Events for a Greener Europe –
Challenges for a Sustainable European Event Industry

Hotel Schlosspark Mauerbach/Vienna
5-6 July, 2018

Sustainability plays a central role in the European event sector. At the Conference „Events for a Greener Europe“, we will explore the challenges and the potentials and discuss appropriate tools and instruments to address the sustainable European event sector.

- Economic relevance of the European event sector and its environmental footprint
- Initiatives by the public sector
- Sustainable Destinations
- Stimulating Green Events – Good Practice Examples
- Instruments and tools, e.g. monitoring, reporting, certification

Target Groups:

- Administrators and policy makers
- Associations and event industry
- Event organisers
- Consultants

For many years Austria has been a frontrunner in promoting the sustainable event organisation in Europe. In 2006, during the Austrian Presidency of the Council of the European Union the Environment Ministry launched a Greening the Presidency initiative in order to systematically implement sustainability criteria in the management efforts for presidential meetings and events. Consequently, the national Green Events Austria initiative was set up: Authorities from the federal and provincial level joined efforts with partners from the business, sports and cultural sectors to promote the sustainable organisation of events within the entire industry. The Austrian Eco-Label for Green Meetings and Green Events, introduced in 2011, was the first European certification scheme for the event industry. Building on that tradition the Council of Ministers mandated that the 2018 EU-Presidency will systematically conduct a consistent sustainable event management effort.

The Presidential Conference “Events for a Greener Europe” will jointly be organised by the Federal Ministry for Sustainability and Tourism and the Government of Lower Austria. The Conference will address challenges and perspectives at national and European level.

Contact:
Georg Tappeiner
tappeiner@pulswerk.at
Tel: +43 699 10515383