

GOOD PRACTICES MANUAL FOR SUSTAINABLE EVENTS



OAME



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There is a direct relationship between the prosperity of natural resources, environmental services, and raw materials, and the prosperity of companies and businesses. We have already entered an era of Earth overload, consuming more than it can replenish and discarding excessive waste without a systemic and circular vision.

Without sustainability, there is no human or economic development. Today, issues related to sustainability and ESG (Environmental, Social, and Governance) must be on the agenda of all organizations committed to generating a positive impact on society.

It is estimated that between 7 and 10 million "green" jobs and careers will be created by 2030: jobs that work and propose solutions to the planet's socio-environmental challenges. In addition to preventing environmental risks, producing more sustainably, and protecting the planet's resources, it is also necessary to regenerate the Earth's capacity.

Sustainable companies and businesses are not solely focused on profit; they act with purpose and for the common good. However, they rely on like-minded suppliers, producers, and consumers, from the perspective of a collective commitment, as recommended by Sustainable Development Goal 17: Partnerships for the Goals.

The Argentine Organization of Businesswomen (OAME) has as its main goal the visibility of women's work in the business world, fostering synergy among its members under the motto: "Invisible alone, invincible together." OAME was founded in 1965 by the Argentine Industrial Union in Buenos Aires. The following year, a group of businesswomen from Rosario took the reins of this fledgling organization, finally formalizing it on June 20, 1966, under the presidency of Dora Fortuny de Bernardello. At that time, OAME began taking its first steps as the Argentine branch of the World Association of Women Entrepreneurs (FCEM). FCEM is a pioneering association of women entrepreneurs worldwide. Founded in France in 1945 at the end of World War II by Yvonne Foinant, the association quickly spread from Europe to the five continents. OAME works through collaborative teams, and considering the need to address sustainability issues, the Sustainability and Compliance Management Collaborative Team was formed several years ago. With the goal of developing projects that transcend Argentina's borders, this team proposed the internationalization of its projects, inviting FCEM organizations from Latin America and Spain to participate. Thus, a team emerged, comprised of participants from ASEME (Spanish Association of Businesswomen), OBME (Brazilian Organization of Businesswomen), OMECH (Organization of Businesswomen of Chile), AMEP (AMEP – Association of Businesswomen of Peru), and OMEU (Organi-

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zation of Businesswomen, Executives, and Entrepreneurs of Uruguay). This manual is the result of the collaborative work of members of these organizations.

This international team aims to generate projects that generate a positive impact on the problems that sustainability seeks to solve: environmental problems such as climate change, biodiversity loss, urban pollution, the increasing generation of plastic waste that endangers not only marine life but also humanity, enormous social and gender inequalities, poverty, hunger, and the educational crisis, to name a few.

FCEM institutions frequently organize all kinds of events: training sessions, talks, conferences, workshops, opening breakfasts, etc.

Events have an importance that transcends them: they inspire participants to rethink their daily practices. Organizing a sustainable event, which considers the mobility of participants and organizers, the characteristics of the selected space in terms of natural light availability, ventilation, renewable energy generation, accessibility, rational use of energy resources, reduction of waste generated, hiring of socially and environmentally responsible suppliers, the type of food provided, the ambiance, among other guidelines, leaves participants with a question mark, inviting them to replicate these actions in the daily lives of their businesses and homes.

As women, we know that to care for our common home, the unique and irreplaceable planet Earth, we only need to get to work.

The key to a sustainable event is to consider reduction, reuse, and recycling at every stage of the organization, from planning to execution and post-event.

This manual was conceived, created, and designed to simplify and inspire the work of event organizers, companies, and brands looking to make their business a real and ethical contribution to sustainability.

By reading and analyzing the points on the manual's checklist, you will be able to determine which actions can and cannot be implemented, based on your circumstances and operational, local, and financial capacity.

