



Quick guide to sustainable event management

Foreword from CCB

CCB recognizes the need to minimize its effects on the environment and with this Guide continues the efforts started in 2019 with adoption of CCB's travel policy, as well with the ongoing revision of CCB's gender, social diversity and equity work. We aim to reduce environmental footprint by constant "greening" of our activities and this Guide is intended to help CCB member and partner organizations, as well as wider stakeholders audience in doing so in practical steps.

This Guide represents English translation of the original publication being prepared within the framework of the project "Capacity Building for Strategic Planning and Steering of Regional Structural Change in Belarus". The project was implemented by The Dortmund International Centre for Education and Exchange (IBB) in cooperation with the Wuppertal Institute for Climate, Environment and Energy with the support of Eastern Partnership Regional Fund for Public Administration Reform on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Federal Ministry for Economic Cooperation and Development (BMZ).

CCB thanks the Swedish International Development Cooperation Agency – Sida and EU LIFE Programme for the financial support in producing this publication

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Quick guide to sustainable event management

Organizations and companies around the world are not only thinking about how to make their events more sustainable, but also making certain efforts in this direction.

Sustainability, adherence to the principles of a circular economy, support for sustainable development goals is not only a fashion trend in the event industry, but also a requirement of our time.

This guide, in a very brief form, will allow you to learn about sustainable event organization, the main approaches and principles in this area.

The guide contains quick instructions and tips to help you navigate and incorporate sustainability principles into an event of any size

Why are we talking about sustainable event organization

In the 21st century, humanity is faced with a large number of environmental problems (climate change, decline in biodiversity, soil, water and air pollution), social problems (global inequality, redistribution of resources), economic problems (economic crisis of a linear economy). It's time to redefine values: the environment is no longer perceived as a means solely for the enrichment of humanity. A new paradigm is being formed, in which the preservation of the environment, the solution of social and economic problems becomes a priority.

The new approach is being implemented in all areas of life, business and production. Likewise, the event management industry does not stand aside.

Any organizer today has the opportunity to make their events more sustainable, socially oriented, positively affecting the development of the local economy and its support

Why is it important for me and my organization to organize events with sustainability in mind?

In a rapidly changing world, it is important to keep up with key trends in order to keep up with the times. Today, the Republic of Belarus is actively implementing the Sustainable Development Goals developed by the United Nations; the National Strategy for Sustainable Socio-Economic Development for the period up to 2030 has been developed. New projects are emerging on a green economy, a circular economy, and sustainable production approaches are being implemented at enterprises that make it possible to use natural resources wisely and reduce waste. Conditions and legal framework are being created for the population and manufacturers to reduce the use of single-use plastic for secondary sorting of household waste.

Today, many organizations and people have the opportunity to practically start implementing the Sustainable Development Goals, a green and circular economy by organizing their events on the principles of sustainability

Are the Sustainable Development Goals linked to sustainable event organization?

The Sustainable Development Goals are a call to action from all countries (poor, rich and middle-income ones) to improve the well-being and protect our planet. States recognize that poverty eradication measures must go hand in hand with efforts to boost economic growth and address a range of education, health, social protection and employment issues, while also keeping in mind climate change mitigation and environmental protection.

The 2030 Agenda for Sustainable Development includes a list of 17 Sustainable Development Goals and 169 targets aimed at eradicating poverty, fighting inequality and injustice, addressing climate change, ecosystem pollution, etc.

Sustainable organization of events is aimed at achieving the Sustainable Development Goals. By organizing your event sustainably you support the implementation of the Sustainable Development Goals in Belarus

You can learn more about the Sustainable Development Goals in Belarus on the website <http://sdgs.by>



Fig. 1



SUSTAINABLE DEVELOPMENT GOALS



How sustainable event organization and the circular economy are related

The circular economy, or closed-loop economy, is built on a cradle-to-cradle approach (take - make - reuse). This approach assumes that any withdrawn resources should be retained in the production cycle as long as possible, without generating waste. This is achieved through thoughtful design of goods and services, conservation and use of what has already been produced, and regeneration of natural systems.

