Awareness and Perception of Green Meetings and Events among Austrian Companies

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration

Tourism and Hospitality Management

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Vienna, 26. May 2014
Affidavit

I hereby affirm that this Bachelor’s Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

In recent years, the event industry has attracted attention in terms of negative environmental and social impacts. Several sustainable policies have been introduced worldwide to make events more “green”. In 2010, the Federal Ministry of Agriculture, Forestry, Environment and Water Management in Austria launched the eco-label “Green Meetings and Green Events”, which provides a guideline for planning environmental friendly events.

This study aims to provide insights into the awareness and perception of “Green Meetings and Green Events” among Viennese companies and to deliver suggestions for marketing strategies for the travel agency Mondial, which is an accredited certification body of these events. As research method qualitative in-depth interviews were selected.

The major findings were that the majority of companies are aware of the possibility to certify an event as a “Green Meeting or Green Event”, but lack information about requirements and the implementation of these standards. Most respondents were not able to identify any significant drivers or decision criteria that lead to organizing a “Green Meeting or Green Event”. The majority was interested in organizing this type of event because it is perceived to contribute to a positive image of the company. The evaluation of the interviews has also revealed that awareness and knowledge about green meetings and event standards have to be raised. Emphasizing the benefits associated with “Green Meetings and Green Events” through the use of promotional campaigns or advertising can increase demand.

Finally, after considering the limitations of this study, a discussion of potential marketing strategies for Mondial is provided.
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F&B    Food & Beverage

CSR    Corporate Social Responsibility

Table 1: List of Abbreviations
1 Introduction

Due to global warming, entrepreneurs are forced to rethink their attitude towards the environment and resources. Corporate social responsibility has become increasingly important in today’s business world. Companies introduce several sustainable policies to act and produce environment friendlier. Especially the tourism sector and its components are forced to implement environmentally friendly strategies due to pollution associated with travelling, the destruction of nature as well as several social aspects (Kilkenny, 2006; Dickson & Arcodia, 2010; Guterman, 2009). One of the tourism sectors, the event industry, has especially come under criticism. Due to the environmental and social impacts (Dickson & Arcodia, 2010), new sustainable policies affect the planning and execution of events.

Several nonbinding recommendation have been made on how to make an event “green” (Kilkenny, 2006; Guterman, 2009; Meeting Professionals International, 2010; Convention Industry Council, 2004; Aase, 2009), but the event industry needs standards as a guideline for planning sustainable events (Guterman, 2009). In most cases these standards are associated with certain certifications (Kilkenny, 2006; Meeting Professionals International, 2010; Jones, 2010; A Greener Festival, 2012; EcoLogo, 2009; Yourope; Sustainable Event Solutions, 2014).

In 2010, the Federal Ministry of Agriculture, Forestry, Environment and Water Management in Austria has introduced the eco-label “Green Meetings and Green Events” as a guideline for organizing sustainable and environmental friendly events. Accredited companies act as certifier for single events if all requirements are met and a minimum number of points is reached.

One of the licensees is the travel agency Mondial, which was awarded in 2012 as certifier for “Green Meetings and Green Events” (see 2.8 Mondial as a certifier for “Green Meetings and Green Events”).

During an internship at Mondial I was able to learn about their different departments, their services and their commitment to sustainability. My major interests are event management, Corporate Social Responsibility and sustainability, therefore the topic of the Austrian eco-label “Green Meetings and Green Events”
was appealing to me from the first day on. Fortunately, I was able to work closely with Mrs. Lisa Filar, the “Green Meetings and Green Events” agent of Mondial, and got deep insights into the subject. Furthermore, I attended the “Green Events” conference through Mondial, where the status quo of certified events was presented in terms of number of already certified events, new policies and reduced impact on environment and outlooks for the future were discussed.

Nevertheless, at that time this business sector of certified “Green Meetings and Green Events” was quite new and unknown to the public. But since Mondial sets a high value on sustainability, the organisation aims to develop a “better way of doing business” in the near future. In order to promote this relatively new possibility successfully, information about the potential customers has to be evaluated. The idea arose to conduct research in form of a bachelor thesis to gather these data.

Yet, unfortunately, there is no or only little information available about the current awareness of “Green Meetings and Green Events” in Austria and about the motivation which leads to organizing one. The aim of my study is to investigate if organizations are informed about the possibility to certify an event as “Green Meeting and Green Event”. I further intend to gather information about benefits associated to this type of event and about barriers that would keep organizations from organizing “Green Meetings and Green Events”. The data will be gathered through a qualitative research approach thanks to personal in-depth interviews.

My study will assist Mondial in introducing new marketing strategies to develop the culture of “Green Meetings and Green Events” by providing insights into the planning and decision behaviour associated with the organization of events.

2 Literature Review

In recent years, the topics global warming and environmental protection have attracted more attention than ever before; not only nationally, but also internationally (Dickson & Arcodia, 2010).

According to Dickson & Arcodia (2010) it has been long argued about climate change and environmental preservation, but it has taken centre stage of the general interest
only quite recently. These environmental issues have been shown to be of such crucial matters, that the need to act sustainable has become more compelling for politics, the economy and even for the public. First, environmental protection has been a national matter of social and political responsibility, now it has shifted and has become a matter of international importance. (Dickson & Arcodia, 2010)

Dickson & Arcodia (2010) state that especially businesses are forced to make changes in their operational processes and routines to minimize negative impacts on the environment. Further analyses have shown (Kilkenny, 2006) that apart from the benefits for the environment, it also looks good to the public to make “green” decisions. More gains of acting sustainable include positioning and competitive advantage, public relations opportunities and financial savings (Jones, 2010). Therefore, it has become popular to act socially and environmentally responsible (Kilkenny, 2006). This is reflected in the Corporate Social Responsibility (CSR), marketing and public relations strategies of several corporations (Dickson & Arcodia, 2010) and ranges from environmentally friendly production methods, charitable projects to sustainable event planning (Jones, 2010; Guterman, 2009).

2.1 The Event Industry and the Impact on the Environment

Lately, the tourism industry, more specifically the event industry, and its impacts on the environment have been in the focus of debates and discussions (Dickson & Arcodia, 2010).

Events are a major part of the tourism industry and provide relevant economic, social, cultural and educational benefits for many destinations worldwide (Dickson & Arcodia, 2010). Furthermore, according to Dickson & Arcodia (2010) events make a significant contribution to the potential growth in tourism for many international destinations.

However, the event industry has attracted international attention in a rather negative way, namely in terms of pollution.

It is a fact, that events and meetings create tons of waste. The main negative areas of impacts on the environment at events are energy, transportation, waste
management and materials purchasing and procurement (Bärenthaler, 2012; Jones, 2010).

Jones (2010) summarizes and simplifies these impacts in 2 categories: resource use and emissions. Within these two areas, Jones (2010) looks more into detail and further identifies six subcategories:

- Use of natural and renewable resources
- Use of non-renewable resources
- Use of synthetic resources
- Emissions to air
- Emissions to water
- Emissions to land (waste)

Research, for example, has shown that during a 5 day conference with 2,500 attendees, 62,500 plates, 87,500 napkins, 75,000 glasses or cups and 90,000 bottles or cans are used (Kilkenny, 2006).

Guterman (2009) refers in the article “Seeing Green in Conference Season” to a report prepared in 2000 by the US Environmental Protection Agency (EPA), that states that during a 3 day meeting one attendee uses, on average, 3200 litres of water (converted from US gallons) and produced circa 28 kilos of solid waste (converted from pounds).

Obviously, whenever a large number of people comes together, they will have an impact on the surroundings and the wider environment (Jones, 2010). Researchers agree that the current event industry has a stake in the devastation of the natural environment and in order to save trees, water or carbons and to avoid waste a few changes on events could be applied (Kilkenny, 2006, p. 76; Jones, 2010).

2.2 The Change towards Green Planning

“Green planning is a responsible way of doing business that includes energy conservation, minimizing consumption of natural resources, reducing waste, recycling, and using earth-friendly products”, Kilkenny (2006, p.76).
Jones (2010) agrees that “green planning” goes beyond addressing carbon footprint; it takes a wider view including sustainability, traditional environmental concerns like pollution or devastation of nature, and resource use. The goal is to minimize the negative impacts on the environment by implementing sustainable and environmental actions in every stage of the planning process (Kilkenny, 2006). The main focus lies on minimizing waste and energy use, considering, for example, the amount of energy expended in electricity, the amount of plastic and paper recycled, the amount of waste produced (Aase, 2009). Further criteria that are taken into account are the distance travelled to the event destination, the type and amount of food and beverages consumed, the amount of water used.

### 2.3 10 Steps to make an Event sustainable

Kilkenny (2006) has established 10 easy steps to reduce the negative impact on the environment and to make an event more sustainable:

1. Create your standards
2. Use technology
3. Choose a close destination
4. Practice the three environmental Rs – Reduce, Reuse and Recycle
5. Bulk up
6. Use less
7. Eat healthy
8. When paper is necessary – close the loop
9. Save energy
10. Share the news

#### 2.3.1 Create your Standards

Firstly, it is important to establish detailed environmental standards and policies in writing to implement them (Kilkenny, 2006; Convention Industry Council, 2004) to ensure that all stakeholders are heading in the same direction and are kept on the right path (Jones, 2010). This document should reveal the organization’s commitment to the environment and to sustainability and illustrate the path to sustainable event management (Jones, 2010).
Kilkenny (2006) and the Convention Industry Council (2004) suggest using different marketing tools to communicate and share the environmental efforts with those who are involved: management, vendors, clients, participants, presenters, employees, etc.

Additionally, making sustainable initiatives known to the public is vital too, because it is attractive to make “green” decisions and enhances the positive image of the company (Kilkenny, 2006).

### 2.3.2 Use Technology

According to Kilkenny (2006) and Aase (2009), in the beginning the question “Is a meeting necessary?” should be considered. In some situations a personal meeting is not essential, other methods for sharing knowledge and discussing issues would be sufficient (Kilkenny, 2006). In this case, Kilkenny (2006) and Aase (2009) recommend determining if the meeting could take place through the sole use of technology. As standards of technology improve nowadays, online meetings, Webinars, teleseminars and conference calls are increasingly promoted and can help reducing the negative effects of travelling to a meeting (Kilkenny, 2006).

During meetings and events vast amounts of paper are used involved in advertising the event, providing information and handouts and during administrative processes (Aase, 2009). Nevertheless, Kilkenny (2006) states that even in a face-to-face meeting, technology can be used effectively to reduce negative impacts.

The Convention Industry Council (2004) and Kilkenny (2006) agree that the creation of a conference website is advantageous for reducing paper waste. This website can be used to upload information material about the event, presentations and handouts from the speakers (Convention Industry Council, 2004) and to provide an electronic or online registration (Kilkenny, 2006).

Kilkenny (2006) finally recommends using email communication to promote the event.
2.3.3 Choose a close Destination

Research has shown that the majority of air pollution comes from the air travel to and from the meeting destination (Guterman, 2009). Therefore, it is vital to locate the city, where the event takes place, as close as possible to the participants and speakers (Aase, 2009; Kilkenny, 2006). Kilkenny (2006) and Aase (2009) also emphasize on the importance for the hotel, the meeting venue, shops and restaurants to be within walking distance of each other. If the hotel and the meeting site can’t be reached by foot, Aase (2009) suggests assessing the possibilities of shuttle services and public transportation services.

2.3.4 Practice the three environmental Rs – Reduce, Reuse and Recycle

According to Aase (2009) green planning involves different ways to reduce, reuse and recycle materials. Dickson and Arcodia (2010, p. 236) are also convinced that “properly managed, events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimal impacts to the environment.”

When selecting a hotel or a meeting venue, Aase (2009) proposes asking the site what in-house environmental policies and programs are offered. Questions about sustainable requirements, that are important for the company which is planning the event, should be raised too (Aase, 2009). This would include efforts to reduce electricity and water use, recycling of waste and alternative transportation options.

The concept of reusing materials is also applicable for exhibits. If the event includes an exhibition, local rentals companies and exhibits made with environmentally friendly or recycled materials should be preferred. (Aase, 2009)

2.3.5 Bulk up

According to Aase (2009), small changes in service by using bulk dispensers can make a difference and reduce the environmental impact. Kilkenny (2006) recommends using bulk dispensers for sugar, salt, pepper, cream and other condiments. Packaging could be also reduced by purchasing beverages, condiments and food items in bulk (Convention Industry Council, 2004). Another vital part is
replacing bottled water by carafes or a server, who fills the water glasses (Aase, 2009).

Furthermore, the Convention Industry Council (2004) advises for hotels to install dispensers for soaps, shampoos and lotions in the guest bathrooms.

2.3.6 Use less

Bulk dispensers are only one area, where “green” event planners can effect an economy. Instead of using disposable plates, cups, silverware and napkins, china, metal flatware and glassware could be used to reduce waste (Aase, 2009). Another area of applying reduction efforts is the energy consumption. Energy use can be reduced by introducing an energy management program which defines some recommendations for efficient energy consumption (Convention Industry Council, 2004). Resources could also be saved by choosing a hotel that offers a linen reuse program (Kilkenny, 2006; Convention Industry Council, 2004). By placing cards in the rooms, that inform about the reuse practices, guests have the option to use the linens another night.

Giveaways are also creators of waste (Jones, 2010). Therefore, event planners should encourage the corporate partners to dispense with promotional goodies or to use environmentally friendly items (Aase, 2009; Jones, 2010).

2.3.7 Eat healthy

By using non-local goods, fossil fuels are wasted to fly in the products, additional packaging waste is created and extra expenses for freight and travel arise (Kilkenny, 2006). Therefore, Kilkenny (2006) advises to work closely with the food and beverage supplier. Organizations should make the wishes known about serving seasonal, locally grown, sustainable, organic and fair trade food to avoid costly transportation of the goods (Aase, 2009; Kilkenny, 2006).

A variety of food should be provided and according to Kilkenny (2006), it is always a highlight serving specialty and famous food from a region. It is also vital to include vegetarian meals in the menu (Convention Industry Council, 2004; Kilkenny, 2006).
An effective method to determine how many meals will be needed and to reduce the food waste and costs, is to let participants sign up for meals (Convention Industry Council, 2004; Kilkenny, 2006). Kilkenny (2006) and the Convention Industry Council (2004) recommend donating left-over and untouched food to a local food bank or a soup kitchen.

### 2.3.8 When Paper is necessary – close the Loop

Technology use can reduce paper waste drastically, but it cannot eliminate the use of paper completely (Aase, 2009). Materials that need to be printed should be printed double-sided on recycled and chlorine-free paper using soy or vegetable-based inks (Kilkenny, 2006; Convention Industry Council, 2004; Jones, 2010).

### 2.3.9 Save Energy

Energy consumption plans can help reducing the use of energy by defining some recommendations and rules (Convention Industry Council, 2004). Such plans would consider for instance switching to energy-efficient compact fluorescent lighting, turning off lights and air conditioning when the rooms are not in use, choosing hotels with key-activation for guestroom electricity, using laptops when possible (use 10% less energy than desktop computers), purchasing energy-efficient office equipment (Kilkenny, 2006; Convention Industry Council, 2004).

Mass power production uses coal, gas as well as uranium and produces volumes of greenhouse gases and hazardous waste (Jones, 2010). Jones (2010) therefore believes that relying only on mass power is not a sustainable solution for energy supply. Alternative options would include energy produced by wind, sun, tidal, river etc (Jones, 2010). According to Jones (2010) it is a possibility to reduce energy through careful planning and different campaigns, but the most sustainable solution is to switch to using renewable energy.

### 2.3.10 Share the News!

Afterwards, it is important to communicate the successful execution of the sustainable event to the participants, the presenters, the staff and the media (Kilkenny, 2006). In this way the organization shows alignment to the defined standards (Kilkenny, 2006) and through acting sustainable a company can gain a
competitive advantage. According to Jones (2010) more and more people become aware of the importance of environmental protection and value sustainable actions and tend to support companies that are doing the same.

Jones (2010) claims that people have become very sensitive to detecting green washing. By communicating news about current sustainable actions and practices companies are able to gain more credibility (Jones, 2010).

These 10 principles act as guidelines for implementing environmental friendlier processes and programs in the organization of events (Kilkenny, 2006). As illustrated above, event planners are in the perfect position to contribute to the health and sustainability and can therefore exert pressure on hospitality businesses, convention centres, hotels, F&B providers and even on transportation (Kilkenny, 2006; Aase, 2009). According to Aase (2009), sustainable events have gained so much momentum over the past years that it has become easier to organize them and to measure their impacts. But the meeting industry needs standards and rules that lead event planners, suppliers, venues and hotels in the right direction and to have guidelines for what has to be done and what is worth doing for planning a green event (Guterman, 2009). Therefore, sustainable events can also aim for a certification.

2.4 International Certifications

There are several associations that are certifying events, which keep certain sustainable criteria and act environmentally friendly (Kilkenny, 2006; Meeting Professionals International, 2010). Therefore, event planners have to fulfill defined and mandatory standards to get certified or awarded.

Jones (2010) lists an extract of certifications that are currently in worldwide use:
2.4.1 A Greener Festival

The “A Greener Festival” award was founded in 2007 and has been successfully used since that time (A Greener Festival, 2012; Jones, 2010). This association has established a system in the UK to measure and assess the performance of festivals in regards to sustainability in form of a report (Jones, 2010). A small fee has to be paid and then the association “A Greener Festival” sends a proven auditor to the festival, who uses a checklist to assess the procedures and actions event planners take to make the festival as green as possible (A Greener Festival, 2012). Jones (2010) states that if the festival in question meets the standards listed on the checklist, it can be certified with the “Greener Festival Award”.

2.4.2 EcoLogo™ Certification

This certification was founded by the government of Canada and aims to reduce the impact of events on the environment by reducing energy and material consumption and by minimizing pollution associated with production, use and disposal of goods and services (EcoLogo, 2009).

Events and tours can be certified provided that the event/tour meets or exceeds predefined governmental and industrial safety and performance standards. Additionally all processes associated with production, use and disposal have to meet certain specifications of all applicable governmental acts, by laws and regulations. (EcoLogo, 2009)

The event has to obtain a minimum number of points in the categories waste, materials and energy, carbon and transport to be certified with the EcoLogo™ (EcoLogo, 2009).

The assessment criteria as stated by EcoLogo (2009) for instance include issues like using bulk containers for water, labeled waste containers for glass, plastic, metal, paper and cardboard, reusable tableware and the use of renewable energy.

2.4.3 Yourope Green’n’Clean Award

The award was founded during 2006/2007 by the European Festival Association for evaluating and auditing sustainability at music festivals. The booklet “Green’n’Clean”
and the supplemented online tool assist festival organizers with hints and advices to make the festival environmentally friendly and sustainable and to receive the “Green’n’Clean Award”. (Yourope)

A certain number of criteria have to be met in terms of environmentally measures in order to receive the award (Yourope). Yourope states that apart from other factors, management has to be taken into consideration too, when planning a green festival. Sustainable management leads to cost efficiency, since issues like energy consumption, resource use and waste disposal are considered beforehand (Jones, 2010; Yourope). Further criteria that are examined during the evaluation process of the festival include trash, energy use, traffic and transportation, camping and accommodation, carbon emissions, and communication and financing (Yourope).

Until winter 2013, several festivals in 13 different countries have been awarded for their environmental efforts with the “Green’n’Clean Award” (Yourope).

2.4.4 The BS:8901

“BS:8901 Specification for a Sustainable Event Management System” was launched in 2007 as an sustainable event standard for the industry and has become one of the most popular certifications worldwide (Jones, 2010; Meeting Professionals International, 2010). Jones (2010) and Meeting Professionals International (2010) state that BS:8901 sets a framework that assists event manager in the sustainable progress and implementation for events, venues and suppliers. This standard combines approaches to reduce economic, environmental and social impacts in 3 phases, whereas each phase has to be certified separately (Meeting Professionals International, 2010; Sustainable Event Solutions, 2014):

- Phase 1: Planning pre-event

  The first step is to create a so called Sustainable Development Policy, this includes objectives, targets and goals and key performance measures (Meeting Professionals International, 2010). Furthermore, Sustainable Event Solutions (2014) and Meeting Professionals International (2010) emphasize the importance of identifying issues specific to the event and communicating with and engaging stakeholder.
• Phase 2: Implementation during the event

In order to implement phase 2, it is crucial to define and assign roles and responsibilities (Meeting Professionals International, 2010). In addition, Meeting Professionals International (2010) and Sustainable Event Solutions (2014) insist, that operational control and supply chain management have to be incorporated. Although BS:8901 does not set specific numerical measurement levels, sustainability impacts of the event have to be determined (Meeting Professionals International, 2010). Sustainable Event Solutions (2014) and Meeting Professionals International (2010) agree, that every event, venue and supplier will set objectives according to their needs and issues which make it unfeasible to define certain measurement levels, that have to be achieved. Nevertheless, phase 2 includes collecting all measurements from the event stakeholders that are required (Meeting Professionals International, 2010):

<table>
<thead>
<tr>
<th>Linen/towel re-use</th>
<th>This measurement states if the hotel/venue offers a linen/towel re-use program</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Usage</td>
<td>% Usage refers to the percentage of guests, who make use of the linen/towel re-use program</td>
</tr>
<tr>
<td>Water reduction strategies</td>
<td>This measurement defines how the hotel/venue reduces the use of water</td>
</tr>
<tr>
<td>Food donation</td>
<td>The hotel/venue has to define if untouched food is donated to a local food bank/soup kitchen/employee kitchen</td>
</tr>
<tr>
<td>Food compost</td>
<td>The hotel/venue has to state if the leftover food is composted or donated to farms as livestock feed</td>
</tr>
<tr>
<td>% locally sourced food</td>
<td>This measurement refers to the percentage of locally produced or grown food</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Bulk items</td>
<td>The hotel/venue has to define the items that are purchased or provided in bulk</td>
</tr>
<tr>
<td>Recycling</td>
<td>This measurement refers to the recycling services (paper, metal, plastic, glass, etc) of a hotel/venue</td>
</tr>
<tr>
<td>Amount Recycled (lbs)</td>
<td>Amount recycled (lbs) refers to the amount of waste that is recycled during a certain period of time</td>
</tr>
<tr>
<td>Energy reduction programs</td>
<td>The hotel/venue has to list applied strategies to reduce the consumption of energy</td>
</tr>
<tr>
<td>Track energy savings</td>
<td>The hotel/venue has to state if the energy savings are tracked and documented</td>
</tr>
<tr>
<td>Tracks carbon emissions</td>
<td>The hotel/venue has to state if the carbon emissions produced are tracked and documented</td>
</tr>
<tr>
<td>Community support</td>
<td>Community support refers to the programs that support the local community, the local environment or local projects</td>
</tr>
<tr>
<td>Amenity donation</td>
<td>The hotel/venue has to define if leftover amenities are donated to a</td>
</tr>
</tbody>
</table>
The hotel/venue has to state if and which environmental friendly cleaning products are used.

This measurement refers to the strategies of the hotel/venue to reduce the environmental impacts associated with the purchase of products.

The hotel/venue has to state if trainings are offered to the employees.

This measurement refers to the “green” certifications of a hotel/venue.

- Phase 3: Review post-event

The last phase of implementing the BS:8901 consists of reviewing and evaluating the economic, environmental and social impacts and outcomes of the event (Meeting Professionals International, 2010). Sustainable Event Solution (2014) insists that the auditing process is accomplished from an impartial auditor in order to get correct and effective results.

2.5 The Austrian Eco-label Guideline 62 for “Green Meetings and Green Events”

In 1990, the Environment Ministry launched the Austrian Eco-label, which should educate consumer about the environmental impacts of the products and services. It is a quality certification and identifies environmentally friendly products and services. Products, tourist services, schools and other educational institutions can be
certified. With these initiatives Austria aims to become a pioneer in the field of national eco-label systems. (Das Österreichische Umweltzeichen, 2012)

Das österreichische Umweltzeichen (2012) claims, that the eco-label Guideline 62 “Green Meetings and Green Events” is therefore a suitable extension of the Austrian Eco-label. With this eco-label, the Environment Ministry has set certain standards and has created a guideline for organizing sustainable and environmentally friendly events in Austria. Instead of producing piles of rubbish and traffic jams, “Green Meetings and Green Events” are characterized through an efficient use of energy, waste prevention, regional added value and social responsibility. (Das Österreichische Umweltzeichen, 2012)

On the basis of a comprehensive catalogue of criteria, the event will be evaluated in the following areas: environmental friendly journey, regional mobility and carbon dioxide reduction, environmentally friendly accommodation and meeting/event venue, catering and booth construction, environmentally friendly and sustainable procurement, material and waste management, social aspects and communication. In addition, selectable “should-meet” criteria are used to individually cater the conditions of the event, such as size, facilities and location (Das Österreichische Umweltzeichen, 2012).

