

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
IHK Academy, CSR: Planning and implementing events sustainable	
Please assign the training course to one or more of the 10 Tourism2030-Topcis¹ , Marketing & Certification, Value Chain Management & Fair Trade	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/frequency/ period of course offer)	Regularly (current dates published at website)
Type of training course: (→ seminar, workshop, self-checks)	Seminar
Course venue: (→ Online/In-situ)	In-situ
Amount of working hours to complete the course:	1 day (9:00-17:00)
Language of instruction:	German
Training course provider:	IHK Academy Munich and Upper Bavaria gGmbH
COURSE CONTENT	
Short course description:	<p>Planning an event, a conference or a congress in an environmentally friendly and sustainable manner and implementing it consistently brings many challenges with it. Today's indispensable requirement of sustainability calls for particularly well-considered planning and implementation. This seminar gives a compact and clear overview of the most important fields of action and necessary measures for the sustainable and climate-friendly optimization of events. As a sustainable event manager, it imparts knowledge of all ecological, economic and social aspects.</p> <p>How to plan and implement an event, conference or congress in an environmentally friendly and sustainable way</p>
Competences and skills: (→ What will be learned)	<p>Knowledge and skills in the areas:</p> <p>teaching the basics: standards, certifications, methods and tools, presentation of the fields of action with suggested measures incl. practical exercise: location, procurement of service providers, communication and about social aspects</p>
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	CSR, sustainable events

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

Structure of course (Syllabus):	Introduction to the implementation practice of sustainable events. The spectrum ranges from seminars and trade fair presentations to event series and large-scale events. Together with your trainer, you will work out the most important elements for the environmentally and socially compatible preparation and implementation of such events. You will then put what you have learned into practice using concrete case studies. In doing so, you will work out the advantages and hurdles of sustainable event management. In addition, you will receive valuable tips on where and which materials are available free of charge on the web.
Working methods:	The seminar combines presentations with group and individual exercises, discussion rounds as well as targeted feedback and best practice examples. Therewith, the seminar combines well-founded specialist knowledge with maximum practical relevance.
PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Companies (Event agencies, stand builders, catering companies, hotels, meeting and convention centres and trade fairs)
Number of participants:	-
Participants prerequisite:	-
Technical requirements	-
FURTHER INFORMATION	
Certificate:	-
Course fee:	438,00€ (VAT exempt)
Registration (modalities):	Online
CONTACT DETAILS TRAINING ORGANISATION	
Name:	IHK Academy Munich and Upper Bavaria gGmbH
Postal address:	Orleansstraße 10-12 81669 München Germany
Website:	https://akademie.muenchen.ihk.de/