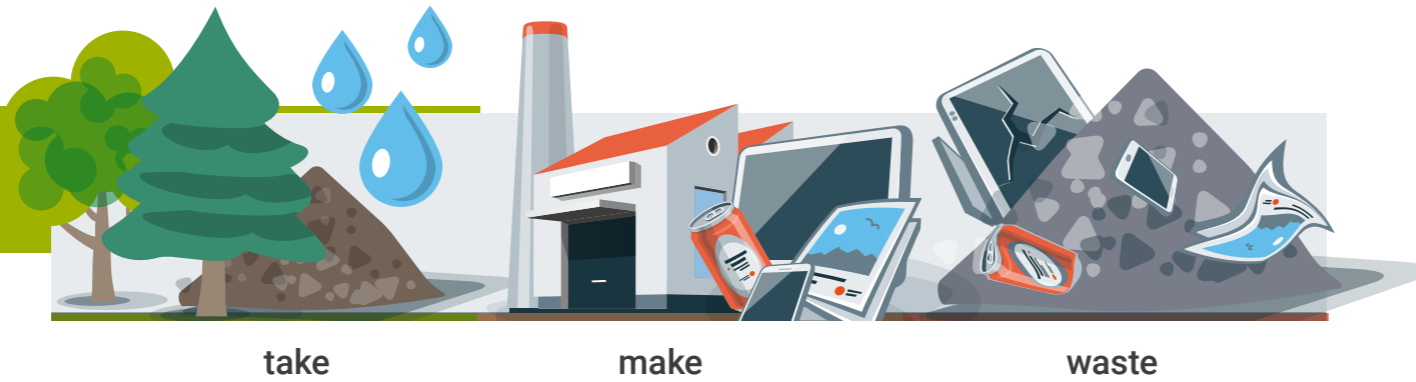
Linear economy opposes circular one. The linear economy works according to the principle “from cradle to grave” (take – make – waste), which means that valuable resources are withdrawn from the environment, they go through the production cycle, go to the end consumer in the form of goods, and after use are immediately sent to the landfill. This is how the modern world works, which leads to a large number of environmental problems, worsens the quality of life of people and endangers the well-being of future generations.

When organizing events in a sustainable manner, it is very important to take into account the principles of a circular economy, especially in terms of product design, reusable products and avoidance of waste