After considering these requirements, the event has to reach a minimum number of points to gain the certificate. Only special accredited organizations or hosts (licensees) can certify the event as “Green Meeting and Green Event”. (Das Österreichische Umweltzeichen, 2012)

2.5.1 Classification of Product Groups

2.5.1.1 Meetings

According to Das Österreichische Umweltzeichen (2012, p. 5), “meetings are defined as events with a focus on knowledge transfer / professional exchange”. Therefore, meetings can be grouped into 4 broad categories: congress/meetings, company meetings, trade fairs/exhibitions and seminars.
2.5.1.2 Events

Das Österreichische Umweltzeichen (2012, p. 6) defines events in the Guideline 62 for “Green Meetings and Green Events” as “professionally planned happenings which last for a limited period of time and are bound to a specific event venue or an officially authorized event area, and which are organized and conducted by a defined and authorized enterprise”. In order to be able to obtain the certification for a “Green Event” the event has to meet all requirements defined by the authority and must adhere to all laws applicable (Das Österreichische Umweltzeichen, 2012).

Thus, the following requirements have to be fulfilled (Das Österreichische Umweltzeichen, 2012):

- Every setting has to comply with state of the art regulations, such as safety and health
- Life, health and safety of humans and the security of objects must not be threatened
- Peace, public order and security must not be disrupted, especially youth protection must not be violated
- The appearance of the destination, the landscape or the environment must not be changed significantly

Nevertheless, some exclusions have been made from gaining the certificate. The product group “Events” does not include regularly recurring events at permanent event locations, like discos, theatre performances or dancing schools, games or competitions without an audience or sports events that are not having the character of an event. Furthermore, public fairs, betting services, markets, open-air concerts and virtual events are excluded from the certification. (Das Österreichische Umweltzeichen 2012)

2.5.2 Definition of Licensees

Das Österreichische Umweltzeichen (2012) recommends that if an organization is interested in becoming a licensee for “Green Meetings and Green Events” an application has to be submitted to the Consumer Information Association. After that, a consultant will guide the licensee through the application process, which
includes the implementation of in-house environmental requirements (see Appendix 1), the nomination of a “Green Meeting Agent” and a pilot project. Through this pilot event, the potential licensee demonstrates, that the meeting fulfills all “must-meet” and certain “should-meet” criteria and that the licensee is able to deal with the “Green Meeting” online software. After approval of the license, the company or host is eligible to certify events. (Das Österreichische Umweltzeichen, 2012)

According to Das Österreichische Umweltzeichen (2012) the following institutions can become licensees:

- Professional Congress Organizers
- Congress and exhibition centres
- Convention bureaus
- Congress or seminar hotels
- Event companies
- Other event or advertising agencies
- Marketing offices
- Extra-curricular institutions for further education and training

If an enterprise cannot become a licensee, but is still interested in holding a “Green Meeting or Green Event”, another certified licensee can be charged to assist with the correct formal handling and the supporting documentation. (Das Österreichische Umweltzeichen, 2012)

### 2.5.3 Criteria

#### 2.5.3.1 Points system

The points are calculated depending on the scope of the event. Generally, an event can be certified as “Green Meeting and Green Event” if all defined mandatory requirements are met and a minimum number of event-specific extra points is reached (see Appendix 2). (Das Österreichische Umweltzeichen, 2012)

If an event includes all 9 areas (see Table 3), then it must reach 42 points in total. If one of these areas is not part of the organization of the event, the sum of the
reachable points is lowered, *e.g.* if accommodation is not included, the event must only reach 40 points. (Das Österreichische Umweltzeichen, 2012)

The following table summarizes the maximum number of points that can be reached in different areas (Das Österreichische Umweltzeichen, 2012):

<table>
<thead>
<tr>
<th>Area of event organization</th>
<th>Maximum total</th>
<th>Maximum Meetings</th>
<th>Maximum Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mobility and CO2 offsetting</td>
<td>22</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>2. Accommodation</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>3a. Event venue is a building</td>
<td>30.5</td>
<td>30.5</td>
<td>23.5</td>
</tr>
<tr>
<td>3b. Event venue is outdoor built up area/nature</td>
<td>17/10</td>
<td>17/10</td>
<td>17/10</td>
</tr>
<tr>
<td>4. Procurement, material and waste management</td>
<td>22.5</td>
<td>22.5</td>
<td>20</td>
</tr>
<tr>
<td>5. Exhibitors/Exhibition stand builders</td>
<td>2</td>
<td>2</td>
<td>--</td>
</tr>
<tr>
<td>6. Catering</td>
<td>23</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>7. Communication</td>
<td>4.5</td>
<td>3.5</td>
<td>4.5</td>
</tr>
<tr>
<td>8. Social aspects</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>9. Event technology</td>
<td>2</td>
<td>--</td>
<td>2</td>
</tr>
<tr>
<td>SUM maximum</td>
<td><strong>137.5</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sum of the maximum number of points achievable with a building used as event venue: **133.5**

Sum of points achievable with an outdoor event venue in a built-up area: **120**

Sum of points achievable with an event venue in nature: **113**

Table 3: Point System (Source: Das Österreichische Umweltzeichen, 2012)
2.5.3.2 Criteria

The evaluation criteria are split into 2 categories: mandatory requirements and event-specific requirements. The mandatory requirements have to be met anyway; the event-specific criteria have to reach a minimum number of points, but can be selected freely (see Appendix 2). (Das Österreichische Umweltzeichen, 2012)

2.5.4 The Promotion of “Green Meetings and Green Events”

If an event is certified with the eco-label, it can be advertised either as a “Green Meeting” or “Green Event” (see 2.5.1 Classification of Product Groups). (Das Österreichische Umweltzeichen, 2012)

The promotion process is split into 2 phases. In the first phase, it has been decided to organise a certified “Green Meeting or Green Event” and an agreement has been concluded with the host or the organization planning the event (Das Österreichische Umweltzeichen, 2012). After all the existing data is loaded into the “Green Meeting Software” the eco-label can be used for advertising the event by using the following sentence (Das Österreichische Umweltzeichen, 2012, p. 9): “We aim at organizing the event according to the Austrian Eco-label for Green Meetings and Green Events”.

If all necessary data and entries are uploaded in the software during the second phase and if the event is certified as “Green Meeting or Green Event”, the eco-label can be used for promotion using the following sentence (Das Österreichische Umweltzeichen, 2012, p. 9): “The event complies with the criteria of the Austrian Eco-label for Green Meetings and Green Events.”

2.6 The Development of Green Meetings and Green Events in Austria

The Austrian Eco-label for “Green Meetings” was launched in 2010. In 2012, it was extended with the certification for “Green Events” (Preslmair, 2013). According to the Austrian Convention Bureau (2013) and Bauer-Zwinz (2013) 29 companies have become licensees for the eco-label “Green Meetings and Green Events” within the
first three years (see Diagram 1). As can be further seen in Diagram 1, the number of events has increased significantly in 2012. The reasons for this positive development might be due to the introduction of the eco-label for the product-group events (see 2.5.1.2. Events) and due to the increased number of licensees (Bauer-Zwinz, 2013).

As the number of events rose, the number of attendees grew too. In 2012, nearly 35,000 people attended a “Green Meeting or Green Event” (Bauer-Zwinz, 2013; Austria Convention Bureau, 2013). This number was multiplied by 4 from 2010 to 2012 (see Diagram 2).
To sum up, Bauer-Zwinz (2013) concluded proudly that 29 licensees have organized 95 “Green Meetings and Green Events” with an overall number of 56,533 attendees within a time period of 3 years. Bauer-Zwinz (2013) further stated that an increase will be expected during the next few years.

2.7 Benefits of “Green Meetings and Green Events”

Commonly, the organization of sustainable events is associated with additional costs and additional efforts (Bärenthaler, 2012). It is one of the major challenges for event associations and professional event planner to overcome this myth and convince organizations of the advantages (Aase, 2009). Thus, the Convention Industry Council (2004) especially emphasizes the benefits that are connected to sustainable events.

First of all, the Convention Industry Council (2004) refers to the economic bottom line. Not only is it possible to reduce the environmental impacts, organizations can also save money through acting sustainable (Convention Industry Council, 2004; Kilkenny, 2006; Meet Green, 2010). Meeting Strategies Worldwide (cited by Convention Industry Council, 2004) determined that 975,- dollar can be saved, if the name badge holders are collected for reuse at an event with 1,300 attendees.

By reusing certain items, recycling and reducing materials used, waste can be lessened and, therefore, can the environment be protected. This refers to the environmental bottom line and is considered as the second major benefit (Convention Industry Council, 2004).

The Austrian Convention Bureau (2013) calculated that one congress attendee produces 3,5 kg residual waste and 5,5 kg paper waste per day. As can be seen in Diagram 3, “Green Meetings and Green Events” can reduce waste significantly. In 2012 73 “Green Meetings and Green Events” could save overall 490,298 kg of waste (129,434 kg residual waste and 360,864 kg paper waste) compared to the waste production of 73 conventional events (Bauer-Zwinz, 2013).
Furthermore, Bärenthaler (2012) and Meet Green (2010) agree that attendees appreciate environmentally friendly events and even prefer them over conventional events and are more willing to support these organizations.

### 2.8 Mondial as a Licensee for “Green Meetings and Green Events”

Mondial is one of the biggest privately owned and operated travel agencies in Austria and has several offices throughout Europe. The travel agency consists of 4 main divisions in which they operate Europe wide: congress management, destination management, corporate events and incentives and travel management. Beside high quality work, Mondial further values reliability and sustainability. ([http://www.mondial.at/ueber-uns](http://www.mondial.at/ueber-uns), 2014)

Several years ago Mondial implemented different sustainable policies concerning social aspects and office ecology. The topic sustainability is not just emphasized through acting environmentally friendly; Mondial tries to raise the awareness of customers and partners for this issue too. ([http://www.mondial.at/ueber-uns](http://www.mondial.at/ueber-uns), 2014)

In 2008 Mondial was the first travel agency, which was awarded for their “fair travelling” offers (“FairReisen”) with the “eco-label for travel offers” (“Umweltzeichen für Reiseangebote”). To further expand sustainability in the business, Mondial became a licensee for “Green Meetings and Green Events” in

[Diagram 3: Waste reduction (Source: Bauer-Zwinz, 2013)]
2012. Since then Mondial aims to assist organizations in planning and holding events that adhere to the eco-label UZ 62 for “Green Meetings and Green Events” and furthermore, tries to develop this relatively new and unknown “way of doing business” in the near future. (http://www.mondial.at/ueber-uns/green-meetings-events, 2014)
3 Methodology

In order to determine the research objectives, a qualitative interview was conducted with the CEO of Mondial, Mag. Gregor Kadanka MBA, in the beginning phase of the thesis. The aim was to get insights into the topic of “Green Meetings and Green Events”, into the marketing strategies associated with the eco-label and the planned future development of this segment.

During this interview it was identified that the aspects of interest for Mondial refer to the general popularity of the eco-label, to the organization behavior of the customer, to the drivers/benefits and barriers associated with the planning of certified “Green Meetings and Green Events” and to the assumed increased willingness to pay for a certified event.

Therefore, the following research questions were developed (see also Appendix 8: The Interview Guide):

- Are certified “Green Meeting and Green Events” known yet?
  - How did the participants come to know it?
- Are companies interested in organizing certified “Green Meetings and Green Events”?
  - What are the decision criteria for companies that lead to organizing certified “Green Meetings and Green Events”?  
  - What benefits do they expect from a “Green Meeting/Event”?  
  - What are barriers for holding certified “Green Meetings”?
- What can “Green Meeting” certified event organizer and locations do to reduce these barriers?
- Which professional event organizers do participants know that organize certified “Green Meetings and Green Events”?
- Are companies willing to pay more for “Green Meetings and Green Events”?
  - Why / why not?
- Do the participants of the study believe that there will be an increase in “Green Meetings”?
• How can “Green Meetings/Events” be promoted in a better and more efficient way?

3.1 Hypothesis Development

Previous research on the topic sustainable events doesn’t provide clear and detailed statements about the eco-label “Green Meetings and Green Events” in Austria. But after evaluating the interview conducted with the CEO of Mondial and after creating the research questions, 9 hypotheses were developed.

3.1.1 Hypothesis 1: When selecting an event organizer, price is the most important decision criteria for companies.

This hypothesis refers to the planning and organization behaviour of companies and was developed to identify the most important decision criteria that lead to choosing a certain event organizer. This information will assist Mondial in adapting the marketing strategies to make them as a professional event organizer more appealing to clients and which allows targeting the clients more precisely. Thus, the most often mentioned decision criteria will be clearly presented in the evaluation of findings.

3.1.2 Hypothesis 2: When selecting an event or meeting venue, quality (atmosphere, facilities, and accessibility) is the most important decision criteria for companies.

Testing this hypothesis about another aspect of the planning and organization behaviour of companies aims to define important decision criteria that are considered, when choosing an event or meeting location. This gathered information will not only assist Mondial in providing customized and high quality location suggestions to companies that have contracted Mondial with the organization of their event, it can also be used and applied for the “Location Finder”, which is a free-of-charge service that gives companies meeting venue recommendations. During the evaluation of these criteria, the results will be depicted in a clear and comparable way.
3.1.3 **Hypothesis 3: Companies integrate green aspects in the organization of conventional events.**

As already mentioned in the literature review (see 2.2 The change towards green planning), many policies have been identified and developed to make an event greener and suggestions have been made on how to implement those strategies. The goal of this hypothesis is to determine if companies are generally aware of the topic sustainability in event management and integrate certain environmentally friendly policies and practices during their events and meetings. Through testing this hypothesis Mondial will gain insights into the degree of interest in performing sustainable practices.

3.1.4 **Hypothesis 4: The majority of companies planning meetings and events do not know the Austrian eco-label „Green Meetings and Events“.**

Since the Austrian eco-label “Green Meetings and Events” was only launched in 2010, it is a relatively new topic (Das Österreichische Umweltzeichen, 2012). Little or no research has been conducted specifically about this eco-label. This hypothesis refers to the research question concerning the popularity of “Green Meetings and Green Events” in Austria. Since the objective of Mondial is to develop the way of doing business, sustainability and “Green Meetings and Green Events”, testing this hypothesis will reveal valuable information for Mondial, which subsequently can be used to promote and advertise Mondial as certifier for the eco-label more intensively and to therefore attract more attention.

3.1.5 **Hypothesis 5: The main benefit associated with the organization of certified “Green Meetings and Green Events” is referred to the image of the company.**

Already identified in the literature, customers appreciate sustainable efforts of organizations (Bärenthaler, 2012; Meet Green, 2010; Kilkenny, 2006). Therefore, one
would suggest that the main benefit of organizing a “Green Meeting and Green Event” is the increased positive image for the organization. The testing of this hypothesis refers to the research question about the drivers that lead to organizing a “Green Meeting and Green Event” and will bring the main benefits to light. Mondial can use this information to refer to and communicate about these benefits through marketing.

3.1.6 Hypothesis 6: The main barrier associated with the organization of certified “Green Meetings and Green Events” is the additional work and the additional expenses.

The organization of environmentally-friendly events is usually associated with additional costs and additional efforts and this is the main reason that deters companies from planning one (Bärenthaler, 2012). This hypothesis addresses the main barriers that are associated with “Green Meetings and Green Events”. Such findings would allow Mondial to take the right counteractions and develop a communication strategy to antagonize this belief.

3.1.7 Hypothesis 7: Companies are very interested in organizing certified “Green Meetings and Green Events”.

The testing of hypothesis 7 will reveal information on the interest in organizing certified “Green Meetings and Green Events”. It will give clear insights in whether companies are willing to hold a “Green Meeting or Green Event”. The findings will be shown comprehensively, and if there has been identified a potential demand, Mondial can promote and advertise these certified events more intensively to attract new customers.
3.1.8 Hypothesis 8: Companies are willing to pay more for certified “Green Meetings and Green Events” than for conventional events.

As has been identified in the literature, companies believe that sustainable events will cost more than conventional ones, which is seen as a barrier for planning and holding them (Bärenthaler, 2012; Aase, 2009). Thus, this hypothesis tests if companies would be willing to pay more for the Austrian eco-label. Furthermore, it will be determined approximately how much the event can cost more compared to a conventional event. Mondial can use the presented results as additional information and guidance level when designing suitable pricing strategies for “Green Meetings and Green Events”.

3.1.9 Hypothesis 9: Participants of the study do believe that there will be an increase in Green Meetings.

For Mondial it is not only essential to have information available about the current demand, it is also important to get insights into the future development of “Green Meetings and Green Events”. Therefore, the testing of this hypothesis will show whether participants of the study believe that the demand will increase over the next view years.

3.2 Sampling

Before choosing the research method, it is essential to determine what information is needed and from whom it will be acquired (Boyce et. al., 2006). According to Wilson (2006) the process of specifying type and number of respondents, is referred to as sampling. Hair et. al. (2007) is convinced that the choice of the sample has an influence on the research method, the survey instrument and on designing the questionnaire or interview guide. Several types of sampling methods exist, which depend on factors like level of accuracy, research design, characteristics of the participants, research time available and cost constraints (Wilson, 2006; Patton, 2002).
For this research, a criterion sampling was chosen. The selection of respondents was determined through some criteria (Patton, 2002; Hair et. al., 2007) like geographic or demographic characteristics and specific attitudes and behaviours.

Since the study was conducted in cooperation with the travel agency Mondial, their client database was used as a basis for the sample. In order to ensure qualitative results about the planning and decision behaviour associated with organizing an event, it was essential that the participants are regularly organizing events. Therefore, only clients of the Corporate Events & Incentives department and the Mondial Location Finder department were selected. The team in the Corporate Events & Incentives department supports their clients in planning and organizing company events. They not only offer full service packages, but also individual services. Mondial Location Finder, on the other hand, is a free of charge service for companies to find a suitable event venue. Clients specify their important criteria that must be fulfilled by the location and according to these requirements the Location Finder team provides suggestions.

To further narrow the sample size, only companies were chosen that are located in Vienna, which ensured an easy accessibility, because personal in-office interviews were conducted. These subsequent organizations have been contacted by Mondial to get the permission for handing out the contact details to the author.

Finally, a list of around 50 companies was provided to be contacted for the study. Most of the contact details included a telephone number; therefore the respective persons were called to fix an appointment for the interview. If a telephone number was missing, an e-mail was sent to explain the purpose of the study and to ask for an appointment.

Out of these 50 contacts, 12 companies agreed to take part in the interview (see Appendix 9: List of Participants).

It was a relatively diverse sample in terms of industrial sectors and number of employees. Most of these organizations are medium or large sized organizations. Furthermore, out of these 12 companies only two are solely operating in Austria.
3.3 Research Method

In order to test and prove the hypotheses developed in chapter 3.1 between two research approaches can be chosen: exploratory and conclusive (Wilson, 2006).

Since the issue of the Austrian eco-label “Green Meetings and Green Events” is a relatively new topic and little research and knowledge exists on which to build on (Wilson, 2006), the author decided to conduct an exploratory research rather than a conclusive. Furthermore, according to Wilson (2006) this research approach is often used to determine whether there is any interest in a product or to examine a specific market. To get valuable insights into the research topic, exploratory research is also characterized by a small sample, a flexible research process and by gathering loosely defined information (Wilson, 2006). Hence, this research approach fitted very well to the requirements and aims of this study.

As already mentioned no or only little research has been conducted on the Austrian eco-label “Green Meetings and Green Events”, therefore, only primary data collection was applicable. The purpose of this study was identified during the interview with the CEO of Mondial and includes focusing on the popularity of the eco-label, the interest on planning a certified “Green Meeting and Green Event” and on the willingness to pay. Wilson (2006) along with Hair et. al. (2007), Creswell (2014) and Malhotra (2007) state, that the primary data collection and analysis can be accomplished through either quantitative or qualitative methods. It was decided to collect primary data through qualitative research in order to get non-quantifiable data and deeper insights into the planning and decision behaviour, motivations and attitudes (Wilson, 2006) of event planners.

Hair et. al. (2007, p. 82) states that the advantage of qualitative research is to “often uncover unanticipated findings and reactions”, and that “a common objective is to gain preliminary insights into research problems.” Therefore, a high richness of data can be achieved (Hair et. al., 2007).

Qualitative research offers a number of approaches to collect data (Hair et. al. 2007, Wilson, 2006; Malhotra, 2007; Creswell, 2014), but for the purpose of this study the accomplishment of in-depth interviews was chosen.
3.3.1 Conducting In-Depth Interviews

In-depth interviewing refers to conducting personal interviews with a limited number of participants to get detailed insights into a specific topic (Boyce et. al., 2006). Boyce et. al. (2006) state that this interview is often used to gather information about people’s points of view and behaviours. In-depth interviews are also conducted if a new subject is explored and if it is essential to distinguish between individual opinions about an issue (Boyce et. al., 2006). With this research method the researcher can determine marketing problems and opportunities, to define constructs and variables and furthermore, to develop an idea about how variables are related (Hair et. al. 2007).

Through a few unstructured and open-ended questions (Creswell, 2014), it is possible to get rich and comprehensive responses (Boyce et. al., 2006; Creswell, 2014). Apart from the primary advantage of retrieving detailed information, Boyce et. al. (2006, p. 3) believe that “people may feel more comfortable having a conversation […] as opposed to filling out a survey”. Therefore, Boyce et. al. (2006) along with Hair et. al. (2007) are convinced that respondents are more willing to share their true opinions and attitudes towards a topic. It is less likely to get responses that are socially desirable in a face-to-face interview than it would be for instance in a focus group.

Another advantage of in-depth interviews is that due to the small sample size, the research can be completed more quickly than it is possible through quantitative research methods and in most cases it is less expensive too (Hair et. al., 2007).

3.3.1.1 The Process of Conducting an In-Depth Interview

3.3.1.1.1 Development of Interview Guide

After the research aims and the corresponding hypothesis were developed, an interview guide was created. According to Boyce et. al. (2006) and Hair et. al. (2007) an interview guide acts as an instruction that focuses on the issues of the research problems and hypothesis to ensure consistency between the interviews and reliability of the results. The open structure of in-depth interviews can become a challenge if the researcher does not follow certain standards (Kvale et. al., 2009). The interview guide is an useful aid that leads the researcher through the
interviewing process and ensures that the interview is heading in the right direction (Boyce et. al., 2006; Kvale et. al., 2009).

Usually, this guide consists of around 15 main questions and probing questions are included wherever necessary (Boyce et. al., 2006). Since it affects the response of the interviewee how the question is worded and asked, Patton (2002) suggests creating open-ended, neutral, singular and clear questions for in-depth interviews. In contrast to fixed-response questions, which provide limited and predetermined answers, open-ended questions allow the interviewee to express themselves in their own words without restricting the content of the response (Patton, 2002; Kvale et. al., 2009). When developing open-ended questions, Patton (2002) recommends using only one idea per question. Asking for instance “Do you know the Austrian eco-label ‘Green Meetings and Green Events’ and do you like the concept of greening an event?” will lead to inaccurate and vague responses. The answer will be challenging to interpret and analyse, since two questions are asked at once (Patton, 2002). According to Patton (2002), another aspect that affects the quality of the responses is clarity. Clarity refers to using special terms that are common in a specific setting and using the language of the participant, but it also means avoiding labels (Patton, 2002; Kvale et. al. 2009). The researcher should find out first if the interviewee is informed about a certain topic, before asking questions about descriptions.

Taking into account the recommendations of the authors mentioned above, an interview guide with 16 main questions and several sub-questions were developed for this study (see Appendix 8: Interview Guide). The questions created were directly related to the research questions that were identified through the interview with the CEO of Mondial (see 3. Methodology).

First of all, the term “event” was defined to prevent misunderstandings and to clarify that the interviewee has at least a basic level of knowledge about the topic. The interview itself was split into two parts. The first section consisted of general questions and referred to the planning and decision criteria of companies when organizing an event. The aim was to get background information about the company and about the motivations for organizing an event. Questions were raised about the number of events per year, the number of participants, the type of event and about
the responsible person/company for planning the event. Furthermore, it was investigated which decision criteria are most important when a location or a professional event organizer is chosen.

