



SUSTAINABLE DEVELOPMENT

Guide to organizing environmentally friendly events

1. WHY HAVE THIS GUIDE?

This guide was designed with the collaboration of the Communication and Sustainable Development departments at UM6P.

Our objective is to encourage the UM6P community to adopt good sustainable development practices when organizing events and thus benefit from the "Sustainably Guaranteed" label represented by the graphic below.

The event organizers will, as a result, be able to proudly display the logo on all their communication media after successful verification of compliance with the criteria (herein included in the checklist at the end of the present document) done by a representative of the Communication and Sustainable Development departments.



2. Why organize an environmentally friendly event?

An environmentally friendly event makes it possible to:

- Reduce negative impacts in its immediate environment, especially as it pertains to the overuse of resources, as well as cut down on the creation of waste and greenhouse gases.
- Contribute to the effective implementation of a sustainable development

approach within UM6P

- Increase the benefits for society at both local and regional levels.
- Improve The organization's social image with its partners, the media and all parties involved.
- Significantly reduce the costs incurred in accordance with the recommended eco-friendly measures.
- Encourage the supply of eco-friendly products and services.
- Finally, employees and event volunteers will feel motivated as well as be made aware of eco-responsibility, along with partners, suppliers and all event participants.

3. How to organize an environmentally friendly event

A number of measures have been recommended as of the end of 2019, and are being gradually put in place, in a process of continuous improvement.

These include:

I. COMMUNICATION

- Opt for goodies offered at the event with recycled materials, while minimizing packaging as much as possible;
- Create goodies from sustainable handicraft products, fair trade or local products;
- Significantly reduce printed material and opt for electronic media that can be downloaded via a QR code;
- Use social networks and the internet as a communication tool for your event;
- If paper-based communication material is needed, use reusable and/or recyclable posters and media.

II. FOOD AND BEVERAGE

- Opt for sustainable dishware instead of non-recyclable plastic/cardboard cups or plates;
- Hand out recyclable water bottles to use at water fountains;
- Encourage the use of water fountains instead of providing bottled water;
- Discourage/Prohibit the use of single-use, plastic products;
- Urge event participants to avoid wasting food.

III. TRANSPORTATION

- Encourage carpooling to reduce the carbon footprint of event attendees;
- Promote sustainable transportation and encourage attendees to use public transportation to travel back and forth to the event venue.

IV. AWARENESS-RAISING/ SENSITIZATION

- Opt for local services and partnerships;
- Include awareness-raising notes/messages in the goodies given to attendees;
- Raise attendees' awareness of sustainable development aspects within the campus with the help of the green map.

V. ENERGY CONSUMPTION

- Ensure responsible and sensible consumption of resources;
- Make sure to turn off the lights in conference rooms and training classrooms;
- Keep doors and windows closed if the conference room is air conditioned

VI. WASTE MANAGEMENT

- Ensure sustainable and environmentally friendly waste management by pre-emptively reducing waste generation at the source;
- Opt for ZERO-Waste events;
- Set up a committee in charge of waste management.

VII. COMMUNITY INVOLVEMENT

- Hire local artisans and suppliers;
- Showcase the richness of the local land;
- Promote your event by adopting a social cause.

4. How to earn the "Sustainably Guaranteed" event label

The checklist below has been drawn up as a written reminder of the criteria (if met at 70%) that would allow an event to benefit from the "Sustainably Guaranteed" Label.

COMMUNICATION	<ul style="list-style-type: none"> Advertise the event's environmentally friendly objectives and measures on the website, on the event invitation and during the event. 	<input type="radio"/>
	<ul style="list-style-type: none"> Use digital communication media. 	<input type="radio"/>
	<ul style="list-style-type: none"> Use recycled materials for goodies and communication media if printing on paper is unavoidable. 	<input type="radio"/>
	<ul style="list-style-type: none"> Advertize your environmentally friendly commitment in communication literature. 	<input type="radio"/>
	<ul style="list-style-type: none"> Encourage attendees to adopt good practices through event's communication literature. 	<input type="radio"/>
	<ul style="list-style-type: none"> Share the guide to good practices* -sustainable development- with all event attendees. (*https://sd.um6p.ma/bonnes_pratiques) 	<input type="radio"/>
	<ul style="list-style-type: none"> Communicate/Share an event summary/report to attendees and suppliers in order to announce the results obtained. 	<input type="radio"/>
	<i>Other actions can be added in the same framework.</i>	
FOOD AND BEVERAGE	<ul style="list-style-type: none"> Encourage the use of water fountains instead of providing bottled water. 	<input type="radio"/>
	<ul style="list-style-type: none"> Promote the use of water fountains. 	<input type="radio"/>
	<ul style="list-style-type: none"> Discourage/Prohibit the use of single-use, plastic products. 	<input type="radio"/>
	<ul style="list-style-type: none"> Serve/consume organic, locally produced food. 	<input type="radio"/>
	<ul style="list-style-type: none"> Urge event participants to avoid wasting food. 	<input type="radio"/>
	<i>Other actions can be added in the same framework.</i>	
TRANSPORTATION	<ul style="list-style-type: none"> Encourage carpooling to reduce the event attendees' carbon footprint 	<input type="radio"/>
	<ul style="list-style-type: none"> Promote sustainable transportation and encourage attendees to use public transportation to travel back and forth to the event venue. 	<input type="radio"/>
	<ul style="list-style-type: none"> Encourage your event participants to calculate their Carbon footprint in order to offset it by visiting: https://sd.um6p.ma/co2calcul 	<input type="radio"/>
	<i>Other actions can be added in the same framework.</i>	
AWARENESS	<ul style="list-style-type: none"> Opt for local services and partnerships. 	<input type="radio"/>
	<ul style="list-style-type: none"> Include awareness-raising notes/messages in the goodies given to attendees. You can share the BP Sustainable Development guide (*https://sd.um6p.ma/bonnes_pratiques) 	<input type="radio"/>

	<ul style="list-style-type: none"> Raise attendees' awareness of sustainable development aspects within the campus with the the help of the green map*. (*https://sd.um6p.ma/um6p_green_map) 	○
	<i>Other actions can be added in the same framework.</i>	○
ENERGY CONSUMPTION	<ul style="list-style-type: none"> Ensure responsible and sensible consumption of resources. 	○
	<ul style="list-style-type: none"> Make sure to turn off the lights in conference rooms and training classrooms. 	○
	<ul style="list-style-type: none"> Keep doors and windows closed if the conference room is air conditioned. 	○
	<i>Other actions can be added in the same framework.</i>	○
WASTE MANAGEMENT	<ul style="list-style-type: none"> Opt for ZERO-Waste events. 	○
	<ul style="list-style-type: none"> Discourage/Prohibit the use of single-use, plastic products. 	○
	<ul style="list-style-type: none"> Waste should be recycled or upcycled. 	○
	<ul style="list-style-type: none"> Set up a committee in charge of waste management. 	○
	<i>Other actions can be added in the same framework.</i>	○
COMMUNITY INVOLVEMENT	<ul style="list-style-type: none"> Showcase the richness of the local region. 	○
	<ul style="list-style-type: none"> Hire local artisans and suppliers. 	○
	<ul style="list-style-type: none"> Promote your event by adopting a social cause. 	○
	<i>Other actions can be added in the same framework.</i>	