Fig. 2

LINEAR ECONOMY

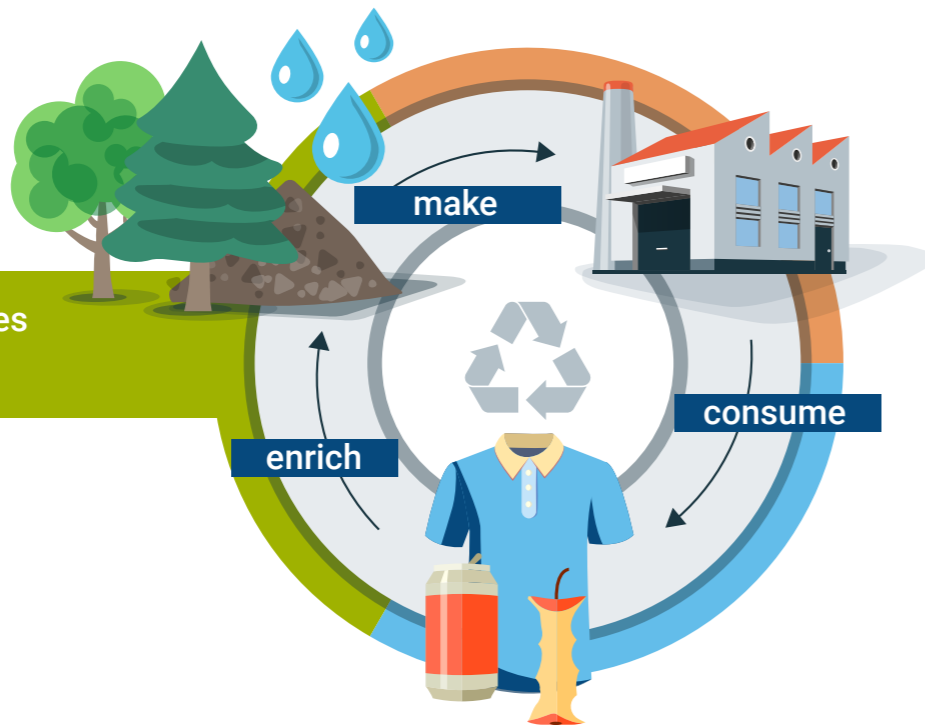
Natural resources



- ✗ Technical & Biological materials mixed up
- ✗ Energy from finite sources

CIRCULAR ECONOMY

Natural resources



- ✓ Energy from renewable sources

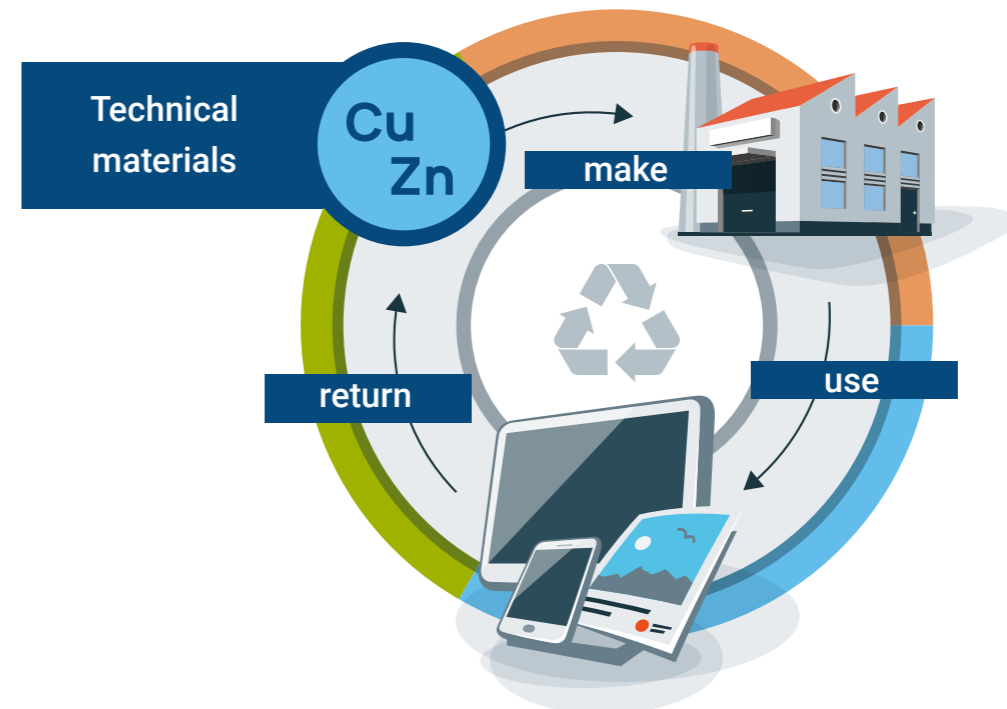


FIGURE 2 DIFFERENCES OF LINEAR AND CIRCULAR ECONOMY

What a sustainable event is

A sustainable event is an event that takes into account values and takes action to preserve the environment, create a healthy and inclusive community, and develop the economy

Sustainable action is based on economic, environmental and social spheres, that is, based on the same aspects as sustainable development.



Are sustainable and environmentally friendly activities the same?

An environmentally friendly event usually takes into account only one aspect - safety for the environment and human health. The sustainable event focuses on three aspects at once:

1

environmental
safety

2

social justice

3

economic
development

What is Sustainable Event Management

Sustainable event management is the process of integrating environmental, social and economic responsibility into event planning through communication within the team and the involvement of stakeholders and participants.

Sustainable event management requires organizers to take into account the needs and values of the various stakeholders affect-

ed by the event. On the one hand, organizers are taking steps to reduce significant negative impacts on the environment or human health (for example, thinking about minimizing plastic waste at an event). On the other hand, organizers are looking for opportunities for events that will have a positive effect and benefit (including economic) local communities, including charity and volunteer projects.

Fig. 3

FOUR PRINCIPLES OF EVENT SUSTAINABILITY

Event organisers and suppliers share responsibility for implementing and communicating sustainable practices to their stakeholders.

1

Basic environmental practices include:

- ▶ Conservation of resources, including water, energy and natural resources
- ▶ Waste management
- ▶ Carbon emissions reduction and management
- ▶ Supply chain management and responsible purchasing
- ▶ Biodiversity preservation

2

Basic social considerations include:

- ▶ Universal human rights
- ▶ Community impacts
- ▶ Labour practices
- ▶ Respect for culture
- ▶ Safety and security
- ▶ Health and well-being

3

Sustainable events support thriving economic practices through:

- ▶ Collaboration and partnership
- ▶ Local support, including small and medium enterprises (SMEs)
- ▶ Stakeholder participation
- ▶ Equitable economic impact
- ▶ Transparency
- ▶ Responsible governance

4



To unify the experience of sustainable event organization, the international standard ISO 20121: 2012 “Event sustainability management systems. Requirements and guidance for use” was developed, which helps organizers or customers to hold an event of any scale, taking into account the social, economic and environmental aspects. The standard imposes requirements on the management system for the preparation, conduct, assessment of an event, and not on the event itself.

