



# Sustainable Event Guide

An inspirational guide to making your event more sustainable

THE VELUX FOUNDATIONS  
VILLUM FONDEN × VELUX FONDEN

CBS  COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN



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# Welcome

Most departments at CBS host events, conferences and workshops throughout the year, and all these events carry the opportunity to be managed more sustainably. This guide is for you if you are organising an event and want to implement more sustainable solutions, but find it challenging to get started.

We hope that the guide will serve as an informative tool with concrete suggestions for sustainability initiatives that you can implement into your event. This guide does not contain an exhaustive list of initiatives, and it is important to bear in mind that becoming more sustainable is a learning process. The Sustainable Event Guide will be a constant work in process and will be adjusted to our learnings as we go.

The guide is based on the experiences of the organising team behind the Sustainable Consumption Conference 2018, where each of these initiatives were tested. Besides the concrete suggestions offered by this guide, we also offer a case-based view of how the initiatives were implemented at the Sustainable Consumption Conference 2018.

Starting your sustainable event journey, you will soon learn that there is no such thing as a “sustainable event”, but there are well-founded decisions. Implementing more sustainable solutions in your event is a matter of being open to how you can do things differently, taking the options you have into consideration and finding the solution that fits your event best. It’s also a matter of restraint, remembering that reducing your overall consumption is the cheapest and most effective initiative you can implement into your event.

Implementing sustainability initiatives requires a collective effort and this carries a great opportunity for you as an event

coordinator to engage with colleagues across CBS as well as with event participants. It is an excellent ice breaker and conversation starter when event participants are being asked to sort their own waste!

Thank you for taking the time to stop and think about how we can reduce our ecological footprint when we host events at CBS!

## ACKNOWLEDGEMENTS

A special thank you to Pernille Jarlhof, Lars Winter and their team in Spisestuerne for providing data that was vital for calculating the environmental impact of meals and water supply and for their time and engagement. A further thank you to the organising team of the Sustainable Consumption Conference 2018 who enabled the event at which these pilot initiatives were tested. Both teams’ efforts were essential to the successful implementation of the sustainable initiatives.





# Key Learnings

## Vegetarian Meals (page 8):

Replacing meat-based meals with vegetarian meals at your event reduces the environmental impact of the catering substantially. Communicating the environmental benefits of meatless meals is important to ensure the understanding of the participants. Consider including meal options that accommodate other dietary restrictions, such as vegan or gluten-free.

## Minimising Food Waste (page 10):

Check with participants in advance if they will be attending all or any meals at the event and plan the catering accordingly. Consider whether any leftover food can be donated to one of the homeless shelters near CBS after the event.

## Dining Out (page 11):

There are many restaurants in Copenhagen that take different approaches to sustainability, and whether they focus on organic food, vegetarianism or something else entirely, they provide a good opportunity to show event participants how sustainable cooking can taste.

## Reusable Bottles (page 13):

A glass bottle is not sustainable in itself. The glass bottle solution is only sustainable if the bottle is refilled at least seven times. It is not sustainable to get glass bottles for short events spanning a few hours. However, for longer events, glass bottles are a great solution with a noteworthy environmental benefit.

## Sorting Waste (page 15):

Allow your participants to sort waste at the event by setting up labelled waste sorting bins. Be prepared to help participants sort their waste correctly. Ensure that the waste sorting efforts have been coordinated with Campus Services, so that the sorted waste ends up being disposed of in the right way.

## Reducing Paper Use (page 17):

Paper use at events can be reduced by creating a mobile app for the event to share general information with the participants. Additionally, event programmes can be placed as large posters to give participants easy access to the information they need.



### Reusing Name Tags (page 18):

By encouraging participants to return their name tags and lanyards after the event, they can be reused for later events. Furthermore, lanyards can be ordered in sustainably sourced materials. Make sure to store the name tags and lanyards properly afterwards to reduce wear and tear.

### Organic Cotton T-shirts (page 19):

For events that require staff to wear event-specific T-shirts or apparel, order apparel produced with organic and responsibly sourced materials in order to reduce harm to the environment and to the production labourers.

