

The Green Conference and Event Handbook; Aarhus: VisitAarhus, is certified as a 'Green Tourism Organisation' and around 70% of all hotels in Aarhus already hold an official, international eco-certification, such as Green Key and Nordic Eco- Label, to protect the environment within requirements that entail reducing energy and water use, CO2 emissions and waste generated. Thanks to this proactive approach to sustainability, Aarhus has capable of successfully host high-profile events such as the launch of the Michelin Guide Nordic Countries in 2019 in an environmental-friendly way. "The Green Conference and Event Handbook" offers checklists and guidance from Aarhus University and the VisitAarhus Convention Bureau on planning any event in the city and, thanks to these practices, the city gained spot in the 'Top 100' on the highly recognized ranking by the International Congress & Convention Association (ICCA).

Find out more at: <https://www.visitaarhus.dk/sites/visitaarhusconvention.com/files/2019-10/The-Green-Conference-and-Event-Handbook.pdf>

Sustainable attractions; Aarhus: Cultural sites and festivals can act as catalysts for sustainable development when bringing people together around big and small experiences. The 'Aarhus Sustainability Model' for sustainable development includes a guide and examples to bring sustainability into a European context across the cultural



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sectors. For example, NorthSide, Denmark's most sustainable festival, takes place in Aarhus, and the organisers of the event have ensured green solutions for everything, from food and dealing with waste to power supply based on 100% green electricity. The festival's sustainability programme 'Lead the Way' governs decisions about procurement, investment, collaborators, interior design, resource management, transport, charity and the supply of organic food and beverages throughout the festival. Likewise, Aarhus' Moesgaard Museum is one of the world's most energy-efficient museums, built with sustainability in mind from the start, including building materials and an optimal use of daylight, decreasing overall energy consumption and water waste. The green roof of the museum contributes to decreasing the energy consumption of the building and reduces the overall need for cooling due to decreased heat absorption.

Find out more at: <https://www.yumpu.com/en/document/read/55220233/aarhus-sustainability-model>

A guide for more sustainable business and events; Copenhagen: Meet Copenhagen City assists professional international delegates to plan their study program and match the delegations with relevant partners and experts. To help organizers and businesses host more sustainable large conferences, meetings and events in Copenhagen, Wonderful Copenhagen has developed a digital Sustainability Guide that lists all the sustainable options with 6 planning areas: travel & transportation, venues & accommodation, materials & communication, food & beverages, socially responsible partnerships and lasting impacts.

Find out more at: <https://www.wonderfulcopenhagen.com/convention-bureau/sustainable-events/start-planning-your-sustainable-event>

The Ocean Race Project; Genoa: The Ocean Race is an epic adventure in which the world's top sailing teams circumnavigate the planet powered only by the wind. While the first Ocean Race in Europe has arrived in Genoa in June 2021, the Grand Final and the project 'Racing with Purpose' will take place in 2023. The sustainability programme brings together a range of tangible ways that will positively impact the marine environment such as rolling out initiatives for cleaner, healthier seas and a learning programme. Genoa as host city makes use of the Ocean Race by contributing vital scientific data to aid the understanding of ocean health and the effects of climate change by using our race boats to collect valuable data on