After completing these general questions, information about the implementation of sustainability and Corporate Social Responsibility in the business was gathered. The objective was to determine if companies are even interested in these topics, if sustainable and social policies exist, if companies take action in terms of environmental protection, social equity or charity and if they communicate their attitude. Interviewees were asked about the company’s commitment to sustainability and how it is implemented in the daily business life and whether the company is certified with an eco-label. Referring to sustainability of events the question, if the company has already organized events with “green” components, was raised. These questions acted as introduction to the main topic of interest, the Austrian eco-label “Green Meetings and Green Events”. Before defining this eco-label and its purpose, participants were first asked if they are already informed about the possibility to certify an event as “Green Meeting and Green Event” in order to find out about the publicity of the eco-label. Afterwards, the interviewees should explain in their own words what “Green Meetings and Green Events” mean to them. With the following and last question in this part the author aimed to find out if the company has already organized a certified “Green Meeting and Green Event”. If the organisation did, the interview went more into detail to determine where, when and why this event took place. To organize a certified “Green Meeting and Green Event” a professional event organizer has to act as a certifier, therefore, it was further examined who this certifier was and if the company knows other certifiers too.

The second part of the interview started with a definition of the Austrian eco-label “Green Meetings and Green Events”. It was explained what the aims are and which requirements have to be met in order to obtain the eco-label. Through this definition, it was ensured that the participant got a clear understanding of the topic to be able to respond to the following questions.

In the first section details about the benefits of organizing a certified “Green Meeting and Green Event” were revealed. It was distinguished between benefits for
the company, for the attendees and the environment. In contrast to the advantages, barriers for holding “Green Meetings and Events” were examined. Respondents were also asked to describe actions that certifier and locations could take to reduce these barriers.

With the next question it was intended to find out if the company is interested in organizing a certified “Green Meeting and Green Event”. Additionally, a question concerning their motivations was raised. If participants responded positively, they were further asked, if they would be willing to pay more and how much they would pay more.

The last two questions aimed to determine the respondents’ opinion about the future demand of certified “Green Meetings and Green Events” and about strategies to better promote the eco-label in order to increase demand.

The interview guide was initially created in English, but since the native language of the participants was German, it was translated into the local language to avoid misunderstandings and to make the respondents feel more comfortable.

3.3.1.2 Data Collection

The interviews were held in the respective companies of the participants. First of all, the background of the study and the purpose of the interview have been explained. After clarifying some details like duration of interview, whether audiotaping the conversation is allowed and whether the information has to be kept confidential (Boyce et. al., 2006), the actual interview was conducted.

During the interview key information was summarized into bullet points to have a backup, in case the audiotape would not have worked.

After the interview, each conversation was transcribed and reviewed again by the author. Every transcript was sent to the respective respondent, to get the confirmation that the information recorded is correct. The revised transcripts were then analysed.
3.3.1.3 Data Analysis

To evaluate the interviews a content analysis was applied. Through the coding of the text, this technique enables to identify certain patterns and themes and how often these patterns occur (Kvale et. al., 2009; Creswell, 2014; Boyce et. al., 2006). According to Kvale et. al. (2009), when coding a text, statements are reduced to simple categories, which could refer to the occurrence or non-occurrence of a comment or to the strength of an opinion. Creswell (2014) states that three methods for coding exist: Firstly, codes could be established according to the actual content of the text after reviewing it. Secondly, predetermined codes could be used to which the data from the interviews then has to be aligned to. The third possibility is to apply a combination of the two previously mentioned coding methods.

For the analysis of this study the combination of predefined and emerging coding was employed. Since previous research papers about greening events have been studied and reviewed thoroughly, certain codes could be developed prior to analysis. However, some responses were assumed to be unexpected, therefore, the emerging coding was chosen too.

Through this coding process, descriptions about certain issues, categories and themes can be developed for further analysis and interpretation (Creswell, 2014; Boyce et. al., 2006). Creswell (2014) emphasizes displaying these findings with charts, tables or graphs to support the discussion. Finally, the analysis is completed by interpreting the findings as well as making recommendations (Kvale et. al., 2009; Creswell, 2014).
4 Results of empirical research

The information gathered during the interviews, was carefully transcribed afterwards (see Appendix 10: Transcripts). As has already been mentioned (see 3.2 Sampling and Appendix 9: List of Participants), the sample is very diverse. Not only do the companies differ in terms of industrial sectors in which they are operating, but also in terms of employee numbers and overseas branches. Therefore, some responses, especially numerical information, are quite scattered.

4.1 Descriptive Results

4.1.1 Number of Events organized per Year

As can be observed in Diagram 4, the responses to the question “How many events do you organize on average per year?”, were mainly in a range between 2 – 30 events. However, one major outlier can be identified, with 350 – 400 events per year. This high number of events is due to the fact that this company is a professional event organizer. But generally, it can be said, that ordinary companies do not organize more than 40 events per year.

Diagram 4: Number of Events per year
4.1.2 Type of Event

Diagram 5 depicts how many of the 12 companies organize and hold in-house, national and international events. Nearly all of the participants stated to plan national events.

![Diagram 5: Type of Event](image)

Even more interesting than knowing how many organization plan which type of event, is knowing the share of each of these segments. From the 8 companies that stated the share, an overall percentage was calculated. As can be seen in Diagram 6 too, national events are the most often organized ones. This may be due to the fact, that the companies in the sample are rather medium and large sized companies, which operate in whole Austria, but also abroad.

![Diagram 6: Percentage share of different event types](image)
4.1.3 Number of Attendees of the Events

Overall it can be said, that the number of attendees ranges from 5 to 1000. But only 7 respondents stated the number of attendees for each type of event, therefore only these 7 transcripts were evaluated to answer the question “How many participants take part in these events?”.

4.1.3.1 In-house Meetings

Out of these 7 transcripts only 5 companies were organizing in-house meetings too. Since the number of employees and the number of departments within the organizations vary, the number of attendees in in-house meetings is quite scattered and ranges from 10 attendees to 350.

4.1.3.2 National Meetings

5 companies stated that they are planning national meetings too. Therefore, these 5 transcripts were evaluated. Again, the findings were broadly distributed starting from 6 attendees till 700. According to some participants, the number of attendees depends on whether partner companies or sub-companies take part too.

4.1.3.3 International Meetings

The number of attendees at international meetings ranges from 15 to 800. Some companies are restricted and are only allowed to invite the most important business partners to events; others invite partner companies and sub-companies and reach therefore such a high attendance.

4.1.4 How are these Meetings organized

The next question concerned the organizing party of the event. Interviewees could choose between in-house planning and the planning through a professional event organizer. Diagram 7 reveals that all of the companies organize events through employees in-house. Nevertheless, 5 companies are supported by professional event organizers. The reason for this is that the organizations interviewed were medium and large sized companies, which have the resources for an own event management employees or for an event department.
4.1.5 Responsible Person/Department or Event Company for Planning Events

As already mentioned all of the interviewed companies stated to organize at least some parts of the events in-house. The evaluation of the transcripts showed that organizations mainly have marketing departments as well as event management departments to plan events. Assistants of managers are also sometimes responsible for this task. Generally, it can be said, that the larger the company, the more likely it is that they have an event management department.

4.1.6 Decision Criteria for Choosing a Professional Event Management Company

When evaluating the interviews, 5 criteria could be identified that were named most often (see Diagram 8: Decision Criteria when choosing an Event Company). Firstly, an appealing offer was said to play a decisive role when choosing a professional event management company. This is not a typical single criterion; moreover it is a bundle of different factors. According to the participants an appealing offer is associated with the price, the quality of services, the range of offered services, the cooperation with partner companies like suppliers and the reliability of the event management company. Another important factor referred to the additional expertise and
knowhow that is gained through the collaboration. In most cases event management companies are employed if the planning process or at least parts of it go beyond the capabilities of the business. This could for instance refer to the scope of the event. Furthermore, many interviewees emphasized the importance of positive word-of-mouth and recommendations. Event management companies also have to identify themselves with their clients and their needs in order to be employed.

![Diagram 8: Decision Criteria when choosing an Event Company](image)

### 4.1.7 Decision Criteria for Choosing an Event Venue

As shown in Diagram 9, several criteria could be identified. Out of 12 interviews 9 respondents stated, that price is included in their decision criteria. But, it is worth mentioning that a major part of the participants emphasized that price is not the most important criterion. Indeed, if all other factors are fulfilled satisfactory, price does not play a major role. Moreover, event venues are chosen according to the number of participant. The room layout is taken into account too. Many interviewees stated to consider if and what additional services are included in the offer and what type of event is organized. The event venue has to fit to the overall topic of the event, therefore, the type of event determines if a modern or traditional location is chosen. The place of location, which is also associated with the accessibility of the event venue, is important. More decision criteria are the availability, the atmosphere and if the venue offers “green” services.
4.1.8 Different Criteria for Different Events

Most of the companies stated to consider different criteria for different types of events. It was revealed that the choice of an event venue mainly depends on the attendees. If it is an international event, traditional venues are mainly chosen, that represent the historical imperial Viennese culture. The type of event also determines the room layout and the floor plan. Event venues, for instance for fairs and exhibitions, have to fulfil other requirements than the venues for a company Christmas party. Another criterion that varies with the type and purpose of the event is the price.

4.1.9 The Importance of Environmental Management and Social Responsibility

When asking the question “How important is environmental management and social responsibility for your company?”, 9 interviewees declared that these topics are important for their companies. Three stated that these issues don't play an essential role in their businesses. Out of these 9 companies, 7 have actually implemented a broad range of sustainable and socially responsible policies and activities (see Diagram 10: Importance of Environmental Management and Social Responsibility).
4.1.9.1 Policies and Actions in Terms of Environmental Management

Interviewees emphasized the reduction of waste and the use of recycling systems when talking about environmentally friendly actions. Through several methods, paper waste is reduced. Documents, information hand-outs or presentations are sent via e-mail or USB sticks are used. Among the companies it is also often considered to use sustainable operating resources in the offices. Furthermore, energy consumption is reduced actively and many companies even use renewable energy sources, like solar energy or hydroelectric power.

Carbon dioxide emissions are minimized by adapting the vehicle fleet towards more environmentally friendly cars. This leads organizations to attach increased importance to the usage of public transportation for business purposes, like travelling to an appointment or to a business event. Some interviewees even mentioned that wherever possible, teleconferencing is used instead of travelling to the business partner.

Regional added value plays a major role for some companies too, therefore mainly local suppliers are employed and regional and seasonal products used.

7 respondents have stated that another important aspect of environmental management is the environmentally friendly planning of events. Although 5 of these
companies haven’t certified a meeting yet with the eco-label “Green Meetings and Events”, they still implement some green components to make it more sustainable.

4.1.9.2 Policies and Actions in Terms of Social Responsibility

After evaluating the transcripts, it was identified that many organizations have already included CRS policies in their mission statement. Some interviewees stated to apply diversity management in their companies by employing not only people from different nationalities, cultures and religions; they are also diverse in terms of gender, age and disability. This includes catering their individual needs and understanding and overcoming assumed barriers.

The importance of creating performance development possibilities for employees and balancing work and private/family life was emphasized. One especially committed company, even stated to provide social worker and psychologists, who help employees with different kinds of problems and challenges.

Many interviewees mentioned to support local NGOs and charitable facilities

4.1.9.3 Eco-Label Certifications for Companies

Out of 12 interviewed companies, only 3 are certified with eco-labels. The stated eco-labels include: EMAS, ÖNORM 192500, eco-label for catering, safety certificate of OHSAS, ISO 14001, ISO 9001 and Ökoprofitbetrieb 2013.

4.1.10 Including Green Aspects in Event Planning

When asking the question “Have you already organized events with green aspects?”, 10 interviewees responded with yes.

The most commonly used strategies refer to the reduction of paper waste and to the usage of regional products. Companies tend to provide documents and information increasingly via an event website.

Further reduction actions are taken in several more areas. In terms of waste management, recycling systems are used at the event venues to encourage attendees in separating their trash. Water is more often offered in carafes instead of
bottles and leftover food is donated to local institutions. Companies stated to recommend using public transportation systems or car pools. Even reducing energy use is considered.

4.1.11 Publicity of the Austrian Eco-Label “Green Meetings and Green Events”

50% of the interviewed companies have already heard of the term “Green Meeting and Green Event”.

When further asking the sub-question “What does the term ‘Green Meeting’ mean to you?”, common views could be identified (see Diagram 11: Different views on “Green Meetings”:

Overall, companies stated that “Green Meetings and Green Events” refer to holding sustainable events. After going more into detail, it was identified that “Green Meetings and Green Events” are associated with the minimization of negative impacts on the environment, like reduction of waste, paper use or energy use. Local added value, through the usage of local products, was mentioned too as part of the “Green Meetings and Green Events” policies. Interviewees also referred to the trend of using technology, instead of travelling to the destination where the event takes place. Furthermore, interviewees stated that “Green Meetings and Green Events” communicate a company’s commitment to CSR to the public.

Diagram 11: Different views on "Green Meetings"
4.1.12 Number of Companies that have organized a “Green Meeting or Green Event”

Although 6 companies have already heard of the term “Green Meeting and Green Event”, only two have actually organized one that was certified with the Austrian eco-label. Another company stated to have planned a “Green Meeting” according to the international regulations of the company.

4.1.12.1 Where, when and why did these certified “Green Meetings and Green Events” take place?

Although Simacek Facility Management Group GmbH has already organized several certified meetings, only the latest was mentioned. The B2B Diversity Day was held in September 2013 in the “Aula der Wissenschaften”, Vienna. Mondial acted as certifier for this event.

According to Simacek, Mondial was recommended to them and then the company got in touch with Mondial through personal contacts.

The other company, Österreichischer Wirtschaftsverlag GmbH held the DACH Congress in January 2014 in the “Design Center” in Linz. The certifier for this congress was the “Design Center” itself.

Österreichischer Wirtschaftsverlag stated to have received a personalized offer from the “Design Center” in which certified “Green Meetings and Green Events” were promoted.

4.1.12.2 Other known certifier for “Green Meetings and Green Events”

To the question “Do you know other eco-certified event organizers?” only 3 interviewees responded. The travel agency Mondial was named twice and the professional event organizer Hannahs Plan once.
4.1.13 Benefits of “Green Meetings and Green Events” for Companies

Throughout all interviews, 4 benefits could be observed (see Diagram 12: Benefits for Organizations). Nearly all interviewees responded to the question “At your opinion, what are the benefits for the company of organizing “Green Meetings/Events?” with image. Nevertheless, 6 stated that “Green Meetings and Green Events” are a useful tool to communicate and prove the company’s commitment to CSR and sustainability. Authenticity was also mentioned twice as a benefit and one interviewee referred to the cost savings that could be achieved.

Diagram 12: Benefits for Organizations

4.1.14 Benefits of “Green Meetings and Green Events” for the Attendees

The major group of respondents believes that attendees have no benefits from participating in “Green Meetings and Green Events”. However, four stated that attendees can take part in the event with a good conscience, that the environment is saved. Furthermore, “Green Meetings and Green Events” also act as examples for sustainable practices and therefore, raise awareness for this topic. Other benefits associated with attending a “Green Meeting or Green Event” are the enjoyment of the catering with regional and high-quality food, the image, the repeatedly download ability of documents and the easy accessibility of the meeting venue through car pools.
4.1.15 Benefits of “Green Meetings and Green Events” for the Environment

Throughout the transcripts some major areas of environmental benefits could be identified (see Diagram 14: Benefits for the Environment). The topic of waste reduction was mentioned most often together with the minimization of emissions. Some interviewees were convinced that “Green Meetings and Green Events” would reduce the use of energy. Other benefits that were associated with this type of event were reduction of water use, local added value and sociopolitical benefits.
4.1.16 Barriers for holding “Green Meetings and Green Events”

The two major barriers for holding “Green Meetings and Green Events” are the prejudices that these events cause additional effort and costs. Nearly all interviewees stated that the budget for meetings is limited, therefore costs are considered carefully. Extra effort means longer working times or more employees working on the project, which is connected to an increased inconvenience. Interviewees moreover declared that their preferred locations do not meet the criteria that have to be fulfilled when organizing a certified “Green Meeting or Green Event”. These criteria are seen as very strict and do not allow variations. Some respondents also believe that most people are not informed about the possibility to certify an event. Nevertheless, there are also companies that do not have an environmental consciousness and thus, are not interested in sustainability.

Out of 12 interviews 2 respondents were convinced that there are no barriers for holding certified “Green Meetings and Green Events”, because the overall benefits outbalance any inconveniences.

Diagram 15: Barriers for holding “Green Meetings and Green Events”
4.1.17 Strategies to reduce Barriers

According to most of the interviewees the awareness of the public for “Green Meetings and Green Events” has to be raised. Especially the benefits should be communicated more actively, such that the relevance increases and organizations are more willing to organize this type of event.

Event management companies should promote “Green Meetings and Green Events” intensely and assist companies with advices. Examples of certified events could aid in understanding how the specific requirements can be fulfilled. This could be achieved through employing testimonials, who reduce the timidity and the barriers through field reports and statements. Also, provocative campaigns always attract attention and could be employed too to make this topic more public.

Incentives could also be created in monetary terms. Some respondents were convinced that the popularity of “Green Meetings and Green Events” can be increased through tax privileges. Furthermore, respondents who have already organized “Green Meetings and Green Events” stated that it is important to emphasize that these events are not much more expensive than conventional events.

4.1.18 Interest in organizing a “Green Meeting or Green Event”

Nearly all of the interviewed companies stated to be interested in organizing a certified “Green Meeting and Green Event” (see also Diagram 16: Interest in organizing a “Green Meeting or Green Event”). The motivations were quite diverse between the respondents. Some mentioned it would increase the image of the company; others are convinced that “Green Meetings and Green Events” are a possibility to reduce negative impacts on the environment. Interviewees also explained to have a personal positive attitude towards sustainability and believe in the favorable subsequent effects.
4.1.19 Willingness to pay more for a “Green Meeting and Green Event”

As can be observed in Diagram 17, out of twelve interviews 9 respondents answered the question “Are you willing to pay more for ‘Green Meetings and Green Events’?” with yes. After going more into detail and asking for the reasons, the majority stated that it is a personal attitude to act sustainable and that these events are worth the money.
When going more into detail, only 7 interviewees answered the sub-question “How much more would you spend?”. The responses were quite diverse as shown in Diagram 18. Generally, it can be said that participants are willing to pay between 10% and 20% more for a certified “Green Meeting and Green Event”. Many respondents also stated that the willingness to pay more also depends on the size of the event. The larger the event, the lower the willingness to pay more.

![Diagram 18: Willingness to pay more in Percent](image)

4.1.20 Future demand on “Green Meetings and Green Events”

All participants of the interviews agreed that the demand on “Green Meetings and Green Events” will increase during the next few years. But in order to raise the interest and the demand, this type of event has to be promoted and advertised more intensely.

It was mentioned that “Green Meetings and Green Events” will become more popular in rural regions, since the trend shifts towards the motto “back to the roots” (Mrs. Claudia Lembach, during the interview, 2014). Furthermore, event locations and hotels in the countryside are more flexible in implementing sustainable policies.
4.1.21 Promotional activities for “Green Meetings and Green Events”

When asking the question “How can the eco-label be promoted in a better and more efficient way to increase the number of certified ‘Green Meetings and Green Events’?” a broad variety of methods was proposed.

The interviewees agreed that the eco-label “Green Meetings and Green Events” has to be promoted more actively. It was suggested that the Federal Ministry of Agriculture, Forestry, Environment and Water Management should use advertising tools like press work, short TV reports or information newsletter to reach the public and to raise the general awareness. This could be achieved through the cooperation with city councils, regional government authorities or the two professional groups of event organizers of the chamber of commerce. First of all, the existence of this eco-label has to be communicated, such that people are informed about it and that the interest gets raised. Furthermore, respondents recommended creating an informative website about “Green Meetings and Green Events”, where interested event planners can find all the relevant facts and materials at a glance. This website could also include examples of already organized “Green Meetings and Green Events” to illustrate the requirements and the implementation of the standards. It was also said that the Federal Ministry of Agriculture, Forestry, Environment and Water Management should act as a role model and only organize “Green Meetings and Green Events”.

Interviewees were also convinced that certified professional event planners and event management companies have to act too and promote and advertise “Green Meetings and Green Events”. This could be accomplished, through brochures, personal selling, participation in meeting industry fairs and through the internet. It is important to communicate the benefits of “Green Meetings and Green Events” to make it more attractive to companies to organize one.

Not only event management companies, but also certified locations and hotels have to push the popularity of the eco-label.

Interviewees do further believe that in order to increase demand, “Green Meetings and Green Events” have to be linked to an incentive, which could be in monetary or social terms.
5 Test of Hypothesis

5.1.1 Hypothesis 1: When selecting an event organizer, price is the most important decision criteria for companies.

As mentioned in 4.1.6 Decision Criteria for choosing a Professional Event Management Company, price was not stated as individual criterion by itself. It was rather mentioned in connection with other factors that sum up to an overall appealing offer. Therefore, it can be concluded that hypothesis 1 is not correct and other criteria are perceived as more important.

5.1.2 Hypothesis 2: When selecting an event or meeting venue, quality (atmosphere, facilities, and accessibility) is the most important decision criteria for companies.

When evaluating the decision criteria for choosing an event venue, it could be recognized that price was mentioned most often. Nevertheless, many respondents stated that price is of lower priority if the whole offer is suitable.

However, during the interviews factors like atmosphere, accessibility and room layout were approached but more on an individual basis and never in combination. Thus, hypothesis 2 couldn’t be proven.

5.1.3 Hypothesis 3: Companies integrate green aspects in the organization of conventional events.

Although 9 companies declared to be active in the field of CSR and environmental management, a slightly higher number stated to include sustainable aspects in the organization of events. According to the evaluation of 4.1.10 Including Green Aspects in Event Planning, 10 out of 12 companies highlighted several environmentally friendly policies that are implemented in events. Therefore, hypothesis 3 can be proven, since it can be concluded that most of the companies include at least few green aspects.
5.1.4 **Hypothesis 4:** The majority of companies planning meetings and events do not know the Austrian eco-label „Green Meetings and Events“.

A major part of the interviewed companies stated that CSR and environmental management is important for them and that they always try to improve their knowledge about sustainable methods in a variety of areas, like production, procurement, event planning, and so on. This interest in environmentally and socially friendly policies has caused that 50% of the respondents have already been aware of the existence of “Green Meetings and Green Events”. Thus, hypothesis 4 can be falsified.

However, due to the following reasons 50% stated to be uninformed about this topic:

The interviews have also revealed that a major part of the companies have an event management department or at least some event management employees and do not cooperate with event management companies. Since “Green Meetings and Green Events” are only promoted through professional event organizers and not to the general public, companies that plan events in-house have little or no contact points to get informed about the Austrian eco-label for events.

5.1.5 **Hypothesis 5:** The main benefit associated with the organization of certified “Green Meetings and Green Events” is referred to the image of the company.

Since 10 out of 12 interviewees associated image as the major benefit of “Green Meetings and Green Events” (see 4.1.23 Benefits of “Green Meetings and Green Events” for companies), hypothesis 5 has been proven.
5.1.6  **Hypothesis 6**: The main barrier associated with the organization of certified “Green Meetings and Green Events” is the additional work and the additional expenses.

Additional effort and additional expenses are the major barriers that are associated with the planning of “Green Meetings and Green Events”. Since the results in section 4.1.16 Barriers for holding “Green Meetings and Green Events” reveals that nearly all respondents refer to these 2 barriers, hypothesis 6 has been proven as correct.

5.1.7  **Hypothesis 7**: Companies are very interested in organizing certified “Green Meetings and Green Events”.

According to the evaluation of the transcripts (see 4.1.18 Interest in organizing a “Green Meeting or Green Event”), 10 out of 12 companies are highly motivated to plan a “Green Meeting or Green Event”. This result supports hypothesis 7 and proves it as correct.

5.1.8  **Hypothesis 8**: Companies are willing to pay more for certified “Green Meetings and Green Events” than for conventional events.

As could have been identified from the results of the study, the majority of respondents are willing to pay more for “Green Meetings and Green Events” (see 4.1.19 Willingness to pay more for a “Green Meeting and Green Event”). Therefore, it can be assumed that hypothesis 8 is correct.

5.1.9  **Hypothesis 9**: Participants of the study do believe that there will be an increase in Green Meetings.

Since all interviewed companies believe that the demand on “Green Meetings and Green Events” will increase in the future (see 4.1.20 Future demand on “Green Meetings and Green Events”), hypothesis 9 can be seen as correct.
6 Limitations

Every research paper is prone to a certain extent to limitations and this is also the case for this study.