### Speaker Gifts (page 21):

Choosing sustainable speaker gifts is a good way to reward speakers at your event, while at the same time sending a message. Sustainable speaker gifts can be treats, experiences, gift cards, or donations in the speaker's name.

### Green Decorations (page 22):

Using potted plants as decorations for your event is a sustainable and reusable solution. With rented plants, you have more freedom to choose plants that fit the ambience and decorative purposes you want at a specific type of event. Furthermore, plants are versatile and create a pleasant ambience for the participants.

### Sustainable Businesses (page 24):

There are many ways to include sustainable businesses in an event, for example as suppliers or guest speakers. Giving these businesses a platform to showcase their products and practices helps drive sustainable change, and shows support for not only the businesses, but also for their sustainable visions.

For a visualisation of the sustainability initiatives, you can watch a video of the Sustainable Consumption Conference 2018 [here](#).

# Life Cycle Assessments

## A collaboration with the Technical University of Denmark

For the Sustainable Consumption Conference 2018, the organisers allied themselves with a group of students from the Technical University of Denmark (DTU) in order to identify the most sustainable solutions for the conference. The following section is a brief description of the findings, though the detailed reports can be found [here](#).

The DTU students carried out life cycle assessments (LCA) to determine which water supply and catering options would be most sustainable. LCAs evaluate a product from a cradle-to-grave perspective, examining how each step of its life – from production, transportation, use, and finally disposal – affects a number of impact factors such as climate change, resource depletion, land use, and eco-toxicity. You can read the full reports [here](#).





## Water Supply

The life cycle assessment for the conference's water supply involved the comparison of three different options: reusable glass bottles, single-use cardboard cartons, or single-use plastic bottles. The glass bottle was more sustainable, primarily because the conference lasted four days and would have required more than seven plastic water bottles per participant.

Each participant received a glass bottle on the first day of the conference and were advised that they would only receive one bottle throughout the four conference days. Then, to determine the environmental impact of the bottle, you divide by the total number of uses. This means that after the second use, the impact of the bottle is reduced by 50%, and after the third use, the impact is 33% of the original impact. After seven uses, the glass bottle is the most sustainable solution when compared to both of the other options.

## Food Consumption

For the catering, two example menus, a vegetarian and a meat-based, were compared in an LCA. This assessment examined each prospective menu in terms of food ingredients, transportation, cooking processes and waste treatment. These elements were evaluated on a number of impact factors in order to determine the full environmental impact of each menu.

By switching to the vegetarian menu, the environmental footprint of the conference's catering was reduced by 44% compared to the meat-based option. Additionally, the LCA could help point to other areas of improvement in the menu by identifying 'hot-spots' in terms of environmental impact, for example berries imported from the US and dairy products such as cow milk and butter.



# Improving the Sustainability of Events

Let's make events at CBS more sustainable

## 1. Vegetarian Meals

A vegetarian menu is always the more sustainable choice compared to a meat-based menu. It is the sustainability initiative that requires the least effort from you as event coordinator and has the highest environmental impact.

Spisestuerne can help put together a tasty vegetarian menu for the event, whether it calls for lunch bags, snacks and appetizers, or a buffet. Contact [spisestuerne@cbs.dk](mailto:spisestuerne@cbs.dk) or Pernille Jarlhof at [pj.spisestuerne@cbs.dk](mailto:pj.spisestuerne@cbs.dk) to hear more about their vegetarian catering options. You should also consider including options to accommodate other dietary restrictions, for example vegan, gluten free and lactose intolerance.

If you decide to look further into how to make catering more sustainable, you can consider factors such as local and organic produce. However, keep in mind that local produce is not always the more sustainable choice, as this depends on the season of the year and what can be produced without a greenhouse in Denmark that season.

### Case

According to the LCA of the menu at the Sustainable Consumption Conference 2018, replacing meat meals with vegetarian meals reduced the environmental impact of the catering by up to 44% (see pages 6-7). After the Sustainable Consumption Conference 2018, participants commented positively on the quality and taste of the food supplied. They were happy to eat vegetarian, especially when the environmental benefits of meatless meals were communicated.

