about the theme of your conference (press release, open house, activities, contests, etc.)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Promote the transmission of knowledge to students in the same field of activity (meetings between students and professionals, partnership with a school...)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Organize events within the event (workshop «fresco of the climate», «clean walk», planting of trees on the territory...)

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments

Call upon local companies that create jobs in the area for your event

<input checked="" type="checkbox"/>	If yes, specify your choices and your process	If not, explain why this is not feasible	Suggestions / Comments



CONCLUSION

GOOD TO KNOW

WHAT IS THE CARBON OFFSETTING?

 [Explanatory video](#)



SITES UTILES

- [Sustainable Travel International](#)
- [Global climate initiatives](#)
- [Carbonapp](#)
- [Fondation GoodPlanet](#)

REMINDER OF THE MAIN CERTIFICATIONS FOR EVENTS

- **ECOFEST**: Certification initially created for student events, extended now to other types of events.
- **PRESTAD**: Certification for event and show organisers.
- **GREEN GLOBE CERTIFIED**: International standard for responsible events.
- **EVENEMENT ECO-ENGAGE**: Certification offering self-diagnosis.
- **ISO 20121**: The ultimate standard for green events

REMINDER OF IMPACTS FOR AN EVENT WITH 500 PARTICIPANTS

- **1000KW**: equivalent to the annual consumption of an oven.
- **2,5 tons of waste**: half of the annual consumption of a person in the EU.
- **500 kg of paper** the equivalent of 12 trees.

CONTACT

Lyon Convention and Exhibition Bureau

lyoncvb@lyon-france.com

Tél : +33 (0)4 72 77 72 40

events.lyon-france.com

ONLYLYON Tourisme et Congrès

BP 2254 - Place Bellecour

69214 Lyon Cedex 02

Tél : +33 (0)4 72 77 69 69

www.visiterlyon.com

**Make a
change.
Feel alive.**



Find out more about our commitments and our actions
and share your opinion on sustainable tourism on:

www.tourisme-different.com