Several authors (Boyce et. al., 2006; Creswell, 2014; Kvale et. al., 2009; Patton, 2002) agree that the main limitation of qualitative research is the lack of generalization due to too small samples. According to Boyce et. al. (2006) samples can’t be selected randomly, which could also lead to biased results. For this study, the sample was provided by the travel agency Mondial and consisted of clients of the Corporate Events & Incentives department as well as the Location Finder department. This could have led to slightly biased results, since it could be assumed that these selected companies are aware of the fact that Mondial is a licensee for “Green Meetings and Green Events”. Additionally, the selected companies were quite diverse in terms of size and industrial sector and therefore, a broad range of different opinions was captured. Due to this variety of viewpoints it was challenging to find coherence.

Since face-to-face interviews were conducted, respondents could have had a tendency to answer the stated questions in a socially desirable way rather than how they really think about the topic (Malhotra et. al., 2007). Malhotra et. al. (2007) further explains that this phenomenon is common, because the pressure for companies to be socially “acceptable” is very high. The author aimed to reduce this bias, through creating a comfortable atmosphere during the interview and through being interested in what the respondents were saying. Furthermore, anonymity was ensured to companies that did not want to be named in this study.

Another limitation of this study is the potential for interviewer bias (Malhotra et. al., 2007; Boyce et. al., 2006). Malhotra et. al. (2007) and Boyce et. al. (2006) agree that interviewer can bias the results through omitting questions, changing research questions during the interview, probes, body language and attitude.
# Conclusion and Recommendations

The main aim of this study was to determine the level of awareness and the perception of the Austrian eco-label “Green Meetings and Green Events” among companies. The required information was gathered through qualitative in-depth interviews with Viennese companies.

The findings of this study indicate that many companies know about the existence of the eco-label for events, but lack in information about the requirements and the implementation. More importantly, although “Green Meetings and Green Events” are not associated with any significant benefits, the majority stated to be interested in organizing and holding one. Additionally, an increased willingness to pay (between 10% and 20%) was observed. In order to raise the demand on “Green Meetings and Green Events” in future, respondents believe that the awareness of companies has to be developed.

It can be concluded that the travel agency Mondial can make “Green Meetings and Green Events” more public through promotional campaigns, personal selling and advertising.

Until now Mondial offers only little information on the company’s website about this eco-label for events. In order to attract the attention of potential clients, the website has to be found easily and should be situated as visible and attention-grabbing as possible. Although the website offers a number of links to the website of the Federal Ministry of Agriculture, Forestry, Environment and Water Management and to several lists of criteria that have to be fulfilled when organizing such events, the content of the side itself should be extended. A summary of what “Green Meetings and Green Events” are about, how these events are organized and a case study should be provided to illustrate the service clearly. For further information, contact details to the “Green Meetings and Green Events” agent have to be included.

Mondial can embed the sign of the Austrian eco-label “Green Meetings and Green Events” in the signature of the emails. It is only a minor action, but can aid in making themselves more visible as certifier for “Green Meetings and Green Events”.

To inform the existing clients about the possibility of certifying an event as “Green Meeting or Green Event”, newsletter or brochures could be sent out. Through the company’s “Business Know How” newsletter for corporate clients, Mondial can communicate this service more actively to companies. Furthermore, information about the eco-label should also be included in the folder of the overall product and service portfolio of Mondial and in the folder of the Corporate Events and Incentives department. When promoting “Green Meetings and Green Events” it is essential to focus on emphasizing benefits that arise for companies, but are often omitted, for instance cost savings in the long term.

Mondial could further implement the topic of “Green Meetings and Green Events” in some of their information events for clients and business partners. This would not only increase the awareness of the attendees through actively contributing, but would also spread word-of-mouth.

The KnoWhere Forum of Mondial, a conference about the latest trends in tourism, sets a suitable stage for introducing the eco-label for events to nameable representatives of the industry and for discussing it during a panel discussion. Mondial could effectively present the eco-label “Green Meetings and Green Events” through organizing the networking event “After Work Travel Cocktail” for their corporate clients as green event. Thereby attendees can experience what a “Green Meeting and Green Event” is all about and how the different standards are implemented.

So far, only very little research has been conducted on the Austrian eco-label “Green Meetings and Green Events”. As already mentioned in chapter 6 the findings of this study cannot be generalized due to the small sample size of qualitative research methods. Thus, future research based on a larger sample would provide further valuable insights into the awareness and perception of “Green Meetings and Green Events” and enables generalizable results. Additionally, interviewing certified meeting venues and event management companies could provide a more detailed picture of the current demand for “Green Meetings and Green Events”.

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Overall, the author is convinced that the study supports the travel agency Mondial by presenting an overview of the planning and decision behaviour associated with the organization of events. It further depicts the awareness and perception of the eco-label “Green Meetings and Green Events”. Nevertheless, additional extensive research that builds on this study could provide more comprehensive results and correlations.
8 Bibliography


Hair, Joseph; Wolfinbarger, Mary; Bush, Robert; Ortinau, David. 2007. Essentials of Marketing Research. McGrawHill: USA.


Kvale, Steinar; Brinkmann, Svend. 2009. Interviews – Learning the Craft of Qualitative Research Interviewing. SAGE Publications, Inc: USA.


## Appendix 1: Basic requirements for licensees

<table>
<thead>
<tr>
<th>Criterion no.</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business management</strong></td>
<td></td>
</tr>
<tr>
<td>L1</td>
<td><strong>Vision</strong>&lt;br&gt;The enterprise has a corporate vision on environment and sustainability which was adopted by the management. <strong>Assessment and verification:</strong> A declaration of compliance with this criterion has to be presented together with a copy of the vision statement; the vision statement is communicated visibly (website, annual reports etc.).</td>
</tr>
<tr>
<td>L2</td>
<td><strong>Green meetings /Green events agent</strong>&lt;br&gt;At the licensee organisation one member of the staff has been appointed ‘greening agent’; he/she is in charge of instructing the staff, of certifications and other quality assurance measures. <strong>Assessment and verification:</strong> The name of the greening agent must be indicated and visibly communicated (website, mailings, promotional folders, annual reports, etc.). Changes are notified without delay.</td>
</tr>
<tr>
<td>L3</td>
<td><strong>Staff training</strong>&lt;br&gt;The staff members of the organisation must be instructed on the issue of green meetings / green events:&lt;br&gt;(a) for the greening agent a one-day workshop at the beginning</td>
</tr>
</tbody>
</table>
of each period of use (every 4 years) or, if the greening agent
changes, training of the greening agent by external advisors.

(b) training for all persons who have main responsibility for an
event by the greening agent or by external advisors. Content of
the training:

- Background, objectives and content of Eco-label Guideline
  UZ 62
- Use of the software and the database
- Environmentally responsible behaviour at the place of
  work: Energy-saving behaviour, paper-saving printing,
  waste separation, etc. (Criteria L1 - L13)
- Environmentally friendly personal mobility

(c) The greening agent informs all staff members about the Eco-
label through the usual internal organisation paths and
encourages them to promote the objectives (Criteria for
licensees L1 – L13).

(d) If the licensee does not certify at least one meeting/event
per year, the greening agent has to attend further training in the
above-mentioned extent.

Assessment and verification: A declaration of compliance with
this criterion and information about the training programme
and its content has to be presented; the names of the
attendees, the type and date of the trainings have to be
indicated. The communications to the staff have to be
presented.
### Office/Procurement

<table>
<thead>
<tr>
<th>L4</th>
<th>Stationary</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 50% of the stationary used by the licensee is made of 100% recycled or totally chlorine-free (TCF) paper.</td>
<td></td>
</tr>
<tr>
<td><strong>Assessment and verification:</strong> Data and documentation (e.g. the relevant invoices) on the types of paper used have to be presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>L5</th>
<th>Printed products</th>
</tr>
</thead>
<tbody>
<tr>
<td>The paper of the printed products is made of 100% recycled paper, of totally chlorine-free (TCF) paper, or meets at least the criteria of the paper types in the sample portfolio ‘EcoBuy Vienna’ (‘Mustermappe ÖkoKauf Wien’).</td>
<td></td>
</tr>
<tr>
<td><em>Or:</em> If possible, printing contracts are placed with printing companies that have been awarded the Austrian Eco-label and are carried out according to the Guideline of the Austrian Eco-label for Printed Products.</td>
<td></td>
</tr>
<tr>
<td><strong>Assessment and verification:</strong> Data and documentation, such as the relevant contracts or printed products, have to be presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>L6</th>
<th>Electrical and electronic equipment</th>
</tr>
</thead>
</table>
| Newly purchased electrical and electronic equipment (PC, laptop computers, screens, copiers, printers, etc.) are energy-efficient (e.g. labelled with the Energy Star or TCO or listed in
“topprodukte” or bear an eco-label according to ISO type I.

Assessment and verification: Data and documentation (e.g. the relevant invoices) have to be presented.

<table>
<thead>
<tr>
<th>L7</th>
<th>Cleaning agents</th>
</tr>
</thead>
</table>
|    | (a) The licensee has to use at least three eco-labelled products (hand dishwashing detergent and/or detergent for dishwasher and/or all-purpose cleaner) or products listed in the Positive List of the environmental consulting association ‘die umweltberatung’.
|    | (b) If the cleaning is outsourced, appropriate requirements have to be inserted in the solicitation documents. For existing contracts a transitional period until their expiry can be granted.
|    | (Points (a) and (b) do not apply to offices without any influence on procurement or on the hiring of the cleaning agency.)
|    | Assessment and verification: A declaration of compliance with this criterion together with appropriate documents (invoices, producer statements, contracts) has to be presented. |

<table>
<thead>
<tr>
<th>L8</th>
<th>Sanitary papers</th>
</tr>
</thead>
</table>
|    | The sanitary paper products used at the office are verifiably made of 100% recycled paper. (Does not apply to offices without any influence on the procurement or on the hiring of the cleaning agency.)
|    | Assessment and verification: Data and documentation (e.g. the relevant invoices) have to be presented. |
### Waste separation

Waste has to be separated in a way that it can be treated separately by the municipal or private waste disposal facilities. Special consideration has to be given to hazardous wastes (e.g. energy-saving lamps, pharmaceuticals), electrical appliances, toners and colour ink cartridges. These wastes are separated, collected, and disposed of appropriately.

Assessment and verification: A declaration of compliance with this criterion has to be presented and it has to be indicated which categories of waste are accepted by the local bodies, which procedures for collection, separation, handling and disposal of these categories are available, and/or which pertinent contracts have been concluded with private enterprises.

### Waste bins in toilets

Each (ladies) toilet has to be equipped with a suitable waste bin and users have to be requested not to flush down the respective waste down the toilet but to dispose of it in the waste bin.

Assessment and verification: A declaration of compliance with this criterion and the wording of the note have to be presented.

### Jointly consumed food

If foodstuffs (e.g. coffee, tea, milk, etc.) are used in the licensee’s internal area, organic and/or fair-trade products have to be used.

Assessment and verification: Data and documentation (e.g. the
relevant invoices and products) have to be presented.

### General resources

<table>
<thead>
<tr>
<th>L12</th>
<th><strong>Database of service providers and products</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee has to enter into cooperations with service providers qualified in environmental affairs and must use appropriate eco-friendly products. The Green Meeting software can be used for that purpose.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> A declaration of compliance with this criterion has to be presented.</td>
</tr>
</tbody>
</table>

### Communications / Information

<table>
<thead>
<tr>
<th>L13</th>
<th><strong>Promotion of green meetings/green events</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee advertises the option of planning green meetings / green events actively in its product portfolio, in marketing and acquisitions. The licensee uses the Eco-label in its marketing activities and acquisitions.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> A declaration of compliance with this criterion and documents certifying the implementation have to be presented.</td>
</tr>
</tbody>
</table>

Table 4: Basic requirements for licensees (Das Österreichische Umweltzeichen, 2012)
# Appendix 2: Criteria for Events

<table>
<thead>
<tr>
<th>Criterion no.</th>
<th>Subject / Text</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>1. Mobility and CO2 offsetting</strong></td>
<td></td>
</tr>
<tr>
<td>M1</td>
<td><strong>Car-free transportation to the event location</strong></td>
<td>MANDATORY</td>
</tr>
<tr>
<td></td>
<td>It must be possible for visitors to reach the nearest international airport or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>international railway station within five hours using public transport.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Or:</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A special share-ride shuttle service from the nearest international airport or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>international railway station has to be organised for the travel to and from the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>event location.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> The location of the event venue and its accessi</td>
<td></td>
</tr>
<tr>
<td></td>
<td>bility have to be indicated.</td>
<td></td>
</tr>
<tr>
<td>M2</td>
<td><strong>Promotion of climate-compatible travelling to and from the event venue</strong></td>
<td>MANDATORY</td>
</tr>
<tr>
<td></td>
<td>Attendees must already in the event promotion, but at the latest upon registrat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ion, be encouraged to give preference to climate-compatible travelling to and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>from the event location where and to the extent feasible (information on public</td>
<td></td>
</tr>
<tr>
<td></td>
<td>transport connections, schedules etc.).</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> Appropriate documents</td>
<td></td>
</tr>
</tbody>
</table>
have to be presented.

<table>
<thead>
<tr>
<th>M3</th>
<th><strong>Mobility for side events</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Side events, trips etc. have to be organised in a way that the destinations are within walking distance or can be reached, and conducted, using public transport or a share-ride shuttle service.</td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> The places of the side events, their distance from the event location and the mobility planned have to be indicated.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M4</th>
<th><strong>Central location of the event venue</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The event venue is chosen such that at least 50% of the attendees can reach it by public transport within no more than 3 hours.</td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> The location of the event venue and the local entrenchment of the target group have to be indicated.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M4a</th>
<th><strong>Event venue accessible by public transport</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The event venue is directly linked to the public transport network (max. 10 minutes’ walk).</td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> The location of the event venue and its accessibility have to be indicated.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M5</th>
<th><strong>Incentives for environmentally responsible travelling to and from the event venue</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The licensee encourages the attendees to use environmentally responsible means of transportation to and from the event venue: for example by reduced attendance fees for attendees travelling to the event venue by public transport, organisation of the cheapest train ticket etc.

*Assessment and verification:* Appropriate documentation of the invitation/announcement has to be provided.

<table>
<thead>
<tr>
<th>M6</th>
<th><strong>Mobility on the spot for events lasting for more than one day</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Attendees are already in the event promotion, but at the latest upon registration, informed about the possibility of using public transport (schedules, stops etc.) or other eco-friendly alternatives on the spot (bike rental etc.). (1 point)</td>
</tr>
<tr>
<td></td>
<td>b) Attendees get the opportunity to buy a ticket for the local public passenger transport (ÖPNV) via the organisers. (2 points)</td>
</tr>
<tr>
<td></td>
<td>c) An ÖPNV ticket for the whole time of the event is already included in the price of the event. (3 points)</td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> Appropriate documents have to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M7</th>
<th><strong>Accessibility of accommodations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All accommodations offered to attendees are located at walking distance from the event venue or</td>
</tr>
</tbody>
</table>

Max. 3

2
are accessible by bicycle or public transport.

**Assessment and verification:** The names of the enterprises and their distance from the event venue have to be indicated.

<table>
<thead>
<tr>
<th>M8</th>
<th><strong>Event mobility facilities</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee operates a special event mobility service which organises and promotes taxi services, carpools or shuttle services, or transport by alternative fuel vehicles etc. for attendees.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> Appropriate documents have to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M9</th>
<th><strong>Transport companies</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) The licensee informs transport companies in his solicitation about the environmental standards of the event and chooses the company offering the more eco-friendly vehicle fleet. (1.5 points)</td>
</tr>
<tr>
<td></td>
<td>b) The licensee contracts with transport companies having an environmental policy in place (e.g. ‘klima:aktiv:mobil’ partner, fuel-saving driving training etc.) and at least EURO 5 vehicles (2 points)</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> The relevant solicitation documents have to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M10</th>
<th><strong>Information on CO2 offsetting</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,5</td>
</tr>
</tbody>
</table>
Especially in the case of air transport to and from the event venue the licensee informs event attendees on possible ways of CO2 offsetting and encourages them to use this opportunity.

Assessment and verification: The relevant information has to be presented.

**M11 Calculation of the CO2 emissions arising from attendees’ travels**

The licensee or host calculates the CO2 emissions caused by attendees’ travels and uses the data to improve the measures he/she takes in the field of CO2 reduction.

Assessment and verification: Entry in the software and description of further use or presentation of an action programme.

**M12 Offsetting by the organiser / Climate-neutral event**

The licensee or the host of the event undertakes to compensate for the CO2 emissions caused by the event and informs the attendees on that initiative.

Assessment and verification: Appropriate documents have to be presented.

**M13 Bicycle parking facilities**

The host provides bicycle parking facilities (bike racks, cycling wear etc.) for at least 20% of the attendees expected (where these are not available
on the spot) and informs attendees accordingly.

Assessment and verification: Appropriate documents have to be presented.

Table 5: Criteria for events - Mobility and CO2 offsetting (Source: Das Österreichische Umweltzeichen, 2012)

<table>
<thead>
<tr>
<th>2. Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U1</strong> Accommodation enterprises with environmental certification I</td>
</tr>
<tr>
<td>If there are accommodation enterprises on the spot which are certified with an eco-label according to ISO type 1, EMAS or ISO 14001, at least one of them must be indicated in the list of accommodations offered.</td>
</tr>
<tr>
<td><strong>Assessment and verification:</strong> The names of the enterprises and, if any, the relevant contracts have to be presented.</td>
</tr>
<tr>
<td><strong>U2</strong> Communication of the environmental standards to accommodation enterprises</td>
</tr>
<tr>
<td>The licensee or the host of the event informs accommodation enterprises not certified with the Austrian Eco-label or the EU Ecolabel in its solicitation about the environmental standards of the event and requests them to demonstrate their environmental performance by means of the checklist (form or directly in the product database). It informs them also about the possibility of obtaining an ecological certification (Eco-label, EMAS...</td>
</tr>
</tbody>
</table>
**Other accommodation enterprises**

<table>
<thead>
<tr>
<th>U3</th>
<th></th>
</tr>
</thead>
</table>
| **a)** Accommodation enterprises with environmental certification II  
At least one more accommodation is certified with an eco-label according to ISO type 1, ISO 14001 or EMAS. (4 points per accommodation)  
*Assessment and verification:* The names of the enterprises and the relevant contracts and certification evidence have to be provided.  
**b)** Accommodation with environmental orientation  
At least one accommodation is certified with any other eco-label with external verification by third parties (Ökoprofit, Bio Verband, Climate Alliance etc.). (2 points per accommodation)  
*Assessment and verification:* The names of the enterprises and the relevant contracts and certification evidence have to be provided.  
**c)** Accommodation with self-declared minimum standard of environmental orientation  
More than one non-certified accommodation can illustrate by means of the checklist / product database that they meet a minimum environmental | Max. 16 |
standard. (1 point per accommodation)

Assessment and verification: Presentation of the checklists / entry into product database (Appendix 3: Checklist for Hotels and other Overnight Accommodation).

Table 6: Criteria for events - Accommodation (Source: Das Österreichische Umweltzeichen, 2012)

<table>
<thead>
<tr>
<th>3. Event locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3a. Permanent buildings as event locations (Appendix 4: Checklist Event Venue)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va1</th>
<th>Waste management plan of the event location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee /host requests the operator of the event location to present a written, presently valid waste management plan, if he/she is obligated to do so under the law (enterprises with more than 20 persons employed).</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with this criterion and the waste management plan have to be presented.</td>
</tr>
<tr>
<td>MANDATORY</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va2</th>
<th>Communication of the environmental standards to the operator of the event location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee or the host (if the latter is not identical with the licensee) informs the operator of the event location about the environmental standards of the event and requests him/her to demonstrate his/her environmental performance by means of the</td>
</tr>
<tr>
<td>MANDATORY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Checklist (form or directly in the product database).</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td><strong>Assessment and verification:</strong> The letter to the accommodation enterprises has to be presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va3</th>
<th><strong>Waste bins in toilets</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Each (ladies) toilet has to be equipped with a suitable waste bin; guests have to be requested not to flush down the respective waste but to dispose of it in the waste bin.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> A declaration of compliance with this criterion and the wording of the note to guests have to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va4</th>
<th><strong>Newly established buildings</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If the contractor or the licensee have new buildings permanently established for the event, they have to</td>
</tr>
<tr>
<td></td>
<td>a) comply with a sustainable building standard, e.g. TQB.2010, LEED (Leadership in Energy and Environmental Design), passive house etc.</td>
</tr>
<tr>
<td></td>
<td>b) present a sustainable concept for subsequent use</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> The relevant documents (building notifications, concept) have to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va5</th>
<th><strong>Environmental standards of the accommodation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The accommodation enterprise has participated in an environmental programme in which the site was</td>
</tr>
</tbody>
</table>

involved (EMAS, Ökoprofit, ISO 14001, klima:aktiv, etc.).

*Assessment and verification:* Evidence of the environmental programme has to be provided.

<table>
<thead>
<tr>
<th>Va6</th>
<th><strong>Advanced environmental strategy</strong></th>
<th>Max. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The event location pursues advanced environmental strategies:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Environmental policy and/or sustainability strategy (1.5 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Energy accounting (1.5 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> The relevant documentation has to be presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va7</th>
<th><strong>Accessibility for disabled persons</strong></th>
<th>Max. 2.5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) The event location meets the minimum requirements of barrier-free equipment and facilities according to the Austrian standard ÖNORM B1600. (2 points).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) The barrier-free equipment and facilities of relevant areas of the event location meet the minimum requirements, or basic requirements, of ÖNORM B1603. (2.5 points).</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> Presentation of a certification according to ÖNORM B1600 or ÖNORM B1603 or objective assessment of the degree of</td>
<td></td>
</tr>
<tr>
<td>Va8</td>
<td><strong>Documentation of the energy standard of the building(s)</strong></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>----------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The event location holds an energy certificate according to OIB 6 or can prove the energy-technology quality of its buildings (e.g. energy parameter, provision of U values according to OIB 6, energy report).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Presentation of the energy or building certificate or of an expert report.</td>
<td></td>
</tr>
<tr>
<td>Va9</td>
<td><strong>Advanced energy policy to optimise energy consumption</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The event location has a multiannual programme for optimising its energy efficiency (heating, hot water, cooling, lighting, insulation standards etc.), which includes target values, measures and a plan for implementation. The programme must have been adopted by the corporate management (Executive Board, owners’ representation).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: The programme has to be presented.</td>
<td></td>
</tr>
<tr>
<td>Va10</td>
<td><strong>Daylight in seminar rooms</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The greater part of the function rooms are for at least 6 hours per day sufficiently lit by daylight in a way that no additional artificial lighting facilities are necessary.</td>
<td></td>
</tr>
</tbody>
</table>
need to be turned on.

Assessment and verification: A detailed declaration of compliance with this criterion is presented and evidenced by photographs or plans.

<table>
<thead>
<tr>
<th>Va11</th>
<th><strong>Light fittings</strong></th>
<th>Max. 2</th>
</tr>
</thead>
</table>
|      | a) At least 80 % of the lighting facilities of the enterprise satisfy the requirements of energy-efficiency class A. This does not apply to lighting bulbs whose physical properties do not permit replacing them by energy-saving lamps. (1 point)  

b) 100 % of the light fittings that are turned on for more than 5 hours a day satisfy the requirements of energy-efficiency Class A. This does not apply to light bulbs whose physical characteristics do not permit replacing them by energy-saving lamps (1 point).  

Assessment and verification: A detailed declaration of compliance with this criterion is presented. |

<table>
<thead>
<tr>
<th>Va12</th>
<th><strong>Environmentally friendly equipment</strong></th>
<th>2</th>
</tr>
</thead>
</table>
|      | Office equipment and seminar facilities: At least 50% of the electronic equipment (PC, monitors, fax machines, printers, scanners, copying machines) meet the criteria for the award of the Energy Star or of an eco-label according to ISO type 1.  

Assessment and verification: A detailed declaration of compliance with this criterion (types/names of |
the equipment and facilities) is presented.

