

TAKE YOUR TIME IN **MONTPELLIER**

YOUR SUSTAINABLE EVENT

Organise your sustainable
MICE event in Montpellier
Méditerranée Métropole



ORGANISE YOUR SUSTAINABLE MICE EVENT IN MONTPELLIER MEDITERRANEE METROPOLE



TRY A NEW WAY OF ORGANISING YOUR EVENT!

Corporate, sporting, cultural and tourism events **generate a significant environmental impact** including waste production, energy and water consumption, biodiversity impact, noise pollution, and greenhouse gas emissions.

1

WHY CHOOSE SUSTAINABILITY?

Organising a sustainable event minimises your carbon footprint, educates your participants on the process by getting them involved, **generates more in-depth discussions with your suppliers**, improves your performance and promotes a virtuous image of your event.

2

WHAT IS A SUSTAINABLE EVENT?



When organising a sustainable event, it is essential to have a responsible purchasing policy for service providers, venues and products. So it is important to **cooperate with the city** to make your event as sustainable as possible. You also need to analyse your purchasing practices and ensure your chosen service providers and venues **abide by your requirements**.

3

Planning a sustainable event also involves performing an upstream self-assessment on your event's impact. **Discover Climeet**, a tool by Green Evènements, that helps you organise a sustainable event.

10 COMMITMENTS FOR A SUCCESSFUL SUSTAINABLE MICE EVENT



1	CHOOSE SUSTAINABLE TRANSPORT	p. 1
2	SUSTAINABLE LOCAL TRAVEL	p. 3
3	ACCESSIBILITY AND INCLUSION	p. 4
4	VENUES AND ACCOMMODATION	p. 5
5	CATERING	p. 6
6	STANDS, FURNITURE & SIGNS	p. 8
7	WASTE MANAGEMENT AND RECYCLING	p. 9
8	GOODIES AND PROMO GIFTS	p. 10
9	SUSTAINABLE COMMUNICATION	p. 11
10	EVALUATION AND CONTRIBUTION	p. 13

[FIND ALL OUR EVENT PARTNERS](#)

ⓘ Some links may refer to local websites that are not translated into English. The Convention Bureau will be happy to help you organise your sustainable event.

1

CHOOSE SUSTAINABLE TRANSPORT

On average, 80% of an event's carbon footprint comes from transporting goods (deliveries, shipping equipment, etc.) and participants (organisers, attendees, etc.). Informed choices can help reduce your impact!

1. Encourage train travel:

□ Montpellier can be **reached by train**

We have two train stations (St Roch station in the centre of town, near Le Corum-Palais des Congrès, and TGV Sud de France station near Salle Arena Sud de France and Parc Expo).

☆ In 2024, the two train stations will be connected by tram (20-minute journey).

□ Promote the **shuttle service** from Montpellier Sud de France to reach Montpellier and its tram network.

□ Inform your participants about how to **travel on trains with their bicycles**.

⇒ We hold **Accueil Vélo certification**.



2. For those flying here:

□ Promote the **shuttle service from the airport** to reach Montpellier and its tram network.

3. For those driving here:

□ Provide details of at least one **ride share service** with online bookings (Caroster, Covievent, Mobicoop, etc.). These websites let you publish a post to find passengers or drivers amongst the other participants or to respond to an existing post.

□ Promote ride sharing and train travel by offering a **discount when they show their booking receipt or transport ticket**, providing a free drink to people who ride share, or even negotiating special rates with SNCF, TaM and other transport providers.

□ If your event only runs for one day, mention that there are **P + TaM (park and ride the tram) car parks** in our region. P + TaM tickets give the holder a free return trip for everyone in the vehicle. One more great reason to ride share!



RAISE AWARENESS

Include a **carbon footprint calculator** in your communications in order to make participants and employees aware of the impact of their transport choices.

Encourage participants and employees flying to Montpellier to offset their emissions by advertising on the **Info Compensation Carbone platform supported by ADEME and GERES.**

2

SUSTAINABLE LOCAL TRAVEL

Montpellier Métropole is a low-emissions zone (ZFE) and road access to the city centre is restricted to vehicles with the correct tax disc.

- Encourage **walking, cycling and taking public transport to the event.**
- Set everything up so that participants and employees do **not need to use their vehicles** at all during the event.
- Organise travel and transfers between different event sites on public transport and/or by 'soft' transport modes (bicycle, bike taxi, etc.). *For large events, please **contact us** to discuss support.*
- If you need to transport groups, choose eco-certified transport providers that have a fleet of green-energy vehicles, take steps to reduce their CO2 emissions, and take steps to ensure greater inclusivity: Courriers du Midi/Keolis, Galéo/Fal'cars.

⇒ **Contact our partner transport providers.**

- Mention that the EuroVélo **EV8 Mediterranean cycle route** connects to Montpellier Métropole by a walking/cycling path.
- Promote **bicycle access to your event.**



3

ACCESSIBILITY AND INCLUSION

You can promote the inclusion of participants with various needs by preparing in advance and providing information about your approach.