### **Spisestuerne Reception Menu - Summer 2018**

#### **Chips with Dips**

Root vegetable, blue potato and rye bread chips, and home spiced peanuts, served with dill dip and smoked chili dip

#### **Jerusalem Artichoke Puree with Rye**

A small glass of artichoke puree served with rye bread chips

#### **Slider with Scamorza and Grilled Eggplant**

Small slider burgers with Italian cheese and grilled eggplant

#### **Tart with Celery Cream**

Butter pastry tart served with a salted celery cream and cress

#### **Arancini with Shiitake Mushrooms**

Small, crispy risotto balls with seasonal shiitake mushrooms

#### **Gnalling Cheese with Salted Walnuts**

Dry and slightly crunchy cheese served with home roasted walnuts


#### **Hazelnut Biscuit with Chestnuts and Chocolate**

Hazelnut biscuits with chestnut and chocolate cream

#### **Sweetened Mascarpone with Salted Orange and Almond Brittle**

Dessert glass of mascarpone cream served with brittle



A long buffet table covered with a white tablecloth, displaying a variety of plant-based dishes. In the foreground, there are trays of sandwiches with vegetable fillings, bowls of colorful salads, and plates of fruit including grapes, oranges, and pineapple. A central floral arrangement with purple and green flowers adds a decorative touch. In the background, more tables and chairs are visible, suggesting a social gathering or event.

**“Swapping meat for  
veggies reduces our  
ecological footprint  
by 44%.”**





## 2. Minimise Food Waste

Estimates indicate that around one third of the worldwide food production goes to waste. As global food production is one of the major sources of pollution in today's world, it makes good sense to take steps to minimise or avoid food waste whenever possible.

One way to minimise food waste is to ask your event participants in advance which meals they are planning to attend, and then you can arrange catering accordingly. Even so, it is not always possible to completely eliminate food waste from your event. Should you still have good, edible food waste after the event, consider donating it to a nearby homeless shelter. At CBS, we have two homeless shelters within walking distance:

Lærkehøj Herberg

Phone: +45 38 32 32 00

Address: Lindevangs Allé 7, 2000 Frederiksberg

Herberget Lindevangen

Phone: +45 38 86 40 61

Address: Lindevangs Allé 9, 2000 Frederiksberg

On occasion, homeless shelters receive food donations from other charities and local organisations. Before you deliver food to one of these institutions, please call the staff to ask if they need any more food.

### Case

After a phone call to ensure that the shelter wanted the donation, leftover lunch bags were delivered to a homeless shelter after the Sustainable Consumption Conference 2018. However, note that other types of catering might be more difficult to deliver to a shelter, such as leftover buffet food. Assign some event staff to take care of the leftover food – organising it into portions, placing it in containers and delivering it to the shelter. Get in touch with Spisestuerne to purchase containers for the leftover food.



### 3. Dining Out

Some events involve visiting a restaurant for dinner or lunch with the participants, and luckily there are many good options for sustainable restaurants in Copenhagen. This includes restaurants with vegetarian menus, organic food or local, seasonal ingredients. Dining out allows your participants to try some delicious food that might not be within the scope of event catering, and it is also an excellent opportunity for them to try one of the sustainable restaurants or cafés in Copenhagen.

If you need inspiration for sustainable restaurants, check out the app Økologiske Spisesteder. The app is the work of Visit Denmark and the Danish Ministry of Environment and Food, and it shows where you can find organic restaurants and cafés around Denmark. You can also do your own research – there are many good restaurants who work with sustainability in different ways. For your inspiration, we have compiled a list of sustainable restaurants in Copenhagen, but this list is by no means exhaustive:

[BioMio Organic Bistro](#)

[Manfreds](#)

[Østergro](#)

[Nørrebro Bryghus](#)

#### Case

The Sustainable Consumption Conference 2018 involved a dinner at the restaurant Josty in Frederiksberg. At the request of the organisers, a vegetarian dinner menu was developed for the event so that it would in line with the all-vegetarian plan for the conference. Most restaurants will be happy to accommodate your request for a vegetarian dinner menu, even if it is not normally a part of their menu.





