



SUSTAIN E+ TRAINING

SUSTAIN E+ PROJECT

MODULE N°7 TRANSNATIONAL MEETING – ONSITE BEHAVIOURS



Erasmus+

Project funded by: Erasmus+ / Key Action 2 -
Cooperation for innovation and the exchange of
good practices, Strategic Partnerships for VET
education

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1. Introduction to the topic

Transnational meetings (Definition of the topic)

Business events like seminars, conferences or exhibitions are an important economic factor and a social communication platform for the personal development of a professional's life. However, too many resources are often wasted and the impact on our environment is huge. Instead of causing mountains of waste and traffic avalanches, "Green Meetings", also called "Green Conventions" or "Green Events", are characterized by increased energy efficiency, waste avoidance and environmentally friendly arrival and departure of guests. Further, focus on regional value creation and social responsibility are very important. These measures lead to a greater acceptance among the population and gaining more and more relevance for guests and sponsors. However, the most important thing is that they reduce our impact on Mother Earth.



Fig. 1 – Sustainable transnational meetings

A transnational meeting is a gathering of individuals from different countries and regions to discuss a common topic, such as business, politics, or social issues. These meetings often involve participants from multiple organizations, industries, or government bodies, and can take place in person or online.

When it comes to sustainability, transnational meetings can have a significant impact on the environment due to the travel and resource usage associated with organizing and hosting the event. However, there are several sustainable aspects that can be considered to reduce the environmental impact of these meetings, such as:

- Sustainable transportation: One of the most significant environmental impacts of transnational meetings is the travel involved, as participants often need to fly or drive long distances to attend. To reduce this impact, sustainable transportation options can be considered, such as using public transportation or electric vehicles, and offsetting carbon emissions through carbon credits or other means.
- Energy efficiency: Transnational meetings require significant amounts of energy to power lighting, heating, and cooling in meeting spaces, as well as to support technology and equipment used during the event. Using energy-efficient practices, such as using LED lighting and smart heating and cooling systems, can help reduce the environmental impact of these meetings.
- Waste reduction: Transnational meetings can generate a significant amount of waste, such as disposable plates, cups, and other single-use items. Implementing waste reduction practices, such as using reusable items, providing composting and recycling options, and minimizing printing, can help reduce the environmental impact of the event.



Fig. 2 – Waste reduction.

- Sustainable food and beverage: Food and beverage services at transnational meetings can also have an environmental impact, particularly if items are sourced from far away or packaged in single-use containers. To reduce this impact, sustainable food and beverage practices can be

implemented, such as using locally sourced and seasonal items, offering plant-based options, and avoiding single-use packaging.

- Green meeting spaces: Finally, choosing a meeting space that is designed with sustainability in mind can help reduce the environmental impact of transnational meetings. This may include choosing a venue with green certifications, such as LEED or BREEAM, or selecting a space with sustainable building materials, energy-efficient lighting, and other green features.

By considering these sustainable aspects, transnational meetings can be made more environmentally friendly, reducing their impact on the planet and promoting sustainable practices across borders.

- **Why is this topic important?**

The topic of making transnational meetings environmentally sustainable is important for several reasons:

- Environmental impact: Transnational meetings can have a significant environmental impact, particularly in terms of carbon emissions from travel and energy usage in meeting spaces. Making these meetings more sustainable can help reduce their impact on the planet and contribute to global efforts to mitigate climate change.
- Global reach: Transnational meetings often involve participants from multiple countries and regions, making them an opportunity to promote sustainable practices and build awareness around environmental issues on a global scale. By incorporating sustainable practices into these meetings, organizations and individuals can demonstrate their commitment to environmental sustainability and set an example for others to follow.
- Corporate social responsibility: For many organizations, promoting environmental sustainability is a key component of their corporate social responsibility efforts. By making transnational meetings more environmentally sustainable, these organizations can demonstrate their

commitment to sustainability and reduce their overall environmental impact.



Fig. 2 – Corporate Social Responsibility (CSR)

- **Cost savings:** In addition to the environmental benefits, making transnational meetings more sustainable can also have financial benefits. By reducing waste, energy consumption, and travel costs, organizations can potentially save money while also promoting sustainability.

Overall, the topic of making transnational meetings environmentally sustainable is important because it presents an opportunity to promote sustainability on a global scale, reduce environmental impact, and demonstrate corporate social responsibility.

2. Learning objectives

Description of the competence linked to the above-mentioned topic (competence profile)

Main competencies that may be relevant for participating in or organizing sustainable transnational meetings:

- **Intercultural communication:** When it comes to making transnational meetings more environmentally sustainable, effective intercultural communication can help ensure that all participants are on the same page

when it comes to environmental goals and expectations. This may involve discussing and understanding the different cultural attitudes towards sustainability, and finding common ground on ways to reduce the environmental impact of the meeting.

- **Teamwork and collaboration:** Working collaboratively to reduce the environmental impact of the meeting can involve identifying ways to reduce waste, energy consumption, and carbon emissions. This may include brainstorming and implementing sustainable practices, such as reducing paper usage, using reusable water bottles and cups, and using environmentally friendly transportation options.
- **Strategic thinking and problem-solving:** In order to make transnational meetings more environmentally sustainable, strategic thinking and problem-solving can help identify areas where environmental impact can be reduced. This may involve assessing the carbon footprint of the meeting, setting sustainability goals and targets, and exploring ways to offset carbon emissions.
- **Leadership and diplomacy:** Leaders who are committed to sustainability can play an important role in promoting environmentally sustainable practices during transnational meetings. This may involve setting an example by taking steps such as reducing waste and carbon emissions, and encouraging other participants to do the same.
- **Technical skills:** Technical expertise can be useful in finding sustainable solutions for transnational meetings. For example, experts in sustainable transportation can help identify ways to reduce carbon emissions from travel, while experts in green building design can help ensure that meeting spaces are designed with sustainability in mind.
- **Cultural awareness:** Cultural awareness is important when it comes to environmental sustainability, as different cultures may have different attitudes and practices when it comes to sustainability. Participants can work to understand and respect each other's perspectives, and find common ground on ways to reduce the environmental impact of the meeting.