FIGURE 3 ASPECTS OF EVENT SUSTAINABILITY AND IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS. THE ILLUSTRATION WAS PREPARED BASED ON [HTTPS://WWW.EVENTSCOUNCIL.ORG](https://www.eventscouncil.org)

Who can be stakeholders for organization of a sustainable event?

When organizing an event, usually only guests and participants of the event are considered as the main stakeholders. In reality, this circle is much wider, especially when organizing a sustainable event.

Firstly, it is the team of event organizers that needs to build communication with employees and volunteers, determine the values and aspects of the sustainability of their event.

Secondly, these are guests and participants of your event (including people with additional needs), international organizations, governmental and non-governmental organizations, sponsors and partners, the media, local communities.

Third, suppliers of goods and services, regional business. They will probably not be participating in your event, but they may be involved in the preparation phase: they will receive a request from you for sustainable procurement, space provision, catering and other services needed to organize a sustainable event.

Fig. 4



Why is it important to think about sustainability when organizing an event

From an organizer's perspective, using sustainability principles in an event can be an end in itself. For example, if we are talking about events directly dedicated to the promotion of the Sustainable Development Goals, the circular economy or other related topics.

In the case of non-thematic events, adherence to the principles of sustainability will help organizers demonstrate adherence to global best practices or use the reputational benefits (increasing the transparency of events, increasing audience loyalty, attracting new partners, detaching from competitors, uniting employees, etc.).

In addition, it should be noted that the topic of sustainable development (environmental, social and economic aspects) refers to the so-called cross-values, the implementation and adherence to which is often a mandatory requirement when establishing partnerships, obtaining investment and during some other processes.

From the point of view of the participants, events organized sustainably also have some benefits. After all, by taking a holistic approach to sustainability, you can simultaneously improve accessibility and convenience for your event guests. For example, by organizing an online broadcast of an event, you help to join those who would like to attend the event, but for some reason could not (for example, due to the high cost of tickets, long distance, etc.).

In addition, sustainably organized events are more likely to align with the ideals and values of the participants, which resonates emotionally. This means that attendees will visit your events over and over again knowing that you can be trusted as an organizer.

How the approach to sustainable event management differs from regular events

Any event, including one that is organized taking into account aspects of sustainability, requires clear planning, teamwork, organization during the event and the subsequent analysis of the results of the event. Its difference may be that slightly different approaches, less familiar for participants, are used when organizing a sustainable event. For example, minimal use of printed materials, vegetarian menus made from local products, avoiding single-use tableware, supporting projects of local communities and social entrepreneurs.

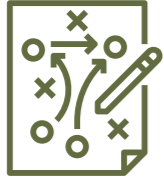
Let's briefly consider
the main stages of organizing,
conducting and analyzing
an event

Before the event



Planning

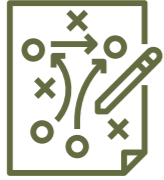
- ▶ Define the purpose and objectives of the event.
- ▶ Formulate sustainability goals for your event, prioritize (which aspect of sustainability you will implement first, what your priorities will be).
- ▶ Conduct a SWOT analysis of your event, highlight the strengths and weaknesses of the event, its additional opportunities and risks, including those associated with the inclusion of sustainable event organization.
- ▶ Prepare the final concept of the event, coordinate it with the team, as well as with key stakeholders (partners, regional businesses, etc.).
- ▶ If your event involves the local community in any way, be sure to involve them in the planning to help make the event more socially oriented.
- ▶ Develop a program of the event, assess the need for a multi-day event.



Preparation

Develop your wishes and requirements for a sustainable event for all suppliers, agree on your requirements, prepare appropriate contracts and agreements in the following areas:

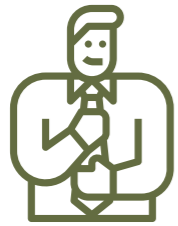
- ▶ transfer of participants;
- ▶ venue of the event and accommodation of participants;
- ▶ meals and coffee breaks;
- ▶ preparation of handouts and accompanying materials for participants;
- ▶ entertainment program for guests and participants of the event;
- ▶ accompaniment and interpretation services for foreign guests of the event;
- ▶ technical maintenance of the event (multimedia, simultaneous interpretation);
- ▶ room decor and other important aspects that can be supplemented based on the needs of your organization.