JOSTY

CBS  
Thursday, 28 June 2018

MENU

White asparagus with pickled new onions  
hollandaise sauce and estragon  
Baked Celery with smoked herb oil, tomatoes,  
fermented garlic and celery foam  
"Redgred" with buttermilk ice

WINES

2017 Trajadura-Alvarinho, Minho,  
Quinta Regueiro  
2015 Spätburgunder Trocken, Pfalz,  
Weingut Kranz

coffee and tea



## 4. Reusable Water Bottles

Disposable plastic bottles are a convenient way to distribute water at an event, but they also cause a strain on the environment, as they require resources like fossil fuels and water to produce. Reusable glass bottles become a more sustainable solution than single-use plastic bottles after seven refills. This makes the glass water bottles a particularly suitable option for longer events spanning several days.

Provide stickers for participants to write their name on to make the bottles identifiable. Participants who lose their bottle should be informed that they cannot receive another, as that makes the glass bottle an unsustainable solution. Make sure to communicate the sustainability aspect, and the participants are more likely to be understanding.

Glass bottles can be bought from Retap, a Danish company that produces reusable glass bottles sustainably and without harmful chemicals. Retap bottles can be customized with logos and different bottle lids to fit the event. You can find more information about Retap at [www.retap.com](http://www.retap.com).

Water coolers can be made available at the conference through Spisestuerne so that the event participants can easily refill their bottles. They are not currently available on Spisestuerne's website but can be arranged by contacting [spisestuerne@cbs.dk](mailto:spisestuerne@cbs.dk) or Pernille Jarlhof at [pj.spisestuerne@cbs.dk](mailto:pj.spisestuerne@cbs.dk). One or more event staff members should be made responsible for replenishing the water dispensers so that they do not run out of water.





## Case

At the Sustainable Consumption Conference 2018, the glass bottles, already filled with water, were lined up at the registration table for participants to take when they registered and received their name tag. Each participant should receive one glass bottle and be explicitly advised to keep this bottle throughout the entirety of the conference.

As the LCA showed (pages 6-7), the glass bottle on its own is not sustainable. Ideally, we would introduce a glass bottle return system at CBS, phasing out plastic bottles and introducing glass bottles to all events. However, since this is not currently feasible, it is important to take into consideration that the glass bottle will only be more sustainable than plastic bottles after seven uses. Consider whether your event would normally require more than seven plastic water bottles per participant. If the answer is yes, then you should consider introducing the reusable glass water bottle as the solution over plastic water bottles. However, for a two-hour workshop where the glass bottle may only be filled once, the better solution will be to have water in jugs and glasses.





## 5. Sorting Waste

Many recyclable resources end up in the general waste bin after use. By giving the participants of your event the option to sort waste such as plastic, paper, and bio-waste, these resources can be recycled and repurposed. The most common forms of waste that should be sorted at an event are paper, plastic (hard and soft together), bio-waste (food) and general waste.

There is currently no waste sorting system for events hosted at CBS. This means that you should be prepared to set up the waste sorting system and empty the bins yourself. However, the representatives from Campus Services are very helpful. Please ensure that you align and coordinate with them prior to your event so that the waste sorted at the event also ends up being sorted in the CBS basement. Spisestuerne sorts bio-waste in the kitchen and can empty the bio-waste bin from the event.

DropBucket is a Danish company that creates sustainable cardboard bins that can be used to sort waste at events. Large orders can be customised with prints, for example the event name and logo or a sponsorship. After the event, the bins can be recycled as cardboard or reused for another event. Stickers can be applied to the bins to indicate which type of waste is sorted there.

Read more at [www.dropbucket.com](http://www.dropbucket.com) or order by contacting Heiða Gunnarsdóttir Nolsøe at [hn@dropbucket.com](mailto:hn@dropbucket.com).