- **Adaptability and flexibility:** Finally, adaptability and flexibility can help make transnational meetings more environmentally sustainable by allowing participants to adjust to changing circumstances and find innovative solutions to reduce environmental impact. This may involve being open to using new technologies, finding ways to reduce waste, and exploring sustainable transportation options.

In summary, by considering each of these competencies through the lens of environmental sustainability, transnational meetings can be made more environmentally friendly, reducing their impact on the planet and helping to promote sustainable practices across borders.

- **What are the skills that the learner will acquire at the end of this module?**

The following skills and knowledge could be acquired by the end of the module:

- **Knowledge of environmental sustainability:** Learners will gain knowledge about environmental sustainability, including the impact of travel and energy usage on the environment and the importance of reducing waste and carbon emissions.
- **Intercultural communication skills:** Learners will develop the ability to communicate effectively with individuals from different cultural backgrounds in order to promote environmental sustainability in transnational meetings.
- **Teamwork and collaboration skills:** Learners will learn how to work collaboratively with other participants to identify and implement sustainable practices during transnational meetings.
- **Strategic thinking and problem-solving skills:** Learners will develop the ability to think strategically and problem-solve in order to identify areas where environmental impact can be reduced and sustainable practices can be implemented.

- Leadership and diplomacy skills: Learners will acquire leadership and diplomacy skills that will enable them to lead by example and encourage others to embrace environmentally sustainable practices during transnational meetings.
- Technical skills: Learners will gain technical expertise in sustainable transportation, green building design, and other areas that can help reduce the environmental impact of transnational meetings.
- Cultural awareness: Learners will develop cultural awareness skills that will enable them to understand and respect different cultural attitudes and practices related to environmental sustainability.
- Adaptability and flexibility skills: Learners will learn how to be adaptable and flexible in order to adjust to changing circumstances and find innovative solutions to reduce the environmental impact of transnational meetings.

Overall, by acquiring these skills and knowledge, learners will be better equipped to promote and implement environmentally sustainable practices during transnational meetings. This can lead to a significant reduction in the environmental impact of these meetings and contribute to global efforts to mitigate climate change.

- **How does these skills answer to a training need?**

These skills directly address a training need for individuals who are involved in or responsible for organizing transnational meetings. As global awareness and concern for environmental sustainability grows, organizations are increasingly recognizing the need to reduce their environmental impact. Transnational meetings often involve significant travel and energy usage, which can contribute to greenhouse gas emissions and other negative environmental impacts.

By developing the skills and knowledge outlined in the previous response, learners can effectively address this training need by learning how to reduce the environmental impact of transnational meetings. Through this training, learners can become more effective in implementing sustainable practices during meetings, which can ultimately lead to reduced costs, improved efficiency, and a positive impact on the environment.

Furthermore, training in these skills can help individuals to become better equipped to address global sustainability challenges and to promote environmentally sustainable practices within their organizations and communities. This can lead to a more sustainable future for all, as individuals are empowered to take action and make a positive impact on the environment.

3. Learning contents

Chapter 1 – Sustainability meetings organization

1.1 Sustainable Transportation

One of the most significant contributors to the environmental footprint of a transnational meeting is travel. Encouraging participants to use sustainable modes of transportation to reach the meeting venue can help reduce these impacts. Meeting organizers can provide information on sustainable transportation options such as public transportation, cycling, or walking. They can also offer incentives for using them, such as discounted or free public transportation tickets. If air travel is necessary, choosing direct flights can also help reduce carbon emissions since takeoff and landing generate the most carbon emissions.



The United Nations Framework Convention on Climate Change reports that transportation accounts for 14% of global greenhouse gas emissions (https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwi8r_ji7Pn-AhUGgPOHHQZ-Co8QFnoECBMQAQ&url=https%3A%2F%2Ffunfcc.int%2Ffiles%2Fessential_backgr

[ound%2Fbackground_publications_htmlpdf%2Fapplication%2Fpdf%2Fconveng.pdf&usg=AOvVaw0sg_BvpAJzwfzg1nyV_jwt\).](#)

Encouraging the use of sustainable modes of transportation can help reduce this impact. A study by the Green Meeting Industry Council found that 43% of event professionals consider the carbon footprint of attendees' transportation when planning events.

Offset carbon emissions: Calculating the carbon emissions associated with travel to the meeting and offsetting them through the purchase of carbon offsets is another way to reduce the environmental impact of transnational meetings. Carbon offsets are a way to fund renewable energy projects, such as wind or solar power, to offset the carbon emissions generated by travel. Carbon offsets can be purchased from organizations such as CarbonFund or The Gold Standard. By offsetting carbon emissions, meeting organizers can take responsibility for the environmental impact of the meeting and make a tangible contribution to the reduction of global greenhouse gas emissions.



Fig. 3 – Your meeting carbon footprint

According to the World Bank, air travel accounts for 2.5% of global carbon dioxide emissions. Carbon offsets can help mitigate this impact. The Carbon Trust reports that the average carbon footprint of a meeting attendee is 235 kg of CO₂. Offsetting these emissions can cost as little as \$1.50 per attendee.

