As part of its pledge to embed sustainability into its everyday operations and events, ANOC committed to delivering the first ever carbon neutral ANOC General Assembly in 2021.

According to UK’s Department of Energy and Climate Change (Decc), ‘carbon neutral means that – through a transparent process of calculating emissions, reducing those emissions and offsetting residual emissions – net carbon emissions equal zero.’

During its preparations, ANOC incorporated into its internal organisation culture, the four key stages to act on environmental sustainability:

**COMMIT**: ANOC’s and the Hellenic Olympic Committee’s management committed to put the structures, resources and policies in place to action sustainability initiatives.

**UNDERSTAND**: the ANOC Office and the Local Organising Committee understood that hosting an in-person event has an impact on the environment and engaged the consultant First Climate to measure and monitor the impact.

**IMPROVE**: an action plan to mitigate the environmental impact was implemented by reducing and substituting previous practices, as well as compensating unavoidable emissions by purchasing carbon credits.

**COMMUNICATE**: suppliers and stakeholders were engaged to commit to the sustainability actions and during the meetings a platform was provided to share sustainability experiences with event attendees.

**FROM LINEAR TO CIRCULAR ECONOMY**

For a long time, our industries’ past perfected a linear economic model of event management that focuses on: take, make, use, and dispose. This meant extracting raw materials to produce toxic, single-use non-recyclable products, which were either incinerated or sent to landfill at the end of the event.
This translates into a circular and regenerative model, where the goods of today become the resources of tomorrow.

At the General Assembly in Crete in 2021, material transport was responsible for 8.75 tons of CO2eq – just 0.4% of the total emissions.

The evolution and adoption of technology allowed ANOC to declare the conference as paperless. All documents were sent to delegates in advance of the meeting, bypassing the need to print thousands of pages of paper.

In Crete, the hotel was selected with several sustainability certifications or prices, one of which was the TUI - Environmental Champion 2020 price. The Creta Maris Beach Resort also received the Green Key certification, which is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. The ‘We do local’ certification underlines the hotel’s commitment to supporting the local economy, production and human resources, offering services which promote the local culture and gastronomy and respect the environment. The adjacent Conference centre to the hotel also meant delegates could walk between venues and could avoid emissions resulting from transportation.

For the items which had to be produced especially for the General Assembly, special attention was paid to using recycled or sustainable sourced materials. For instance, the lanyards were made from 100% recycled PET, the pens from bamboo, the totem bags from 100% recycled cotton and the face masks from 96% recycled cotton.

For future editions of the General Assembly, ANOC has the ambition to develop and implement a Sustainable Procurement Policy, that shall ensure the procurement of durable or sustainable products and services.

For many years, ANOC has attempted to reuse several materials at each edition of the General Assembly.

Durable nameplates, flags and AV equipment are shipped to the General Assembly’s host city, avoiding the need to extract virgin raw materials to produce these items.
In order to fulfil the commitment of delivering a sustainable event and mitigate all the unavoidable emissions, such as participant travel greenhouse gas emissions, ANOC worked with leading independent companies to implement three sustainable initiatives around the General Assembly:

### One Tree Planted per Delegate

ANOC partnered with One Tree Planted, a charity aiming to help global reforestation efforts, to plant one tree per delegate at the General Assembly across the five continents.

The five projects across selected across five continents were:

- **Rwanda (Africa)** – Supporting reforestation and reviving the land in Mukura for water, energy and food security.
- **Vietnam (Asia)** – Helping to restore Vietnam’s forests, protect threatened species, regulate climate, provide economic stability for villagers, and safeguard watersheds that serve local communities.
- **Haiti (Americas)** - Planting trees to help restore nutrients to the soil and teach local farmers how to use the land responsibly and profitably.
- **Spain (Europe)** – Rebuilding the forests of Undabaso to recover biodiversity, improve the water cycle, reduce land erosion and loss of soil.
- **Australia (Oceania)** – Restoring areas affect by bushfires, promoting Australia’s native biodiversity and creating habitat corridors for Koalas.

Following the General Assembly, all delegates received a certificate of the tree that was planted in their name in their continent.

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**Event's Greenhouse Gas Emission's by category**

<table>
<thead>
<tr>
<th>Category</th>
<th>Emissions (t CO2e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper consumption</td>
<td>0,5</td>
</tr>
<tr>
<td>Event organisation</td>
<td>0,93</td>
</tr>
<tr>
<td>Others - Procured Goods</td>
<td>1,42</td>
</tr>
<tr>
<td>On-site energy consumption</td>
<td>4,57</td>
</tr>
<tr>
<td>Transport (Airport transfer &amp; Material shipping)</td>
<td>8,75</td>
</tr>
<tr>
<td>Accommodation and meals</td>
<td>127,62</td>
</tr>
<tr>
<td>Participant Travel - Flights</td>
<td>2134,79</td>
</tr>
</tbody>
</table>

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**REPORTING**

Regular reporting is essential to demonstrate accountability and transparency to stakeholders, to continuously build our benchmarks, and to track progress against targets.

The company First Climate, which specialises in carbon footprint analysis, measured that 2,278.58 tons of CO2 were emitted at the planning phase and during the XXV ANOC General Assembly in Crete. Participant travel was responsible for 93.7% of the total emissions, followed by accommodation and meals which came to 5.60%.
**Purchasing carbon credits**

In addition to the tree planting projects, ANOC worked with leading carbon market service provider First Climate to calculate the carbon emissions which would be directly generated by the General Assembly and to purchase carbon credits to offset these emissions and achieve carbon neutrality.

The carbon credits were purchased across the following projects:

- **Climate-friendly wind project in Costa Rica** – the project consists of the installation of 25 wind turbines in Guanacaste Province, delivering 226,200 MWh of clean electricity to the national grid which will sustainably meet the demands of nearly 120,000 people every year.

- **Hydropower project on the Dong Nai river in Vietnam** – the project involves the installation of two cascades along the river. The total combined capacity of the hydropower plant is 144MW and is expected to generate 636,900MWh every year.

- **Harnessing wind energy to produce clean electricity in Gujarat, India** – the project involves the installation of 12 wind turbines each with a capacity of 2.1MW, to produce enough clean power to meet the demands of 63,327 Indians every year.

**Reforestation in Athens**

Working with the Hellenic Olympic Committee, ANOC partnered with the “Oloi Mazi Boroume” (Together we Can) initiative, which saw see 5,000 trees planted in Athens on 31 October. Volunteers came together to plant the trees in an area which has been destroyed by fires and so requires intervention to support reforestation. The project was developed by Together we Can, Skai and the Municipality of Penteli. The event was shown on Greece’s Skai TV.