We must break with the idea that sustainability requires large financial and technological contributions. With small changes and strategies, such as avoiding the use of plastic or single-use packaging and proper waste management, we can already make a big difference.

CHECKLIST FOR ORGANIZING SUSTAINABLE EVENTS



Below is a series of statements. Read them carefully, answering whether each one is met or not. The more statements you implement at the event, the more sustainable it will be.

Venue Selection

The location of an event is one of the main strategies for success and attendance. In particular, it will be a milestone for sustainability as a value for the company, sponsors, partners, and collaborators, as well as a means to create an inspiring experience for participants. Try to complete as many items on this list as possible.

- The venue is easily accessible for most people and is connected by a variety of public transportation. SDGs 10, 12, 13.
- The venue has space to safely store bicycles, scooters, and other items. SDGs 3, 11, 13
- The venue generates electricity from renewable sources. SDGs 7, 11, 13
- The venue has solar systems for hot water. SDGs 7, 11, 13
- The venue has good natural lighting, so if the event schedule and weather conditions permit, the use of artificial lighting can be avoided. SDGs 11, 12, 13
- The venue has good natural ventilation, so if weather conditions permit, energy consumption for heating/cooling can be reduced. SDGs 11, 12, 13
- The venue has energy-efficient features such as dimmer switches, LEDs, motion sensors for low-traffic areas, energy-efficient lighting, and independently regulated temperatures in different spaces. SDGs 11, 12, 13
- The venue uses water efficiency systems, such as rainwater harvesting, graywater collection, water-saving devices on faucets and toilets, and drinking fountains for water supply, avoiding cups, bottles, and disposable items. SDGs 6, 11, 12 y 14
- The venue shows commitment to sustainability, certification of standards, measurement of carbon footprint, etc. SDGs 11, 12, 13
- For the selection of the venue, its size is considered to be the most appropriate based on the estimated number of participants, avoiding oversizing the necessary space. SDGs 3, 12, 13
- The venue has adequate accessibility and signage in its spaces, promoting the inclusion of every participant. SDGs 3 y 10.

Catering Service Selection

- The catering service does not use single-use plastics. SDGs 12, 14
- The catering service prioritizes sustainable packaging. SDGs 12 and 14



- The catering service prioritizes local, environmentally responsible, and sustainable suppliers. SDGs 1, 2, and 12
- The catering service prioritizes healthy, organic, fresh, and seasonal foods. It offers vegetarian, vegan, or other dietary restrictions. SDGs 3, 11, 12, and 15
- The catering service prioritizes beverages in returnable bottles or eco-friendly containers. SDGs 11 and 12
- The catering service provides trash receptacles in different areas of the event, separating waste into organic, dry, and rejected waste. SDGs 11 and 12
- The catering service includes and employs people with disabilities or social exclusion, such as local communities and refugees, women, LGBTQIAPN+, and others. SDGs 1, 5, 8, 10, and 16
- The catering service prioritizes avoiding food waste. SDG 12.

Event Organization

- There is a curatorial and/or governance committee to guide, monitor, and validate processes, suppliers, and results. SDGs 16 and 17
- There is a Sustainability Commitment that must be signed by the event's supply chain. SDGs 16 and 17
- There is an ethics, compliance, and sustainability verification team for supplier management, which analyzes: legal and labor risks, the non-use of child and adolescent labor in the production chain, and compliance with labor regulations for its workers: schedules, contracts, social security payments, insurance, and other legal requirements of each country where the event is held. SDGs 8, 16, 17
- Women-led businesses are strengthened and contracted from their organization to their execution. SDG 5
- There is a database of sustainable suppliers (small, medium, and large) and contacts organized by segment. SDGs 9, 10, and 12
- The event's organizing institution is committed to the United Nations 2030 Agenda and the Sustainable Development Goals, or adheres to an international initiative such as the Global Compact, or reports under standards such as the GRI, demonstrating its commitment to sustainability, transparency, and the triple impact. SDGs 16 and 17.
- The organizing institution will define a Code of Conduct for participants, speakers, and staff. SDG 16
- A procurement record will be maintained, with documented accountability, and oversight of