1.2 Sustainable location

Selecting a meeting venue is an important decision that can have significant environmental impacts. When selecting a venue, consider its environmental sustainability credentials. Look for venues that have environmental certifications such as Leadership in Energy and Environmental Design (LEED) or Building Research Establishment Environmental Assessment Method (BREEAM). These certifications indicate that the venue has implemented environmentally sustainable practices and has taken steps to reduce its carbon footprint. By choosing a sustainable location, meeting organizers can contribute to the reduction of environmental impacts and inspire participants to follow their example.

According to a study by the Green Meeting Industry Council, 86% of event professionals are interested in holding events in environmentally sustainable venues. Additionally, a survey by the Convention Industry Council found that 80% of event professionals consider environmental factors when selecting a venue.

Reduce waste generation: Transnational meetings can generate a significant amount of waste, including single-use plastics, paper waste, and food waste. Meeting organizers can encourage the use of reusable water bottles and coffee cups and avoid using single-use plastics such as straws and plastic cutlery. Providing recycling bins and composting facilities at the meeting venue can also help reduce waste generation. Choosing reusable or recyclable materials for meeting materials, such as name badges or lanyards, can further reduce waste and contribute to a more sustainable meeting.

The Ellen MacArthur Foundation reports that by 2050, there could be more plastic in the ocean than fish by weight. Encouraging the use of reusable items and minimizing waste at events can help address this issue. A study by MeetGreen found that by implementing sustainable practices, events can reduce their waste generation by up to 80%.



Fig. 4 – EMF

Accommodation: Participants in transnational meetings often require accommodation, which can lead to a significant environmental impact. Hotels consume large amounts of energy and water, generate a significant amount of waste, and often rely on single-use plastics and other non-sustainable practices. To minimize the impact of accommodation on environmental sustainability, meeting organizers can choose hotels that have environmental certifications such as Green Key or EarthCheck. They can also encourage participants to use eco-friendly practices such as reusing towels and turning off lights and electronics when not in use.

- According to a study by the International Tourism Partnership, hotels account for around 1% of global carbon emissions, or approximately 330 million tons of CO₂ per year.
- The same study found that water consumption by hotels can be as high as 1,000 liters per guest per night, with laundry accounting for up to 25% of total water use.
- The Ellen MacArthur Foundation estimates that if the hotel industry does not take action to reduce plastic waste, there could be more plastic in the ocean than fish by weight by 2050.

They can also encourage sustainable transportation options such as public transportation, cycling, or walking.

- A study by the Carbon Trust found that the average conference attendee generates around 13.6 kg of CO₂ emissions per day, with venue-related emissions (such as heating, cooling, and lighting) accounting for around 70% of that total.
- The same study found that venue-related emissions can be reduced by up to 25% by implementing energy efficiency measures, such as using LED lighting and improving insulation.

The Global Destination Sustainability Index (GDS-Index) reports that the average carbon emissions per delegate per day at a meeting or event is 20.5 kg, with transportation accounting for the largest share (44%) of those emissions.

1.3 Sustainable food

Sustainable food: Choosing a catering company that sources local, seasonal, and organic food and beverages can help reduce the carbon footprint of the meeting. Offering vegetarian and vegan options can also help reduce the environmental impact of the meeting. Avoiding the use of disposable plates, cups, and utensils and providing water dispensers or water coolers instead of bottled water can further contribute to a more sustainable meeting. By providing sustainable catering, meeting organizers can demonstrate their commitment to environmental sustainability and encourage participants to adopt more sustainable food practices.

The Food and Agriculture Organization of the United Nations reports (<https://www.fao.org/home/en>) that food systems account for 26% of global greenhouse gas emissions. Choosing sustainable catering options can help reduce this impact. A study by the Green Meeting Industry Council found that 68% of event professionals consider sustainable food options when planning events.



Food and Agriculture Organization of the United Nations

Food and catering can also have a significant impact on environmental sustainability. The production and transportation of food can generate a large amount of carbon emissions, and the use of disposable plates, cups, and utensils can generate a significant amount of waste. To minimize the impact of food on environmental sustainability, meeting organizers can choose catering companies that use sustainable and local ingredients, offer vegetarian and vegan options, and use reusable or compostable plates and utensils.

- According to the United Nations, the food system accounts for around one-third of global greenhouse gas emissions.
- A study by the University of Manchester found that producing a kilogram of beef generates 60 kg of greenhouse gas emissions, while producing a kilogram of vegetables generates only 1.6 kg.
- The Waste and Resources Action Programme (WRAP) estimates that the UK hospitality and food service sector generates 3.4 million tonnes of waste per year, with packaging accounting for around 10% of that total.

Food can account for 20%-60% of total event waste, so you can make a huge difference to the overall sustainability of your conference by simply making changes in this one area. Some ways to reduce food waste at your conference include.

- Getting attendees to pre-order their food during registration
- Avoiding food & drink that is individually wrapped
- Prioritising vegetarian and vegan options on the menu (they have fewer emissions than meat)
- Choosing a caterer that makes use of surplus food via donation, composting, or anaerobic digestion
- Sourcing ingredients from local providers to reduce travel emissions

1.4 Practical activity

- One practical activity that can be used to put these skills into practice is a carbon footprint calculation exercise. This exercise can involve providing participants with a worksheet or online tool to calculate the carbon emissions associated with their travel to the meeting. Participants can then be asked to discuss their results in small groups and identify ways to reduce their carbon footprint, such as using sustainable transportation options or purchasing carbon offsets.