### Case

Not all event participants have experience with sorting waste, which is particularly evident when you are hosting events for international participants. At the Sustainable Consumption Conference 2018, most of the trash had to be hand-sorted by the event staff afterwards. Therefore, it is important to assign helpers who can sort the DropBuckets once in a while during the event.

It is also a good idea to specify to the participants how the trash should be sorted, for example by instructing them not to throw dirty or soiled paper into the paper waste bin. Remember also to add a plastic bag to the DropBucket with bio-waste so that the bucket can be used again.

**“Many recyclable resources end up in the general waste bin after use.”**





## 6. Reducing Paper Use

Paper production threatens natural forests and has a large impact on the environment. For many events, it is common practice to print an enormous amount of paper that usually goes directly into the waste bin afterwards. Reducing the use of paper at your event or conference can be done in many different ways.

Printed programmes for the participants are common at events and conferences, but they can easily be replaced with a more sustainable alternative. For example, make the program available as an app with a tool such as Sched.

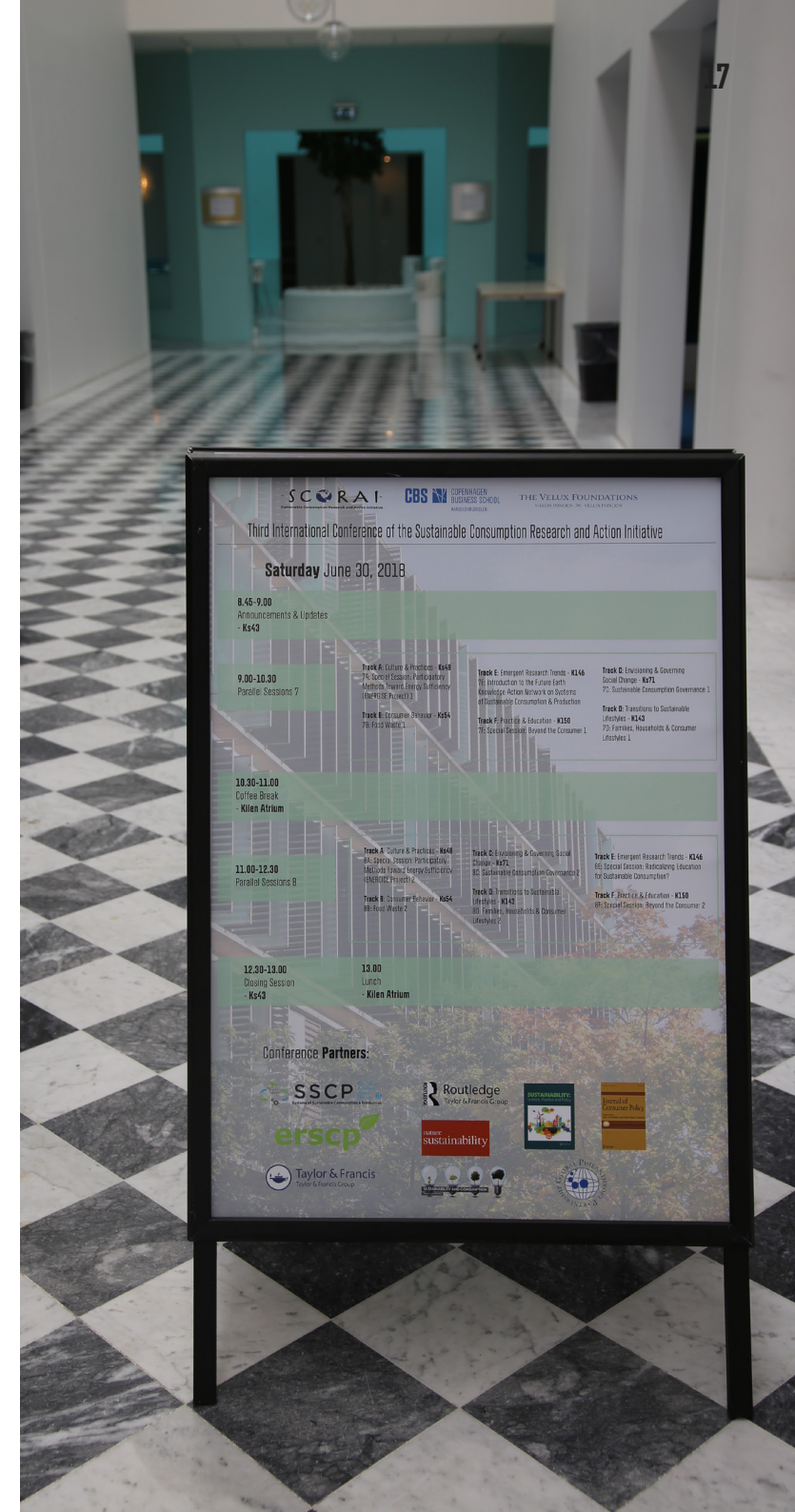
Sched helps you create a schedule for your event. It can be used free of charge and provides an easy-to-use interface to enter information into the system, such as session names, presenters, attendees or duration. The organisers can then share a link with all participants, which can be accessed on both their laptop and smartphones, making it easy to follow the event. You can find out more on [www.sched.com](http://www.sched.com).

