

Carbon Neutral Events

Promote your next event as Carbon Neutral with Green Key Global. Green Key Global's Carbon Neutral Events Program offers a way to take responsibility for the impact of your event by offsetting event emissions and focusing on green event practices. By purchasing carbon offsets, your event can support forest conservation and clean technology projects that would not otherwise be financially possible.



There are many actions a host can take to reduce an event's carbon footprint. By making climate-smart choices, it is possible to reduce the energy required to operate programming and provide transportation, boarding, and food and beverage services to event facilitators and participants.



What is a Carbon Neutral Event?

- Carbon neutrality is achieved through a combination of behaviour and investment: practical emission reductions are complemented by purchased carbon offsets.
- "Carbon neutral" means that no additional greenhouse gas emissions have been put in the atmosphere, because the event has offset as many emissions as it has produced.



Why make your event carbon neutral?

- Adopting carbon neutrality reduces the event's environmental impact.
- Reducing energy consumption and waste can create cost savings
- For venues, developing a reputation for hosting low-carbon events makes the space an appealing option for

environmentally conscious event organizers. It can help organizers attract sponsors, funders, presenters, and participants



How to achieve carbon neutrality

- **Planning:** start by listing all the details of the event, including the venue, how many attendees are expected, what types of meals will be served, etc. in our carbon calculator
- **Measure:** Carbon footprints are evaluated by measuring the sum of all the GHG emissions generated by an event, from the time its participants depart from their homes to the moment the garbage, recycling and compost arrive at their respective processing facilities.
- **Offset:** Purchasing offsets equal to the event carbon footprint brings net carbon emissions down to zero, which renders an event carbon neutral.

Green Event Best Practices:

- ✓ Make the venue energy-efficient
- ✓ Promote green transport options for attendees
- ✓ Include green practices in vendor agreements
- ✓ Create a plant-rich menu highlighting local vegetables and low-carbon proteins
- ✓ Offer low-carbon transportation and virtual attendance
- ✓ Phase out single-use plastics
- ✓ Offer digital event programs