Another activity can be a case study analysis of a transnational meeting that successfully implemented sustainable transportation and/or carbon offsetting strategies. Participants can be provided with a case study and asked to identify the key factors that contributed to the meeting's success, as well as any challenges that were faced. They can then discuss how they could apply these strategies to their own meetings and events.

Finally, a practical activity can involve brainstorming and developing a sustainable transportation plan for a hypothetical meeting or event. Participants can work in groups to identify the transportation options available in the meeting's location, such as public transportation, bike rentals, or carpooling services, and develop a plan for encouraging attendees to use these sustainable transportation options. They can also discuss the feasibility and cost-effectiveness of purchasing carbon offsets to offset the emissions associated with any necessary air travel.

- One practical activity that can be implemented to put the sustainable location skill into practice is a case study analysis. Participants can be given a scenario in which they need to select a meeting venue for a specific event, and they must evaluate the sustainability credentials of potential venues based on criteria such as environmental certifications, waste reduction policies, and sustainable transportation options.

- Another practical activity can be a waste reduction exercise. Participants can be provided with different waste items such as paper, plastics, and food waste and asked to brainstorm ways to reduce or eliminate them from the meeting. For example, they can discuss the use of digital materials instead of printed materials, reusable water bottles and coffee cups instead of disposable ones, and reducing food waste through portion control and composting. This exercise can help raise awareness about waste reduction and encourage participants to implement sustainable practices in their own events.
- A worksheet can also be developed that includes questions and prompts to guide meeting organizers in selecting a sustainable venue. The worksheet can include questions about the venue's energy efficiency, water conservation, waste reduction policies, and sustainable transportation options. Meeting organizers can use this worksheet as a tool to evaluate potential venues and make informed decisions about selecting a sustainable location for their event.

Chapter 2 – Technology as a partner for sustainability

2.1 Technology

Using videoconferencing and other virtual meeting tools can help reduce the need for travel and minimize the environmental impact of the meeting. Using electronic documents and communication tools can also help minimize paper waste. Providing digital handouts and meeting materials instead of printed copies can further reduce paper waste and contribute to a more sustainable meeting. By using technology, meeting organizers can demonstrate their commitment to reducing the environmental impact of the meeting and set an example for participants.

According to the United Nations, digital communication and collaboration tools can reduce greenhouse gas emissions by up to 15%. Additionally, a study by the Green Meeting Industry Council



found that by implementing virtual meetings, events can reduce their carbon footprint by up to 99%.

- Reducing travel: One of the biggest ways that technology can support environmental sustainability is by reducing the need for travel. By using videoconferencing and other virtual meeting tools, people can participate in meetings and events without having to physically travel to a location. This can significantly reduce greenhouse gas emissions from transportation, which is one of the biggest contributors to climate change.
- Minimizing paper waste: Electronic documents and communication tools can also help minimize paper waste. By using digital handouts and meeting materials instead of printed copies, organizers can reduce the amount of paper that is used and ultimately thrown away. This can help conserve natural resources and reduce the amount of waste that goes into landfills.
- Lowering energy consumption: Hosting virtual meetings and events can also help reduce energy consumption. When people don't have to travel to a physical location, they don't need to use as much energy for transportation. Additionally, when meetings and events are held virtually, there is no need to heat or cool a physical space, which can further reduce energy consumption.
- Encouraging sustainable behavior: Finally, the use of technology can help encourage sustainable behavior among meeting participants. For example, organizers can use online surveys and feedback forms to gather information from participants, which can help them identify areas where they can improve their sustainability practices. Additionally, by using

technology to showcase their commitment to sustainability, organizers can inspire others to adopt more sustainable practices in their own lives.

2.2 Hybrid events

A hybrid event is a combination of an onsite and virtual event. Presentations and discussion panels are streamed live, and remote attendees can join the conference without the need of any travel. Further, remote speakers can give their speech online as well, which is projected on a large screen for onsite attendees.

This is a great way to reach out to a broader audience and reduce the environmental footprint caused by travelling drastically. Imagine you are hosting an event in Europe and all overseas speakers and attendees just join online. Hybrid events are a great chance to reduce the need for long haul flights.



However, not every event can be done as a hybrid event and some sort of travelling will be required. As seen in the figure above, the least impact on the environment would be to travel by bicycle or trains that use renewable electricity only. Since that is not always possible, more and more event attendees try to offset their CO₂ emissions. This can be done by financial compensation to a non-profit organization, that support climate protection projects.

Currently, not all attendees are fully aware of this possibility. One thing you can easily do is to promote CO₂ offsetting on the event website. Further, you can provide a technology service, that allows your attendees to directly offset their emissions when they plan their journey anyway. The latter will be more effective, as attendees normally have little time for event preparation and it is easier for them to

make compensation payment straight away when buying their travel tickets. This helps to make your green meeting even more sustainable.

2.3 Paper

When meetings and events are held in person, it is common for organizers to provide printed copies of handouts, agendas, and other materials to participants. This can result in a significant amount of paper waste, especially if the meeting or event is large.

By using electronic documents and communication tools, organizers can avoid the need for printed materials. For example, instead of printing out a copy of the agenda for each participant, organizers can send the agenda via email or share it on a digital platform. Similarly, instead of printing out copies of presentation slides or other materials, organizers can provide electronic versions that participants can access on their laptops or other devices.

By using these digital handouts and meeting materials, organizers can significantly reduce the amount of paper that is used and ultimately thrown away. This can help conserve natural resources such as trees, as well as reduce the amount of waste that goes into landfills. In addition to being more environmentally sustainable, using electronic documents and communication tools can also be more convenient for participants, as they can easily access the materials on their devices and don't need to worry about losing or misplacing printed copies.