Preparation

- ▶ Coordinate all work processes, organizations and participants involved in the event.
- ▶ Control the spending of the event budget: it must be rational.
- ▶ Prepare a team of organizers and volunteers for the event, allocate resources and tasks equally for all team members. Everyone should know exactly what he or she is responsible for. Explain to the organizing team and volunteers what sustainability principles are used to organize the event and why.
- ▶ Conduct public and stakeholder engagement. Send out invitations to participants that can also explain that this is a sustainably organized event in which participants are encouraged to adhere to a set of rules.
- ▶ Check if attendees planning to attend your event have any additional needs, such as nutritional ones (vegetarian, vegan diet, allergies, food intolerances) or movement needs (limited mobility, large luggage, etc.). This will help make the event inclusive and take into account the needs of different groups as much as possible.

During the event



- ▶ Re-instruct the organizing team and volunteers on how the event will be planned and how sustainability is being followed.
- ▶ Identify individual volunteers and team members who will help participants navigate the event, deal with new aspects of sustainability (for example, electronic access to event materials and program, separate waste collection, participation in charitable projects, etc.).
- ▶ Once again, publicly draw the attention of the participants to the fact that this is a sustainably organized event, therefore some approaches may seem new and unusual to them. Explain why you did this.
- ▶ Monitor the execution of all planned processes during the event.
- ▶ Keep track of the time and timing to stay within the program.
- ▶ Coordinate all processes related to the attendees, speakers and guests of the event.
- ▶ Collect feedback from attendees and guests of the event. Find out if they have experienced difficulty with the event being sustainably organized. Find out what they remembered the most during the event, what they liked most about the organization, etc.
- ▶ As the event ends, gather all materials, including food. Don't throw away anything that might still be useful for follow-up activities.

After the event



- ▶ Evaluate how the event was in line with the planned program, how well it was conceived, what did not go according to plan, what measures were taken in this case.
- ▶ Analyze the feedback from participants, speakers and guests of the event, draw conclusions that are important to consider when planning the next events.
- ▶ Share your experiences (good or bad) with other event organizers to help them try to incorporate sustainability into their events. You can be an inspiring example for many people.



TOP 5 aspects that distinguish sustainable event organization from regular event organization

1

When organizing an event, the environmental, social and economic aspects of the actions taken during the preparation and conduct of the event are taken into account.

2

It is recommended, together with the organizing team, to develop a strategy for the sustainability of the event, highlight the key aspects that will be implemented at the event. The strategy can be made public.

3

The event must ensure inclusiveness for all participants.

4

When planning an event, it is necessary to take into account the interests of all stakeholders of the event.

5

Correct communication and informing the participants, partners and other interested parties about the sustainability of the event (about the goals and the actions taken) is important.

