

Guernsey Tourism Advisory 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 Advisory Board (TAB) 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)

- 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.
- 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.

Encouraged Actions (Advanced)

- Suppliers: Prioritise local suppliers, food producers, and service providers.
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- Food & Drink: Ensure food packaging is recyclable or compostable; separate and compost food waste.
- 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.

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 TAB Sustainable Event Award and showcase best practice.

Support & Recognition

- Financial Incentives: Some events may be eligible for grants or support where long-term sustainability improvements are demonstrated.
- Awards: Annual recognition for the most sustainable events, suppliers, and partners.
- Promotion: Sustainable events will be showcased on the TAB website, in local media, and through TAB communications.
- Accreditation: Successful events may display the “TAB Sustainable Event” badge as a mark of commitment.

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 TAB 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.

The Commitment

By signing this Pledge, you join the Guernsey Tourism Advisory 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: _____