2.4 Practical activity

Technology

Worksheet: Create a worksheet that guides participants through the process of setting up a virtual meeting or webinar. Include tips and best practices for using technology to reduce the environmental impact of the meeting, such as using video conferencing instead of travel, and sharing digital handouts instead of printed copies.

Case study: Present a case study of an organization that has successfully implemented virtual meetings and events to reduce their carbon footprint. Ask

participants to analyze the case study and identify the key strategies and practices that contributed to the success of the organization.

Exercise: Divide participants into small groups and ask each group to come up with a list of tips and best practices for using technology to reduce the environmental impact of meetings and events. Have each group present their ideas to the larger group and discuss which strategies are most effective.

Hybrid events.

Worksheet: Create a worksheet that guides participants through the process of planning a hybrid event. Include tips and best practices for using hybrid events to reduce the environmental impact of meetings and events, such as promoting CO2 offsetting and encouraging attendees to use low-carbon transportation options.

Case study: Present a case study of an organization that has successfully implemented a hybrid event to reduce their carbon footprint. Ask participants to analyze the case study and identify the key strategies and practices that contributed to the success of the organization.

Exercise: Divide participants into small groups and ask each group to come up with a list of tips and best practices for using hybrid events to reduce the environmental impact of meetings and events. Have each group present their ideas to the larger group and discuss which strategies are most effective.

Paper

Worksheet: Create a worksheet that guides participants through the process of reducing paper waste at meetings and events. Include tips and best practices for using electronic documents and communication tools, such as sharing agendas and other materials via email or digital platforms.

Case study: Present a case study of an organization that has successfully reduced paper waste at meetings and events. Ask participants to analyze the case study and identify the key strategies and practices that contributed to the success of the organization.

Exercise: Divide participants into small groups and ask each group to come up with a list of tips and best practices for reducing paper waste at meetings and events. Have each group present their ideas to the larger group and discuss which strategies are most effective.

Chapter 3 – Sustainable People

3.1 Participants engagement

Encouraging participants to be environmentally responsible can help create a culture of sustainability at the meeting. Meeting organizers can provide information on sustainable behaviors and practices, such as turning off lights and electronics when not in use, conserving water, and reducing energy consumption. Making sustainability a theme of the meeting, with presentations or sessions that focus on sustainability and its importance, can also help create a culture of sustainability. Providing incentives for sustainable behavior, such as prizes for the participant who generates the least amount of waste, can further encourage participants to adopt more sustainable behaviors. By engaging participants, meeting organizers can help create a more sustainable meeting and inspire participants to continue practicing sustainable behaviors beyond the meeting.

According to a survey by MeetGreen, 91% of event attendees believe it is important for events to have a sustainability policy. Additionally, a study by the Green Meeting Industry Council found that by engaging attendees in sustainable practices, events can increase their sustainability ratings by up to 60%.



3.2 Active participation

Providing opportunities for interactive participation: One way to keep participants engaged is to provide opportunities for them to actively participate in the meeting, even if they are joining virtually. This can include using virtual tools such as polling or chat functions to solicit feedback and encourage discussion. Organizers can also encourage participants to ask questions or make comments throughout the meeting to keep the conversation dynamic and engaging.

3.3 Multimedia elements for engagement

Another way to keep participants engaged is to incorporate multimedia elements such as videos or graphics into the meeting. This can help break up long presentations or discussions and provide visual interest that can help maintain participants' attention. Organizers can also consider incorporating elements such as virtual reality or augmented reality to provide an immersive and engaging experience for participants.

3.4 Practical activity

Worksheet: Provide participants with a worksheet that asks them to identify areas in their own work or personal lives where they can make changes to be more environmentally sustainable. This can include questions such as, "Do you recycle at home? If not, why not? If so, what more could you do?" or "What sustainable transportation options are available to you for your commute to work?" The worksheet can also include space for participants to write down concrete action items and commitments to make changes.

Case studies: Provide participants with case studies of organizations that have successfully implemented sustainable practices in their operations. For example, a case study of a company that has successfully reduced its carbon footprint or implemented a zero-waste program. Participants can work in groups to analyze the case study and identify key strategies that the organization used to achieve success. This can then be followed up with a discussion about how those strategies could be applied to the participants' own organizations or personal lives.

Practical activity: Conduct a waste audit activity where participants are asked to collect and categorize their waste over the course of a day or week. This can help

participants identify areas where they generate a lot of waste and think creatively about how to reduce it. For example, participants may identify that they generate a lot of food waste and could start composting, or that they use a lot of disposable coffee cups and could switch to a reusable option.

Chapter 4 – Title Culture, Adaptability and Flexibility

4.1 Culture

Culture plays a critical role in organizing and implementing transnational meetings from an environmental sustainability point of view. Culture is the shared set of values, beliefs, and practices that shape how people interact with each other and their environment. When organizing transnational meetings, it is important to consider the cultural differences between participants and how these differences may affect their attitudes towards environmental sustainability.

One way to address cultural differences is to establish clear communication channels that enable participants to share their perspectives and concerns. This can be achieved through pre-meeting surveys, focus groups, or informal conversations. By listening to participants, organizers can gain a better understanding of their cultural backgrounds and how these backgrounds shape their attitudes towards environmental sustainability.

Another way to address cultural differences is to provide training and education on environmental sustainability. This can include workshops on topics such as recycling, energy conservation, and sustainable transportation. By providing this type of training, organizers can help participants understand the importance of environmental sustainability and how their actions can have an impact.