Another option is to make large printed posters which can be displayed in an A-frame sign, so that the participants can easily and quickly check the program without using a phone. The A-frame signs can be booked through Campus Services at [information@cbs.dk](mailto:information@cbs.dk).

### Case

Consider what needs your participants might have – such as participant lists, programmes, directions and so forth – and find ways to work them into an app or to make general information available on large posters that can be displayed at the event. At the Sustainable Consumption Conference 2018, participants were quick to understand where they could access the information that was normally handed out on paper. All you need to do is to ensure that the information is easy to find and that the participants receive instructions on where to find it.

It should be noted that digital services such as apps still leave a digital carbon footprint through their reliance on physical servers and the energy that these servers require to operate. The digital carbon footprint is based on a complex combination of factors and can be difficult to determine for a single event.



## 7. Reusing Name Tags

Name tags are a necessity for many types of events, but they are often disposed of after the event, even though many of them might be in good enough shape to reuse again later.

There are sustainable options available for name tag lanyards, which can be made in eco-friendly materials such as bamboo or recycled polyester. Sustainable lanyards can be ordered from the Danish company Ikast Etiket, and they can be customized in different colours and with event or sponsor logos. See more and order at [www.ikastetiket.dk](http://www.ikastetiket.dk).

Collecting the used name tags and lanyards for reuse after the event is another way to help reduce unnecessary waste. Encourage participants to return their name tag after the event, and make sure that returning them is easy and simple.

### Case

At the Sustainable Consumption Conference 2018, designated DropBuckets were set up at the exits after the event for participants to return their name tags and lanyards. By placing them at the exits, participants are reminded to return the name tag before leaving. For more information on DropBuckets, see page 15 on sorting waste.

After the event, make sure to store the name tags and lanyards in a way that prevents wear or damage. There are about 200 lanyards in recycled polyester left from the Sustainable Consumption Conference 2018. They have a sponsor logo from the journal *Nature Sustainability*. You can borrow them for your event by contacting Louise Thomsen at [lth.msc@cbs.dk](mailto:lth.msc@cbs.dk).





## 8. Organic Cotton T-shirts

Conventional cotton production is a major source of pollution, and cotton is often called 'the dirtiest crop on Earth'. Cotton production also involves the use of toxic herbicides which are harmful to both the environment and to the labourers who work with them. Organic cotton production consumes less water than conventional production, releases approximately half of the greenhouse gases and requires no pesticides, making it safer for both the environment, the workers, and the wearer.

If you need T-shirts or other cotton items such as bags for your event, consider choosing organic cotton to protect both the environment and the people working with the cotton. The CBS supplier Langhoff can provide organic T-shirts with custom printed messages to fit your event. See more and order at [www.langhoff.dk](http://www.langhoff.dk).

