HOW CAN YOU TELL IF A VENUE TAKES SUSTAINABILITY SERIOUSLY?

The green “Sustainable Approach” leaf helps event organisers quickly identify venues that integrate sustainability into their operations, guest care and relationship with the local community. The label is awarded based on a standardised questionnaire and a predefined score threshold.

SUSTAINABLE APPROACH

How the scoring works

1 POINT	0,5 POINT	0 POINT
for YES	for PARTIALLY	for NO

10,5+

Threshold for receiving the label:
A venue must score at least 10.5 points across the 20 assessed questions.

QUESTION AREAS

01 Commitment & management

The first four questions assess whether sustainability is embedded in the venue’s operations.

1. Does your venue hold a sustainability certification?
2. Do you have a sustainability policy or strategy in place?
3. Are you digitalising your operations, for example by using digital room signage at events or a paperless reception?
4. Do you use environmentally friendly cleaning products in your operations?

BRNO CONVENTION BUREAU

FROM OPERATIONS TO THE GUEST EXPERIENCE

Sustainability is not just another box to tick. That is why we assess resource use, waste, food, energy and everyday guest services.

02 Recources & operations

How the venue manages materials, food, water and energy.

5 Do you minimise waste in your operations by sorting it and avoiding plastic water bottles and single-use tableware?

6 Do you manage food responsibly by using local and seasonal ingredients, offering dietary options and finding uses for leftover buffet food?

7 Do you manage water consumption, for example by using water-saving devices or harvesting rainwater?

8 Does your venue use alternative energy sources?

03 People & transparency

Working conditions for the team, transparency and the everyday guest experience.

9 Do you organise professional development and team activities, such as training, educational courses or team-building events?

10 Are your operations transparent to partners and guests, as well as internally?

11 Can guests sort waste directly in their rooms?

12 Are refillable toiletry dispensers provided in guest rooms or bathrooms?

13 Do you inform guests that they can opt out of housekeeping and choose whether to have their towels replaced?

One standard, different paths. A venue does not need to meet every criterion. What matters is its total score across the entire assessment.

MOBILITY, ACCESSIBILITY AND CONNECTION TO THE LOCAL COMMUNITY

The final part of the assessment examines how the venue enables responsible travel, welcomes guests with diverse needs and gives back to the local community.

04 Transport & accessibility

Car-free accessibility and services catering to guests with diverse needs.

14 Are sustainable transport options available near the venue, such as public transport within walking distance or bicycle racks?

15 Does your venue provide electric vehicle charging points?

16 Is your venue wheelchair accessible?

05 Local impact

How the venue supports the community, employment and the local economy.

17 Do you organise activities for local residents, such as festivals, open days or charity events?

18 Do you employ people with physical or intellectual disabilities, or refugees displaced by war?

19 Do you invest part of your funds in local infrastructure?

20 Do you prioritise local service providers and provide guests with sufficient information about them, such as guides, taxi services, local businesses and attractions?

ADDITIONAL OPEN-ENDED QUESTION

Are you taking any other steps towards sustainability that are not covered by the questionnaire?
The venue can use this space to add or highlight initiatives it is particularly proud of.
The response helps provide context for the results but is not included in the total score.

What does the label mean?

The venue has reached the required score in BCB's internal assessment. The green leaf is a practical guide for event organisers, not a substitute for independent sustainability certification.