

Rendez
vous en
France

LE SALON

www.rendezvousenfrance.pro

The Rendez-vous en France Travel Market: towards more sustainability

For several years, Atout France has been committed to limiting environmental footprint of its events.

Organizing a responsible event both economically and sociologically means integrating a sustainable development dimension into the event. Goals are to take into account the impacts of an event on social, environmental, economic and cultural levels.

Through this approach, Atout France is willing to make even more responsible choices at each stage of the events' organization, to map out options and put them into action.

For example, at the Rendez-vous en France Travel Market, most of the pieces of furniture are rented and carpets are recycled.

Atout France also aims at reducing its waste (i.e using water fountains instead of individual plastic bottles), but also reducing its food waste and using seasonal, locally grown products for events' meals.

The guidelines for selecting carriers to transfer attendees between the various event sites (from hotels to exhibition center to networking evenings) include an assessment of their environmental approach and the number of vehicles is optimized.

Last but not least, a carbon assessment of the event will be carried out in 2020, for the first time since the 2013 edition. It will be the perfect opportunity to get a full picture of the event in terms of CO2 production and to identify the room for improvement towards a more sustainable event. Compensation measures will be studied and have been included in the global budget this year.

Air France, official carrier of the Rendez-vous en France Travel Market, committed to in favour of sustainable development

For many years, Air France has been committed to reducing its environmental footprint and offers its customers an eco-friendly travel experience, through concrete actions – modernizing its fleet, promoting eco-piloting, reducing the weight of on-board equipment on its aircraft, recycling waste, eliminating single-use plastic... And with the Solar Impulse Foundation, Air France plans to accelerate its environmentally viable solutions in the aviation industry.

Air France will be one of the first airlines to offset the carbon emissions generated by its domestic flights. As of 1st January 2020, the CO2 emissions of 450 flights per day have been 100% offset.

Air France has also decided to step up its commitments to reducing its CO2 emissions and is setting a new objective for 2030: reducing its CO2 emissions by 50% per passenger/km compared to 2005 (i.e. less than 3 litres of fuel consumption per passenger per 100 km).

Find out more about Air France's sustainable development commitments:
<https://youtu.be/vZkwP13qbWI>