



Sustainability certification for events and venues

Make your event or venue a
sustainable experience

B GREENLY 2025



We have
the entry
ticket to
sustainability

Go for it !

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About B Greenly

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B Greenly is an international organisation dedicated to certifying the sustainability of events and venues

Our goal is to **preserve the planet** so that future generations can enjoy the same or better conditions. **We analyse, evaluate** and **audit** the sustainability status of all types of events or venues for certification.

Being B Greenly is a different way of seeing the world of culture, sport, music and entertainment. It is to **see, feel** and **understand** the **world** through the experiences that **sustainability** brings us.



Purpose

To drive meaningful environmental and social change in the events and convention industry by setting credible, measurable sustainability standards that inspire transformation and accountability.



Mission

Through rigorous evaluation, transparent criteria, and ongoing support, we empower organizers and venues to reduce their environmental impact, promote social equity, and create positive legacies for their communities.



Vision

To be the leading global benchmark for sustainable practices in the events and convention industry—where every gathering becomes a catalyst for environmental responsibility, social inclusion, and long-term value creation.

B Greenly is the international standard in sustainability certification



We promote the sustainable culture of events and venues all over the world



At B Greenly we allocate a portion of the cost of each Certification to collaborate with social action and environmental aid programmes.



What is a sustainable event?

In today's stressful and fast-paced society, **events** play a key role in offering moments of **disconnection** and **enjoyment**. These events, which bring together large numbers, but **can** also **have an impact** on the environment in which they take place.

Every year, countless events are held around the world, and at B Greenly we work to ensure that many of them obtain sustainability certification. In this way, we contribute to **reducing negative impacts** on the environment, while at the same time **promoting sustainable values** in the **economic** and **social** spheres.

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A sustainable event is an event that is designed, organised and produced in such a way that its environmental impact is as low as possible, while respecting the economic and social spheres in which it participates.



We certify all types of events



Sporting Events



Congresses

Conferences



Corporate Events



Institutional Events



Cultural Events

Galas



Festivals

Fairs

Music Events



Gastronomic Events

What is a sustainable venue?

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A **sustainable venue** is not limited to the adoption of environmentally friendly practices. It is a concept that integrates **energy efficiency**, **responsible resource management**, the use of **sustainable materials** and the creation of environments that foster **human well-being** and **social cohesion**. From auditoriums that harness natural light to outdoor spaces that promote biodiversity, each element is woven into a narrative that prioritises respect for the planet and its inhabitants.

Today's event spaces need to make it a priority to be sustainable, applying practices that not only benefit the **environment**, but also take into account **social** and **economic** aspects of sustainability.

A sustainable venue is an venue that is designed, organised and produced in such a way that its environmental impact is as low as possible, while respecting the economic and social spheres in which it participates.



We certify all type of venues



Convention Centres



Concert and Performance Halls



Congress Centres



Auditoriums



Hotels



Landmark Buildings and Museums



Sports Pavilions and Stadiums

Our services

Transform your event or venue into a sustainable experience with our certifications.

Certification B Greenly

Certification of your event with a customised analysis of parameters based on the requirements of the event.

Certificación B Greenly +

Certification of your event with a customised analysis of parameters together with a Sustainability Report.

Certification B Greenly venues

Certification of your venue with a personalised analysis of the different parameters related to the celebration of an event.

B Greenly certifies your event or venue with its own methodology. It guarantees an accurate analysis, evaluation and audit for any type of event, based on metrics and parameters established by the most recognised organisations worldwide in the field of sustainability.

Our methodology



1

Evaluation dossier



Development of a customised list of parameters based on the requirements of the event or venue.

2

Analysis of the results



Analysis and evaluation of the data collected, including calculation of metrics and percentages.

3

Customised audit



Verification of the documentation and information collected.

4

Issuance of the certificate



Issuance of the certificate and B Greenly seal.

Benefits and recognitions

Some of the Benefits of Certification
B Greenly:

Anticipate compliance with future **regulations** and laws.

Positioning as a **leader** and **benchmark** in its sector.

Reduced environmental **impact**.

Greater **visibility**, **transparency** and credibility.

Generate a Culture of Sustainability in society.

Improved access to **finance**.

