

## CIRCULAR BY DESIGN CHALLENGE #3

### Thematic call 2: Innovative solutions for sustainable business events

Call partner: Directorate-General for Tourism

#### The challenge

**The business events sector is more than ever concerned by the issues of sustainability and resource conservation. Today, ensuring that an event is designed, produced and deconstructed in a responsible manner, and that its environmental impact is reduced or offset, is a prerequisite. The Directorate-General for Tourism is looking for innovative and sustainable solutions contributing to reducing the carbon footprint of business events and making them more eco-responsible.**

The business events sector encompasses congresses, conventions, award trips, corporate events, exhibitions and trade fairs. Business events are part of a group meeting process in order to pursue common objectives of a commercial, social, academic or recreational nature.

Due to the ephemeral nature of its activities, the events sector is known for the creation of disposable products. New, sustainable solutions are urgently needed. The event industry is a real lever for innovation and encourages the development of new skills that can contribute to changing organisational methods. The Directorate-General for Tourism is looking for solutions that help the business events sector respond to today's challenges, such as opportunities to, for example:

- **Save energy and reduce greenhouse gas emissions**
- **Put an end to the use of disposable plastics**
- **Fight against food and other waste**
- **Extend the life of products**

The Directorate-General for tourism sets regulations for the tourism sector, grades hotels as well as campsites and promotes various labels (Ecolabel, EureWelcome and bed+bike Luxembourg). It provides grants to raise the standards of operators working in tourism, coordinates the work of the two national tourism development and promotion agencies for leisure and business as well as the regional tourist offices.

The business events sector is a key sector for raising awareness of eco-friendly low-waste activities and wishes to reaffirm that events can be environmentally sustainable, socially equitable and economically viable in the near future. The sector represents a separate market with its own decision-making and action levers and encompasses congresses, conventions, award trips, corporate events, exhibitions and trade fairs. Selection criteria related to sustainable development are integrated into the choice of service providers and partners, particularly those related to minimising the carbon footprint and promoting the circular economy.

#### Target companies

Any type of company is welcome to submit proposals.