

# WEBINAR

10 July 2018 10.00 -11.30

## Greening your event



*Learn tips and best practices for organizing sustainable events  
Webinar open to the Interreg Med Communities*

*Register on-line: [biodiversity-protection.interreg-med.eu](http://biodiversity-protection.interreg-med.eu)*

**A ONE DAY EVENT  
WITH 1000 PEOPLE  
GENERATES :**

**>100kg** of paper = 2 

**>30.000 liters**  
= 41 years of drinking  
consumption for one  

**>200 kWh**  
= 3 years of public  
lighting with a 15watt 

**>500 kg**  
of  = 1,5 the   
generated by  in 1 year

*Accordingly to «Guide pour des  
manifestations responsables»,  
Gironde Conseil General (with the  
support of ADEME)*

**Interreg**  
Mediterranean



EUROPEAN UNION



# GREEN EVENTS

WALK THE TALK  
OF SUSTAINABILITY!



Sustainability guidelines  
for events



Download them [here!](#)

Interreg  
Mediterranean



EUROPEAN UNION

Avoid the use of  
plastics in your  
meeting and  
catering services



Choose venues  
with natural light  
and ventilation



Reduce the amount  
of paper & ensure the  
use of recycled paper



Organise several  
events together to  
minimizing travel  
impact and costs



Ask your catering  
to provide fresh,  
local & organic food



Plan the meetings  
near public  
transportation



Provide recycling bins  
to separate waste  
properly



## SUSTAINABLE EVENTS - *catering*

### CARE for WHAT you EAT

- Use **local, seasonal and fresh food and drinks** – less packaging, transport & healthier
- Serve if possible **fair trade products** (coffee, sugar, tea)
- Use **water** served in jars or glass containers
- Forbid **endangered species** in your menu, particularly fish, and avoid red meat. In doubt, use a [seafood guide](#)
- Request that **spare foods don't go to waste** but to charity or compost



### EXAMPLES

[CAMARG platform](#), [MADRE approach](#), [PEFMED tools](#) and [ARISTOIL certification](#) can help you identify local producers and suppliers to optimize the picking and delivery of seasonal, low environmental footprint and tasty food products! [FishMPABlue2](#) and [CONFISH](#) seek the involvement of fishermen in fisheries management to ensure sustainability of marine resources.

### COMMUNITIES INVOLVED:

Interreg  
Mediterranean



GREEN GROWTH

Interreg  
Mediterranean



BIODIVERSITY  
PROTECTION

Interreg  
Mediterranean



## SUSTAINABLE EVENTS - *catering*

### CARE for HOW you EAT

- Ensure with the catering service **not to provide disposable cutlery** and promote finger foods
- Avoid **single-use plastics** and **excessive packaging**
- Inform the caterer on the **exact number of participants** and adapt quantities to avoid waste
- **Provide recycling bins** (plastic, organic waste, glass, etc.)



### EXAMPLES

*Did you know that plastic items are on the top of the marine litter list?*

[MedSeaLitter](#) and [PlasticBusters](#) MPAs are working on monitoring protocols for floating and ingested litter to protect biodiversity and [Act4Litter](#) is working on measures to preserve natural ecosystems from marine litter in Mediterranean Protected Areas.

### COMMUNITIES INVOLVED:

Interreg  
Mediterranean



GREEN GROWTH

Interreg  
Mediterranean



BIODIVERSITY  
PROTECTION

Interreg  
Mediterranean





## SUSTAINABLE EVENTS - *energy*

### BUILDINGS AND VENUES

- **Efficient Building Certification**
- **Natural lighting** and **ventilation** in venue rooms
- **Heating** and **cooling systems** able to be **controlled** in each room
- **Efficient lighting** systems in close spaces (LED, sensors)
- Use of **renewable energy supply** (production in situ and/or RES contract consumption)
- Provide comfortable open spaces for networking and catering (shaded, ventilated and greening)

### EXAMPLES

Vancouver Convention Center:

<https://www.vancouverconventioncentre.com>

Oregon Conventional Center:

<https://www.oregoncc.org>

Edinburg International Convention Center:

<https://www.eicc.co.uk/>

Moscone Center San Francisco:

<http://www.moscone.com>

### COMMUNITIES INVOLVED:

**Interreg**   
*Mediterranean*



**Interreg**   
*Mediterranean*



# SUSTAINABLE EVENTS - *energy*



**Interreg**  
*Mediterranean*



EUROPEAN UNION

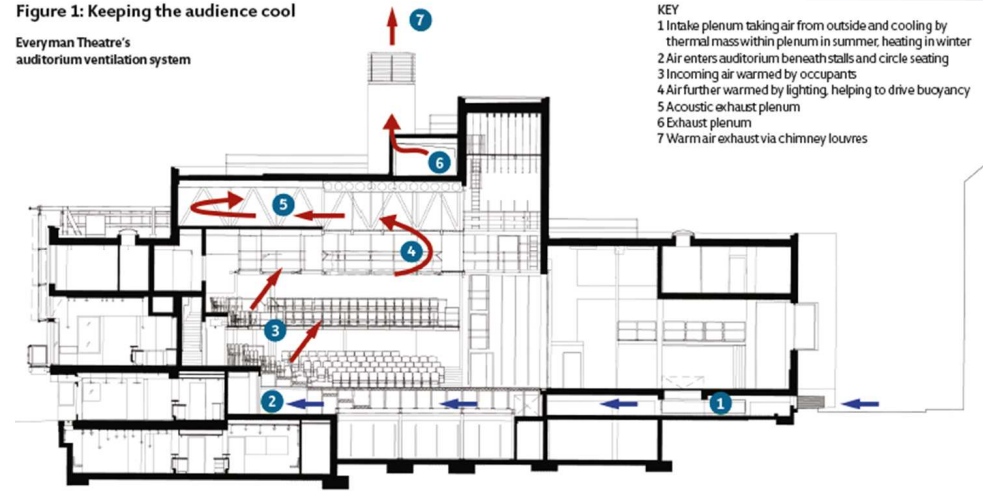


# SUSTAINABLE EVENTS - *energy*



Figure 1: Keeping the audience cool

Everyman Theatre's auditorium ventilation system



Interreg  
Mediterranean



EUROPEAN UNION



# SUSTAINABLE EVENTS – *venue & accommodation*

## VENUE

- Within **walking distance to public transport**
- **Size of meeting rooms** adapted to real needs
- Free **Wi-Fi access**
- **Outside the overcrowded** places
- Organized in **low season**
- Ensure **good connections**



## EXAMPLE

ALTER-ECO studying the carrying capacity of a city and the mediterranean identity and its preservation in touristic cities

DESTIMED: offers for ecotourism

BLUEISLANDS produced a guideline to manage the waste management in islands.

## COMMUNITIES INVOLVED:

Interreg  
Mediterranean



 SUSTAINABLE  
TOURISM

Interreg  
Mediterranean



 BLUE GROWTH

Interreg  
Mediterranean



## SUSTAINABLE EVENTS – *venue & accommodation*

### ACCOMODATION

- **Hotel** with an **environmental management system** recommended
- Within **walking distance to public transport**
- Hotel fully **accessible** to those with **special needs**
- **Water efficiency policy** in the hotel
- Work with **local suppliers**
- Educate and **inform** customers



### EXAMPLE

CONSUME-LESS develops integrated sustainable energy, water and waste management strategies and has a list of criteria (mandatory/voluntary) to receive a certification.

CASTWATER developed a tool to monitor the water sustainability performance of the tourism sector.

### COMMUNITIES INVOLVED:





## SUSTAINABLE EVENTS - *mobility*

### TRANSPORTATION GOOD PRACTICES

- Public Transport
- Sharing Systems
- Information/Indications
- Carbon Footprint
- Awareness
- Slogan
- Tickets

### EXAMPLE

Within the framework of the Mid-Term event in Barcelona, we plan to group all the participants together in the same city area, giving instruction to promote sharing vehicles among them.

Also, we organize common trips by renting electric buses to be used during the coordinated visits.



### COMMUNITIES INVOLVED:



## SUSTAINABLE EVENTS – *creative events*

### LOCAL ECONOMY AND COMMUNITY INVOLVEMENT

- Organising **creative events in the framework of wider events**: optimising the environmental impact, the economic effort, the communication effort, the audience (same targets)
- Organising **scattered events** (like festivals using contiguous locations)
- In promoting the events, **preferring digital communication** (no prints or ecological printings), addressing to wider or specific targets (web, social media, Eventbrite, ...)
- During the events, **providing information to participants** through web platform, social media, QR-codes, APPs
- While producing local events, realising artistic installations/performances that use **local resources** (testimonials, artists, workforce, suppliers, ...)

