Course : Eco-responsible events

Challenges, methodology, strategy and action plan
Seminar - 2d - 14h00 - Ref. EER
Price : 2170 CHF E.T.

During this seminar, you'll develop an in-depth understanding of eco-responsible practices, acquire techniques for integrating sustainable solutions into your event design, and master strategies for reducing your carbon footprint. This will enable you to adopt sustainable practices in the delivery of ethical and environmentally-friendly events.

Teaching objectives

At the end of the training, the participant will be able to:

- Understand the concepts of sustainable development and climate issues as applied to the event industry
- Identify the requirements for a sustainable event of excellence
- Acquire a reliable methodology for designing zero-waste, low-carbon, inclusive and responsible events
- Defining the principles and requirements of ISO 20121
- Acquire an effective methodology for collecting carbon data

Intended audience

CSR managers, communications managers, event project managers and anyone else interested in or in charge of sustainable development initiatives (public or private organizations).

Prerequisites

No special knowledge required.

Practical details

Storyboarding workshops
This training course is based on exchanges, practical illustrations through concrete company applications and feedback from the trainer.

Teaching methods
Alternance d'apports théoriques, d'illustrations concrètes avec des cas d'usage.

Course schedule

1 **Introduction to sustainable development and climate issues**

- Introduction to sustainable development.
- Applying the challenges of sustainable development to events: impacts by item.

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2 **Responsible event requirements and action plan**

- Towards zero waste events.
- Towards events with a positive social impact.
- Towards low-carbon events.
- Towards responsible eating.
- Engage stakeholders.

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3 **Carbon measurement and analysis methodology**

- Introduction to climate-energy issues.
- Methodology and scope for calculating an event's carbon footprint.
- Case studies in data collection.
- Reflection on ways to reduce carbon emissions.

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4 **Principles and requirements of ISO 20121 certification**

- Introduction to ISO 20121.
- Start with an initial diagnosis.
- Presentation of mandatory framework documents and procedures.
- Identify the requirements of the standard.

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5 **Assessment and evaluation**

- Analyze and evaluate the impact of your events.
- Identify the right indicators.
- Initiate a continuous improvement process.

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Dates and locations

REMOTE CLASS
2026 : 7 Apr., 2 June, 17 Sep., 24 Nov.