

Guernsey Tourism Management Board

Event Sustainability Charter & Pledge

Our Charter

Guernsey is a unique island destination with a responsibility to protect its environment, support its community, and inspire sustainable choices. The Tourism Management Board (TMB) is committed to ensuring that all events held on the island minimise environmental impact, strengthen local culture and economy, and contribute to a more sustainable future.

Our Vision

To position Guernsey as a leader in sustainable island tourism by ensuring that all events reflect respect for our environment, our people, and our shared future.

Our Principles

- Protect the Island – Reduce waste, emissions, and pollution to safeguard our natural resources.
- Support the Community – Prioritise local suppliers, businesses, and cultural assets.
- Inspire Change – Lead by example, showcase sustainable practices, and encourage positive behaviour among visitors and residents.
- Be Accountable – Measure, report, and share progress transparently to build trust and continuous improvement.

The Pledge

All event organisers are asked to sign the Guernsey Sustainable Events Pledge. By doing so, you commit to the following:

Essential Commitments (Baseline)

- Travel: Promote public transport, cycling, walking, and shared travel options; provide clear information on sustainable transport.
- Communication: Use e-tickets and digital platforms where possible; minimise printed materials.
- Food & Drink: Ensure food packaging is recyclable or compostable; separate and compost food waste. Consider locally grown, reared, and caught.
- Stalls & Infrastructure: Encourage reuse of stands, materials, and signage; avoid disposable flooring or carpets.
- Awareness: Promote sustainability aims to visitors and participants before and during events.

Encouraged Actions (Advanced)

- Waste: Measure waste generated; provide recycling and composting facilities; eliminate single-use plastics (SUPs) such as bottles, cups, straws, and plastic cutlery.
- Energy: Track energy use; prioritise grid, solar, or renewable sources over diesel generators; use LED/low-energy lighting.
- Suppliers: Prioritise local suppliers, food producers, and service providers.

Aspirational Goals (Exemplary)

- Innovation: Trial renewable energy solutions or low-carbon technologies.
- Carbon Reduction: Work with partners to calculate and reduce event carbon footprint.
- Legacy: Leave a positive impact through restoration projects (e.g. biodiversity support, community initiatives).
- Recognition: Apply for the TMB Sustainable Event Award and showcase best practice.

Support & Recognition

- Any events being supported by the TMB will be assessed with post-event evaluation forms which will demonstrate how sustainability has been factored into plans as well as the execution of a new or existing event.
- The TMB will work with the States of Guernsey to create a suite of assets that can be used by organisers to highlight their commitment to a more sustainable future for event.
- VisitGuernsey will prioritise promotion of sustainable events in their consumer facing marketing.

Accountability & Reporting

Event organisers will:

- Complete a short reporting template (covering waste, energy, travel, suppliers, and innovations).
- Share measurable outcomes (e.g. waste diverted from landfill, CO2 reduced, % SUP eliminated).
- Provide feedback for continuous improvement.

The TMB will:

- Collect and publish annual results of the Sustainability Charter & Pledge.
- Facilitate collaboration with waste, transport, and energy partners.
- Review and update the Charter every three years.
- Lobby the States of Guernsey to prioritise sustainability goals.

The Commitment

By signing this Pledge, you join the Guernsey Tourism Management Board in ensuring that our island's events are not only enjoyable but also responsible, respectful, and regenerative.

Together, we will protect our island, support our community, and inspire sustainable choices.

For Organisers:

Event Name: _____

Date: _____

Organisation: _____

Signature: _____

Date: _____