

ARE YOU READY TO MAKE A DIFFERENCE? A REAL DIFFERENCE.

Madrid is an innovative city that embraces sustainability. As a top destination for international conferences and events, we are committed to ensuring that each meeting leaves a positive impact on both the environment and the local community.

As part of its ongoing commitment to sustainability, Madrid Convention Bureau has created this guide for organisers and clients, featuring 100 ideas for hosting more sustainable events in the capital. This document provides practical suggestions for incorporating sustainable practices into every step of the event process—from planning and execution to the event itself and beyond.

By choosing responsible venues and suppliers and implementing strategies to reduce your carbon footprint, promote the circular economy and foster diversity and inclusion, you can create experiences that align with the Sustainable Development Goals and best international practices.

The MICE industry has a unique opportunity to leave a lasting impact both on the city and its attendees. By putting these 100 ideas into practice, you can reduce the environmental footprint of your events while maximising their positive impact on Madrid.

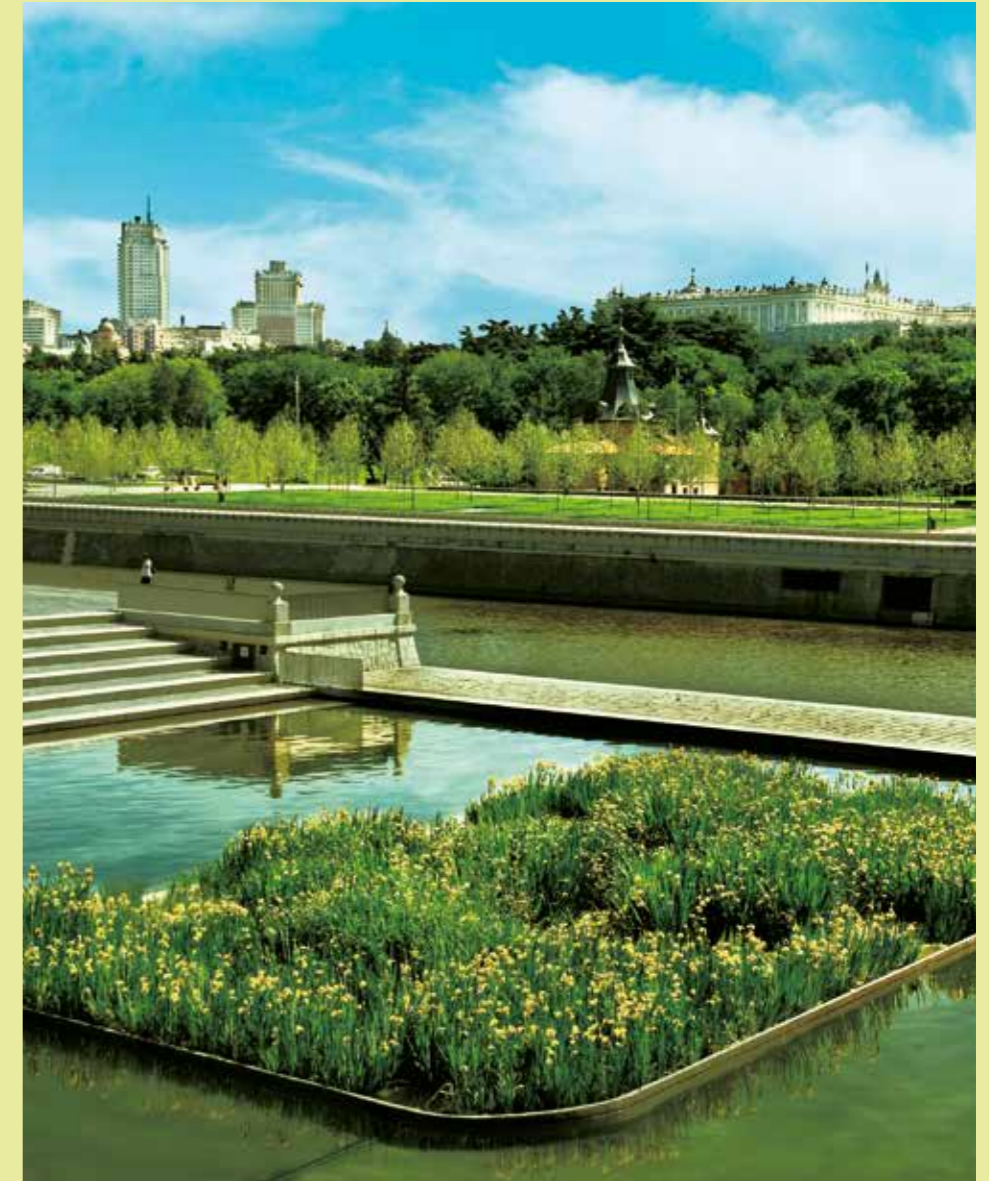
Join us in making the industry more responsible, forward-thinking and sustainable. By using our resources, you can ensure that every event in Madrid inspires, innovates and creates a positive impact on both the city and the planet.