### Case

At the Sustainable Consumption Conference 2018, white organic cotton T-shirts were used both as an identifier for conference staff, and as a medium to communicate messages about the conference's sustainability initiatives.

The PRME office at Dalgas Have has 18 organic cotton T-shirts with custom prints which you are welcome to lend for your event. You can borrow the T-shirts by contacting Louise Thomsen at [lth.msc@cbs.dk](mailto:lth.msc@cbs.dk).







sawv  
COPENHAGEN

**Reusing your glass  
bottle benefits  
the environment  
after 7 uses**

sawv  
COPENHAGEN

**Swapping meat  
for veggies reduces  
our ecological  
footprint by 44%**



## 9. Speaker Gifts

Speakers play a central role in many types of events and rewarding them with speaker gifts is a good way to show appreciation for the contribution their speech or presentation makes to your event. Furthermore, speaker gifts are also a great way to send a message about your event, for example by selecting sustainable speaker gifts that leave a lasting impression and spark conversation. Speaker gifts can be many things: treats, experiences, gift cards or donations made in the speaker's name, just to name a few. The possibilities are many, and speaker gifts are a great opportunity to get creative with the rewards you offer event speakers.

### Case

For the Sustainable Consumption Conference 2018, speakers were gifted with an oyster mushroom growth set from the Danish company SvampeBox, containing mycelium in a repurposed milk carton; a sponsorship certificate for reforestation projects in Africa from the social enterprise Greenpop; and chocolate from the Danish socio-economic business Social Foodies, all three things placed in a Social Foodies flax bag.

A SvampeBox can be ordered from [www.tagtomat.dk](http://www.tagtomat.dk), a reforestation sponsorship can be bought from [www.greenpop.org](http://www.greenpop.org), and Social Foodies' goods can be bought from one of their many stores in Copenhagen, see more on [www.socialfoodies.dk](http://www.socialfoodies.dk).



## 10. Green Decorations

Decorations can be used to create a certain ambience or mood at your event, and you can make your event more sustainable by choosing natural, reusable decorations. Whether you are aiming for a business-feel or a more casual setting, potted plants are a great and versatile decoration. Furthermore, potted plants can be preserved and reused for a long time with the right care.

If you want to add plants to your event, the Danish company FIRMA Botanik specializes in providing decorative plants for events, and will deliver, set up, and remove the plants again when the event is over. More information on FIRMA Botanik's services can be found on [www.firmabotanik.dk](http://www.firmabotanik.dk) or by e-mailing [firmabotanik@firmabotanik.dk](mailto:firmabotanik@firmabotanik.dk).

### Case

Decorating with plants livens up the event venue substantially. The Sustainable Consumption Conference 2018 was held at Kilen, which was decorated with small potted trees that were placed all around in the atrium. After the conference, FIRMA Botanik picked up the plants again, which can then be reused.









## 11. Sustainable Businesses

Many small, innovative businesses are trying to re-think the way things are done in a more sustainable way. Incorporating these businesses into your event can add value, both through the product or service they offer, but also through the signal they send to event participants. Sustainable businesses drive sustainable change, and by making these businesses visible at your event, you help push the sustainability agenda forward.

There are many ways small sustainable businesses can be incorporated into your event. If your event involves a reception, consider ordering wine, beer or appetizers from a sustainable local supplier. If your event involves a certain industry or business area, you could invite representatives from relevant sustainable businesses to be guest speakers at your event, giving your event participants a chance to hear a new and different perspective. No matter what type of business you need for your event, with a little research, you are likely to be able to find a good, environmentally sustainable match.

### Case

At the Sustainable Consumption Conference 2018, sustainable businesses were involved in a business fair where the conference participants were able to learn about sustainable practices in a variety of different areas of business. The business fair made it possible to connect the academic content of the conference with a practical perspective on how real businesses work with sustainable agendas.

For the business fair, each business brought its own presentation material which they would present at a stand. The event participants could then visit the different stands, interacting with the businesses and learning about how they work with sustainability. This setup provided a fun, pleasant atmosphere for new conversations to begin and for ideas and experiences to be shared.