<table>
<thead>
<tr>
<th>Va13</th>
<th><strong>Electricity from renewable sources</strong></th>
<th>2.5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>At the event location 100% of the electricity is verifiably generated from renewable energy sources (wind, sun, geothermal sources, wave and tidal energy, hydropower, biomass and biogas). Assessment and verification: A declaration by the electric utility (or a contract concluded with that enterprise) stating the type of the renewable energy source(s) used and the percentage of the electricity that is generated from renewable energy sources is presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va14</th>
<th><strong>Energy from renewable energy sources</strong></th>
<th>Max. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>At the event location</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) more than 50% (1.5 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) 100% (3 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of the energy (other than electricity) used for heating, cooling or hot water preparation is verifiably generated from renewable energy sources. Assessment and verification: A declaration of compliance with this criterion is presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Va15</th>
<th><strong>Turning on/off lights, heating and/or air-conditioning system</strong></th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lighting, heating and air-conditioning systems are</td>
<td></td>
</tr>
</tbody>
</table>
equipped with control systems so they turn off automatically when windows are opened or when the seminar room is unoccupied.

Or:

Staff members are instructed to turn off heating and air-conditioning systems in rooms which are not used.

Assessment and verification: A declaration of compliance with this criterion and the wording of the note are presented.

<table>
<thead>
<tr>
<th>Va16</th>
<th><strong>Water-saving sanitary facilities (0.5 points each)</strong></th>
<th>Max. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) All toilet tanks have either an automatic or manual flush-stop button or a 2-button system or they are designed to consume not more than 6 litres per flush.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Urinals have to be equipped with an automatic (timely limited) or manual control to ensure that no continuous flushing takes place and that uninterrupted flushing is avoided.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) The water flow from taps in the sanitary facilities does not exceed 9 litres/minute.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>d) Taps in the sanitary facilities are equipped with an automatic control.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A detailed declaration of compliance with this criterion is presented.</td>
<td></td>
</tr>
<tr>
<td>Va17</td>
<td><strong>Cleaning</strong></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td></td>
</tr>
</tbody>
</table>
| a) Cleaning agents: At least 3 products eco-labelled according to ISO type 1 or listed on the Positive List of the environmental consulting association ‘die umweltberatung’ are used. (1 point)  

b) The cleaning staff is instructed in the efficient use and correct handling of cleaning agents as well as in ergonomic working. (1 point)  

Assessment and verification: A declaration of compliance with the criterion is presented; appropriate invoices/supporting evidence/training documents are kept as records. | Max. 2 |  

<table>
<thead>
<tr>
<th>Va18</th>
<th><strong>Corporate mobility management</strong></th>
</tr>
</thead>
</table>
| The event location has a company-specific mobility concept aimed at environmentally compatible corporate mobility and economisation of transport, implements this policy and continues developing it. The measures of corporate mobility management comprise the efficient use of the company's areas and vehicles, the switch-over of the fleet to more environmentally compatible technologies, and the economisation of transport processes as well as the enhanced use of more environmentally friendly transportation (walking, cycling, public transport) and the integration of staff members.  

Assessment and verification: The mobility plan is | 2 |
### Avoidance of transportation

At least parts of the infrastructure and/or technical equipment and/or other services required with the appropriate equipment are already available at the event location and are used in order to avoid transportation / transport of goods to the event. 0.5 points each for:

- Technical equipment and facilities
- Catering
- Miscellaneous

Assessment and verification: Indication of the equipment and facilities available on the spot and of the transport services saved.

<table>
<thead>
<tr>
<th>Va19</th>
<th>Max. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3b. Other event locations (temporary buildings, tents, open space)

#### Events in nature

For events taking place on green surfaces outside built-up areas (meadows, forests etc.), compliance with the following criteria is mandatory:

All mandatory criteria and additionally: **Vb8, Vb10 (if Vb4a is not possible), Vb14, Vb15**

<table>
<thead>
<tr>
<th>Vb1</th>
<th>Sensitive natural areas</th>
</tr>
</thead>
</table>
|     | The event venue is not located in an area protected under national or Community law (nature | MANDATORY
|     |                         |
conservation areas, Natura 2000 areas, bird protection zones etc.) or in sensitive ecosystems (peatbogs, glaciers, wetlands etc.).

Exempt from this provision are events whose subject is the protected area as such or which deal with topics related to the protected area, under the guidance of an authorized and properly advised guide, in groups of the usual size (e.g. guided tours in national parks etc.), and which comply with all specific requirements and guidelines applicable to the protected area.

Assessment and verification: Declaration by the host

<table>
<thead>
<tr>
<th>Vb2</th>
<th>Preparation of a protection concept</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A protection concept has to be presented which, depending on the event,</td>
</tr>
<tr>
<td></td>
<td>a) comprises an exact definition of the necessary control measures and their implementation (e.g.: protection of turf or tree roots, marking of paths, damage caused by buildings, facilities, equipment, fire, chemicals, paints etc.). For events with animals, special measures with respect to trampling, faecal matter and scatter material as well as the protection against browsing etc. have to be taken);</td>
</tr>
<tr>
<td></td>
<td>b) ensures communication of the protection measures to staff and attendees.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Presentation of the</td>
</tr>
<tr>
<td></td>
<td>MANDATORY</td>
</tr>
<tr>
<td>Vb3</td>
<td><strong>Temporary buildings</strong></td>
</tr>
<tr>
<td>-----</td>
<td>------------------------</td>
</tr>
<tr>
<td></td>
<td>If temporary buildings are established for the event, they have to be completely dismantled and the entire material has to be reused or separated by type of material and recycled/disposed of in accordance with the legal requirements.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Description of the buildings and materials</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb4</th>
<th><strong>Minimum requirement electricity supply</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Where the location is connected to the public grid, electricity from the public grid must be used.</td>
</tr>
<tr>
<td></td>
<td>b) Where supply from the public grid is not possible and an electric power generator has to be used, the latter must be equipped with a particulate filter and a recently prepared maintenance report (not older than one year) as well as with equipment for measuring emission.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Evidence of electric power supply/generation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb5</th>
<th><strong>Heating with electricity or umbrella gas heaters in open areas</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No electricity or umbrella gas heaters are used for outdoor heating at the event venue.</td>
</tr>
<tr>
<td>Vb6</td>
<td><strong>Wastewater disposal</strong></td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------</td>
</tr>
<tr>
<td></td>
<td>Wastewater must not be discharged directly into water bodies. Wastewater disposal complies with the legal provisions and has to be checked and approved by the authorities.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Authorization</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb7</th>
<th><strong>Portable toilets</strong></th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Portable toilets include facilities for the cleaning of hands. They are</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) provided in sufficient quantity;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) regularly maintained and cleaned;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) the content is properly disposed of.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Number of toilets/attendee, evidence of cleaning staff and cleaning plan, contract for the disposal.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb8</th>
<th><strong>Environmentally compatible portable toilets</strong></th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Composting toilets or toilets with environmentally certified sanitary additives are used as portable toilets.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Contract with enterprise, invoices of the sanitary additives.</td>
<td></td>
</tr>
<tr>
<td>Vb9</td>
<td><strong>Electricity procurement</strong></td>
<td>3</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>The electricity required for the event is generated from renewable energy sources (wind, sun, geothermal sources, wave and tidal energy, hydropower, biomass and biogas).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Electricity supply contract</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb10</th>
<th><strong>Electricity generation from alternative sources</strong></th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The electricity required is generated by means of alternative energy sources or by means of an electric power generator with vegetable oil (preferably regional production, no palm oil) or from waste cooking oil.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Indication and description of the energy source</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb11</th>
<th><strong>Energy from renewable energy sources</strong></th>
<th>Max. 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The energy required for heating/cooling/hot water generation of the facilities/buildings is generated from renewable energy sources (biomass – e.g. mobile pellet heating systems, solar heat etc.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) at 50% (1.5 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) at 100% (3 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Evidence of the energy sources and their capacity</td>
<td></td>
</tr>
<tr>
<td>Vb12</td>
<td><strong>Sustainable water supply</strong></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The water which needs to be abstracted from wells or reservoirs for the event is calculated and regulated in accordance with the capacity of local water supply.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> Appropriate documents have to be presented, maybe protection concept</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb13</th>
<th><strong>Cleaning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For cleaning at the event location by the licensee or the host, exclusively products eco-labelled according to ISO type I or listed on the Positive List of the environmental consulting association ‘die umweltberatung’ are used.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> Contract with the event venue and / or indication of the products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb14</th>
<th><strong>Environmental manager on the spot</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For the whole time of the event (including construction and dismantling period) a staff member responsible for the implementation and supervision of the environmental criteria is present on the spot.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> Indication of name and tasks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vb15</th>
<th><strong>Prevention of crop damage</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The installation of facilities / Facilities are such that</td>
</tr>
</tbody>
</table>
heavy vehicles for the transport of event technology use only paved roads to avoid ground damage.

Assessment and verification: Declaration by the host or protection concept

Table 7: Criteria for events - Event Locations (Source: Das Österreichische Umweltzeichen, 2012)

<table>
<thead>
<tr>
<th>4. Procurement, material and waste management for the event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B1</strong></td>
</tr>
</tbody>
</table>
| a) In cooperation with the event venue the licensee checks the existing waste management plan and, if necessary, adjusts it to the specific conditions of the event.  

*Or:*

b) In cooperation with the event venue the licensee prepares an individual waste management plan for the event.  

*Or:*

b) In case of events in nature: A waste management plan for the event is presented which ensures the prevention of any hazardous waste and complete disposal of non-avoidable waste generated in the context of the event.  

In any case, the waste management plan must set priorities in the field of waste management and take...
into account event-specific particularities, and has to cover all areas (audience area, backstage, kitchen or catering, general office operation, stands etc.).

*Assessment and verification:* The relevant documentation and agreements are presented.

<table>
<thead>
<tr>
<th>B2</th>
<th>Reusable dishes</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Food and beverages for attendees are served in reusable dishes (glasses, cups, mugs, plates and cutlery). This applies also to the provision of food and beverages through external suppliers (catering etc.).</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> A declaration of compliance with this criterion is presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B3</th>
<th>Reuse of badges</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If reusable badges are used, they are collected after the event and kept available for reuse.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> A declaration of compliance with this criterion is presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B4</th>
<th>Information on waste prevention and waste separation by those involved</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) All persons involved (staff, attendees, exhibitors etc.) are in an appropriate manner (e.g. by means of written information, instructions or manuals) informed and encouraged to avoid waste and to separate waste which cannot be avoided in a way</td>
<td></td>
</tr>
</tbody>
</table>
that they can be separately treated by the municipal or private waste disposal facilities. Special attention has to be paid to hazardous wastes (batteries, energy-saving lamps, pharmaceuticals, waste oil) as well as to waste cooking oils and fats, electrical appliances, toner and colour-ink cartridges.

b) Facilities for reasonable and appropriate waste separation and waste collection are offered on a decentralised basis (several times in the audience area, backstage, in the kitchen area, in general office operation etc.).

Assessment and verification: A declaration indicating the way of compliance with this criterion has to be presented.

B5 Acquisition of new equipment

Where new equipment is purchased for the event the licensee has to buy exclusively energy-efficient equipment (Energy Star, Eco-label according to ISO type 1, listed on 'topprodukte' 1 etc.).

Assessment and verification: A declaration of compliance with the criterion has to be presented; the relevant invoices have to be kept as evidence.

B6 Resource requirements for paper / printing

Any printed products of relevance to the event (congress portfolios, documentations, posters etc.) have to be produced according to the principle of
minimum resource expenditure (number of copies, printing format, double-sided copies, etc.). Replacement by electronic carriers, mail services, internet etc. shall be considered.

Assessment and verification: A declaration of compliance with the criterion is presented.

<table>
<thead>
<tr>
<th>B7</th>
<th>Paper quality for printed products</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Paper used for external printing jobs (e.g. for flyers, letter paper, programme booklets etc.) must at least be totally chlorine-free (TCF) or made of 100% recycled paper or has to carry an eco-label according to ISO type 1.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with the criterion is presented and corresponding supporting evidence is kept.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B8</th>
<th>Non-use of non-returnable beverage packages as giveaways</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>None of the hosts and sponsors uses non-returnable beverage packages as giveaways.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Contractual agreement with the host of the event and/or the sponsors is presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B9</th>
<th>Parameters</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The quantities of waste generated during the event are determined by waste type and the figures are</td>
<td></td>
</tr>
</tbody>
</table>
made available as parameters for the licensee. The licensee uses the parameters for internal quality enhancement and, upon request, makes them available for the development of benchmarks.

Assessment and verification: A declaration of compliance with the criterion is presented.

<table>
<thead>
<tr>
<th><strong>B10</strong></th>
<th><strong>Eco-labelled printed products</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed products are produced in certified printing companies according to the requirements of Eco-label Guideline 24 for Printed Products and are marked accordingly.</td>
<td>2</td>
</tr>
<tr>
<td>Assessment and verification: A declaration of compliance with the criterion is presented together with the pertinent orders.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>B11</strong></th>
<th><strong>Conference folders</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) No conference folders are provided. (2.5 points)</td>
<td>Max. 2.5</td>
</tr>
<tr>
<td>b) Conference folders are produced according to the criteria of Eco-label Guideline 24 for Printed Products. (1.5 points)</td>
<td></td>
</tr>
<tr>
<td>c) Conference folders are made of 100% recycled material. (1 point)</td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: A declaration stating that no conference folders are provided is presented</td>
<td></td>
</tr>
</tbody>
</table>
or evidence on their material is furnished.

<table>
<thead>
<tr>
<th>B12</th>
<th><strong>Rented equipment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>At least 50% of the electronic equipment rented for the event (computers, screens, beamers, copying machines etc.) carry the Energy Star or an eco-label according to ISO type 1.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with the criterion is presented together with appropriate documentation.</td>
</tr>
<tr>
<td></td>
<td>1,5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B13</th>
<th><strong>Giveaways from the organiser</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) No giveaways are offered (3 points)</td>
</tr>
<tr>
<td></td>
<td>b) None of the giveaways is battery- or accu-driven; all giveaways are unpacked and either made of environmentally friendly or natural materials, or they carry a recognised quality seal (eco-label, organic seal, Fair Trade seal...). (2 points)</td>
</tr>
<tr>
<td></td>
<td>c) 50% of the giveaways (type of article and total amount) are not battery- or accu-driven, unpacked and either made of environmentally friendly or natural materials, or they carry a recognised quality seal (eco-label, organic seal, Fair Trade seal...). (1 point)</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with the criterion is presented and Max. 3</td>
</tr>
</tbody>
</table>
B14  **Giveaways from sponsors**

a) No giveaways are offered. (3 points)

b) None of the giveaways is battery- or accu-driven; all giveaways are unpacked and either made of environmentally friendly or natural materials, or they carry a recognised quality seal (eco-label, organic seal, Fair Trade seal...). (2 points)

c) 50% of the giveaways (type of article and total amount) are not battery- or accu-driven, unpacked and either made of environmentally friendly or natural materials, or carry a recognised quality seal (eco-label, organic seal, Fair Trade seal...). (1 point)

*Assessment and verification:* A declaration of compliance with the criterion is presented and documented by means of invoices and producer declarations.

### B15  **Decoration / Flower arrangements**

No decoration is provided. (1.5 points) or (0.5 points each):

a) The decoration elements are made of environmentally friendly or natural materials (e.g. of domestic wood, natural fibres etc.).

Max. 3

Max. 1.5
b) The decoration elements are produced at local/regional studios by local/regional artists.

c) The floral decoration consists of plants from regional horticulturists or flowers from fair trade.

d) The decoration is reusable and is reused.

e) At least part of the material used for decoration purposes is replaced by lighting/light effects.

Assessment and verification: A declaration of compliance with the criterion is presented and documented by means of invoices and producer declarations.

<table>
<thead>
<tr>
<th>B16</th>
<th>Guidance system</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The elements of the visitor guidance system are either reusable or electronic. Assessment and verification: Description of the guidance system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B17</th>
<th>Paperless event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In the entire public field of the event (from the invitation to the information provided on the spot) no paper is used (includes advertising and sponsors). Assessment and verification: Statements of consent from all those involved.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B18</th>
<th>Environmental standards of partner enterprises/sub-contractors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Max. 3</td>
</tr>
</tbody>
</table>
Partner enterprises, sub-contractors or any other providers of outsourced services for the event (event-technology companies, cleaning companies etc.) – except for catering and event venue – have participated in an environmental certification programme (e.g. EMAS, Ökoprofit, ISO 14001, klima:aktiv etc.).

1 point per provider

*Assessment and verification:* The certificates of the enterprises have to be presented.

---

Table 8: Criteria for events - Procurement, material and waste management for the event (Source: Das Österreichische Umweltzeichen, 2012)

---

### 5. Exhibitors/Exhibition stand builders

<table>
<thead>
<tr>
<th>A1</th>
<th><strong>Contractual agreements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The licensee or the host of the event concludes the following contractual agreement with the exhibitors and exhibition stand builders:</td>
</tr>
<tr>
<td></td>
<td>a) Waste has to be disposed of at the event location according to the requirements of the waste management scheme.</td>
</tr>
<tr>
<td></td>
<td>b) During the event no disposable tableware (tumblers, plates, cutlery etc.) may be used.</td>
</tr>
<tr>
<td></td>
<td>c) Where this is possible, the materials / components used are re-used.</td>
</tr>
<tr>
<td></td>
<td><em>Assessment and verification:</em> A declaration of compliance with the criterion and the contractual</td>
</tr>
</tbody>
</table>

MANDATORY
agreements are presented.

<table>
<thead>
<tr>
<th></th>
<th>Recommendations on environmental criteria</th>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>The licensee or the host of the event is obligated to communicate to exhibitors and exhibition stand builders recommendations on environmental criteria for the mounting of exhibition stands. (Appendix 5: Information for exhibitors / exhibition stand builders).</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> A declaration of compliance with the criterion and the information provided are presented.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Reduction of printed matter in the area of the exhibition stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>A3</td>
<td>The licensee or the host of the event takes measures to reduce the distribution of printed matter by stand operators: Information on options like electronic media, provision of information material only upon request etc.</td>
</tr>
<tr>
<td></td>
<td><strong>Assessment and verification:</strong> The information provided to stand operators is presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Reduction of giveaways in the area of exhibition stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4</td>
<td>The licensee or the host of the event requests stand operators not to provide giveaways or to offer unpacked products without batteries which meet</td>
</tr>
</tbody>
</table>
the following environmental criteria:

a) made of environmentally compatible or natural materials (e.g. of domestic wood, natural fibres etc.)

b) carrying recognised quality seals (eco-label, organic farming or Fair Trade)

**Assessment and verification:** The information provided to operators of exhibition stands is presented.

---

**Table 9: Criteria for events - Exhibitors/Exhibition stand builders (Source: Das Österreichische Umweltzeichen, 2012)**

<table>
<thead>
<tr>
<th>Criteria for events - Exhibitors/Exhibition stand builders</th>
</tr>
</thead>
<tbody>
<tr>
<td>The information provided to operators of exhibition stands is presented.</td>
</tr>
</tbody>
</table>

---

**6. Catering / Restaurants**

<table>
<thead>
<tr>
<th>Contractual agreements (Appendix 6: Agreements with catering providers and Appendix 7: Agreements with restaurant keepers on the spot)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The licensee or the host of the event has to conclude with the catering enterprise or the restaurant a contract acc. to the Annexes on the following subjects:</td>
</tr>
<tr>
<td>a) Compliance with the Green Meeting / Green Event criteria by the catering enterprise / the restaurant</td>
</tr>
<tr>
<td>b) Communication of the Green Meeting / Green Event initiatives to consumers by the catering enterprise / restaurant (menus, table banners etc.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MANDATORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANDATORY</td>
</tr>
<tr>
<td>C2</td>
</tr>
<tr>
<td>----</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>C3</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>C4</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>C5</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td></td>
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<td></td>
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<tr>
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</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C6</th>
<th><strong>Regional food</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The following ingredients are at 100% from regional and, if relevant, from seasonal production (0.5 points each, max. 3 points):</td>
</tr>
<tr>
<td></td>
<td>a) Meat</td>
</tr>
<tr>
<td></td>
<td>b) Fish</td>
</tr>
<tr>
<td></td>
<td>c) Vegetables</td>
</tr>
<tr>
<td></td>
<td>d) Salads</td>
</tr>
<tr>
<td></td>
<td>Max. 3</td>
</tr>
<tr>
<td>C7</td>
<td><strong>Regional beverages</strong></td>
</tr>
<tr>
<td>----</td>
<td>-------------------</td>
</tr>
<tr>
<td>The following beverages are at 100% from regional and, where possible, from seasonal production. (0.5 points each))</td>
<td></td>
</tr>
<tr>
<td>a) Bottled water / Mineral water</td>
<td></td>
</tr>
<tr>
<td>b) Beer</td>
<td></td>
</tr>
<tr>
<td>c) Wine</td>
<td></td>
</tr>
<tr>
<td>d) Fruit juices</td>
<td></td>
</tr>
<tr>
<td>e) Herbal teas</td>
<td></td>
</tr>
<tr>
<td>f) Milk and milk-based beverages</td>
<td></td>
</tr>
</tbody>
</table>

*Assessment and verification:* Compliance with the criterion is evidenced by the presentation of documents on regional or national quality seals of the products (e.g. AMA quality label).

<table>
<thead>
<tr>
<th>C8</th>
<th><strong>Fair trade products</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The following products are offered exclusively from</td>
<td></td>
</tr>
</tbody>
</table>

*Max. 3*
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>fair trade (e.g. Fair Trade label):</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Coffee (1 point)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Tea (0.5 points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Orange juice or juice made of other non-regional fruits (0.5 points)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: A declaration of compliance with the criterion is presented and the invoices are kept as evidence.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C9</strong></td>
<td><strong>Typical regional food</strong></td>
<td></td>
</tr>
<tr>
<td>Dishes which are typical and characteristic of the region in which the event takes place are offered.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: A declaration of compliance with the criterion is presented, the dishes are indicated and the reasons for choosing them are given.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C10</strong></td>
<td><strong>Cleaning of reusable tableware</strong></td>
<td></td>
</tr>
<tr>
<td>For cleaning the tableware, cleaning products eco-labelled according to ISO type 1 or products listed on the Positive List of the environmental consulting association ‘die umweltberatung’ are used.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: Indication of the products</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C11</strong></td>
<td><strong>Avoiding tableware</strong></td>
<td>Max. 2</td>
</tr>
<tr>
<td>Meals are offered in the form of fingerfood, wrap in,</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
or ‘Pack’s ins Brot” (put it into your sandwich) etc. to avoid the use of tableware.

a) Exclusively tableware-avoiding offers (2 points)

b) Reduction of the amount of tableware by means of specific meal offer (1 point)

Assessment and verification: Description of the measures, meals etc.

<table>
<thead>
<tr>
<th>C12</th>
<th>Food waste prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If possible, the catering is organized in a way that meals are delivered in smaller</td>
</tr>
<tr>
<td></td>
<td>amounts, but more frequently in the fresh state, so remaining food can be donated to</td>
</tr>
<tr>
<td></td>
<td>local welfare institutions / persons in need. Attendees are informed about this</td>
</tr>
<tr>
<td></td>
<td>approach prior to and during the event.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Agreement with the catering enterprise, information</td>
</tr>
<tr>
<td></td>
<td>material for external communication.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C13</th>
<th>Special catering offer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The composition of meals takes into account and informs</td>
</tr>
<tr>
<td></td>
<td>a) people with food allergies (gluten-free meals, vegan meals or labelling of meals</td>
</tr>
<tr>
<td></td>
<td>containing frequent allergens);</td>
</tr>
<tr>
<td></td>
<td>b) religious groups (no pork, kosher meals).</td>
</tr>
</tbody>
</table>

1

1
Assessment and verification: Agreement with the catering enterprise, information material for external communication

Table 10: Criteria for events - Catering / Restaurants (Source: Das Österreichische Umweltzeichen, 2012)

<table>
<thead>
<tr>
<th><strong>7. Communication</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>K1</strong></td>
</tr>
<tr>
<td>a) The licensee or host of the event must at an early date inform the involved stakeholders, potential attendees of the event, and the public about greening initiatives and sustainability standards pursued: in contract negotiations, on the web site, in programme folders and registration forms, on the spot, via various media, etc.</td>
</tr>
<tr>
<td>b) Event attendees are requested and motivated to promote the greening initiatives and to take part in them.</td>
</tr>
<tr>
<td>c) The name of a qualified contact person (&quot;greening agent&quot;) is given to whom event attendees, partners etc. can address their questions in advance and during the event.</td>
</tr>
</tbody>
</table>

_assessment and verification:_ A declaration of compliance with the criterion is presented and supported by appropriate evidence.