4.2 Adaptability

Adaptability is another critical aspect of organizing and implementing transnational meetings from an environmental sustainability point of view. In today's rapidly changing world, it is important to be flexible and adaptable to changing circumstances. This is particularly true when it comes to environmental sustainability, as new technologies and practices are constantly being developed.

One way to promote adaptability is to establish a culture of continuous improvement. This can be achieved by regularly reviewing and assessing the environmental impact of transnational meetings, and identifying areas where

improvements can be made. By doing so, organizers can stay abreast of new developments in environmental sustainability and make changes as needed.

Another way to promote adaptability is to be open to new ideas and approaches. This can include exploring alternative meeting formats, such as virtual or hybrid meetings, that can reduce the environmental impact of travel. It can also include experimenting with new technologies and practices, such as digital documentation and paperless meetings.

4.3 Flexibility

Flexibility is closely related to adaptability, but it is distinct in that it emphasizes the ability to adjust to unexpected situations. This is particularly important when it comes to environmental sustainability, as unforeseen events can disrupt even the best-laid plans.

One way to promote flexibility is to establish clear contingency plans for unexpected situations. This can include having backup venues, transportation options, and communication channels in place in case of emergencies. It can also include developing alternative agendas that can be implemented in case of unexpected changes to the schedule.

Another way to promote flexibility is to be responsive to the needs and concerns of participants. This can include providing flexible scheduling options that accommodate participants' travel schedules and time zones. It can also include being sensitive to cultural differences and making adjustments as needed to ensure that all participants feel comfortable and included.

In conclusion, culture, adaptability, and flexibility are critical aspects of organizing and implementing transnational meetings from an environmental sustainability point of view. By understanding the cultural differences between participants, promoting adaptability and continuous improvement, and being flexible and responsive to unexpected situations, organizers can help reduce the environmental impact of transnational meetings while ensuring that they are effective and productive.

4.4 Practical activity

In order to put the skills of culture, adaptability, and flexibility into practice when conducting a sustainability audit of a transnational meeting you can follow these points.

Culture

- Involving participants from different cultural backgrounds in the sustainability audit can help to identify cultural differences in attitudes towards environmental sustainability. This can be done by:
- Conducting a pre-audit survey that includes questions about participants' cultural background, attitudes towards sustainability, and suggestions for improvement.
- Including participants from a diverse range of cultural backgrounds in the audit team to ensure that different perspectives are represented.
- Providing training and education on environmental sustainability that is sensitive to cultural differences. For example, workshops could be tailored to address specific cultural beliefs and practices related to sustainability.

Adaptability

- Reviewing the meeting's format and exploring alternative options that can reduce its environmental impact can be done by:
- Considering the feasibility of holding a virtual or hybrid meeting instead of a face-to-face meeting. This can reduce the need for travel, and also provide opportunities for participants who might not otherwise be able to attend.
- Reducing the length of the meeting to minimize travel. For example, the meeting could be shortened from three days to two days, with the agenda adjusted accordingly.
- Choosing a location that is accessible by public transportation or that has good walking and biking infrastructure. This can encourage participants to use sustainable transportation options.

Flexibility

- Developing a contingency plan for unexpected situations can be done by:
- Identifying potential disruptions that could impact the meeting, such as weather events, transportation delays, or participant cancellations.
- Developing alternative options for transportation, communication, and scheduling that can be implemented quickly and efficiently in case of

disruption. For example, alternative travel routes could be identified, and backup communication channels established.

- Being responsive to the needs and concerns of participants. This includes being sensitive to cultural differences and making adjustments as needed to ensure that all participants feel comfortable and included. For example, scheduling breaks to accommodate religious or cultural practices.

Overall, putting the skills of culture, adaptability, and flexibility into practice when conducting a sustainability audit of a transnational meeting can help to ensure that the meeting is environmentally sustainable while also being effective and productive. By involving participants from diverse cultural backgrounds, exploring alternative meeting formats, and developing contingency plans for unexpected situations, organizers can demonstrate their commitment to sustainability and promote continuous improvement.

Chapter 5 – References - tools

- "The Global Meetings Industry Sustainability Guide" by the Green Meeting Industry Council (2018). This guide provides practical advice and guidance on how to make meetings more sustainable, including tips on reducing waste, conserving energy, and promoting sustainable practices. Available at: <https://www.greenmeetings.info/wp-content/uploads/2018/06/GMISG.pdf>
- "Sustainable Event Management: A Practical Guide" by Meegan Jones (2014). This book provides a comprehensive overview of sustainable event management, including case studies and practical examples. Available for purchase on Amazon: <https://www.amazon.com/Sustainable-Event-Management-Practical-Guide/dp/1849714783>
- "Green Meetings and Events: A Guide for Small and Mid-Size Businesses" by the U.S. Environmental Protection Agency (2016). This guide provides tips and resources for businesses looking to make their meetings and events more environmentally friendly, including strategies for reducing waste and conserving energy. Available at: <https://www.epa.gov/sites/production/files/2016->

[07/documents/gme_guide_small_midsize_businesses.pdf](#)

- "Leadership for Green Meetings and Events" by the United Nations Environment Programme (2015). This report provides guidance for leaders looking to promote sustainability in meetings and events, including strategies for setting sustainability goals and measuring progress. Available at: <https://www.unenvironment.org/resources/report/leadership-green-meetings-and-events>
- "Green Meeting Industry Council." This organization provides resources and support for professionals in the meetings and events industry looking to promote sustainability, including information on sustainability certifications and case studies of sustainable events. Available at: <https://www.gmicglobal.org/>
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Chapter 6 – Training instructions for trainers

6.1 Exploitation of the practical activities given in the module under the trainer perspective

1. What is the impact of travel on the environment?

A) Negligible: Travel can have a negligible impact on the environment if sustainable modes of transportation, such as walking, cycling, or taking public transit, are used. However, if people rely on personal vehicles or air travel, the impact can be significant.

