

MANIFESTO

OF THE GERMAN SUSTAINABLE EVENT AGENCIES NETWORK

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We, the signatory agencies, commit to integrating and advancing sustainable management in all aspects of our work.

We recognize the deep connections between climate, ecosystems, biodiversity, water, land use, material cycles, and human societies. As an industry, we must play our part in addressing the urgent challenges posed by crossing these [planetary boundaries](#). This calls for swift, meaningful change in our economic and development pathways to mitigate the most severe impacts, especially climate change.

We will align our actions with global initiatives and continuously evolve our efforts to drive lasting, positive impact.

These include, for example, the goals of the Paris Climate Agreement, current scientific findings of the IPCC ([IPCC Reports for reference](#)) and the Sustainable Development Goals of the United Nations ([UN SDGs](#)).

As participating agencies and signatories to this document, we commit to making sustainable management the standard and promoting fair competition. Through collaboration and knowledge sharing, we strive to drive meaningful, lasting change in our industry and uphold social justice, ecological responsibility, economic efficiency, legal compliance, and democratic principles in all we do.

As responsible corporate citizen, we embrace our duty and commit to taking the following steps by December 31, 2025:

1. Anchoring sustainability in our corporate structures

We embed sustainability in our operations.

- Appointing a dedicated sustainability body that reports directly to leadership.
- Designing and implementing training programs to educate employees on sustainable management, event planning, and procurement.
- Aligning our ethical values and business practices with the UN Sustainable Development Goals (SDGs).

2. Partnering for sustainable events

We collaborate with our clients to promote sustainability across the event value chain.

- Acting as consultants, opinion-leaders and catalysts for change even when we, as agencies, are not the event organizers.
- Using our influence, as link between clients and suppliers, to address sustainability along the value chain and drive awareness of the urgency, inevitability, benefits, and economic viability of sustainable events.
- Highlighting cost-saving opportunities alongside the long-term consequences of unsustainable practices.
- Supporting clients in achieving tangible sustainability goals and set targets for future events.

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3. Sustainable procurement and supply chains

We prioritize responsible sourcing and work with sustainable partners:

- Taking responsibility as part of the supply chain and establishing supplier codes that set minimum sustainability standards.
- Beyond economic sustainability and social responsibility, reducing ecological emissions throughout the product life cycle is a key priority for us.
- Reducing ecological impact across key areas:
 - Mobility (e.g., guest travel, logistics)
 - Energy (e.g., power consumption, cooling, heating)
 - Catering (e.g., food waste, water and land use)
 - Circular economy (e.g., reuse, waste reduction)
 - Venue (e.g., sustainability dialogues, certification criteria)
- Encouraging suppliers to meet comparable sustainability standards.
- Recommending resource-saving, reusable branding, modular setups, and rental solutions over new production.
- Promoting sustainable travel options like carpooling, rail, and low-emission vehicles powered by renewables.

4. Transparent communication and reporting

We openly share our sustainability approach to ensure clarity and comparability..

- Providing transparent, verifiable reports on our sustainability efforts, including goals and progress.
- Following a standardized reporting framework aligned with EU requirements, such as the German Sustainability Code (DNK) or relevant certifications.
- Publishing regularly, as a network, best practices in sustainable action, offering guidance, inspiration, and leadership within our industry.

5. Greenhouse gas accounting and reduction

We establish carbon tracking for Scope 1–3 emissions:

- Measuring and reducing our agency's CO₂e footprint.
- Defining together clear system boundaries to ensure accurate reporting and avoid double counting.
- Publishing the results in our reports or making them accessible upon request.
- Furthermore, by the end of 2025, all signatory agencies will offer event carbon footprint calculations as part of their services.

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The shift to a low-carbon society is essential and requires collective action from governments, businesses, and individuals. Climate change has brought us dangerously close to [irreversible tipping points](#), making it critical to reduce greenhouse gas emissions and prevent lasting harm to people and the planet.

Events are places of encounter, exchange and shared experience. They bring diverse communities together and inspire action through emotion. Our role is to harness this potential—to educate, engage, and motivate people toward sustainability. Beyond environmental impact, we strive to promote social sustainability by fostering diversity, equality, health, safety, and democracy through events.

To do so, we must challenge outdated narratives, minimize harm, and create positive impact.

We are committed to being part of the solution. The most sustainable event is not the one that never happens, but the one that creates the greatest positive change.

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