MANDATORY
## K2 Feedback

The licensee or the host of the event must ask and encourage attendees concretely and with suitable means to give their opinion concerning the greening initiatives, or offer them another opportunity for feedback (questionnaires in writing, feedback function online in the green meetings software, etc.). The outcome of the survey and the feedback obtained have to be evaluated and used for the quality assurance of subsequent events; upon request, they also have to be provided to the organisation in charge of the application.

*Assessment and verification:* A declaration of compliance with the criterion is presented.

## K3 Communication of the environmental standards of the accommodations to attendees

Accommodation enterprises bearing the Eco-label or any other environment-related certification (organic seal, klima:aktiv partner etc.) are communicated to attendees as such and are particularly recommended.

*Assessment and verification:* Proof of the communication (invitation, programme, homepage etc.)

## K4 Standardised reporting

Greening measures and their success are
documented using a standardised reporting / benchmark system.

Assessment and verification: A declaration of compliance with the criterion is presented.

<table>
<thead>
<tr>
<th>K5</th>
<th>Communication with neighbours</th>
</tr>
</thead>
<tbody>
<tr>
<td>People living in the neighbourhood of the meeting / event are informed about possible impediments they may incur, but also about the environment-related efforts taken.</td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: Appropriate evidence of the communication has to be provided.</td>
<td></td>
</tr>
</tbody>
</table>

Table 11: Criteria for events - Communication (Source: Das Österreichische Umweltzeichen, 2012)

---

### 8. Social aspects

<table>
<thead>
<tr>
<th>S1</th>
<th>Security concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the case of events with more than 1000 attendees, a security concept has to be created and the persons in charge have to be trained accordingly. If a security concept is available from the event venue or the security company, it has to be ensured that its content is communicated to the persons in charge in a comprehensible way.</td>
<td></td>
</tr>
<tr>
<td>Assessment and verification: Presentation of the security concept, description of the staff training.</td>
<td></td>
</tr>
</tbody>
</table>

MANDATORY
### Security company with special qualifications

If a security company is commissioned, the latter must comply with all legal requirements and must furnish proof (certificates, references) that its staff has been trained particularly in the fields of youth protection and event management (de-escalation, conflict management, first aid, emergency operations, security technology, detecting and classifying risks, etc.).

### Disabled event attendees

Disabled attendees (e.g. handicap in mobility, aural or visual handicap) are assisted according to their special needs and the offer of barrier-free facilities is communicated to (potential) attendees and the public as early as possible:

- a) Suitable accommodation is offered.
- b) Special information systems are offered.
- c) Other necessary support is offered.

**Assessment and verification:** A declaration of compliance with the criterion has to be presented and supported by appropriate evidence.

### Gender mainstreaming and diversity

a) Aspects of gender mainstreaming and diversity are taken into account in the programme design (wording, selection of speakers etc.). (1.5 points)
b) There are special offers for families / single parents (child care, reduced-rate day tickets for individual days of the event, participation in the social programme etc.). (1.5 points)

*Assessment and verification:* A declaration stating in which way this criterion is met is presented.

<table>
<thead>
<tr>
<th>S5</th>
<th>Other special offers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If required in the framework of the event, special measures are offered also for other groups. (0.5 points each)</td>
</tr>
<tr>
<td></td>
<td>a) Special offers for older people</td>
</tr>
<tr>
<td></td>
<td>b) Special inter-cultural activities</td>
</tr>
<tr>
<td></td>
<td>c) Reduced rates for students</td>
</tr>
<tr>
<td></td>
<td>d) Other</td>
</tr>
</tbody>
</table>

*Assessment and verification:* A declaration is presented stating in which way this criterion is met.

<table>
<thead>
<tr>
<th>S6</th>
<th>Barrier-free homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The event has a barrier-free homepage which exceeds the minimum requirements (conformity stage A) for barrier-free webdesign of homepages (according to WAI guidelines). (1 point for conformance level AA, 1.5 points for conformance level AAA).</td>
</tr>
</tbody>
</table>

*Assessment and verification:* A declaration is
<table>
<thead>
<tr>
<th>S7</th>
<th><strong>Offers concerning cultural and natural attractions of the region</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The social programme includes offers for cultural or natural attractions of the region.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with the criterion has to be presented and the planned offers are described.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S8</th>
<th><strong>Support of social or cultural initiatives</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The event promotes social or cultural initiatives or offers them a platform for presentation.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: A declaration of compliance with the criterion has to be presented.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S9</th>
<th><strong>Youth protection</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The host complies with the legal provisions on youth protection and takes efforts going beyond these rules.</td>
</tr>
<tr>
<td></td>
<td>Assessment and verification: Description of the measures and their implementation.</td>
</tr>
</tbody>
</table>

Table 12: Criteria for events - Social Aspects (Source: Das Österreichische Umweltzeichen, 2012)
## 9. Event technology

### T1  Volume

- a) The legal threshold of 93 dB in the auditorium is complied with.
- If noise is expected to exceed 80 dB, the following applies:
  - b) Visitors are informed in advance about possible impacts on health.
  - c) Hearing protectors with a sound attenuation of at least 15 dB and checked according to ÖNORM EN 24869-1:1992 are available and are offered to attendees free of charge.

*Assessment and verification:* Announcement in the invitation / publication.

### T2  Outdoor special effects

The use of special effects that produce waste (pyrotechnics, confetti, deco-snow, foam, etc.) is prohibited.

*Assessment and verification:* Explanation by the host / licensee concerning compliance with the criterion.

### T3  Lighting technology

- a) 50% of the headlamps used are LED headlamps. (1 point)
- b) 100% of the headlamps used are LED headlamps.
(2 points)

*Assessment and verification:* Explanation by the host / licensee concerning compliance with the criterion.

**Table 13: Criteria for events - Event technology** (Source: *Das Österreichische Umweltzeichen, 2012*)
# Appendix 3: Checklist for hotels and other overnight accommodation

## Data of the enterprise
Name of accommodation:
Contact:
Street / Place:
Phone / Fax:
Web / Mail:

## 1. Environmental certificates

<table>
<thead>
<tr>
<th>1.1 Eco-label according to ISO type I* or EMAS or ISO 14.001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

Which one: ..........................................................

Evidence provided by ...........................................

(no further information required)

<table>
<thead>
<tr>
<th>1.2 Other environmental certificate**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
</tbody>
</table>

Which one: ..........................................................

Evidence provided by ...........................................

(no further information required)

Enterprises not carrying an environmental certificate according to 1.1 or 1.2 must satisfy the basic requirements set forth under 2.1 and reach at least 15 points (one point for each ‘yes’) to qualify as an enterprise meeting the ecological minimum standards.

The third category has to be ticked if compliance with a criterion aimed at the goal of resource saving is not possible because the resource is not used by the enterprise (e.g. no supply of electricity).

## 2. Requirements for enterprises not carrying an environmental certificate

### 2.1 Basic requirements

- Proper treatment of the sewage caused by the enterprise  
  □ Yes  □ No
- Proper disposal of the waste generated at the enterprise  
  □ Yes  □ No

Employment of staff members according to the minimum legal requirements  
□ Yes  □ No  □ No staff

### 2.2 Energy

- Energy-saving lamps/Energy-efficient lighting (at least 50%)  
  □ Yes  □ No  □ No electricity
- Electricity from renewable sources of energy*** (at least 50%)  
  □ Yes  □ No  □ No electricity
- Use of renewable resources for heat / hot water  
  □ Yes  □ No
- Insulation of topmost ceiling (U value below 0.3 W/m²K)  
  □ Yes  □ No
- Heating without the use of coal, heavy fuel oils, coal briquettes, or electricity  
  □ Yes  □ No
2.3 Water / Waste water in the rooms
Flow rate limitation for fittings/showers (max. 12 l/min.)
☐ No
Water saving / Waterless WC (flush stop and/or max. flow rate 6 l)
☐ Yes ☐ No
Change of towels / bed linen only if requested (note for guests)
☐ Yes ☐ No ☐ No linens

2.4 Waste disposal
Separate waste collection (at least 3 fractions plus residual waste)
☐ Yes ☐ No
Composting of biogenic waste
☐ Yes ☐ No
Waste bins in (ladies) toilets
☐ Yes ☐ No

2.5 Gastronomy / Food
Offer / Use of seasonal and regional food
☐ Yes ☐ No ☐ No meals
Offer / Use of organic food
☐ Yes ☐ No ☐ No meals
Offer / Use of fair trade products
☐ Yes ☐ No ☐ No meals

2.6 Waste prevention
Offer / Use of reusable packages
☐ Yes ☐ No ☐ No meals
No disposable tableware
☐ Yes ☐ No ☐ No meals
No individual packages in kitchens and bathrooms
☐ Yes ☐ No

2.7 Information & service (Procurement)
Maps of surrounding areas, hiking maps, maps of bicycle trails
☐ Yes ☐ No
Information on destinations for trips with reference to nature / culture / environment
☐ Yes ☐ No
Schedules for public transport
☐ Yes ☐ No
Bike rental service / Shuttle service (e.g. pick-up from railway station)
☐ Yes ☐ No
At least partly barrier-free facilities
☐ Yes ☐ No
Information on environmentally compatible travel to the destination
☐ Yes ☐ No

2.8 Regional and socio-cultural aspects
Family-run business
☐ Yes ☐ No
Enterprise with less than 200 beds
☐ Yes ☐ No
Construction in an architectural style typical of the region / adapted to the surroundings
☐ Yes ☐ No
Local staff (also) in managerial positions
☐ Yes ☐ No ☐ No staff
Training of the staff in environmentally conscious behaviour
☐ Yes ☐ No ☐ No staff
We assume responsibility for the integrity of the information provided. In the event of changes concerning the data of the enterprise we will update the information accordingly. I accept that the data will be stored and will be available only to interested companies to facilitate the organisation of Eco-label Green Meetings.

Confirmation of the accommodation enterprise, the event host or the procurement agency:

Place, date

Stamp of the enterprise, signature

* Eco-labels according to ISO type I are eco-labels controlled by independent external auditing bodies. In Austria, these are the Austrian Eco-label for Tourist Establishments (www.umweltzeichen.at) and the EU Ecolabel for Tourist Accommodation (www.ecolabel-tourism.eu). In Austria both are awarded by the Federal Ministry of Agriculture, Forestry, Environment and Water Management (Ministry of Life); the contact point for administration and handling is the Austrian consumer information association ‘Verein für Konsumenteninformation’, VKI (phone: +43(0)1 / 58877-207; umweltzeichen@vki.at).

Eco-labels for tourist accommodation enterprises according to ISO type I, with certification by independent third parties (selection, source ECOTRANS)

<table>
<thead>
<tr>
<th>Region</th>
<th>Eco-labels</th>
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</thead>
<tbody>
<tr>
<td>GLOBALLY</td>
<td>Green Globe 21</td>
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<tr>
<td></td>
<td>GG21 - IES</td>
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<tr>
<td></td>
<td>STEP (Sustainable Tourism Eco-Certification Program)</td>
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<tr>
<td>EUROPE ECO</td>
<td>Certification Malta (Malta)</td>
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<td></td>
<td>Ecolabel Luxembourg</td>
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<td></td>
<td>El Distintivo de Garantia de Calidad Ambiental (Catalonia)</td>
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<td></td>
<td>EU Ecolabel (EUROPE)</td>
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<td></td>
<td>Green Holidays (Latvia)</td>
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<td></td>
<td>Green Key (France, Denmark, Netherlands, ...)</td>
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<td></td>
<td>Green Tourism Business Scheme (Great Britain)</td>
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<td></td>
<td>Legambiente Turismo (Italy)</td>
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<td></td>
<td>Nordic Swan Eco-label (Scandinavia)</td>
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<tr>
<td></td>
<td>Austrian Eco-label for Tourist Establishments (Austria)</td>
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<tr>
<td></td>
<td>Ö+ - “Steinbock-Label” (rock-goat label) (Switzerland)</td>
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<tr>
<td>AMERICA</td>
<td>CST (Costa Rica)</td>
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<td></td>
<td>Green Deal (Guatemala)</td>
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<td>Green Seal (U.S.A.)</td>
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<td>PCTS (Brazil)</td>
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<td>EcoCertification (NEAP) (Australia)</td>
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<td>Green Leaf Foundation (Thailand)</td>
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<td>AFRICA</td>
<td>EcoAward Namibia (Namibia)</td>
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<td></td>
<td>ESOK (Kenia)</td>
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<tr>
<td></td>
<td>FTTSA – Fair Trade in Tourism South Africa (South Africa)</td>
</tr>
</tbody>
</table>

** As “other environmental certificate”, one may use additional awards of environmental relevance, such as sector awards for the food/kitchen sector like the organic farming certificate or the certification with the “Green Toque”, or labels awarded by the tour operators on an international basis: “Travellife” award or the “TUI Environment Champion Award” etc.

*** Wind, sun, geothermal sources, waves and tidal energy, hydropower, biomass, and biogas
Appendix 4: Checklist for event venue

Data of the enterprise
Name of accommodation:
Contact:
Street / Place:
Phone / Fax:
Web / Mail:

Environmental certificates
Environmental management system acc. to EMAS, ISO 14.001 or ÖKOPROFIT or environmental certificate according to ISO type 1

Which one:
Evidence provided by

11.5 points (the points ‘Basic requirements’ need not be indicated again)

Basic requirements
Va1 A valid written waste management plan exists.  □ Yes

Date of creation:
Va2 The event venue is basically familiar with, or informed about, the specific requirements applicable to an event certified with the Austrian Eco-label. □ Yes
Va3 Each (ladies) toilet is equipped with an appropriate waste bin; guests are requested not to flush down the respective waste but to dispose of it in the waste bin. □ Yes

Wording of the information for guests:
Va4 The event venue has been newly established for the event. The building complies with the requirements of the criterion. □ Doesn’t apply □ Yes
Evidence provided by

Environment strategy
Va5 The enterprise participated in an environmental programme. (2 points) □ Yes

Indication of the programme, evidence by means of certificate:
Va6 a The event venue has an environmental policy and/or a sustainability strategy. (1.5 pt.) □ Yes
Va6 b The event venue has an energy policy and/or an energy accounting system. (1.5 pt.) □ Yes
Accessibility for disabled persons

Va7 a The event venue meets minimum requirements of barrier-free facilities according to the Austrian standard ÖNORM B1600. (1.5 pt.) □ Yes

Va7 b The barrier-free equipment of relevant areas of the event venue meets the minimum requirements or the basic requirements of ÖNORM B1603. (2 pt.) □ Yes

Energy management

Va8 The event venue holds an energy card according to OIB 6 or can furnish proof of the energy-technology quality of its buildings (e.g. energy ratio, presentation of U values according to OIB 6, energy report). (1.5 pt.) □ Yes

Va9 There is a long-term, comprehensive programme for optimised energy consumption. (2 pt.) □ Yes

Va10 In the majority of the rooms used for the event natural light is during at least 6 hours per day appropriate to meet the lighting requirements so that no additional artificial lighting facilities need to be turned on. (1 pt.) □ Yes

Va11 a At least 80% of the lamps meet the requirements of energy efficiency class A. (1 pt.) □ Yes

Indication of %:

Va11 b All lamps which are used for more than 5 hours daily meet the requirements of energy efficiency class A. (1 pt.) □ Yes

Va12 At least 50% of the electronic equipment carries the Energy Star or an eco-label according to ISO type 1. (2 pt.) □ Yes

Va13 100% of the electricity is from renewable sources of energy. (2.5 pt.) □ Yes

Va14 a 50% of the energy used for heating, cooling or hot water preparation is from renewable sources of energy. (2.5 pt.) □ Yes

Va14b 100% of the energy used for heating, cooling or hot water preparation is from renewable sources of energy. (3 pt.) □ Yes

V15 Light, heating and air-conditioning system turn off automatically when windows are opened or everybody has left the seminar room, or the staff is requested to do so. (1 pt.) □ Yes

Water management

Va16a All toilet tanks have either a flush-stop button or a 2-button system and are equipped to consume not more than 6 litres per flush. (0.5 pt.) □ Yes

Va16b Urinals are equipped with an automatic (limited in time) or manual control to ensure that no uninterrupted flushing takes place. (0.5 pt.) □ Yes

Va16c The water flow from taps in the sanitary facilities does not exceed 9 litres/min. (0.5 pt.) □ Yes

Va16d Taps in sanitary facilities are equipped with an automatic control. (0.5 pt.) □ Yes
Cleaning

**Va17 a** At least 3 environmentally compatible products are used for cleaning. (1 pt.) 
☐ Yes

*Indication of products:*

**Va17 b** The cleaning staff is trained in the efficient use and correct handling of cleaning agents as well as in ergonomic working.

**Corporate mobility management**

**Va18** The event venue has a company-specific mobility plan for environmentally compatible corporate mobility and economisation of transport; it implements and develops this plan.  
☐ Yes

**Va19** The event venue offers the following infrastructure/technical equipment/services which are also used for the event: (0.5 points each) Light/Sound technology and the required facilities  
☐ Yes

In-house catering  
☐ Yes

Other:  
☐ Yes
Appendix 5: Information for exhibitors / exhibition stand builders

- Use reusable or recyclable materials.
- Use exclusively PVC-free materials.
- Use energy-saving lighting systems (LED systems, energy-saving lamps, automatic time and daylight control etc.).
- Avoid mass distribution of flyers or other printed matter, hand out printed matter only upon request or give preference to electronic information transfer (e.g. indication of links for download etc.).
- Use 100% recycling paper or at least paper bleached completely without the use of chlorine (TCF) for the required printed matter, or commission an environmentally certified printing company with the printing job according to the guidelines of the Austrian Eco-label.
- Dispose of your waste in the waste separation systems offered, according to the requirements of the event management.
- Do not offer giveaways. If this is not possible, use durable and/or reusable products made of environmentally sound materials (domestic wood, natural fibres) without synthetic individual packaging, without batteries, from fair trade, or with certified quality seals.
Appendix 6: Agreements with catering providers

Restaurant keepers offering catering services for the organiser at the event centre.

The following is agreed:

- Use of reusable cups for guests
- Use of reusable tableware (plates, cutlery) for guests\(^8\).
- Use of reusable cutlery for guests\(^9\)
- Mobile dishwashers must either be connected to the public wastewater disposal system or be subject to a wastewater disposal plan.
- Beverages are purchased exclusively in bulk packs and/or reusable packs\(^{10}\) and are served from them.
- Use of reusable or compostable table napkins and decoration and of reusable tablecloths. If it is planned to use compostable disposable products for decoration, tablecloths, table napkins, etc., it has to be ensured that these materials are collected and disposed of via the separate collection system for organic waste after the end of the event.
- Purchasing of food, condiments etc. in bulk packs
- Purchasing in reusable transport packs or at least in recyclable packaging
- Offering tap water for free during the event
- At least partly use of regionally produced\(^{11}\) and seasonal food and drinks, if possible from organic farming. The names of the producers and suppliers have to be indicated.
- Fish and other seafood either caught in the wild and carrying the MSC (Marine Stewardship Council) Seal of Quality or from organic aquaculture

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\(^8\) In the case of events which are not held directly in a building and for which, as a requirement on the part of the authority, the use of reusable systems is not permitted, also the use of non-returnable crockery (plates, bowls) is permitted in exceptional cases, provided it is made either of cardboard or of biodegradable plastics (European standard EN 13432; compostability mark). Biodegradable plastics must be offered in a deposit system and disposed of in the best way possible in the environs of the event location (ideally biogas plant, composting). The exception must be justified and guests have to be informed why no other form of crockery is possible.

\(^9\) At events not taking place in a building also the use of non-reusable cutlery is possible, provided it is biodegradable (European standard EN 13432; compostability mark) or made of wood and it can be explained why it is not possible to use a different type of cutlery.

\(^{10}\) No use/selling/provision of beverage cans. If, due to lack of product availability, the use of large-size packs or reusable systems is not possible, the bottle packs have to be collected separately to be sent for recycling. It must be explained why no other product / no other pack is possible.

\(^{11}\) The major part of the food production (cultivation, breeding, primary production, etc.) takes place within a distance of approx. 150 km (in border regions also outside Austria). A regional selling or marketing place is not enough. Upon request, the origin can be proved by means of regional or national quality seals (e.g. AMA Quality Seal).
• No food which is problematic from the point of view of animal and species protection (e.g. caviar, bluefin tuna, shark, turtles, foie gras, frog legs, etc.) is offered.

• Vegetarian food options

• Waste food is disposed of properly (biogas plant, composting etc.).

• No open-front coolers are used.

**Further agreements:**

• **All staff members of the enterprise** that are involved in food and beverage services (for example purchasing, kitchen, service) are informed about the criteria.

• External communication of the special quality of the food and drinks served:
  
  o The names of the producers of regional main courses/side dishes/beverages are indicated on the menus, menu cards or place cards.
  
  o The special quality of the food and drinks served, such as seasonal or organic products, MSC fish, etc., is pointed out directly (on place cards, daily menu cards, menus, etc.).
  
  o All members of the service team have been trained and are able to inform the guests also orally.

• All members of the staff have been informed about the provisions concerning youth protection and are requested to comply with them.

**In addition,** it is agreed that the following would be offered *(serves as proof for the fulfilment of desirable criteria)*:

**☐ Organic food**

At least 50% of the food and 50% of the beverages are offered in organic, regional quality.

☐ Yes

☐ No, because:

**☐ Regional production**

The following products are at **100%** from regional (i.e. the major part of the food production - cultivation, breeding, primary production, etc. - takes place within a distance of approx. 150 km – in border regions also outside Austria; a regional selling or marketing place is not enough) and, if possible, from seasonal production:

☐ Meat

☐ Fish

☐ Vegetables

☐ Salads
Cheese
Yoghurt / Dairy products
Bottled water / Mineral water
Beer
Fruit juices
Wine
Herbal teas

Fair trade products
The following products are offered exclusively from fair trade (e.g. Fair Trade label):
Coffee
Tea
Orange juice or juice made of other non-regional fruits

Regional dishes
The following dishes are offered and are typical/characteristic of the region:
Appendix 7: Agreements with the restaurant keepers on the spot

Restaurant keepers providing meals for attendees or partners / sponsors outside the event location at their own location (receptions, conference dinners etc.)

The following is agreed:

- The use of reusable tableware and cutlery
- Use of reusable tablecloths, table napkins and decoration. If disposable products are unavoidable, they must be compostable.
- The menu or the menu du jour (incl. set meals of the day) and the drinks offered are adjusted to meet the criteria of “Eco-label Green Meetings”:
  - Offering tap water for free
  - Use of regionally produced and seasonal food and drinks, if possible from organic farming. The names of the producers and suppliers have to be indicated.
  - Fish and other seafood either caught in the wild and carrying the MSC (Marine Stewardship Council) Seal of Quality or from organic aquaculture
  - No food which is problematic from the point of view of animal and species protection (e.g. caviar, bluefin tuna, shark, turtles, foie gras, frog legs, etc.) is offered.
  - Vegetarian food options

Further agreements:

- All staff members of the enterprise that are involved in food and beverage services (for example purchasing, kitchen, service) are informed about the criteria.
- External communication of the special quality of the food and drinks served:
  - The names of the producers of regional main courses/ side dishes/beverages are indicated on the menus, menu cards or place cards.
  - The special quality of the food and drinks served, such as seasonal or organic products, MSC fish, etc., is pointed out directly (on place cards, daily menu cards, menus, etc.).
  - All members of the service team have been trained and are able to inform the guests also orally.

---

12 The major part of the food production (cultivation, breeding, primary production, etc.) takes place within a distance of approx. 150 km (in border regions also outside Austria). A regional selling or marketing place is not enough. Upon request, the origin can be proved by means of regional or national quality seals (e.g. AMA Quality Seal).
In addition, it is agreed that the following would be offered (serves as proof for the fulfilment of desirable criteria):

☐ Organic food
At least 50% of the food and 50% of the beverages are offered in organic, regional quality.
☐ Yes
☐ No, because:

☐ Regional production
The following products are at 100% from regional (i.e. the major part of the food production - cultivation, breeding, primary production, etc. - takes place within a distance of approx. 150 km – in border regions also outside Austria; a regional selling or marketing place is not enough) and, if possible, from seasonal production:
☐ Meat
☐ Fish
☐ Vegetables
☐ Salads
☐ Cheese
☐ Yoghourt / Dairy products
☐ Bottled water / Mineral water
☐ Beer
☐ Fruit juices
☐ Wine
☐ Herbal teas

☐ Fair trade products
The following products are offered exclusively from fair trade (e.g. Fair Trade label):
☐ Coffee
☐ Tea
☐ Orange juice or juice made of other non-regional fruits

☐ Regional dishes
The following dishes are offered and are typical / characteristic of the region:
Appendix 8: The Interview guide

General Information about company

1 Company’s name:

Short definition of events: An event is an organized, purposive, and timely restricted occasion, on which a group of people participates. The purpose can be further training, provision of information or state occasion.