B) Significant: Travel, particularly air travel and personal vehicle use, can have a significant impact on the environment. These modes of transportation produce large amounts of greenhouse gas emissions, which contribute to climate change. In addition, travel can also cause habitat destruction and pollution.

C) No impact: Travel can have no impact on the environment if sustainable modes of transportation are used, or if travel is avoided altogether.

D) Positive impact: It is unlikely that travel has a positive impact on the environment, although some argue that eco-tourism and sustainable travel practices can have positive impacts on local communities and biodiversity.

2. What is the importance of reducing waste and carbon emissions?

A) No importance: There is no valid argument for the importance of not reducing waste and carbon emissions, as both have significant negative impacts on the environment and human health.

B) Minimal importance: While reducing waste and carbon emissions may not be the most urgent priority for some individuals or organizations, it is still important to address these issues as they contribute to climate change and other environmental problems.

C) Significant importance: Reducing waste and carbon emissions is of significant importance, as they are major contributors to climate change, air pollution, and other environmental problems. By reducing these emissions, we can mitigate the worst impacts of climate change and create a healthier and more sustainable world.

D) Maximum importance: The importance of reducing waste and carbon emissions cannot be overstated. These emissions are directly linked to global warming, which poses a severe threat to ecosystems, human health, and the stability of our societies. Addressing these issues should be a top priority for all individuals and organizations.

3. What is the impact of energy usage on the environment?

A) Negligible: While some forms of energy usage, such as solar or wind power, have negligible impact on the environment, other forms, such as fossil fuels, have significant negative impacts.

B) Significant: The impact of energy usage on the environment is significant, particularly when non-renewable sources of energy are used. Fossil fuels are

major contributors to greenhouse gas emissions, which cause climate change and other environmental problems.

C) No impact: It is difficult to argue that energy usage has no impact on the environment, as all forms of energy production have some level of impact.

D) Positive impact: Some forms of energy usage, such as renewable energy sources like solar and wind power, can have a positive impact on the environment by reducing greenhouse gas emissions and other forms of pollution.

4. What is the most effective way to reduce carbon emissions?

A) Increase energy consumption: Increasing energy consumption is not an effective way to reduce carbon emissions, as it would only contribute to more emissions.

B) Decrease energy consumption: Decreasing energy consumption is one of the most effective ways to reduce carbon emissions, as it reduces the demand for fossil fuels and other sources of greenhouse gas emissions.

C) Maintain current energy consumption: Maintaining current energy consumption would not reduce carbon emissions, and may even contribute to emissions if sustainable forms of energy are not used.

D) Increase carbon emissions: Increasing carbon emissions is clearly not a solution to reducing emissions, and would only exacerbate the problem.

5. What is the most effective way to reduce waste?

A) Increase waste production: This option is not effective in reducing waste, as it only leads to more waste being generated and more strain on the environment.

B) Decrease waste production: This is the most effective way to reduce waste, as it involves minimizing the amount of waste generated in the first place. This

can be achieved through practices such as recycling, composting, and reducing the use of single-use plastics.

C) Maintain current waste production: This option does not lead to a reduction in waste and is therefore not effective in addressing the problem.

D) Increase waste disposal: This option is not effective in reducing waste, as it only leads to more waste being disposed of, potentially exacerbating environmental problems associated with waste disposal.

6. What is the impact of carbon emissions on the environment?

A) Negligible: Carbon emissions have a significant impact on the environment and contribute to global climate change. This option is therefore incorrect.

B) Significant: This option is the correct choice, as carbon emissions have a significant impact on the environment and contribute to global climate change, which has serious implications for ecosystems and human societies.

C) No impact: This option is incorrect, as carbon emissions have a significant impact on the environment and contribute to global climate change.

D) Positive impact: This option is incorrect, as carbon emissions have a negative impact on the environment and contribute to global climate change.

7. What is the most effective way to reduce travel impact on the environment?

A) Increase travel: This option is not effective in reducing the impact of travel on the environment, as it leads to more travel and therefore more environmental impact.

B) Decrease travel: This option is the most effective way to reduce the impact of travel on the environment, as it involves reducing the amount of travel that

occurs, which can be achieved through practices such as telecommuting, using public transportation, and reducing air travel.

C) Maintain current travel: This option does not lead to a reduction in the impact of travel on the environment and is therefore not effective.

D) Increase carbon emissions from travel: This option is not effective in reducing the impact of travel on the environment, as it only leads to more carbon emissions and therefore more environmental impact.

8. What is the impact of environmental sustainability on global efforts to mitigate climate change?

A) No impact: This option is incorrect, as environmental sustainability has a significant impact on global efforts to mitigate climate change.

B) Minimal impact: This option is incorrect, as environmental sustainability has a significant impact on global efforts to mitigate climate change.

C) Significant impact: This option is the correct choice, as environmental sustainability is crucial for mitigating climate change and reducing the impact of human activities on the environment.

D) Maximum impact: This option is also incorrect, as it implies that environmental sustainability is the only factor impacting global efforts to mitigate climate change, when in fact it is just one of many important factors.