### COMMUNITIES INVOLVED:





# SUSTAINABLE EVENTS – creative events

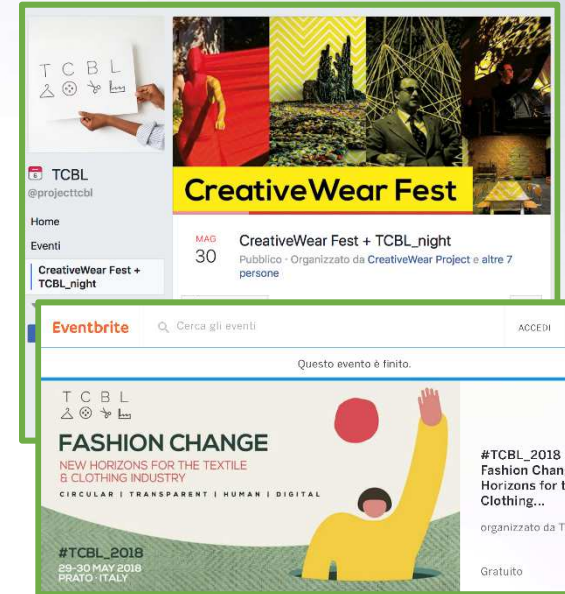
## EXAMPLES



A scattered event: Vestino 2017 (Palermo, IT) - CreativeWear MP



Online communication of events: CHIMERA MP



CreativeWear Fest (Prato, IT) within the TCBL 2018 Fashion Change

## COMMUNITIES INVOLVED:



## SUSTAINABLE EVENTS – *Interreg MED approach*

All project partners must comply with the **Sustainable Development Strategy (2006)**, as well as the respective national Sustainable Development Strategy

Tools/measures adopted:

- In the assessment of applications, consideration is given to the **project's adherence to the principles and objectives of sustainable development**
- Factsheet of the Programme **Manual on “Greening and Social Inclusion”**
- Approach that take into consideration the application of the **horizontal principles: sustainable development, equal opportunities and equality** between men and women (green/social aspects)
- An online self-assessment questionnaire to be filled in by the project partners at the beginning/end of the project
- In the next Call for Proposal we will make reference to the “Sustainable Guidelines for events”/ support in the dissemination of the Guidelines among the projects.

### EXAMPLE (as Interreg MED)

- Reduction of paper (electronic submission of documents)
- Monitoring and reduction of JS/MA travels
- Organization of sustainable events ( Mid-Term event)





Make sure you address some minimum requirements to organize sustainable events!

## CHECKLIST FOR SUSTAINABLE EVENTS



- 1 Have you requested your catering service to avoid single use items?
- 2 Have you requested your catering service to serve local food and seasonal fruit and vegetables, and to avoid endangered fish species?
- 3 Have you avoided bottled water and plastic glasses for the meetings or when not possible, are you using large size bottles and compostable or recyclable glasses?
- 4 Have you agreed with your printer to use certified/recycled/chlorine-free paper?
- 5 Have you devoted a critical thought to the documents that need or do not need to be disseminated as hard copy?
- 6 Have you chosen a venue that offers free Wi-Fi access to allow the participants' access to electronic support documents necessary for the conference ?
- 7 Are you providing reusable or recyclable identification badges?
- 8 Are you avoiding unnecessary goodies?
- 9 Have you looked at meeting venues offered by project partners and near public transport ?
- 10 Have you provided information on how to reach the venue by public transport?
- 11 Have you informed the participants about the green aspect of your event?

Extract from GUIDELINES for SUSTAINABLE EVENTS within the INTERREG MED COMMUNITY (April 2018)

**Med BIODIVERSITY PROTECTION**



**Interreg**  
Mediterranean



EUROPEAN UNION

## NEXT STEPS

- Periodical **similar webinars** generally addressing the topic
- Punctual webinars on **dedicated topics** (e.g.: energy, catering ..)
- Application of the Guidelines in **the joint activities** of the HPs (e.g. joint stand at Ecomondo in November 2018)
- **Sharing** of information / market solutions in various areas