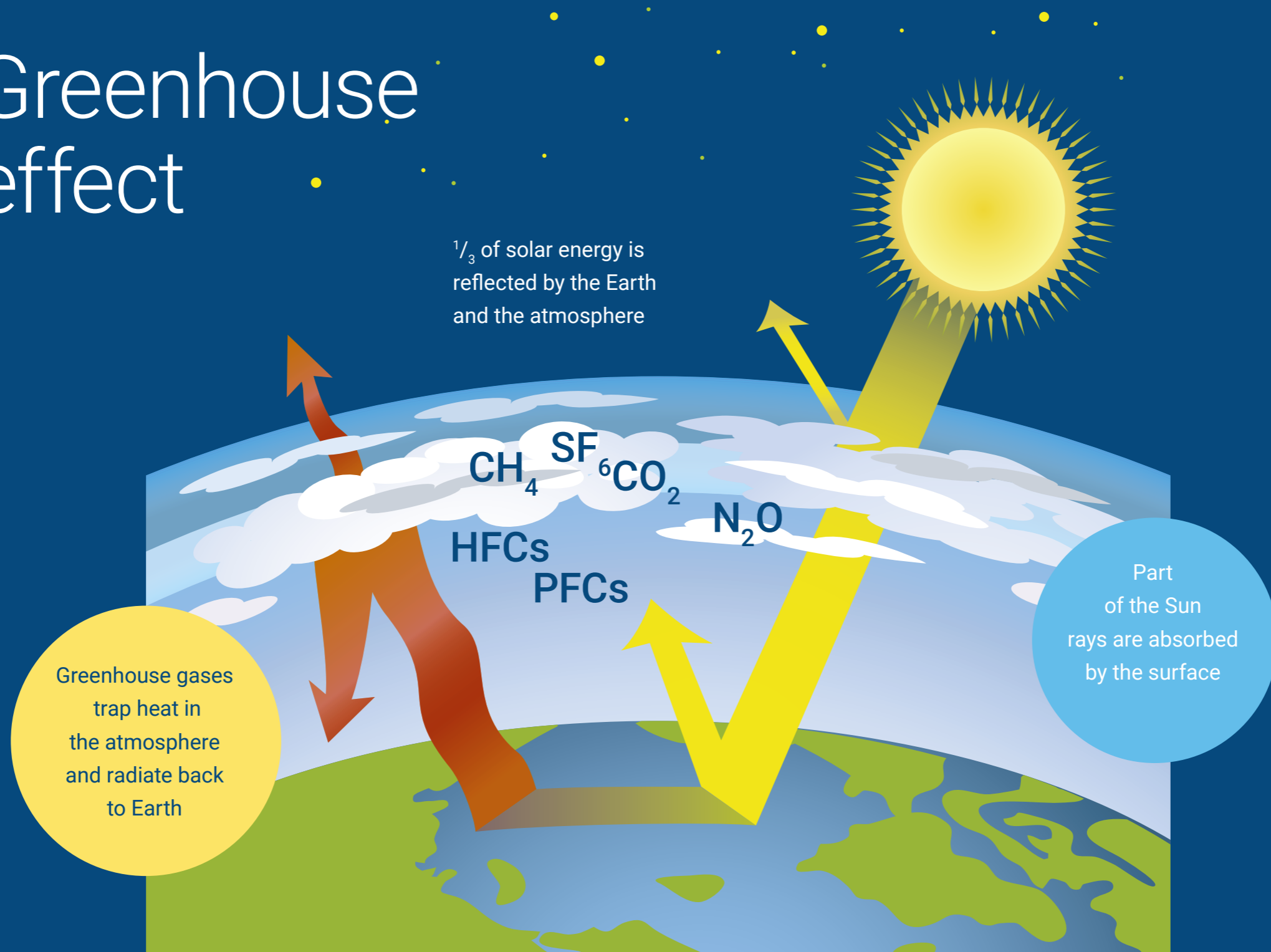
What is climate change and how it relates to sustainable event organization

Climate change is human-induced changes in average climatic indicators, observed and projected long-term ones, as well as climate variability and an increase in extreme events (droughts, severe storms and floods)

When we talk about climate change today, we mean a change in average annual temperatures caused by the greenhouse effect. The main cause of the greenhouse effect is gases in the atmosphere: water vapor, carbon dioxide, nitrogen dioxide, methane and chlorofluorocarbons. They allow sunlight to pass through but retain heat near the Earth's surface (like the glass walls of a greenhouse). The more greenhouse gases in the atmosphere, the more heat is trapped, because of this, the greenhouse effect increases and the Earth's temperature rises.

Fig. 5

Greenhouse effect



Rapid industrialization, clear-cut deforestation and intensive agriculture have led to an increase in greenhouse gas emissions into the atmosphere. Along with the growth of the population and the development of the economies of countries, the volume of emissions increases, which means that the climate is changing more and more rapidly.

The areas where human activities lead to the largest amount of greenhouse gas emissions include electricity and heat generation, transport, manufacturing and construction, and agriculture

Climate change has already led to global warming of the atmosphere and oceans, melting glaciers, rising sea levels, more frequent extreme weather events, ocean acidification, declining biodiversity and threats to ecosystems.

Climate change is leading to a global economic crisis, increasing social inequality, the emergence of climate migrants, a crisis in food security; lack of fresh water, the spread of dangerous diseases.

According to the UN, the decade of 2010–2019 around the world became the hottest in the history of meteorological observations, and in 2019 the highest level of CO₂ in the atmosphere was reached in the entire history of observation. 2019 was a special year for Belarus in terms of climate change: this year is considered the hottest in the history of meteorological observations.

