



FOR
MORE
SUSTAINABLE
TOURISM



COMMITMENT CHARTER FOR ECO-FRIENDLY EVENTS

IN THE CONTEXT OF OUR ISO26000 AND ISO20121 INITIATIVES, THE TOURIST OFFICE WANTS TO OUTLINE A SET OF COMMITMENTS AND MEASURES FOR THE ORGANISATION OF ITS OWN EVENTS.

The objective is twofold; to respond to today's increased awareness and visitor expectations in terms of eco-friendly events, while also limiting our impact and leading our suppliers towards a similar ethical approach.

FOUR AREAS

1. ATTENDEE TRANSPORT

2. ENERGY AND WASTE

3. RESPONSIBLE PURCHASING AND CIRCULAR ECONOMY

4. GOOD CAUSES AND INCLUSION

SCOPE

This charter aims to identify our goals and the possible measures to be put in place for each of these four areas.

It has been drawn up by the internal teams responsible for organising events and distributed to all of the organisation's employees.



OUR COMMITMENTS ON TRANSPORT

Getting to Lyon, depending on where people are coming from:

- Local/regional: encourage travel by train or other public transport
- National: if the journey time, door-to-door, is less than four hours and there is a rail connection, choose trains over flying where possible.
- International: if the journey can only be made by plane, consider offsetting

Promote car-sharing through existing platforms

Getting around Lyon:

- Encourage public transport for all customers and attendees of our events, while not making it obligatory to take into account limitations and obstacles.
- Promote or give away the Lyon City Card: leisure activities and public transport included



OUR COMMITMENTS ON REDUCING OUR IMPACT, GREENHOUSE GAS EMISSIONS AND WASTE

Energy:

- Reduce consumption: green energy, raising employee awareness on the consumption of resources and the possibility of reducing this with simple actions.
- Raising the awareness of the suppliers who host our events on this issue.

Waste:

- Waste sorting with the AREMACS initiative to be considered.
- Raising attendee awareness on waste reduction: posters, explanation of its importance.
- Clearly-marked facilities to refill water bottles.
 - If necessary, choice of compostable or biodegradable materials to avoid any use of plastic.
 - Contact anti-food waste organisations whenever necessary and possible.

Publications:

- Use of recycled, non-bleached paper.
- Reduction of printing, use of double-sided printing where possible.
- Offer to print documents for attendees only where needed.
- Use less polluting inks where possible.

Free gifts:

- Make attendees aware that due to our CSR approach, Welcome Bags are no longer provided at all events.
- Move towards eco-friendly gifts such as plantable pencils, sachets of seeds or donations to organisations that plant trees if a gift is really considered necessary.



OUR COMMITMENTS ON RESPONSIBLE PURCHASING, LOCAL DISTRIBUTION CHANNELS AND THE CIRCULAR ECONOMY

Food and drink:

- Choose caterers and restaurants committed to CSR if present in the area.
- Raise the chosen suppliers' awareness of CSR issues around local consumption.

Service provision:

- Technical: sound, video, lights - choose suppliers committed to CSR where possible.
- Communication: comms agency and printers committed to CSR.

Leisure activity providers:

- Raise awareness of our CSR approach, get commitments to carbon accounting and reducing environmental impact.

Promotional products:

- Reduce their production, carefully consider how useful they are.
- Local or national production, food and drink products as a first choice, plantable gifts.





OUR SOCIAL, INCLUSION AND CHARITY COMMITMENTS

Human Resources:

→ Civic Service Initiative within the tourist office for the integration of young people with no qualifications or experience: 'Volontaires du Tourisme'.

Integration:

→ Use suppliers that take on employees who are in the process of social and professional reintegration.

Good causes:

- Partnerships with humanitarian anti-food waste organisations.
- Support a local association every year (such as Rêves d'enfants or Secours Populaire) and allow customers to round up their payment with a small donation.

OUR TEAMS ARE ON HAND TO HELP YOU WITH ANY QUESTIONS

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