9. What is the importance of environmental sustainability in transnational meetings?

A) No importance: This option is incorrect, as environmental sustainability is important in all aspects of human activity, including transnational meetings.

B) Minimal importance: This option is incorrect, as environmental sustainability is important in all aspects of human activity, including transnational meetings.

C) Significant importance: This option is the correct choice, as transnational meetings can have a significant impact on the environment through factors such as travel, energy usage, and waste production, and environmental sustainability should be a consideration in planning and executing such meetings.

D) Maximum importance: This option is also incorrect, as it implies that environmental sustainability is the only consideration in transnational meetings, when in fact it is just one important factor to

10. What is the impact of waste on the environment?

A) Negligible impact: Waste can have a minimal impact on the environment if it is properly disposed of and managed, such as through recycling or composting.

B) Significant impact: However, waste can have a significant impact on the environment if it is not properly disposed of, leading to pollution, greenhouse gas emissions, and harm to wildlife and ecosystems.

C) No impact: This option is incorrect. All waste has some impact on the environment, even if it is small.

D) Positive impact: This option is also incorrect. Waste does not have a positive impact on the environment, as it is a result of resource consumption and can lead to negative environmental consequences if not properly managed.

6.2 Other practical activities

Organize 3 sessions of brainstorming to face and suggest how implement each of the following aspects (max nos. 7-10 participants, no. 1 hour meeting time, a white wall and post-its of several colour to collect all the ideas...):

1. Encourage the use of digital communication tools: Encourage meeting attendees to communicate via email, instant messaging or video conferencing instead of physical meetings. This reduces the carbon footprint associated with travel and transportation, while also saving time and resources. To promote this, consider including a guideline for digital communication in the meeting invitation, and have a dedicated point person to help facilitate digital communications among attendees.
2. Implement a zero-waste policy: A zero-waste policy involves the reduction and proper disposal of all waste generated during the meeting. This includes using reusable materials such as water bottles, cutlery and plates, and recycling or composting all other waste. To implement a zero-waste policy, provide attendees with reusable utensils and plates, and clearly label waste and recycling bins for easy identification. Additionally, consider donating leftover food to a local food bank or shelter to reduce food waste.
3. Choose sustainable meeting venues: When selecting a venue for the transnational meeting, consider choosing a location that is certified by a sustainability program such as LEED (Leadership in Energy and Environmental Design). These venues typically use sustainable practices such as energy-efficient lighting, water conservation, and sustainable building materials. Additionally, choose a venue that is easily accessible by public transportation to reduce the carbon footprint associated with travel. To help identify sustainable venues, consider using a sustainability certification database such as Green Key or Green Globe.

6.3 Tips and examples of best practices to apply this module to your own training activity

Three Check Lists

Accommodation:

- Is the hotel or accommodation certified by an environmental program such as Green Key or EarthCheck?
- Does the hotel have energy-efficient lighting and appliances?
- Does the hotel have a water conservation program in place, such as low-flow toilets and showerheads?
- Does the hotel have a recycling program and encourage guests to recycle?
- Does the hotel use non-toxic cleaning products?
- Does the hotel have a towel and linen reuse program to conserve water and energy?
- Does the hotel offer sustainable transportation options for guests, such as bike rentals or shuttle services that run on clean energy?
- Does the hotel have policies in place to reduce food waste and use of single-use plastics?

Food:

- Does the catering company source ingredients locally and use organic, sustainable, and fair-trade products?
- Does the catering company offer vegetarian and vegan options?
- Does the catering company use reusable or compostable plates, utensils, and cups?
- Does the catering company have policies in place to reduce food waste?
- Does the catering company use energy-efficient cooking appliances and practices?
- Does the catering company recycle and compost waste?
- Does the catering company have a water conservation program in place?

Venue:

- Is the venue certified by an environmental program such as LEED or BREEAM?
- Does the venue have energy-efficient lighting and appliances?
- Does the venue have a water conservation program in place, such as low-flow toilets and faucets?
- Does the venue have a recycling program and encourage guests to recycle?
- Does the venue use non-toxic cleaning products?
- Does the venue have a sustainable transportation program in place, such as bike rentals or shuttle services that run on clean energy?

- Does the venue have policies in place to reduce food waste and use of single-use plastics?
- Does the venue have a commitment to carbon neutrality or offsetting its carbon footprint?

Module assessment

Competence: Intercultural Communication & Teamwork and Collaboration

1. How do you ensure that all participants have a shared understanding of the environmental goals of the meeting?
 - a) Distribute a list of environmental goals to all participants in advance (2 points)
 - b) Ask participants to share their views on environmental sustainability (3 points)
 - c) Conduct a short presentation on the importance of environmental sustainability (4 points)
 - d) Ignore the issue since it may not be relevant to everyone (1 point)

Competence: Strategic thinking and problem-solving, Technical Skills, Leadership & Diplomacy

1. When planning a transnational meeting, what is the best way to identify areas where environmental impact can be reduced?
 - a) Conduct an environmental impact assessment (4 points)
 - b) Ignore the issue and focus only on meeting objectives (1 point)
 - c) Use intuition to identify areas where environmental impact can be reduced (2 points)
 - d) Ask participants to come up with ideas during the meeting (3 points)

Competence: Culture awareness & Adaptability and Flexibility

1. How can cultural awareness be used to promote environmentally sustainable practices in transnational meetings?
 - a) By imposing one's own environmental practices on others (1 point)
 - b) By ignoring cultural differences and focusing solely on environmental practices (2 points)
 - c) By finding common ground and mutually beneficial solutions (4 points)
 - d) By refusing to compromise on one's own environmental practices (3 points)