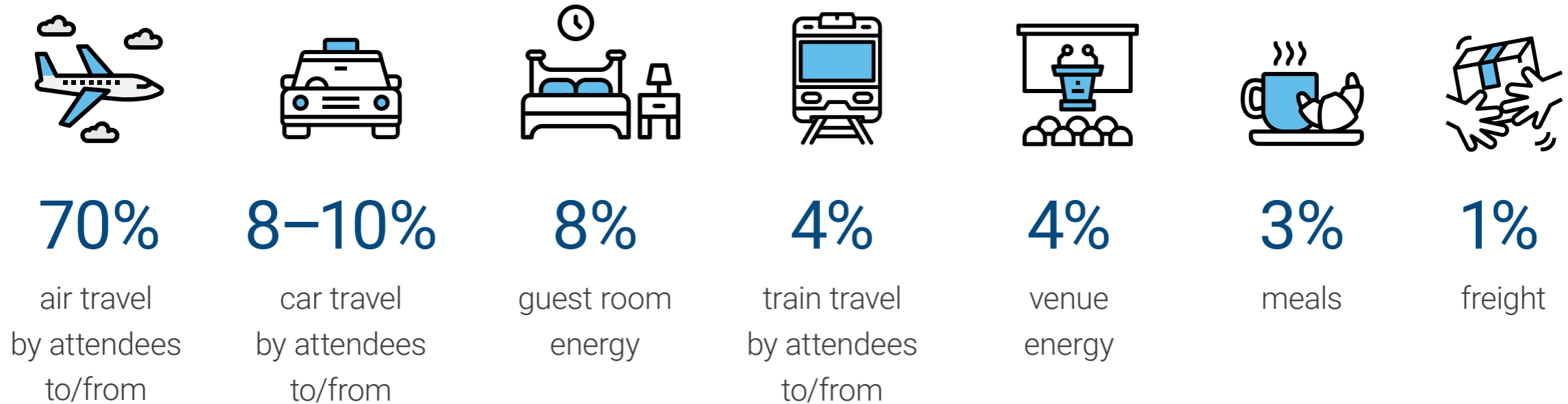
To slow down the processes of climate change, the Paris Agreement was developed and adopted by many countries, which regulates measures to reduce the content of carbon dioxide in the atmosphere from 2020. The agreement was adopted on the basis of the UN Framework Convention on Climate Change and was developed to replace the expired Kyoto Protocol. The goal of the new agreement is to keep the global average temperature rise below 2°C and to make efforts to limit the temperature rise to 1.5°C. Otherwise, humanity will face the economic, environmental and social consequences of climate change.

The organization of an event is always accompanied by greenhouse gas emissions, which is why each event has its own carbon footprint. The carbon footprint is the aggregate of all greenhouse gas emissions generated directly and indirectly by an individual, organization, event, or product.

Fig. 6

What contributes to an event carbon footprint?

Here is a typical carbon footprint fingerprint for a mid-sized national association conference tradeshow (approximately 5000 participants)



As can be seen from the figure, the largest contribution to the carbon footprint of the event is made by the transport logistics of the participants and the delivery of goods –

in total
85%

If you are interested in calculating the carbon footprint of an event, use the online calculator developed by the Swiss non-profit organization My Climate.



[https://co2.myclimate.org/en/
event_calculators/new](https://co2.myclimate.org/en/event_calculators/new)



It is important to calculate your carbon footprint both at the planning stage of the event and immediately after the event in order to understand how much the carbon footprint of your event was and how you can offset it. The calculation will help evaluate the result and make your event in the future even more sustainable and environmentally friendly.

How to choose an event location that meets sustainability aspects

Approximately 4% of the event's carbon footprint comes from electricity supply and the operation of the premises where the event takes place, another 8% of greenhouse gases are emitted when operating hotel rooms and places of residence of the event participants

The choice of venue and accommodation for participants is often one of the key decisions. The choice of location for your event affects how many environmentally friendly, social and economic aspects can be implemented to achieve the sustainability of your event. This is relevant for the premises that we rent for events (halls, hotels, educational centers), and in cases where your organization already has a suitable premises (assembly hall, meeting room, training room).

Depending on the theme and scale of your event, the number of participants and the distance they have to travel to the venue, consider the format and size of the room that is suitable for these tasks.

When choosing a venue, all other things being equal, **give preference to places that are easy to reach by public city transport and which are located close to bus and train stations.**

This will optimize the participants' transport footprint. Please note that there is a safe bike parking for those who decide to come by bike.