- Commit to promoting inclusion and not tolerating any sexist or inappropriate behaviours at your event.
- Ensure the event is accessible to anyone with a disability: easily passable floors, access ramps, hearing loops, microphones, allowing service dogs for people with a disability and/or in vulnerable situations, etc.

⇒ [Montpellier Métropole: an accessible destination.](#)



- Also ensure that all sites where the event will be held are accessible (accommodation, meeting rooms, leisure activities, transport, etc.).
- Call on training and integration organisations to provide workers for your needs (reception, resale shops, eco-design, reuse, cooking, recycling ambassadors, etc.).

⇒ [View the directory of integration organisations using the business activity filter.](#)



4

VENUES AND ACCOMMODATION

- Choose **accommodation located near the event venue.**
- Choose accommodation and venues that are **easy to access using public and/or 'soft' transport.**
- Choose accommodation, **venues and sites that hold environmental certification.** This guarantees:
 - *reduced energy consumption (eco-designed buildings, insulation, power-saving or LED lights, ventilation, compliance with heating and air conditioning temperature recommendations, motion sensors, etc.).*
 - *reduced water consumption (flow restrictors, eco-friendly cleaning and hygiene products, etc.).*
 - *reduced waste production (eco-friendly cleaning products, sufficient number of waste receptacles, recycling, waste reduction, elimination of plastic/disposable cups and single-use containers, etc.).*
 - *plant management (decorative flowers and plants grown in France; rented locally; flowers selected according to their species, toxicity once cut or suitability for the event venue; etc.).*
- If your event is being held outside or at night, **take plenty of care with the immediate surroundings** (respecting the neighbours, protecting fauna and flora, etc.).

⇒ [View all of our sustainable and eco-certified accommodation partners.](#)

⇒ [View all of our sustainable venue, equipment, meeting room and other partners.](#)

⇒ **Our 4 major venues with ISO 20121 certification**

- [Le Corum-Palais des congrès](#)
- [Le Zénith Sud](#)
- [La salle Arena Sud de France](#)
- [Le Parc des expositions](#)



5

CATERING

When catering, whether you use a caterer or not and whether they are chosen by you or the event venue, ensure you:

1. Choose sustainable food

- Choose **local producers and service providers** (caterers, food trucks, etc.).
- Offer **seasonal ingredients that are as local as possible**, ideally from **organic or integrated agriculture**.
- Choose white meat over red meat and **always offer a vegetarian option**.

2. Minimise waste

- Use **reusable tableware and cutlery** instead of biodegradable or disposable ones, and provide instructions for eco-cups.
- Avoid **individually packaged foods and single-use packaging** (e.g. offer tap water in a carafe rather than bottled water).



3. Combat food wastage

- When food is left over, plan to redistribute it to local associations (Pas Perdu...) or enable attendees to take the leftovers with them (doggy-bag...). Adjust and anticipate orders to avoid food waste.
- Provide a dedicated food waste bin (composting) in conjunction with the catering provider or a local organisation.

4. Energy conservation

- If you are managing your own electric and digital equipment, ensure you use category AA+ equipment.
- Before use, check that the refrigerated truck can connect to the mains power supply.
- Whenever possible, choose renewable energy sources (solar oven, thermal hot water and solar energy, etc.).

Remember, it is up to you to impose your requirements on the venues and service providers you select.

⇒ [*View our sustainable and eco-certified catering partners.*](#)



6

STANDS, FURNITURE & SIGNS

Traditional stands are generally made for single use only, cannot normally be disassembled, and are made from 60% wood and numerous other materials, some of which are pollutants. Here's a great opportunity to rethink your practices!

- Plan a staging set-up (kakemonos, various signs, etc.) created in part **from reused or recycled materials**, and choose local suppliers committed to sustainability in order to minimise the environmental impact.
- Create an undated staging set-up so you can reuse it for other events.
- Choose to hire or share equipment.
- If you make it yourself, ensure you use **modular, reusable furniture** for your events (Interlock...). Consider using recyclable and/or recycled materials (cardboard, pallets, wood, etc.) and choose **companies that offer touch-up services**.
- Stop using carpet.
- Collect badges and sleeves (mostly made of plastic) by providing a collection point at the end of the event, in order to reuse them.



7

WASTE MANAGEMENT AND RECYCLING

The question of waste must be considered well in advance of your event. Ask yourself what type of waste will be produced during the event as well as during the set-up and pack-down periods.

- **Check that recycling will be effectively sorted on site** and sent to specific channels (glass, oil/grease, wood, food scraps, recyclable waste, wastewater, etc.).
- Contact **associations and resale shops** ([scop3](#), etc.) beforehand as they may be able to collect some materials and give them a second life.
- **Make everyone involved** (participants, exhibitors, public event visitors, etc.) **aware of the need to respect the venues**: recycling bins must be used properly, no littering, etc.
- If possible, assess the quantity of waste produced and compare it from year to year.