supplier selection criteria (ethical criteria). SDG 8

- A record of complaints, grievances, or incidents and their handling will be maintained. SDG 16
- The event's carbon footprint will be measured. SDG 12, 13
- The event's carbon footprint will be offset. SDG 12, 13
- If the event involves travel between different locations, strategic planning will be implemented to minimize travel. SDG 12, 13
- Event participants will be informed about the event's sustainable features. SDG 12, 13
- Event participants will be informed about sustainable mobility alternatives, such as public transportation, secure bicycle parking, or carpooling in cases where walking is not possible. SDG 11, 12, 13
- For event promotion, virtual media, electronic invitations, and digital registration platforms will be chosen over printed invitations, avoiding the use of brochures. SDG 12
- In cases where printing documents is required for distribution during the event, the paper used will be recycled, FSC-certified, or with environmental advantages over regular paper (use of sugarcane fibers, reduced use of bleach, etc.). SDG 12
- Promotional materials (banners, posters, etc.) designed specifically for the event will be donated to be transformed into circular economy products. SDG 12
- If gifts are given away during the event, priority will be given to the purchase of local, environmentally responsible products that promote responsible consumption and local culture: reusable products such as cotton bags, metal cups or thermoses, eco-friendly pens, recycled paper notebooks, and avoiding the use of single-use plastic gifts. SDGs 8 and 12
- To promote the event, each participant will be encouraged to bring their own permanent mug and/or water bottle. SDGs 11 and 12
- Event badge production will prioritize the use of 100% recyclable materials, and badges will be requested at a designated location at the end of the event. SDGs 11 and 12
- Virtual meetings will be considered for exhibitors or participants who live far from the chosen venue to reduce travel. SDGs 12, 13.
- The event organizers promote local culture by promoting activities that highlight the social and cultural value of the region. SDG 16
- The results of the event will be published, providing a transparent and clear process for generating conclusions, containing social, environmental, and governance data. SDG 16

During the event

- There are separate bins with clear information for separating waste generated during the event,



consistent with the chosen final disposal. SDGs 11, 12, 13

- Drinking fountains and drinking water dispensers are available at event venues so participants can fill their own containers, avoiding water in disposable containers. SDGs 6, 11, and 12
- The use of artificial lighting is avoided when weather conditions allow for natural light. SDG 12, 13
- The use of heating/cooling systems is avoided when weather conditions allow for a comfortable temperature inside the room. SDG 12, 13
- If the heating system is used, the temperature does not exceed 20°C. SDG 12, 13
- If the cooling system is used, the temperature does not drop below 24°C. SDG 12, 13
- There is no generation of single-use plastic waste, or if there is plastic waste, it has been reduced to the minimum possible, leaving only the use of single-use plastics for those products for which a replacement could not be found. SDGs 12, 13
- Permanent or paper bags are distributed to store distributed materials, avoiding plastic bags. SDGs 11 and 12
- For coffee breaks, lunch, and dinner, the use of permanent or sustainable tableware and cutlery, and glass cups is a priority. SDGs 11 and 12
- The atmosphere and decoration are created with sustainable decorations, materials, structures, stands, and landscaping. SDGs 9, 11, and 12
- There is ongoing guidance for participants to practice sustainability throughout the event and as planned: information panels, mentions during ceremonies, conferences, workshops, seminars, shows, etc. SDGs 11 and 12
- The program includes local cultural and artistic attractions and activities led by local human resources. SDGs 10 and 17.

