

UNDER THE UMBRELLA OF SUSTAINABILITY ...

*It doesn't have to be that way.
Planning events sustainably isn't complicated or expensive.
There are just a few simple steps you can take to make your event sustainable and have a significant environmental impact.*



*Event Sustainability
2027 ...*

>>> YOUR STRATEGIC BUSINESS LEVER.

Anyone planning a corporate event, a conference, or a roadshow today faces a new reality. Sustainability is no longer just an optional “nice-to-have” or purely a matter of image. By 2027, it will be a key driver for achieving legal CSRD compliance and boosting business success.*

*Corporate Sustainability Reporting Directive

*These are the
key benefits:*



CSRD-COMPLIANCE MET

Events fall under your company's Scope 3 emissions. This allows you to reduce your CO2 metrics for your official sustainability report.



BUDGET SAVINGS THROUGH EFFICIENCY

Sustainability reduces costs. Avoiding single-use trade show booths, lowering on-site energy consumption, and using digital event apps reduce material and logistics expenses.



STRENGTHENING COMPETITIVENESS & MARKET VALUE

Attractiveness to investors, customers, and partners. A sustainable event portfolio underpins a credible sustainability strategy.



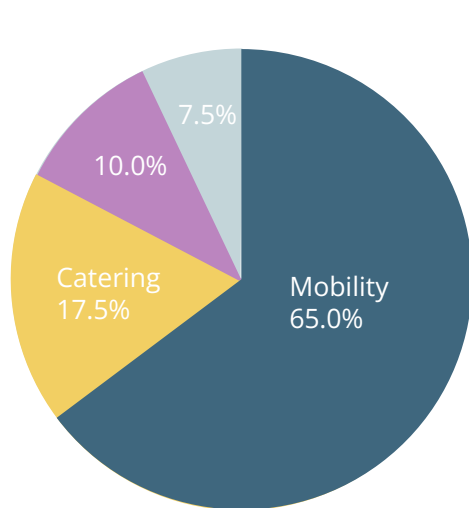
A MAGNET FOR TOP TALENTS

Events are a showcase for your corporate culture. Sustainable event management builds trust among your employees and enhances your value in the employer market.

Isn't that complicated?



To make an event measurably more sustainable, you shouldn't start with micromanagement; instead, following the 80/20 principle, you should first focus on the most effective levers for the three main sources of emissions:



The Top 3 CO2 Emitters

- Mobility & Logistics: 65.0%
- Catering & Food Services: 17.5%
- Exhibition Design & Energy: 10.0%
- Giveaways & Branding: 7.5%

*20% of event areas account
for 80% of the environmental impact.*

The Cycle - The Solution: “Reduce, Reuse, Recycle”:

*Circular Events - Sustainability
that pays off twice.*

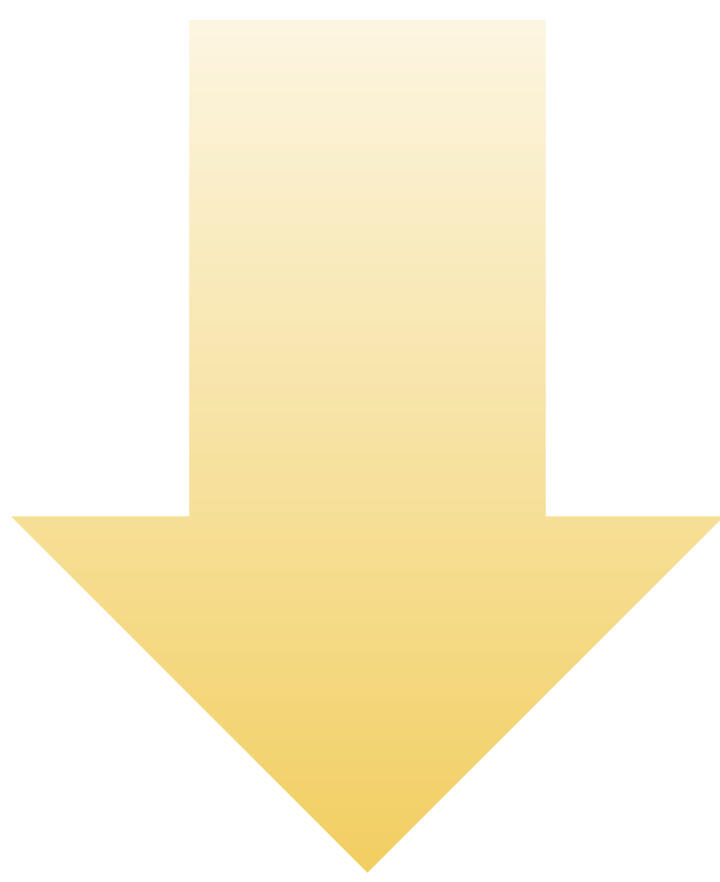


**ECONOMICAL &
ECOLOGICAL.**

#WIN-WIN

**GREEN
VENUES**

#REALIZE TIP



ECONOMICAL & ECOLOGICAL.

WIN-WIN.

Myths like “That’s too expensive” or “That compromises quality” are deeply ingrained in people’s minds. We’ll show you how to use the right strategy to meet regulatory requirements, stay within your budget, and take the participant experience to the next level.

3 levers – maximum impact:

MOBILITY & LOGISTICS



- > Virtual Live Components
- > Prioritize public transportation access
- > Travel-friendly scheduling
- > DB Digital Ticket as the standard
- > Green Shuttles
- > Regional service providers

CATERING & FOOD SERVICE



- > Seasonal & Regional
- > Precise portion sizing
- > Surplus food recovery
- > Bulk packaging instead of individual
- > High proportion of vegetarian options
- > No disposable tableware
- > On-site waste sorting systems

EXHIBITION DESIGN & ENERGY



- > Green Venues & Hotels
- > Use of Natural Light
- > LED & Smart Lighting Control
- > Modular Rental Systems
- > Circular Event Concepts
- > Smart Climate Control

COST SAVINGS

through resource efficiency & targeted budget allocation.

Sustainable event practices—such as hybrid formats, more plant-based food options, regional sourcing, rental systems, or energy-efficient LED screens—lower material, logistics, space, and storage costs while also reducing your carbon footprint.

Another plus:

>>> GREATER APPEAL TO INVESTORS & SPONSORS.

REALIZE not only shows you the best approaches, but also guides you step by step through the planning of sustainable event concepts. We ensure that you reliably achieve your environmental goals and are happy to assist you in tracking the key metrics needed for comprehensive CO2 documentation. Through precise and forward-looking planning, you minimize resource waste while optimizing your ROI.

The perfect introduction:

GREEN VENUES.

REALIZE TIP.

They already exist: sustainable, certified event venues and convention centers. By adopting a green approach, providers secure their market share and ensure their long-term viability. These are the best conditions for green events.

HYATT REGENCY ZURICH AIRPORT

With its LEED Platinum certification, the entire complex has been recognized for environmentally friendly construction and for achieving the highest levels of resource efficiency, environmental performance, and sustainability. Located right at the airport, **The Circle** blends lifestyle with nature and offers the perfect solution for every occasion.



or

MESSE STUTTGART



Awarded the German Sustainability Prize in 2023 for its pioneering role in the events and trade show industry. All three main criteria are automatically integrated into the infrastructure as standard. The carbon footprint is already minimized during normal operations. Ideal for corporate events, conferences, and trade shows.

or

SCANDIC MUNICH MACHEREI



This modern 4-star design hotel, located in the sustainable “Die Machererei” quarter in eastern Munich, is Europe’s first LEED Gold-certified quarter. It uses 100% renewable electricity, and organic waste from the on-site food waste processing facility is converted into gas and fed into the grid. The restaurant features 60% organic ingredients as well as seasonal products from local producers. And this is just a fraction of the environmental measures that have been implemented. Hotel, Dining, Retail, Coworking, Event Space & Conference Packages—a comprehensive, integrated concept for all doers.

*Put on your hat & coat.
Sustainability from head to toe*

TAILORED BY YOUR EVENT EXPERTS.