Generation of trust with **interest groups** and **stakeholders**.

Increasing the brand value of the event and its organisation.

Help to increase the number of **sponsors**.

Continuous **improvement** of organisational **processes**.

Helping to increase the number of **participants** and/or **attendees**.

Reducing costs in the medium term.

Positions the venue as an **international reference sustainable**.

Enhances the reputation of the venue and its organisation.

A sustainable venue is an **attraction** for **future clients**.

FAQ's

What is the basis of the B Greenly Certificate?

All certificates are private, there are no public certificates. B Greenly is based on the main global bodies that are a reference in terms of sustainability, such as the Sustainable Development Goals (SDGs) and the 2030 Agenda, the United Nations Environment Programme (UNEP), the Global Reporting Initiative (GRI) methodology, the metrics of the World Economic Forum (WEF), various European Union (EU) Directives and Regulations, and any other relevant Standard in the field.

What is the methodology B Greenly?

B Greenly's working system is based on parameters and metrics derived from the main world bodies that are a reference in terms of sustainability. It is a fast and agile system that allows an event or venue to be certified anywhere in the world.

Can B Greenly help make an event or venue to be sustainable, without the need for certification?

Of course, B Greenly is supported through its Manual of Organisation and Good Practices for sustainable events and venues.

FAQ's

Where can I find references for certified events and venues B Greenly?

Both on our website and on our social networks (Instagram and LinkedIn) there are specific references to countries, events and venues certified by B Greenly.

How long does a certification last? B Greenly certification?

The B Greenly Certification for events is valid for the date of the event. In some cases, our clients organise several events during the year, in these situations a Certificate valid for the whole year is issued. On the other hand, the validity of the certification for a venue/venue is 3 years.

What is the cost of a B Greenly certificate?

B Greenly has annual rates, the cost of a B Greenly Certification will depend on the type of service contracted and the event or venue to be certified.

Can a natural person be B Greenly?

No, B Greenly certifies events or venues, not people. A person can organise an event and B Greenly can certify this event, but not the person.

FAQ's

Is there a specific type of event or venue in order to be certified by B Greenly certified?

B Greenly is dedicated to the certification of sustainable events and venues of any size and type. The parameter lists and methodology are adapted to any kind of event or venue, regardless of size.

How do I make it known that the event or venue is B Greenly?

On our website and social media we publish all events and venues certified by B Greenly. In addition, our clients publicise the awarding of the certification in their media, web and networks.

Can B Greenly Certification affect the quality, design, aesthetics, etc. of the event?

B Greenly certification helps to improve management processes, making them more efficient and, above all, more sustainable. Whenever there are some proposals, they are for improvements in the organisation.

I am an event or venue B Greenly, what now?

First of all, congratulations, this means that the event or venue is sustainable. From this moment on, we will be improving areas and parameters so that each year the level of sustainability increases. Sustainability is a long road that requires will, time and perseverance.

Some Partners B Greenly

ATLANTIS
THE ROYAL
DUBAI



Mercedes-Benz



International
Hospitality
Film Festival

Sabadell

Estéreo picnic
PARQUE SIMÓN BOLÍVAR, BOGOTÁ
27, 28, 29 Y 30 DE MARZO 2025



COP16
COLOMBIA
Paz con la Naturaleza

HEARTH
SUMMIT
COSTA RICA

(**M** movistar arena)

tiff. toronto
international
film festival



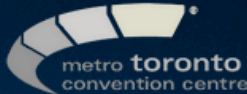
مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

MARNATON
eDreams

B Barcelona
Global



AUSTRIA
CENTER
VIENNA



GEORGIA
INTERNATIONAL
CONVENTION
CENTER
GICC



مركز قطر الوطني للمؤتمرات
Qatar National Convention Centre



Helsinki

Design

Week

LAVAZZA
TORINO, ITALIA, 1895



Real Betis

Freixenet

hotel alimara

young
horizons industry



CRUÏLLA

elPeriódico

TALARN
MUSIC EXPERIENCE



CORRESPONSABLES





B GREENLY 2025

You don't need to be great to act,
but you need to act to be great.

Tell us:

hello@bgreenly.org
www.bgreenly.org