After the event

- Food in good condition will be donated to institutions or food banks. SDGs 2, 10
- At the end of the event, each waste stream is taken for proper disposal. Sorted waste is sent to the city's selective collection program or to a community cooperative. SDGs 11, 12, and 13
- Natural flowers and plants used in the event decoration are donated or composted after the event. SDG 12
- In the case of paid events, a percentage of the proceeds are distributed for donation to social and environmental projects. SDGs 10, 14, 15, 16, and 17
- After the event, environmental compensation activities are carried out, such as tree planting, restoration of degraded areas, investment in renewable energy projects, among others. SDGs 13, 15, and 17



- Digital information about the event's final impacts and the social, sustainability, and environmental compensation practices adopted to mitigate them will be disseminated to the public and participants. SDG 16
- Participant data will be protected by the data protection laws of the country where the event and its post-event are held. SDG 16.

CHECK LIST

ANNEX 1:

SUSTAINABLE DEVELOPMENT GOALS



SDG

The proposed actions are directly related to the United Nations Sustainable Development Goals, established within the framework of the 2030 Agenda. The inclusion of these points in the events to be held has an impact on the following SDGs:

SDG 1 - No Poverty: End poverty in all its forms everywhere

SDG 2 - Zero Hunger: End hunger

SDG 3 - Good Health and Well-being: Ensure healthy lives and promote well-being for all at all ages

SDG 6 - Clean Water and Sanitation: Ensure availability and sustainable management of water and sanitation for all

SDG 7 - Affordable and Clean Energy: Ensure access to affordable, reliable, sustainable, and modern energy

SDG 8 - Decent Work and Economic Growth: Promote inclusive and sustainable economic growth, employment, and decent work for all

SDG 10 - Reduced Inequalities: Reduce inequality within and among countries



SDG 11 - Sustainable Cities and Communities: Make cities more inclusive, safe, resilient, and sustainable.

SDG 12 - Sustainable Consumption and Production: Ensure sustainable consumption and production patterns

SDG 13 - Climate Action: Take urgent action to combat climate change and its impacts

SDG 14 - Life Below Water: Conserve and sustainably use the oceans, seas and marine resources

SDG 15 - Life on Land: Sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss

SDG 16 - Peace, Justice and Strong Institutions: Promote just, peaceful and inclusive societies

SDG 17 - Partnerships for the Goals: Revitalize the Global Partnership for Sustainable Development.

ANNEX 2:

ESG GUIDELINES

IMPACTED BY THE MANUAL



The main ESG (Environmental, Social, and Governance) guidelines focus on the three pillars that guide business sustainability and corporate responsibility practices and criteria.

E – Environmental

Focuses on environmental impacts and practices. Main guidelines:

- Natural resource management: Efficient use of water, energy, and raw materials.
- Reduction of greenhouse gas (GHG) emissions: Carbon neutrality and climate change mitigation.
- Pollution control: Proper management of solid waste, effluents, and air pollutants.
- Biodiversity conservation: Minimizing the impact on ecosystems and promoting regenerative practices.
- Circular economy: Sustainable design of products and services, reusing materials, reducing waste, and reincorporating them into the production process.
- Environmental compliance: Compliance with local and international environmental legislation.

S – Social

Includes aspects that directly affect people, the supply chain, and communities. Main guidelines:

- Human and labor rights: Respect labor laws, combat child and slave labor.
- Diversity, equity, and inclusion (DEI): Equal opportunities and an inclusive environment.
- Occupational health and safety: Ensure safe and decent working conditions.
- Community engagement: Social investment and positive impact in the regions where we operate.
- Privacy and data protection: Compliance with regulations such as the LGPD/GDPR.
- Product/service responsibility: Ensure safety, quality, and accessibility.
- Value local human resources: Hire local operational resources and talent from communities, supporting small and medium-sized suppliers.