2 How many events do you organize on average per year?

3 What kind of events? - National, international or intern meetings? (If all, please state the share of each?)
   3a How many participants?
   3b How are these meetings organized? In-house or through an event organizer?
   3c Who is the responsible person/organization to plan and organize the event?

4 How do you decide on an event organizer, if you have any?

5 How do you decide on an event location? What are the important decision criteria when selecting an event location?
   5a Are there different criteria for different events?

6 How important is environmental management and social responsibility for your company?
   6a Is your company certified with an Eco label? Which one?

7 Have you already organized events with green aspects?
   If yes, continue with Question 7a
   If no, continue with Question 8
   7a What were the green aspects of the event?

8 Have you ever heard of the term Green Meetings?
   8a What does the term Green Meeting mean to you?
   If Question 8 is yes, continue with Question 9
   If Question 8 is no, continue with Question 10

9 Have you already organized a (certified) Green Meeting?
   9a Where, when and why?
   9b How did you find the Green Meeting certified event organizer?
   9c Do you know other eco-certified event organizers?
Specific Information about Meeting Organizing Patterns

Short explanation of the Austrian label Green Meetings:
Event and congress organizer increasingly emphasize climate protection, regional value added and social compatibility. The Federal Ministry of Agriculture, Forestry, Environment and Water Management has introduced the „Ecolabel for Green Meetings“ as a guideline for organizing sustainable and environmental friendly events. Instead of piles of rubbish and traffic jams, “Green Meetings/Events” are characterized by increased energy efficiency, waste avoidance and environmentally friendly journey of the guests. (Accredited event organizers act as certifier for single events. The event has to reach certain points on a list of requirements and only then it can be certified.)

10 At your opinion, what are the benefits for the company of organizing “Green Meetings/Events”?
10a Benefits for the participant?
10b Benefits for the environment?

11 What are barriers for holding certified “Green Meetings” in your company?

12 What can Green Meeting certified event organizer and locations do to reduce these barriers?

13 Is your company interested in organizing certified “Green Meetings/Events”? Why would/would not your company organize a Green Meeting?

14 Are you willing to pay more for “Green Meetings/Events”?
14a Why / why not?
14b How much more?

15 Do you believe that there will be an increase in certified “Green Meetings”?

16 How can certified “Green Meetings/Events” be promoted in a better and more efficient way to increase the number of certified green events?
### Appendix 9: List of Participants

<table>
<thead>
<tr>
<th>No.</th>
<th>Company Name</th>
<th>Contact Person/Participant</th>
<th>Position</th>
<th>Functions of company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Service-GmbH der WKO</td>
<td>Mrs. Elisabeth Hauptmann</td>
<td>Event Management</td>
<td>Professional event organizers</td>
</tr>
<tr>
<td>2</td>
<td>BrainTribe and Eventmile</td>
<td>Mrs. Claudia Lembach</td>
<td>Professional Event Organizer</td>
<td>BrainTribe: IT-Technology company Eventmile: Event Management Company</td>
</tr>
<tr>
<td>3</td>
<td>Österreichischer Wirtschaftsverlag</td>
<td>Mr. Daniel Werjant</td>
<td>Management of Events and Congresses</td>
<td>Publisher for B2B communications</td>
</tr>
<tr>
<td>4</td>
<td>Simacek – Facility Management Group GmbH</td>
<td>Mrs. Ina Pfneiszl</td>
<td>Head of CSR &amp; Corporate Marketing</td>
<td>Facility management, company catering, catering and event management, caretaker services, technical services, security, laundry service, pest control, hygiene products and services, gardening and green space services</td>
</tr>
<tr>
<td>5</td>
<td>Wirtschaftsbund Wien</td>
<td>Mr. Johannes Wolf</td>
<td>Deputy Director</td>
<td>Special interest group of the economy</td>
</tr>
<tr>
<td>6</td>
<td>WOLF THEISS</td>
<td>Mrs. Mag. Katharina Oman</td>
<td>Marketing &amp; Events Coordinator</td>
<td>Attorneys-at-law</td>
</tr>
<tr>
<td>7</td>
<td>ORACLE Austria</td>
<td>Mr. Johannes Dobretsberger</td>
<td>Marketing Director</td>
<td>Business Hardware and Software company</td>
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<td>8</td>
<td>Anonym</td>
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Appendix 10: Transcripts

Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Service-GmbH der WKO

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT: 350-400

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT: Gemischt – der größte Teil sind nationale Informationsveranstaltungen, da es die Aufgabe der WKO ist ihre Mitglieder über aktuelle gesetzliche Änderungen zu den verschiedenen Bereichen zu informieren

3a Wie viele Teilnehmer?
ANTWORT: 100-250

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT: Wird firmenintern organisiert, da die Service-GmbH die Schnittstelle zu den einzelnen Ansprechpartnern und Lieferanten ist.
Inhalte der Veranstaltungen muss aber jede Abteilung selbst liefern Gerüst, Zielgruppe und Ziel kommt vom Veranstalter, Service-GmbH ist nur ausführende Hand und für Umsetzung zuständig.

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT: Die 4 Personen in der Service-GmbH
4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT:
Wenn Leistungen durch Service-GmbH nicht erbracht werden können
Wenn Kapazitätsgrenze überschritten wurde
Zusätzliches Knowhow war erforderlich

5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Veranstaltungen finden hauptsächlich im Haus oder in Dependancen statt
Selten Hotels oder Kongresszentren

Kriterien:
Teilnehmeranzahl
Typ der Veranstaltung
Erreichbarkeit
Hotel in der Nähe
Preis

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Die Auflagen müssen für das jeweilige Event erfüllt werden
Räumlichkeiten müssen passen
Es muss gut erreichbar sein
Hotels in der Nähe

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Umweltmanagement und soziale Verantwortung wird immer mehr zum aktuellen Thema

Im Bereich Umweltmanagement:
Teilnehmern und Gästen wird geraten mit öffentlichen Verkehrsmitteln anzureisen
Fair Trade Produkte und saisonale Produkte anbieten
Agieren zum Großteil nach Bestbieterprinzip, vor allem beim Catering - oben genannte Faktoren tragen aber dazu bei, dass man sich auch für einen teureren Anbieter entscheidet
Präsentationen und Informationen bei Veranstaltungen auf USB Stick für Teilnehmer oder auf Webpages zum selbst downloaden
Namenspatches sammeln nach Veranstaltung
Photovoltaikstromerzeugung
Teilnahme am ÖKOPROFIT Programm 2013
Energieeffizienz am Arbeitsplatz
Veranstaltungen zum Thema Umwelt
Im Bereich soziale Verantwortung:
Zertifizierung Audit Familie und Beruf (Ausgewogenheit zwischen Beruf und privaten Lebensbereichen)
Generationenbalance (Schaffung einer optimalen lebensphasengerechten Leistungsentwicklung aller MitarbeiterInnen)

6a  Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Auszeichnungen:
Ökoprofitbetrieb 2013

Einreichung gestartet für Auszeichnung TIRGOS 2014 (Auszeichnung für CSR)

7  Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Ja

7a  Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT:
Empfehlung öffentlicher Verkehrsmittel zu verwenden
Namensschilder-Hüllen und Lanyards werden eingesammelt und wiederverwendet
Regionale und Fair-Trade Produkte werden verwendet
Leitungswasser in Wasserkrügen, Mineral und Fruchtsaftgetränke in Mehrweggebinden
Mülltrennung auch im öffentlichen Veranstaltungsbereich
Video- und Telefonkonferenzen statt Dienstreisen

8  Haben Sie jemals von dem Begriff “Green Meeting” gehört?
ANTWORT:
Ja
Durch Zufall, Unternehmer der Veranstaltungen selbst organisiert, hat auf Webpage erklärt was zu dem Thema Green Meetings gehört und anschließend Informationseinholung über Verein für Konsumenteninformation

8a  Was bedeutet der Begriff “Green Meeting” für Sie?
Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren
Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
ANTWORT: Nein

Wo, wann und warum?

Wie haben Sie den zertifizierten Eventveranstalter gefunden?

Kennen Sie auch noch andere zertifizierte Eventveranstalter?
ANTWORT: Mondial

Vertiefende Fragen


Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
ANTWORT: Keine Angabe

Vorteile für die Teilnehmer?
ANTWORT: Ist von Teilnehmer zu Teilnehmer verschieden, nicht jeder legt auf Nachhaltigkeit bei Events wert und handelt auch nachhaltig

Vorteile für die Umwelt?
ANTWORT: Vorteile für Umwelt überwiegen klar
Vorteile in Bereichen von:
Klima
Umweltbereich
Abfallvermeidung
Luftbelastung
11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Budget und hohe Kosten
Werden die Kriterien auch von der Location erfüllt?

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Aufklärungsarbeit betreiben
Informationen an Kunden und Veranstalter geben
Hervorheben, dass kein Mehraufwand besteht und es nicht viel teurer als herkömmliche Veranstaltungen ist
Vorteile herausheben

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Ja
Aber Vorgaben kommen von WKO
Als Veranstalter zertifizieren lassen, eher nein

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Ja, hängt aber davon ab wie viel

14a Warum / warum nicht?
ANTWORT:
Persönlich umweltbewusst aus Überzeugung

14b Um wie viel mehr?
ANTWORT:
Keine Angabe

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Ja, aber mehr Aufklärungsarbeit

16 Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
ANTWORT:
Aktive Aufklärungsarbeit über Medien, Veranstalter und Lebensministerium Informationen bereitstellen was das Konzept Green Meeting beinhaltet nicht immer Gesamtpaket sondern auch Teilbereiche Kosten-Nutzen gegenüberstellen Muss in die Köpfe der Leute rein, dass es das gibt, was es beinhaltet und wie man es umsetzen kann
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: BrainTribe, Eventmile

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT:
25

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT:
National und firmenintern (4-5)

3a Wie viele Teilnehmer?
ANTWORT:
Ca 50 für Firmeninterne Events
Ca 500 für Nationale Events

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT:
Beides
Hat mit Verkaufsstrategie der Firma zu tun
BrainTribe hängt sich mit anderen Organisationen zusammen, als Partnerships um Kontakt zur Zielgruppe zu bekommen

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plan und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT:
Hausintern

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT:
Kein Event Veranstalter
5  Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Mit Hilfe vom „Venue Finder“ vom Vienna Convention Bureau und „Location Finder“ von Mondial
Welche Art von Event
Welche Zielgruppe
Was wird geboten
Was brauche ich
Auflagen von Partnern
Was muss ich alles organisieren, z.B. Messestände, Catering
Findet in der Location am selben Termin noch eine Veranstaltung statt
Preis, eher letzte Instanz

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Internationales Event: eher traditionelles Hotel und Location
Modernes Thema/Event: eher in Location die auch modernen Trend wiederspiegelt

6  Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Soziale Verantwortung wichtig: BrainTribe.org (caritative Organisation)
Umweltmanagement: Materialauswahl, Produkte mit längerer Haltbarkeit produzieren

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Keine Angabe

7  Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Ja, vorherige Firma hat großen Wert auf Green Meetings gelegt

7a  Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT:
Studie nach Event
Patches die aus Material bestehen, die Samen enthalten und nach dem Meeting einpflanzen kann
Keine Wasserflaschen mehr
Alle Aspekte die Green Meeting haben muss
Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
ANTWORT:
Keine großen Vorteile, Image
10a Vorteile für die Teilnehmer?
ANTWORT:
Gar keine

10b Vorteile für die Umwelt?
ANTWORT:
Abfallvermeidung
Stromeinsparungen

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Auflagen, die erfüllt werden müssen
Fast undurchführbar, denn Hotel muss auch mitarbeiten
Kostenfrage
Mehraufwand bei Organisation der Veranstaltung

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Nicht so einfach
Für Firmen muss Bedeutung steigen, damit sie gewillt sind mehr zu bezahlen,
denn die Kosten kann man wahrscheinlich nicht reduzieren
Ginge nur über Werbung, das Konzept bekannter machen

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Kein zertifiziertes Green Meeting
BrainTribe arbeitet in Richtung nachhaltige Events, aber Zertifizierung ist mit zu viel Mehraufwand und Kosten verbunden
BrainTribe tut alles um an den Kunden zu kommunizieren, dass sie nachhaltig arbeiten, dafür braucht man kein Zertifikat mehr, vor allem da es nur in Österreich bekannt ist und internationalen Büros von BrainTribe nichts bringt

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Ist nicht die Entscheidung von Eventmanager, Kosten müssen vom Topmanagement freigegeben werden
Hängt vom Nutzen von Green Meeting ab (was es der Firma bringt)

14a Warum / warum nicht?
ANTWORT:
Persönlich umweltbewusst aus Überzeugung
14b  Um wie viel mehr?
ANTWORT:
Keine Angabe

15  Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Ja, aber nicht in den Hauptstädten
Trend mehr Richtung Natur „back to the roots“ und dass Meetings kombiniert
werden mit Natur, Umgebung und Aktivitäten
Ist nicht richtig umsetzbar in Städten, deshalb werden Hotels und Locations in
ländlicheren Regionen gefragt werden, denn diese sind flexibler und können
es besser umsetzen
Zur Zeit aber am absteigenden Ast. 2011/2012 gab es Hype um Green
Meetings, jetzt passiert aber nichts mehr, es wird auch nicht mehr beworben
Es fehlt Kosten-Nutzen für Firmen

16  Wie können zertifizierte “Green Meetings” besser und effizienter beworben
werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
ANTWORT:
Geringere Kosten
Mehr Nutzen
Über Medien pushen damit positive Verknüpfung des Images entsteht
Locations sollten es auch aktiver bewerben
Locations könnten sich zusammenschließen und gesammelt als Green
Locations auftreten, macht guten Auftritt und kann besser beworben werden
Ordentliche Webpage mit allen Informationen, damit ein Eventmanager auf
einen Schlag sieht worum es geht, welche Locations es gibt
Vienna Convention Bureau könnte diese Informationen auch im „Venue
Finder“ aufnehmen
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Österreichischer Wirtschaftsverlag GmbH

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen. Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen. Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT: 8-10

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT: National

3a Wie viele Teilnehmer?
ANTWORT: 6-10
600-700

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT: Firmenintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT: Eventabteilung

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT: Empfehlung
Ansprechendes Angebot

5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT: Erfahrung mit der Location
Muss zur Zielgruppe passen
5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Ja

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Sehr wichtig, mehrere Gruppen im Haus arbeiten an Nachhaltigkeit und CSR zB. Mülltrennung, Fair Trade Kaffee, NGO werden unterstützt, der Fuhrpark wird effizienter gestaltet

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Nein, aber es wird eine Zertifizierung als Green Meeting Veranstalter angestrebt

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
ANTWORT:
Ja, ein Green Event wurde schon durchgeführt

Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT:
Wenig Papierverbrauch
Verwendung von Chlortfreiem Papier mit spezieller Zertifizierung
Druckerei hat Umweltzeichen
Unterlagen für Event als Download im Internet

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
ANTWORT:
Ja

8a Was bedeutet der Begriff “Green Meeting” für Sie?
ANTWORT:
Dass man die Veranstaltung richtung Nachhaltigkeit umsetzt
Dass man den CSR Gedanken in der Veranstaltung wiederspiegelt

Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

9 Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
ANTWORT:
Ja
9a Wo, wann und warum?
ANTWORT:
Wo: Design Center in Linz
Wann: Januar 2014
Warum: DACH Kongress

9b Wie haben Sie den zertifizierten Eventveranstalter gefunden?
ANTWORT:
Design Center hat ein persönliches Angebot geschickt und hat Green Meetings beworben

9c Kennen Sie auch noch andere zertifizierte Eventveranstalter?
ANTWORT:
Mondial

Vertiefende Fragen

kurze Erklärung zum österreichischen Umweltzeichen für Green Meetings:
Veranstalter/innen von Kongressen und Events setzen zunehmend auf Klimaschutz, regionale Wertschöpfung und Sozialverträglichkeit.
Speziell zertifizierte Veranstalter dürfen einzelne Events zertifizieren, wenn diese eine Mindestpunktezahl von Voraussetzungen erfüllen.

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
ANTWORT:
Prestige
Den Umweltgedanken zu kommunizieren und ein Zeichen an die Öffentlichkeit zu setzen

10a Vorteile für die Teilnehmer?
ANTWORT:
Direkten Vorteil gibt es nicht, aber sie haben ein gutes Gewissen, dass die Umwelt geschont wird

10b Vorteile für die Umwelt?
ANTWORT:
Umwelt wird geschont
Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Mehraufwand und Mehrkosten

Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungsorte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Durch die Unterstützung und Hilfe von der Event Agentur, denn durch solche Tipps ist es leichter ein Green Meeting/Event durchzuführen und zu zertifizieren.

Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Ja, da der Gedanke in der Firma verankert ist

Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Ja

Warum / warum nicht?
ANTWORT:
Weil dem Unternehmen der Gedanken der Nachhaltigkeit am Herzen liegt

Um wie viel mehr?
ANTWORT:
5-10%

Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Ja

Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
ANTWORT:
Der Gedanke muss in die Köpfe der Leute gebracht werden, dass sich der Mehraufwand lohnt und dass es nicht so schwer ist ein Green Meeting umzusetzen.
Die Event Agentur sollte vermehrt die Werbetrommel rühren, indem sie unterstützend mithelfen.
Wenn die Möglichkeit da ist ein Green Meeting zu organisieren und die geplante Veranstaltung ausreichend grüne Aspekte aufweist, sollte die zertifizierte Event Agentur vorschlagen, die Veranstaltung als Green Meeting/Event zertifizieren zu lassen. Denn Unternehmen denken nicht immer daran oder haben keine Informationen, deshalb ist es wichtig, dass die Zertifizierer an die Unternehmen wenden.
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Simacek Facility Management Group GmbH

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr? Antwort: 20

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an) Antwort:
   National
   International
   Firmenintern
   50:50 national und firmenintern
   1 internationales Event alle 2 Jahre

3a Wie viele Teilnehmer?
Antwort: 400 – 1000
20 – 400

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
Antwort: Es wird immer firmenintern organisiert, aber auch hin und wieder durch Event Veranstalter

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen) Antwort: Marketing Abteilung

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
Antwort: Muss sich mit dem Thema identifizieren
Wichtig sind auch die Partner der Agentur, zB Technik, Catering,...
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
Antwort:
Standort
Raumaufteilung und Größe
Location muss gegebenenfalls Bedingungen für Green Meetings erfüllen
Preis
Catering
Öffentliche Anreise
Verfügbarkeit

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
Antwort:
Ja, siehe Frage 5

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
Antwort:
Sehr wichtig

Soziale Verantwortung:
arbeitsspsychologische Prävention,
Sprachenprojekt unter Leitung des Habibi Sprachenhauses (speziell gestaltete Sprachkurse für Mitarbeiter)
betriebliche Sozialarbeit (SozialarbeiterInnen helfen den Mitarbeiterinnen bei der Bewältigung von Sorgen und Problemen)
Disability Model – Inklusion am Arbeitsplatz von Menschen mit Behinderung,
B2B Diversity Day & Night (Veranstaltung zum Thema CSR mit Fokus auf Diversity)
Vorträge an Universitäten und FH’s zum Thema CSR und Diversitätsmanagement,
Unterstützung von lokalen NGO’s und sozialen Projekten (Diversity Ball, Sprachenhaus Habibi, Mission Hoffnung, ...),
Simacek Verhaltenskodex (Integrität, Verantwortung, Wertschätzung, Toleranz, Kundenorientierung)

Umweltmanagement:
Auswahl regionaler Anbieter
Abhaltung von Telekonferenzen statt Reisetätigkeiten
Einsatz neuer Technologien
100%ige Verwendung von Strom aus Wasserkraft
Reduktion von Energieverbrauch
Veranstaltung von zertifizierten Green Events / Meetings
Verwendung von umweltschonenden Betriebsmitteln
Reduktion von Abfall
6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
Antwort:
EMAS Zertifizierung
ÖNORM 192500
Umweltzeichen für Catering
Sicherheitszertifizierung der OHSAS
ISO 14001
ISO 9001

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Antwort:
Ja, es wurde schon ein Green Meeting organisiert

Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
Antwort:
Es war ein zertifiziertes Green Meeting

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
Antwort:
Ja

8a Was bedeutet der Begriff “Green Meeting” für Sie?
Antwort:
Ist ein Ausdruck des Konsequenten nachhaltigen Handelns bei Veranstaltungen. Es betrifft jedes Handeln und Tun und wenn man sagt, man ist ein Unternehmen mit gesellschaftlicher Verantwortung, dann hat man auch die Schuldigkeit herauszufinden welchen CO2 Fußabdruck meine Veranstaltung hinterlässt.
Eine Veranstaltung im Kontext von CSR, das kein Green Meeting ist, ist undenkbar.

Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

9 Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
Antwort:
Ja, mehrmals

9a Wo, wann und warum?
Antwort:
Wo: Aula der Wissenschaften
Wann: September 2013
Warum: B2B Diversity Day
Der Zertifizierer war Mondial
Wie haben Sie den zertifizierten Eventveranstalter gefunden?
Antwort: Über private Kontakte und Empfehlung

Kennen Sie auch noch andere zertifizierte Eventveranstalter?
Antwort: Nein

Vertiefende Fragen
Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
Antwort: Aufwand ein Green Meeting zu machen ist nicht größer als der Aufwand bei herkömmlichen Events Einen weiteren Aspekt in der Nachhaltigkeit verbuchen zu können Authentisch zu sein Zuwachs in der Reputation Sinnstiftend zu agieren

Vorteile für die Teilnehmer?
Antwort: Beim Catering durch den Genussvorteil Teilnehmer haben ein gutes Gefühl

Vorteile für die Umwelt?
Antwort: Die Vorteile für die Umwelt würden erst dann spürbar merkbar, wenn es nichts anderes mehr gäbe würde als Green Meetings/Events.

Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
Antwort: Angst vor Mehraufwand Höhere Kosten beim Catering Viele sind uninformatiert und wissen nicht, welche Kriterien verlangt werden
Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungstaugliche/orte tun, um diese “Hemmnisse” zu verringern?
Antwort:
Es müsste viel mehr Aufklärungsarbeit geleistet werden
Man sollte sich Testimonials suchen, die durch Erfahrungsberichte und Statements die Scheu und Hürden nehmen
Mit provokativen Kampagnen Bewusstsein schaffen
An Gewissen der Personen appellieren
Förderung von Green Meetings in finanzieller Form, zB. Steuerliche Begünstigung

Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
Antwort:
Simacek hat schon einige绿 Meeting organisiert

Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
Antwort:
Ja

Warum / warum nicht?
Antwort:
CSR und Umweltmanagement ist tief im Unternehmen (in der DNA) verankert

Um wie viel mehr?
Antwort:
15-20%

Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
Antwort:
Wenn Aufklärungsarbeit geleistet wird, wenn das Lebensministerium mit dem Finanzministerium einen Deal macht bezüglich Förderung, dann ja.

Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
Antwort:
Monetäre und steuerliche Förderung
Im Hinblick auf Reputation muss etwas getan werden
Eigentlich dürfte die öffentliche Hand nur mehr Green Meetings veranstalten um eine Vorbildwirkung zu erzielen
Attraktivität der sichtbaren Beteiligung im Hinblick auf die Nachhaltigkeitsausrichtung steigern
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Wirtschaftsbund Wien

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, …

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
Antwort:
10-15

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
Antwort:
National 1/3
Firmenintern 2/3

3a Wie viele Teilnehmer?
Antwort:
25-800
500-3500

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
Antwort:
Firmenintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
Antwort:
Direktor Stv.