# BUG AMOK

## Allergener

Spis ikke insekter, hvis du  
er allergisk overfor  
skald- og bløddyr

BUG  
AMOK





# Communication and Engagement

When you implement sustainability initiatives at an event or a conference, you have to bear in mind that you will be interfering with people's standards and habits. As a participant, you have certain expectations about how the event will be executed. When expectations are not met, this can cause negative feelings due to confusion and misunderstandings. For this reason, communication and engagement are key. Introducing new procedures will always require more effort and resources from event coordinators, stakeholders and event participants until the new procedure has become habit. Therefore, it is crucial to communicate what the participants can expect and why certain initiatives have been implemented.

At the Sustainable Consumption Conference 2018, the following steps were taken to communicate the reasons behind the initiatives:

1. **Information on event website:** The conference website had a subpage with information about the sustainability effort and the initiatives, highlighting the focus on sustainability early on.
2. **E-mail notice:** Prior to the conference, all participants received an e-mail informing them about the implemented sustainability initiatives and how they would affect the execution of the conference. The e-mail stressed how the success of the initiatives depended on the participants' collaboration and engagement.
3. **Focus on initiatives in welcome speech:** On the first day of the conference, all sustainability initiatives were highlighted in the welcome speech. The key messages were: it is the first time CBS is trying out these initiatives; we hope that the par-

ticipants will join the organisers on this learning journey; and because it is the first time that we try out these initiatives, it will require a bit more effort from everyone to succeed. Everyone was encouraged to share feedback and engage in dialogue with the organisers on how to improve for next time. The reason why these initiatives had been implemented was stressed again.

4. **T-shirts with key messages:** Except for the conference hosts, all CBS staff working at the conference wore sustainable organic cotton T-shirts with simple key messages about the impact of the vegetarian meals and the glass bottles.

5. **Informative posters and signs:** Posters with information about the benefits of the glass bottles were placed by the glass bottle distribution area as well as by the water dispensers. Spisestuerne had signs with information about the vegetarian food on the buffet tables.

6. **Social media engagement:** CBS staff members were constantly engaging with and answering questions from participants, who were encouraged to share their experiences from the conference on social media – especially on Twitter with the hashtags #suscon18 and #suscon2018.

7. **Photo and video documentation:** High quality photos and a video crew documented the sustainability initiatives so that the ideas and experiences could be shared after the conference.



# Concluding Remarks

One of the most important purposes of implementing sustainability initiatives at your event is to create room for enthusiasm, inspiration and conversation about sustainability among the participants. If you are successful with your communication and engagement strategy, you will likely experience a high level of interest from the event participants.

Participants can feel so inspired that they generate their own ideas about how your event could be more sustainable and share them with you during the event. However, it is usually not feasible to implement more initiatives during the event that is already taking place. It is important to stress how much you appreciate the enthusiasm and ideas, and that you will note them down and keep them in mind for the next event.

Finally, as the conference coordinator, always ask what you can do to help event participants and stakeholders, such as Spisestuerne or Betjentene, to succeed with the implementation of a sustainability initiative. Changing how events are hosted at CBS requires the collaboration of everyone involved, and if they are motivated and ready to help, it can be a great process of shared learning and mutual inspiration.





# Contacts

## Main Contact

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Campus Services  
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[pj.spisestuerne@cbs.dk](mailto:pj.spisestuerne@cbs.dk)

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## Suppliers

### DropBucket

Waste sorting bins

[www.dropbucket.com](http://www.dropbucket.com)

### Ikast Etiket

Sustainable nametags

[www.ikastetiket.dk](http://www.ikastetiket.dk)

### Retap

Reusable glass bottles

[www.retap.com](http://www.retap.com)

### Sched

Free app building tool

[www.sched.com](http://www.sched.com)

## Homeless Shelters

Donation of food waste

### Herberg Lærkehøj

Lindevangs Allé 9  
2000 Frederiksberg  
3832 3200

### Herberget Lindevangen

Lindevangs Allé 7  
2000 Frederiksberg  
3886 4061

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