G – Governance

Refers to the ethical and transparent management structure of companies and businesses. Main



guidelines:

- Transparency and corporate ethics: Clear disclosure of information and fight against corruption.
- Diverse and independent board of directors: Balanced structure for fair decision-making.
- Risk management and compliance: Monitoring and mitigation of corporate and business risks.
- Executive accountability: Alignment between strategy, performance, and compensation.
- Protection of shareholders, stakeholders, partners, and sponsors: Respect for the interests of all stakeholders, their brands, and businesses.
- Anti-corruption and integrity policies: Integrity programs and controls.
- Partnership for the achievement of objectives: Collective and inseparable commitment to the fulfillment of values and decisions focused on ESG and the entire corporate production chain, sustainability, and integral human development.

ANNEX 3:

EVENT SUSTAINABILITY PERCEPTION SURVEY TEMPLATE



Considering continuous improvement, it is good practice to open a communication channel so that event participants can provide feedback on their perception of the event's sustainability, allowing for suggestions and recommendations for future events.

Suggested survey questions:

- First and last name
- Institution you represent
- Company
- Type of participation: guest, speaker, catering service, photography service, other
- How would you rate the event in terms of sustainability?:
 - Excellent
 - Medium
 - Low
- What recommendations or suggestions do you consider important for future events?

ANNEX 4:

EXAMPLES OF SUSTAINABLE EVENTS AND THEIR IMPACT



1. City Nature Challenge (Perú, México, Costa Rica, Colombia)

The City Nature Challenge is an annual, global, friendly citizen science competition between cities around the world to document urban biodiversity using a web platform and mobile app. The goal is to engage the public in biodiversity data collection, with three prizes awarded each year to the cities that make the most observations, find the most species, and involve the most people.

2. FESTIVAL SELVÁMONOS (OXAPAMPA, PERÚ)

Selvámonos is a Peruvian music festival held since 2009 in the city of Oxapampa, in the department of Pasco. It is one of the most important music and arts festivals in Peru. The event promotes eco-responsible practices: recycled wood/bamboo stands, reusable cups, and public transportation to reduce their footprint.

3. BIOEXPO COLOMBIA (GRAN SANTANDER, COLOMBIA)

Bioexpo Colombia, known simply as Bioexpo, was established in 2002. It is recognized as the largest green entrepreneurship, trade, and business fair in Colombia. It is currently nationally and internationally recognized as a specialized space for promoting and raising awareness of green markets and BioTrade in Colombia. In 2023, it had 21,000 visitors, 400 exhibitors, and trade agreements totaling more than 10.112 billion Colombian pesos.

4. LATIMPACTO – IMPACT MINDS (VARIOUS VENUES IN LATIN AMERICA)

Impact Minds brings together thought leaders, innovators, and change agents from around the world, all united by a common purpose: to explore and address social and environmental challenges through dialogue and collaboration.



5. BUENA VIBRA FESTIVAL (BUENOS AIRES, ARGENTINA)

This urban concert combines music, art, and environmental awareness. More than 20,000 people attend annually. It implements reusable bottles, water refilling stations, waste separation, and sustainable mobility; it supports social causes such as Fundación Sí by raising funds for fires in southern Argentina.

6. VIVA EL PLANETA (BOGOTÁ, COLOMBIA)

This free music festival, created by Doctor Krápula and the Bombea Foundation in 2012, focuses on environmental awareness. It offers educational spaces, ecological workshops, and the integration of skateboarding, BMX, and music; it promotes messages of protection for the planet and environmental stewardship.

7. ROCK IN RIO / THE TOWN (BRASIL)

It is a flagship production in the region with sustainable practices: solar lighting, electric vehicle fleets, recycling campaigns, LED lamp exchange initiatives, and carbon offsets have been implemented. By 2023, it has avoided 420,000 tons of CO₂ in 18 editions.

8. MÚSICA DE LA TIERRA (ARGENTINA)

This is a sustainable cultural platform designed by CreaTierra in 2011. The festival and other concerts apply triple impact tools (environmental, social, cultural), measure carbon footprint and waste management, and externally audit their progress.

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