

Sustainability at G4I

At G4I we understand the critical need to reduce our environmental footprint and are actively working towards creating a more sustainable future.

For the G4I 2025 World Congress in Madrid, our goal is not only to minimize our impact on the environment but also to make a meaningful contribution to a greener, more sustainable world.

Let's work together to make G4I 2025 in Madrid environmentally conscious and socially responsible. The 17 [Sustainable Development Goals](#) (SDGs), or Global Goals, include 169 targets set by United Nations Member States, aiming for fulfillment by 2030. These goals envision a future free from poverty, hunger, and disease.

Here at G4I, we're dedicated to contributing towards these objectives in our operations. We focus on supporting and making progress toward the following SDGs:

3 GOOD HEALTH AND WELL-BEING



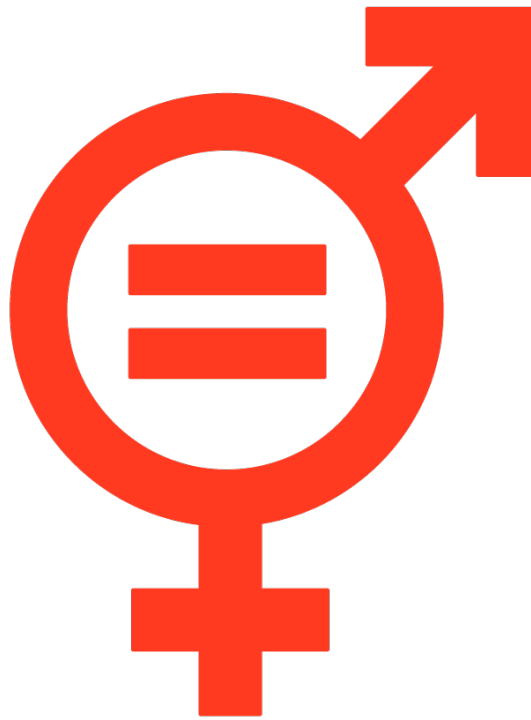
[G4I'S INITIATIVES](#)

4 QUALITY EDUCATION



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5 GENDER EQUALITY



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11 SUSTAINABLE CITIES AND COMMUNITIES



G4I'S INITIATIVES

As part of our collective and individual responsibility, we each have a role to play in protecting our planet and maintaining the natural balance of its ecosystems. Here are some actions we encourage you to take to contribute to this effort during G4I:

- Use the mobile app and online platform to access program details, avoiding the need for printed materials.
- To help the environment, try using more eco-friendly ways to get around Madrid. You can choose from many

[public transport](#) options, or you can also rent an [electric bike](#).

- Minimize your waste and sort it for recycling whenever possible.
- Keep booking confirmations and boarding passes digital, avoiding printouts.
- Swap traditional business cards for digital alternatives, like QR codes that link to your LinkedIn profile or digital business cards.
- Use reusable mugs and bottles instead of disposable ones.

Ensure healthy lives and promote well-being for all at all ages

At G4I we're rolling out some exciting initiatives to help us all feel better while enjoying the company of our community.

Here's what we are doing:

- **Nutrition-Focused Catering and Cash-Bar Options:** Ensure that the food served at the congress emphasizes healthy, balanced options, alongside cash-bar options. By prioritizing nutrition, G4I supports participants in maintaining their health and well-being throughout the event.
- **Digitalization in the Healthcare System:** A panel focused on healthcare and the role of digital technologies in improving healthcare delivery, patient outcomes, and public health management.
- **Wellness Breaks:** Realizing the importance of regular physical activity and relaxation, G4I incorporates designated time between sessions. These breaks allow participants to stretch, move, mingle, and recharge, promoting overall well-being during the Congress.

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

At G4I we ensure inclusive and equitable quality education while promoting lifelong learning opportunities for all, within the context of enhancing government operations and public service delivery.

Here's what we are doing:

- Enhance public services with training in digital technologies.
- Offer practical content on streamlining government processes.
- Foster partnerships to share innovations in government efficiency and sustainability.

Achieve gender equality and empower all women and girls

We ensure nondiscrimination and equality for committee members, presenters, and invited speakers.

Here's what we are doing:

- Work towards achieving and closely observing gender equality and inclusivity among our participants, speakers, and committee members.
- Make our event a welcoming space for everyone, regardless of age, gender, or ability.
- Increase the number of women holding committee positions for the event.
- Craft a program that includes a wide range of topics and features speakers from diverse backgrounds and experiences.

Make cities and human settlements inclusive, safe, resilient and sustainable

G4I contribute significantly to achieving this goal, showcasing the pivotal role of technology, data, and innovative governance in creating cities that are fit for the future.

Here's what we are doing:

- **Training for Digital Skills:** Teach government workers how to use digital tools to improve city services.
- **Policies for Tech Growth:** Create rules that help cities use technology for smarter development.
- **Stronger Infrastructure Projects:** Build city parts (like roads and bridges) that can handle future challenges.
- **Digital Twins for Planning:** Use virtual models to test and plan how cities can deal with problems.
- **Focus on User-Friendly Services:** Make sure city services are easy to use and meet people's needs.
- **Partnerships with Startups:** Work with new companies to bring innovative solutions to city problems.
- **Innovation Hubs:** Set up places where people from the government, startups, and tech can make cities better together.

More about Sustainability in the city:
<https://www.esmadrid.com/en/madrid-naturally-sustainable#>

Official website: <https://www.un.org/sustainabledevelopment> SDG

Be part of the change and join our CO² emissions offsetting program:

[CO² Offsetting Program](#)

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