Advertise your good deeds: information for external participants

# Explanations

One of the objectives of the Austrian Ecolabel for Green Meetings and Green Events is to **draw the public’s attention to your environmental and climate protection initiatives**. The participants and visitors as well as the audience of an event have different experiences and backgrounds, which is why their awareness of environmental issues also varies.

**Communicating measures**Targeted communication can encourage them to reflect on environmental protection, in the best case even causing a positive change in behaviour. What’s important is to remain **credible**.
Many measures taken to ensure a green meeting are not easily spotted by visitors. Don’t hesitate to point out your efforts, as otherwise you cannot be sure participants will notice the green quality of your event and accept measures that might seem unusual at first.

**Integrated information**
Various criteria of the Guideline ask you to communicate particular efforts to the audience. **Ideally, this information will also be shared in any communication regarding different areas**. This could mean pointing out environmentally friendly travel options in your instructions on how to reach the venue, listing green accommodation options on your booking site, or publishing information about regional food products along with catering information, etc.

**Additional information**
Some information might not fit in any of your areas, or you might want to communicate the entirety of your efforts to participants in a condensed form. In this case, an information page or information sheet as part of the event website or conference documents might be a good option. Participants should have **easy access to it in a timely manner**.

You can use the following list as an example. **Please make sure to check whether all items listed are relevant for your event**. You can also **add** your ideas and further items as you see fit.

# Sample template Information for participants, visitors or the audience

We are in the process of certifying our event Click here to enter text. according to the Austrian Ecolabel Guideline for Green Meetings and Green events. To reach this goal, we have taken many visible and invisible measures, including:
Click here to enter text.

We are grateful for your approval and support of this goal and our efforts.

* We wish to make it as easy as possible for you to travel to us by public transport. If possible, please choose an environmentally friendly mode of transport or carpool.
* If you have to drive or fly, you can offset the related CO2 emissions through compensation payments.
* If possible, please choose an environmentally certified hotel (Austrian Ecolabel, EU Ecolabel, EMAS, etc.). We have labelled certified hotel options for you.
* Support your hotel’s environmental protection efforts (on-demand exchange of towels and bedsheets, etc.).
* Turn off all lights, electronic equipment (TV, air conditioner, heating, computer, etc.) when you leave your hotel room.
* Reuse to protect the environment: opt for beverages served from bulk containers or on tap, food served on tableware, milk and sugar that are not individually packaged, etc.
* Separate your waste (PET, glass, paper, metal, batteries, etc.) and dispose of it in the respective containers available at the venue.
* Use public transport or walk.
* Opt for online registration or digital materials instead of printouts/handouts whenever possible.
* Use your own writing utensils.
* Return your badges / name tags after the end of the event at the information counter.
* Click here to enter text.
* Click here to enter text.

If you have any questions, please contact our Green Meeting officer Click here to enter text.