



LONDON

A sustainable choice for business events

A SUSTAINABLE CHOICE FOR BUSINESS EVENTS

London & Partners

Who we are:

London & Partners is the business growth and destination agency for London. We are a social enterprise, combining purpose with commercial rigour. We are funded by grants, partners and our portfolio of venture businesses.

Our mission:

London & Partners' mission is to create economic growth that is resilient, sustainable and inclusive.

Our action:

We have pledged to the United Nations Race to Zero campaign and are now actively measuring our carbon footprint. Our commitment is to halve our emissions by 2030 and become net zero by 2050 or earlier.



Tracy Halliwell MBE

Director

Tourism & Convention Bureau

A photograph of a modern urban courtyard. In the foreground, there is a rectangular water feature with a low concrete wall. The water reflects the surrounding buildings and sky. To the left, a brick building with large windows and a glass facade is visible. To the right, another brick building with a grid-like facade is seen. The courtyard is filled with greenery, including trees and bushes. People are sitting on the ground and walking around. The sky is clear and blue.

OVERVIEW

- Why is sustainability so important
- What are the UK government and the Mayor of London's plans
- How we can help you to achieve your sustainable business event goals

WHY IS SUSTAINABILITY SO IMPORTANT

- ✓ COP26 highlighted the urgency of the global climate crisis and the fact that there is a clear role for businesses to play.
- ✓ COVID-19 has accelerated the need to build back better.
- ✓ UN Sustainable Development Goals are filtering down to agencies and corporates who are planning business events.
- ✓ It's the right thing to do for our planet.



UK AND LONDON

CONTEXT

UK

- The UK government has committed to net zero by 2050 under the Climate Change Act.
- The Prime Minister's ten-point plan will mobilise £12bn of government investment, and potentially 3x as much from private sector, to create and support up to 250,000 green jobs.
- Climate risk reporting (TCFD) to become mandatory across the economy by 2025.
- The UK has announced the end of the sale of new petrol and diesel cars by 2030.
- The UK is the largest producer of offshore wind energy in the world.

London

- The Mayor of London has set out an ambitious mission for the capital to become [a net zero carbon, zero-pollution city by 2030](#) and a zero-waste city by 2050.
- London's Green New Deal aims to tackle the climate and ecological emergencies and improve air quality by doubling the size of London's green economy by 2030.
- The Mayor has selected *Accelerated Green* as the preferred pathway to reach his 2030 target, which will require:
 - A 27% reduction in car vehicle km travelled
 - 2.2m heat pumps in operation in London
 - 460,000 buildings connected to district heating network

LONDON FOR SUSTAINABLE EVENTS



WHAT IS LONDON DOING?



**Access to
green business
ecosystem**

**Commitment to
green building
standards**

**Sustainable
Transport
(ULEZ zone)**

**Green
spaces
& clean air**

**More sustainable
food options &
less waste**

**Winning
eco-tourist
attractions**

WHAT LONDON EVENT VENUES ARE DOING

- ✓ **Over 120 businesses are members of the Green Tourism Scheme** – promoting greener ways for businesses to operate.
- ✓ **ISO 20121 Sustainable event management Accreditation** is the standard for managing the social, economic and environmental impacts of events, and some London venues have taken this on board.
- ✓ New hotel openings have also considered sustainability to be front and centre of their buildings. The **BREEAM** (Building Research Establishment Environment Assessment Method) accreditation measures design, construction and operations.



ISO 20121 was developed in response to the demand the 2012 London Olympic Games created for green events



TAKE ACTION



SUSTAINABLE EVENTS: **PLANNING**

Our team and partners can help design your event to be sustainable by adding in environmentally friendly activities

- ✓ Choose responsible partners for venues, accommodation, transport and catering, such as London venues with sustainability accreditations.
- ✓ Consider a hybrid or virtual element. London has a wealth of smart stage technology and broadcast facilities.
- ✓ Consult free event impact guidance from [The International Association of Event Hosts](#).
- ✓ Implement a framework to measure the carbon footprint of the event.



SUSTAINABLE EVENTS: **TRAVEL**

- ✓ Encourage the use of low carbon transport and use all public transport means available such as London's extensive underground network.
- ✓ Use the [Transport for London](#) website or the [TfL Go app](#), for active travel routes via bike or on foot.
- ✓ Electric taxis or 500 electric buses & 20 hydrogen fuelled double decker vehicles enhance the transport network.
- ✓ London is accessible by low-carbon rail from mainland Europe.
- ✓ UK airlines and airports are at the forefront of sustainable aviation.



SUSTAINABLE EVENTS: **FOOD**

- ✓ Think locally sourced, low-impact food - minimal meat and dairy; use [Food Made Good](#) business directory.
- ✓ Use catering companies signed up to the [UK's Food Waste Reduction Roadmap](#).
- ✓ Sign up to WRAP's [Guardians of Grub](#) food saving campaign.
- ✓ Work with redistribution partners such as [City Harvest](#), [The Felix Project](#) and [Olio](#).
- ✓ Work with the venue/hotel caterer to achieve a healthy menu choice for the delegates.



SUSTAINABLE EVENTS: **ON-SITE**

- ✔ Use eco meeting/event materials and try to avoid high waste items.
- ✔ Avoid unnecessary plastics, packaging and giveaways.
- ✔ Consider digital signage and projections instead of print.
- ✔ Assess the impact of paper-based versus online information.



SUSTAINABLE EVENTS: **POST EVENT**

- ✓ Calculate the total carbon footprint of the event.
- ✓ Set goals to reduce carbon & food waste at future events.
- ✓ Gather attendee feedback & make continuous improvements.
- ✓ Donate unwanted event waste to [Event Cycle](#).



LONDON

CONVENTION BUREAU

...we're here to help

 [conventionbureau.london](https://www.conventionbureau.london)

  [@London_CVB](https://www.instagram.com/London_CVB)