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MADRID, 100 IDEAS TO MAKE YOUR EVENT MORE SUSTAINABLE

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Airport Arrival and City Transfer

1. Encourage the use of public transport, including the metro, local trains, and buses run by the Municipal Transport Company (EMT).
2. Provide detailed information on sustainable routes from the airport to the hotel or venue.
3. Hire transfer services that use electric or hybrid vehicles.
4. Promote car-sharing platforms and apps among attendees.
5. Offer incentives to attendees who choose electric vehicles.
6. Prioritise environmentally certified transport operators.
7. Install electric vehicle charging stations at key locations.
8. Minimise individual journeys and encourage efficient group transport.
9. Prioritise taxis with ECO environmental badges.
10. Measure the carbon footprint of transport and provide offset solutions.

Accommodation and Hospitality

11. Choose hotels with environmental certifications (LEED, ISO 14001, etc.).
12. Prioritise hotels that use renewable energy sources such as solar and geothermal.
13. Avoid single-use plastics in hotel services.
14. Select hotels with water and energy-saving systems.
15. Encourage the reuse of towels and sheets to reduce environmental impact.

16. Opt for hotels with recycling and composting programmes.
17. Ensure that hotels offer sustainable food options.
18. Promote the use of sustainable transport between the hotel and the event.
19. Select hotels that train their staff in sustainability practices.
20. Choose hotels that offer activities benefiting the local environment.

Getting Around the City

21. Provide public transport passes for attendees.
22. Hire electric or hybrid minibuses for group transfers.
23. Create safe walking or cycling routes to the event.
24. Implement a shared transport system.
25. Ensure electric bike stations are available near the event.
26. Promote transport companies with sustainability certifications.
27. Optimise transfer schedules to avoid empty vehicle journeys.
28. Install electric vehicle charging stations at the venue.
29. Offer accessible transport options for people with reduced mobility.
30. Include carbon-neutral transport options.

Venue or Event Space

31. Select venues with LEED, BREEAM or similar certifications.

32. Encourage the use of LED technology and maximise natural light when choosing a space.
33. Introduce an efficient waste management system.
34. Choose reusable or biodegradable décor.
35. Use digital signage instead of printed posters.
36. Provide drinking water fountains to reduce the use of plastic bottles.
37. Ensure accessibility for people with disabilities.
38. Prioritise venues that use renewable energy.
39. Establish clearly marked and accessible recycling stations.
40. Monitor energy and water consumption during the event.

Event Organiser

41. Partner with local and sustainable suppliers.
42. Promote equality and inclusion in staff recruitment processes.
43. Use digital platforms for event management.
44. Include sustainability clauses in contracts.
45. Conduct environmental awareness campaigns for attendees and exhibitors.
46. Measure the event's total carbon footprint.
47. Support the circular economy in the event's production.
48. Prepare post-event sustainability reports.
49. Avoid disposable products in all operational areas.
50. Incorporate sustainability into the event's identity.

Catering

51. Offer set menus with local and seasonal products.
52. Provide vegetarian and vegan options.
53. Eliminate single-use plastics in cutlery and tableware.
54. Support caterers with sustainability certifications.
55. Donate surplus food to food banks.
56. Compost food scraps.
57. Avoid individually wrapped food items.
58. Use water in reusable dispensers.
59. Reduce food waste by using appropriate portion sizes.
60. Promote responsible food consumption.

Services Company (Staff, Event, Signage, Merchandising)

61. Hire local staff to reduce travel.
62. Employ staff through social organisations.
63. Provide training for staff on sustainable practices.
64. Create digital or reusable signage.
65. Print only what is necessary and use recycled paper.
66. Limit the use of physical merchandising.
67. Opt for environmentally friendly and practical gifts.
68. Choose sustainable merchandising suppliers.
69. Avoid disposable products in welcome packs.

70. Collect and recycle materials used once the event has finished.

After the Event

71. Measure the environmental and social impacts of the event.
72. Share a sustainability report with attendees.
73. Ensure that all or part of the event material is reused or recycled.
74. Encourage attendees to share their sustainable experience.
75. Promote sustainable transport when leaving the event.
76. Donate reusable materials or décor.
77. Offset the event's carbon footprint with environmental projects.
78. Thank suppliers who have met sustainable standards.
79. Build a database of sustainable suppliers for future events.
80. Gather feedback from attendees and suppliers to improve future editions.
81. Encourage attendees to engage in sustainable practices.
82. Include environmental volunteering activities as part of the event.
83. Avoid unnecessary promotional gifts.
84. Use recycled or environmentally friendly materials in event production.
85. Ensure efficient use of water and energy throughout the event.
86. Promote sustainable habits among all stakeholders.
87. Limit document printing.
88. Support events that prioritise responsibility and sustainability.
89. Promote fair trade when hiring suppliers.
90. Ensure that exhibitor stands adhere to sustainability criteria.
91. Organise educational initiatives on sustainability at the event.
92. Conduct environmental audits before and after the event.
93. Encourage the use of digital platforms for networking.
94. Reduce the use of paper for accreditations and programmes.
95. Ensure that all parties are involved throughout the event.
96. Avoid non-biodegradable packaging in corporate gifts.
97. Identify which SDGs (Sustainable Development Goals) the event is aligned with.
98. Form partnerships with NGOs, foundations and associations.
99. Promote digital accessibility on the event's website.
100. Ensure that the event has a positive impact on the local community.