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
Antwort:
Hängt von der Größe der Veranstaltung ab, ob mit einem Event Veranstalter gearbeitet wird
Verlässlichkeit
Seriosität
Kreativität
Welche Expertise und Erfahrung hat der Event Veranstalter mit den vom Unternehmen gewünschten Barametern
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
   Antwort:
   Thema der Veranstaltung
   Größe der Location und Anzahl der Teilnehmer
   Beschaffenheit, z.B. Technik, Raumeinteilung
   Veranstaltungslokal muss zielgruppenorientiert sein

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
   Antwort:
   Ja
   Hängt davon ab ob eine Botschaft transportiert werden soll oder ob es eine vertrauensbildende oder verbindungsstiftende/-erhaltende Veranstaltung ist

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
   Antwort:
   Wenig Papier verwenden
   Rücksichtnahme auf Bedürfnisse der Leute die in Veranstaltungen mit einbezogen werden

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
   Antwort:
   Nein

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
   Antwort:
   Ja

   Wenn Ja, bitte mit Frage 7a fortfahren
   Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
   Rücksichtsvolle und nachhaltige Ressourcenverwendung, z.B. Einsatz von chemischen Dingen, Energie,

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
   Antwort:
   Ja

8a Was bedeutet der Begriff “Green Meeting” für Sie?
   Antwort:
   Organisation von ressourcenschonender Veranstaltung
   Könnte in die Richtung von veganer Verpflegung gehen
   Papierverbrauch reduzieren, Bleistifte statt Kugelschreiber
Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

9 Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
Antwort: Nein
9a Wo, wann und warum?
9b Wie haben Sie den zertifizierten Eventveranstalter gefunden?
9c Kennen Sie auch noch andere zertifizierte Eventveranstalter?

Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:
Veranstalter/innen von Kongressen und Events setzen zunehmend auf Klimaschutz, regionale Wertschöpfung und Sozialverträglichkeit.
Speziell zertifizierte Veranstalter dürfen einzelne Events zertifizieren, wenn diese eine Mindestpunktezahl von Voraussetzungen erfüllen.

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
Antwort: Image
10a Vorteile für die Teilnehmer?
Antwort: Image
Bewusster Umgang mit Ressourcen und Umwelt
Stärkt Bewusstsein
10b Vorteile für die Umwelt?
Antwort: 
Carpooling oder organisierte Busanreise – weniger Ausstoß, Spritesparung
Müllvermeidung und richtige Entsorgung
Recycling
11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
Antwort: Mehrkosten
Mehraufwand
Gewisse Branchen haben kein Umweltbewusstsein oder können sich mit dem Umweltgedanken nicht identifizieren, zB Transporteure, Chemische Betriebe

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
Antwort:
Kosten argumentieren
Vorteile von Green Meetings auf den Punkt bringen und überzeugen, dass es sich auszahlt ein Green Meeting/Event auszurichten

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
Antwort:
Ja, denn es ist ein spannendes Thema und es wäre interessant zu wissen wie diese Art von Event auf die Teilnehmer wirkt (Feedback)

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
Antwort:
Ja, wenn man dadurch etwas gewinnt, zB guter Zuspruch, besseres Image

14a Warum / warum nicht?
Antwort:
Weil es sich gut auf das Unternehmen auswirken könnte

14b Um wie viel mehr?
Antwort:
20-25%
Keinesfalls doppelt so viel

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
Antwort:
Ja, kann sein

16 Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
Antwort:
Durch B2B Kommunikation im Wege der Interessenvorstellung:
In den 2 Fachgruppen, in der die Eventorganisatoren organisiert sind, der Wirtschaftskammer Schwerpunkte setzen um das Thema vorzustellen und um den Anteil an Green Meetings zu steigern.
Zertifizierter in offizielle Kommunikation mit einbeziehen, zB. in einem Green Meeting Journal
Green Meetings mit mehreren Kanälen zum Thema machen, durch Feedback von Unternehmen, die schon Green Meetings geplant haben
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Wolf Theiss Rechtsanwälte GmbH & Co KG

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
Antwort: 30

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
Antwort: 80%national
20% international

3a Wie viele Teilnehmer?
Antwort: 30-200
Durchschnitt bei 60

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
Antwort: Firmenintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
Antwort: Marketingabteilung

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
Antwort: Es wird nicht für Event Veranstalter gearbeitet

5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
Antwort: Sollte im 1. Bezirk sein und in der Nähe vom Büro Service
Verlässlichkeit
Preis
Verfügbarkeit

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
Antwort:
Bei internationalen Event eher in traditionelleren Locations
Hängt vom Thema ab
Bei internen Meetings ist es wichtig außerhalb von Wien zu tagen

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
Antwort:
Sehr wichtig
Pro Bono Arbeiten werden durchgeführt
Green Initiative: Green Connection Cocktail Party, Fahrrad als Transportmittel zur Arbeit (Office in Bukarest)
CSR: qualitative hochwertige Arbeit, locale Wertschöpfung,
Diversity Management: verschiedene Kulturen und Nationalitäten, Religionen,

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
Antwort:
Nein

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Antwort:
Ja
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
Antwort:
Papierverbrauch reduzieren
Sammeltaxis organisieren
Fingerfood nur mit Servietten
Präsentationen werden zugesendet
Keine Give-aways
Regionale Produkte

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
8a Was bedeutet der Begriff “Green Meeting” für Sie?
Antwort:
Umweltbewusstes Agieren bei der Organisation von Veranstaltungen und vermeidet die Umwelt unnötig zu belasten.

Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

9 Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
Antwort:
Nein

9a Wo, wann und warum?
9b Wie haben Sie den zertifizierten Eventveranstalter gefunden?
9c Kennen Sie auch noch andere zertifizierte Eventveranstalter?

Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
Antwort:
Ruf des Unternehmens und die damit verbundene Positionierung
Persönliche Werte kommunizieren

10a Vorteile für die Teilnehmer?
Antwort:
Einfache Anreise durch Sammeltaxis
Digitale Unterlagen können wiederverwendet werden
Allgemeines Umdenken und Anregung zum Selbstanwenden
10b Vorteile für die Umwelt?
Antwort:
Müllvermeidung
 Weniger Abgase

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
Antwort:
 Aufwand und Geld
 Sind die Personalkapazitäten gegeben um den Mehraufwand auszugleichen und reicht das Budget?

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
Antwort:
 Erfahrungen teilen
 Beispiele bringen wie man die Richtlinien erfüllt
 Hilfreiche Tipps geben

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
Antwort:
 Ja, weil es für das Unternehmen interessant wäre

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
Antwort:
 Ja, aber hängt von der Person ab, die das Budget freigibt

14a Warum / warum nicht?
Antwort:
 Aus Überzeugung, dass es gut ist etwas für die Umwelt zu tun
 Weil man mit einem Green Meeting viel Verschmutzung vermeiden kann

14b Um wie viel mehr?
Antwort:
 Bis zu 10%

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
Antwort:
 Ja, aber eher langsam
16  Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?

Antwort:
Informationen bereitstellen
Vorteile aufzeigen
Zeigen wie man ein Green Meeting umsetzen kann
Am besten persönlich oder telefonisch bewerben und Informationsmaterial zusenden
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: ORACLE Austria

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen. Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen. Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
Antwort: 2-3 pro Monat

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
Antwort: Nationale und Internationale

3a Wie viele Teilnehmer?
Antwort:
5-10
500-600

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
Antwort:
Durch Event Agentur und hausintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
Antwort:
Marketing Abteilung (Planung und Budgetierung)
Event Agentur (Organisation)

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
Antwort:
Ob es eine nationale oder internationale Agentur ist
Ob die Agentur geprüft ist und gewisse Zertifizierungen aufweisen kann
Angebotsstellung
Kostenstruktur
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
Antwort:
Kosten
Lage
Innovation – sollte eine neue Location sein
Ob es Angebote mit grünen Aspekten gibt
5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
Antwort:
Nein

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
Antwort:
Sehr wichtig
Es werden eigene Initiativen im Unternehmen gestartet
Grüne Aspekte bei Veranstaltungen : CO2 Ausstoß minimieren, Wasserverbrauch reduzieren, Recycling, Papierverbrauch minimieren, sozial und umweltbewusste Aspekte

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
Antwort:
Ja
ISO 14001

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Antwort:
Ja
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
Antwort:
Gute Erreichbarkeit durch öffentliche Verkehrsmittel, Catering mit regionalen Produkten, CO2 Ausstoß minimieren, Wasserverbrauch reduzieren, Recycling, Papierverbrauch minimieren

8 Haben Sie jemals von dem Begriff „Green Meeting“ gehört?
Antwort:
Nein

8a Was bedeutet der Begriff „Green Meeting“ für Sie?
Könnte aus dem firmeninternen Umfeld kommen – mit Mitarbeitern wird die Agenda unter grünen Aspekten durchgeführt
Dass internationale Events mehr nach den grünen Elementen agieren
Statt Meetings Videocalls durchführen
Kundenveranstaltungen mit grünen Aspekten
171

Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

9 Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
9a Wo, wann und warum?
9b Wie haben Sie den zertifizierten Eventveranstalter gefunden?
9c Kennen Sie auch noch andere zertifizierte Eventveranstalter?

Vertiefende Fragen

_Vertiefende Fragen_

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:
Veranstalter/innen von Kongressen und Events setzen zunehmend auf Klimaschutz, regionale Wertschöpfung und Sozialverträglichkeit.
Speziell zertifizierte Veranstalter dürfen einzelne Events zertifizieren, wenn diese eine Mindestpunktezahl von Voraussetzungen erfüllen.

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
Antwort:
Image um sich zu Positionieren
Effizienzsteigerung und auf lange Sicht Kosteneinsparung

10a Vorteile für die Teilnehmer?
Antwort:
Aufklärung
Mitverantwortung

10b Vorteile für die Umwelt?
Antwort:
Klimatechnische Vorteile, zB CO2 Einsparung, Wassereinsparung
Gesellschaftspolitische Vorteile

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
Antwort:
Nichts
12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungsgäste/-orte tun, um diese „Hemmnisse“ zu verringern?
Antwort:
-

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes „Green Meeting/Event“ zu organisieren? Wieso/wieso nicht?
Antwort:
Ja, aus Gründen der Mitverantwortung, Image und Grundhaltung von ORACLE

14 Wären Sie bereit mehr für ein „Green Meeting“ zu bezahlen?
Antwort:
Ja

14a Warum / warum nicht?
Antwort:
Wegen Mitverantwortung, Image und Grundhaltung des Unternehmens

14b Um wie viel mehr?
Antwort:
15-20%

15 Glauben Sie, dass die Nachfrage an „Green Meetings“ in Zukunft steigen wird?
Antwort:
Ja

16 Wie können zertifizierte „Green Meetings“ besser und effizienter beworben werden um die Zahl der zertifizierten „Green Meetings“ zu steigern?
Antwort:
gerade über öffentliche Kanäle
über Bundes-, Landes und Stadtverwaltung
Informationsveranstaltungen im Messebereich
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Anonym

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT: 10

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT: International, national und firmenintern (90%)

3a Wie viele Teilnehmer?
ANTWORT: Ca 20 für Firmeninterne Events
Ca 800 für Internationale Events

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT: Beides

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswärtiges Unternehmen)
ANTWORT: Hausintern – Assistenten des Vorstands, Event Abteilung

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT: Selbst gute Erfahrung gemacht
Empfehlung
Durch andere gut organisierte Veranstaltungen
Qualität der Leistungen
Wissen und Interesse am Unternehmen
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Lässt sich von Event Veranstalter (Mondial Location Finder) Vorschläge liefern mit Informationen und Bildern und wenn Kriterien erfüllt werden, wird ein Termin für eine Besichtigung fixiert. Hängt auch von Art der Veranstaltung ab – international oder national. Woher kommen die Teilnehmer - können sie auch halal catern. Qualität ist das wichtigste Preis

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Herkunft Teilnehmer
Teilnehmeranzahl
Zweck der Veranstaltung

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Sehr wichtig
Veranstaltungen CO2 schonend
Nachhaltigkeit
Lokale Firmen werden beauftragt
Veranstaltungen innerhalb von Wien oder in der Nähe, damit es mit öffentlichen Verkehrsmitteln erreichbar ist.

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Keine Angabe

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Ja

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT:
Empfehlung Fahrgemeinschaften zu bilden
Bei kleineren Events regionale Produkte
Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
ANTWORT: Nachhaltigkeit zu kommunizieren

10a Vorteile für die Teilnehmer?
ANTWORT: Keine
10b Vorteile für die Umwelt?
ANTWORT:
Vermeidung von CO2
Abfallvermeidung
Stromeinsparungen

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Ansprüche des Events decken sich nicht mit Green Meeting Vorgaben

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungsorte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Keine Angabe

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Wenn die Kriterien der Firma erfüllt werden können, dann ja

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Ja

14a Warum / warum nicht?
ANTWORT:
Aus Überzeugung und da sich die Firma auch mit dem grünen Gedanken identifizieren kann

14b Um wie viel mehr?
ANTWORT:
Keine Angabe

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Wenn man es bekannt macht und bewirbt, dann schon

16 Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
ANTWORT:
Bewerben mit Newsletter und Angeboten
Mit Incentive bzw „Zuckerl“ verknüpfen
Vorteile hervorheben
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Anonym

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT: 2-3

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT:
Firmenintern
1x DACH west (international)

3a Wie viele Teilnehmer?
ANTWORT: Ca 90

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT:
Firmenintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT:
Marketing Mitarbeiter

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT:
Kontakt mit Event Veranstalter herstellen, Informationen bei einem Treffen einholen,
Angebote und Vorschläge einholen, Bauchgefühl
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Räumlichkeiten müssen ideal passen
Preis muss günstig sein,
gute Atmosphäre
freundliches Personal

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Keine Angabe

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Nicht sehr wichtig

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Nein

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Nein

7a Was waren die grünen Aspekte Ihrer Veranstaltung?

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
ANTWORT:
Ja

8a Was bedeutet der Begriff “Green Meeting” für Sie?
Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren

ANTWORT:
Tagungen bei denen auf Umweltaspekte geachtet wird, zB verwendete Materialien, Essen, evtl auch Bauweise des Hauses
Regionale Lebensmittel, Energienutzung, wenig Müll
Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:


Speziell zertifizierte Veranstalter dürfen einzelne Events zertifizieren, wenn diese eine Mindestpunktezahl von Voraussetzungen erfüllen.

Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?

ANTWORT:
Gutes Gewissen und in bestimmten Kreisen (Zielgruppe) ist es vermutlich ein „must“

Vorteile für die Teilnehmer?

ANTWORT:
Haben ein guten Gefühl dabei

Vorteile für die Umwelt?

ANTWORT:
Viele, kommt aber auch immer darauf an worauf der Veranstalter achtet

Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?

ANTWORT:
Zu teuer bzw die passende Location bietet es nicht an, daher wäre es zu aufwendig eines zu organisieren
Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungskontakte durchführen, um diese “Hemmnisse” zu verringern?

**ANTWORT:**
Kosten senken

Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?

**ANTWORT:**
Wenn eine passende Location das anbietet, dann ja

Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?

**ANTWORT:**
Nein

Warum / warum nicht?

**ANTWORT:**
Weil der Kostendruck in der Firma sehr hoch ist

Um wie viel mehr?

**ANTWORT:**
3%

Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?

**ANTWORT:**
Ja

Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?

**ANTWORT:**
Keine Angabe
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Anonym

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT:
15

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT:
International, National und firmenintern

3a Wie viele Teilnehmer?
ANTWORT:
60 - 550

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT:
Firmenintern

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT:
Hausintern

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT:
Kein Event Veranstalter
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Thema des Events
Teilnehmer
Teilnehmeranzahl
Preis
Raumeinteilung
Zusätzliche Leistungen

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Bei internationalen Veranstaltungen wird darauf geachtet, dass es eine traditionelle Location ist

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Weniger wichtig

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Keine Angabe

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Ja

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT:
Dokumente online zur Verfügung stellen
Papier sparen
Regionale Produkte verwenden
Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein "Green Meeting" zu organisieren?
ANTWORT: Image des Unternehmens

Vorteile für die Teilnehmer?
ANTWORT: Gar keine
10b Vorteile für die Umwelt?
ANTWORT:
CO2 Reduzierung
Abfallvermeidung
Stromeinsparungen

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Mehrkosten
Mehraufwand bei Organisation der Veranstaltung

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Die Vorteile von Green Meetings sollten besser kommuniziert und hervorgehoben werden
Was bekommt man für die extra Kosten?

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Nein, denn es würde dem Unternehmen nichts bringen und da viele internationale Veranstaltungen organisiert werden, ist das sicherlich nicht so einfach

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Hängt von der Person ab, die die Kosten freigibt

14a Warum / warum nicht?
ANTWORT:
Keine Angabe

14b Um wie viel mehr?
ANTWORT:
Keine Angabe

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Ja, aber nur wenn es bekannter gemacht wird und es den Unternehmen auch etwas bringt.
Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?

ANTWORT:
Mehr Aufklärungsarbeit durch Lebensministerium und zertifizierte Event Agenturen
Die Vorteile von Green Meetings aufzeigen
Allgemeine Informationen über das Unternehmen

1  Name des Unternehmens: Anonym

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweekbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen.
Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, …

2  Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
ANTWORT: 2-3

3  Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
ANTWORT: International, national und firmenintern

3a  Wie viele Teilnehmer?
ANTWORT:
10-30 für firmeninterne Events
60-80 für nationale Events

3b  Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
ANTWORT:
Firmenintern

3c  Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
ANTWORT:
Assistentinnen, Marketing Abteilung

4  Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
ANTWORT:
Es gibt einen internationalen Vertrag mit einem Veranstalter der für alle Niederlassungen der Kette gilt
Mondial Location Finder hat Informationsschreiben an Firma gerichtet und mit personalisiertem Service gepunktet
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
ANTWORT:
Atmosphäre muss stimmen und zum Thema der Veranstaltung passen
Verträge mit mehreren Caterern
Ausstattung
Preis

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
ANTWORT:
Preis
Caterer

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
ANTWORT:
Soziale Verantwortung im Unternehmen verankert
Langfristige Vorteile für Mitarbeiter und Klienten
Klimaneutrale Unternehmensberatung
Nachhaltigkeit
Biogemüsekiste für Mitarbeiter

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
ANTWORT:
Nein

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren
ANTWORT:
Nein

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
ANTWORT: -
Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:

10 Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
ANTWORT:
Image
Wenn soziale Verantwortung in Grundsätzen verankert ist, gute Möglichkeit den Worten auch Taten folgen zu lassen.

10a Vorteile für die Teilnehmer?
ANTWORT:
Keine
10b Vorteile für die Umwelt?
ANTWORT:
Klimaschonend
Regionale Wertschöpfung
Artenvielfalt und altes Kulturgut erhalten
Abfallvermeidung
Stromeinsparungen

11 Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
ANTWORT:
Extrakosten

12 Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
ANTWORT:
Aufklärungsarbeit
Klar kommunizieren was man für die Kosten mehr bekommt

13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
ANTWORT:
Ja, weil es zu Grundsätzen passt und weil in dem Bereich mehr getan werden muss

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
ANTWORT:
Ja, hängt aber vom Geschäftsführer ab

14a Warum / warum nicht?
ANTWORT:
Nachhaltigkeitsgedanke zählt
Höherer Qualitätsfaktor

14b Um wie viel mehr?
ANTWORT:
Bis max. 5 %, kommt aber auf die Größe des Events an

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
ANTWORT:
Ja
Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?

ANTWORT:
Dieses Label muss bekannter werden
Veranstalter müssen es aktiv anbieten
Lebensministerium sollte mehr Informationen bereit stellen
Mehr Pressearbeit und vor allem mit Medien, die auch auf Nachhaltigkeit wert legen
Fachmedien, Messen
Allgemeine Informationen über das Unternehmen

1 Name des Unternehmens: Anonym

Kurze Definition von Veranstaltungen:
Eine Veranstaltung ist ein organisiertes, zweckbestimmtes und zeitlich begrenztes Ereignis an dem mehrere Personen teilnehmen. Der Zweck kann sein: Training, feierlicher Anlass, Übermittlung von Informationen
Zum Beispiel: Geschäftsmeeting, Konferenz, Firmenweihnachtsfeier, ...

2 Wie viele Veranstaltungen planen Sie im Durchschnitt im Jahr?
Antwort: Ca 40

3 Welche Art von Veranstaltungen? National, international oder firmeninterne Meetings? (Wenn alle, bitte geben Sie die Anteile von jeder Veranstaltung an)
Antwort: Internationale (15-20)
Nationale (ca 15)
Firmeninterne

3a Wie viele Teilnehmer?
Antwort: 15-20 international
40-50 national
100-350 firmenintern

3b Wie werden diese Meetings organisiert? Firmenintern oder durch einen Event Veranstalter?
Antwort: Firmenintern, aber auch durch Event Veranstalter

3c Wer ist die verantwortliche Person/das verantwortliche Unternehmen, die diese Veranstaltungen plant und organisiert? (zum Beispiel: Marketing Mitarbeiter, Event Abteilung, auswertiges Unternehmen)
Antwort: Eventabteilung

4 Wie entscheiden Sie sich für einen Event Veranstalter, wenn Sie mit einem zusammenarbeiten?
Antwort: Durch Ausschlusskriterien die von dem Unternehmen vorgegeben sind
5 Wie entscheiden Sie sich für ein Veranstaltungslokal oder einen Veranstaltungsort? Was sind wichtige Entscheidungskriterien für die Wahl eines Veranstaltungslokals/Veranstaltungsortes?
Antwort:
Durch Ausschlusskriterien die von dem Unternehmen vorgegeben sind

5a Gibt es verschiedene Kriterien für verschiedene Events? Wenn ja, welche?
Antwort:
Nein

6 Wie wichtig ist Umweltmanagement und soziale Verantwortung für Ihr Unternehmen?
Antwort:
Nicht wichtig

6a Ist Ihr Unternehmen mit einem Umweltzeichen zertifiziert? Wenn ja, mit welchem?
Antwort:
Nein

7 Haben Sie bereits Veranstaltungen mit grünen Aspekten und Komponenten organisiert?
Antwort:
Ja

Wenn Ja, bitte mit Frage 7a fortfahren
Wenn Nein, bitte mit Frage 8 fortfahren

7a Was waren die grünen Aspekte Ihrer Veranstaltung?
Antwort:
Regionale Produkte
Bei Ressourcen und Produkten wird auf die Herkunft und den Ursprung geachtet
Bei firmeninternen Meetings werden die Speisen, die übrig bleiben, gespendet

8 Haben Sie jemals von dem Begriff “Green Meeting” gehört?
Antwort:
Nein

8a Was bedeutet der Begriff “Green Meeting” für Sie?
Antwort:
Keine Angabe
Wenn Frage 8 Ja, bitte mit Frage 9 fortfahren
Wenn Frage 8 Nein, bitte mit Frage 10 fortfahren
Haben Sie schon einmal ein (zertifiziertes) “Green Meeting” organisiert?
Wo, wann und warum?
Wie haben Sie den zertifizierten Eventveranstalter gefunden?
Kennen Sie auch noch andere zertifizierte Eventveranstalter?

Vertiefende Fragen

Kurze Erklärung zum Österreichischen Umweltzeichen für Green Meetings:
Veranstalter/innen von Kongressen und Events setzen zunehmend auf Klimaschutz, regionale Wertschöpfung und Sozialverträglichkeit.
Speziell zertifizierte Veranstalter dürfen einzelne Events zertifizieren, wenn diese eine Mindestpunktezahl von Voraussetzungen erfüllen.

Ihrer Meinung nach, was sind die Vorteile für ein Unternehmen ein “Green Meeting” zu organisieren?
Antwort: Image
Internen Zusammenhalt und Mitarbeiterbindung

Vorteile für die Teilnehmer?
Antwort: Keine

Vorteile für die Umwelt?
Antwort: Müllvermeidung
Verringerte Luftverschmutzung

Was würde Unternehmen davon abhalten ein zertifiziertes “Green Meeting” zu organisieren?
Antwort: Nichts, denn Green Meetings sind nur zu befürworten

Was können Green Meeting zertifizierte Event Veranstalter und Veranstaltungslokale/-orte tun, um diese “Hemmnisse” zu verringern?
Antwort: Keine
13 Ist Ihr Unternehmen daran interessiert ein zertifiziertes “Green Meeting/Event” zu organisieren? Wieso/wieso nicht?
Antwort:
Ja, weil es dem Image und der Veranstaltung gut tun würde

14 Wären Sie bereit mehr für ein “Green Meeting” zu bezahlen?
Antwort:
Ja

14a Warum / warum nicht?
Antwort:
Weil es eine sinnvolle Sache ist

14b Um wie viel mehr?
Antwort:
5-10%

15 Glauben Sie, dass die Nachfrage an “Green Meetings” in Zukunft steigen wird?
Antwort:
Ja

16 Wie können zertifizierte “Green Meetings” besser und effizienter beworben werden um die Zahl der zertifizierten “Green Meetings” zu steigern?
Antwort:
Mehr Werbung über Medien
Die Locations, die Green Meeting zertifiziert sind, sollten es besser kommunizieren und auch kommunizieren was dieses Thema für sie bedeutet
Das Ministerium sollte es auch mehr bewerben und an die Öffentlichkeit gehen
Die Vorteile klar ersichtlich machen