Depending on the size of your event, consider using **recycling ambassadors** during it ([Les alchimistes](#)). They help to ensure that people recycle correctly and communicate a positive awareness message to your participants. **My zero-waste event**: [Montpellier Zéro déchet](#), [Zero Waste France](#).



8

GOODIES AND PROMO GIFTS

It is often hard to prove their actual usefulness, and their origin, composition and quality leaves much to be desired. That is why it's best to avoid them. However, a well-chosen souvenir will leave a lasting impression. Consider one that is local and sustainable!

□ If you absolutely need to have them, offer ones that are useful and eco-friendly in terms of their composition, origin and manufacturing process: plastic-free, good quality, durable, wood from sustainably managed forests (FSC), items that are made from recycled materials, organic, fair trade, locally designed, or locally crafted, regional products, etc.

⇒ Visit [our sustainable store](#) to see our range of eco-friendly products and items.



9

SUSTAINABLE COMMUNICATION

At a time when the digital sector is responsible for 4% of CO2 emissions globally, taking action to reduce its impact means taking care with the messages communicated.

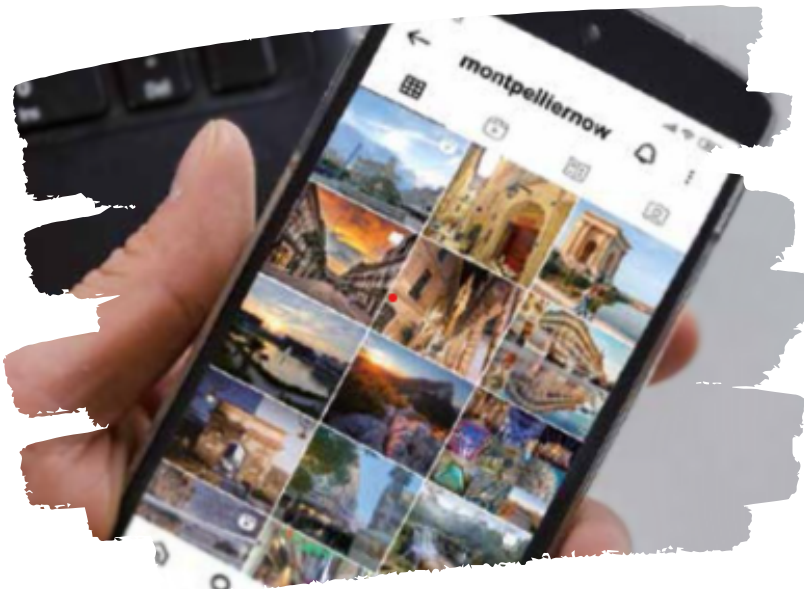
□ Essential point in your pre-event communications: **Clearly inform people about all the best means of transport and mobility** they can use to get to the event.

[Refer to commitments 1 and 2.](#)

□ **Choose digital communications** to advertise your event, ensuring you minimise the size of photos and images.

□ **Avoid attached documents and instead use links** to your online hosted materials or collaborative platforms.

□ **Aim for zero printing and choose to use QR codes** at strategic locations during your event.



If printing is absolutely required

- **Minimise printing as much as possible**, using ink- and paper-saving supplies designed by eco-certified printers (Imprim vert, NF Environnement, PEFC, etc.).
- Remember to add the words “Please dispose of thoughtfully” on your printed material.
- **Choose local printers** in order to minimise shipping.
- Position documentation at **strategic locations in order to minimise its distribution.**
- **Install collection bins** for maps, sleeves, leaflets and brochures that are no longer useful after exiting the event or are potentially reusable.
- **Inform your participants and partners** of the initiatives you’ve taken during the event to **make them aware of sustainable development!**

⇒ *Find out more about [sustainable communications](#).*



10

EVALUATION AND CONTRIBUTION

- **Send out an online survey to participants** to gauge their satisfaction and evaluate the event (strengths, weaknesses and areas for improvement).



BONUS!

- **Evaluate the impact of your event** (there is a charge) and **share the results with us.**
- ***Want to offset your event's carbon footprint?***
Find out more! [Eco Act](#), [Pur](#), [We Forest](#).



[SEE ALL OUR SUSTAINABLE EVENT PARTNERS](#)

DID YOU KNOW?

One event with 500 participants accounts for:

- 100 kwh, equivalent to 1.5 years of powering an energy-saving lightbulb.
- 250 kg of waste, equivalent to the waste one French person produces in 6 months.
- 50 kg of paper, equivalent to 1 tree and 15,000 litres of water.

[READ ABOUT ALL OF OUR COMMITMENTS AT MONTPELLIER MEDITERRANEE TOURISME & CONGRES](#)

RÉVISION : AOUT 2024