When choosing a venue for an event, catering for participants is also an important factor. A certain advantage is represented by the places that have their own kitchen and the ability to organize meals and coffee breaks for participants. A good solution would be if there is a cafe or a canteen near the event venue (within walking distance). In both cases, the use of single-use tableware will be minimized and the transport footprint for the delivery of ready-made hot meals will be reduced.

Consider the rooms that suit you: **how much natural light is there, is there lighting zoning** (allows you to turn on only the required amount of backlighting, and turn off the rest in order to save energy).

Analyze whether you have enough furniture (chairs, tables) at your disposal, figure out what seating arrangement would be most convenient for guests, taking into account your number of participants. See how conveniently the toilet rooms are located, whether they are accessible to all participants in the event.

Separately assess how you can adapt the indoor climate. Check if ventilation can be arranged to provide sufficient oxygen supply for participants to work safely, comfortably and productively. See if there is an air conditioner, an inverter for heating the room (a temperature of 20-22 °C is considered comfortable for operation).

Check with the venue owner what equipment will be available for the event. The necessary minimum for an event is a multimedia system (projector, computer, screen), flipchart or whiteboard with markers, microphone, speakers. Having this equipment on site will allow you not to carry bulky equipment on a large car, thereby reducing the amount of greenhouse gas emissions.



Ask the person in charge of the premises if the separate collection of waste is organized and how. If not, then you will need to take on this task.

Find out what other sustainability actions the owners of the space are taking. These actions can be:

- ▶ use of water-saving nozzles and a double flush system in the toilet to save water;
- ▶ installation of LED lighting in rooms, corridors, bathrooms;
- ▶ using only energy efficient equipment;
- ▶ purchase of consumables (napkins, toilet paper, etc.) only of local production;
- ▶ using only local and/or farm products for catering.

Re-examine the premises and the surrounding infrastructure to see if it will be accessible and inclusive for participants with disabilities and additional needs (especially if such participants are known in advance). Consider whether the participants will have a comfortable place to relax during the break and during the coffee break.

If the duration of the event is more than one day, find out if there are suitable hotels or places nearby for comfortable accommodation of the participants; rate how convenient it is to get to them, especially for participants from another city (they may be new to the city).

Ask the people responsible for the premises if there are nearby infrastructure facilities, natural areas, historical sites or local projects that might interest the participants of your event (for example, they wanted to visit with a guided tour, support with volunteer help, establish partnerships).

Top 7 questions to help you choose a venue

1

Does the chosen room fully correspond to the format of the event, the number of participants?

2

Is there all the necessary equipment and furniture for the event?

3

How convenient and close is it for participants to get to the event venue by public transport?

4

Is it possible to provide participants with meals and coffee breaks using reusable utensils on site or at the nearest catering point?

5

Is there an onsite or close proximity accommodation facility for participants in case of multi-day trainings?

6

Are the premises owners taking any action to achieve sustainability?


7

Is the selected place available and inclusive for members with additional needs?

What social aspects are important to consider when organizing an event?

Unfortunately, when organizing events, we often forget or do not have sufficient opportunities to make the event inclusive, accessible and convenient for all participants without exception.

Inclusiveness is expressed not only in accessibility for people with disabilities, but also, for example, in the use of clear language. Thus, the creators of the Belarusian website dedicated to the National Sustainable Development Goals have developed a separate section, presented in a clear language, more understandable for people who have difficulties in reading and understanding the text. It shortens the dictionary, simplifies the structure of the statements, and the text is written and placed according to certain rules.

You can see an example of using clear language in communication here http://sdgs.by/clear_lang/ 



However, when organizing a sustainable event, it is important to find opportunities and time to ensure inclusion and equal access to the event for all without exception

Top 7 social rules to help make your event more inclusive

1

Choose premises with maximum physical accessibility. No obvious physical barriers (no unnecessary stairs, ramps, elevators), with spacious doorways, doors that open automatically, etc.

2

Pay attention to the logistic markings: participants should easily find the space they want: conference room, toilet, bicycle parking, cloakroom, etc.

3

Look for other inclusive labels and designs. For example, it is desirable that glass doors, panoramic windows are highlighted with bright elements, inconspicuous steps are indicated, etc. This will keep the visually impaired participants safe.

4

Duplicate information for the event participants in different ways (text on the screen, sound through a microphone, etc.).

5

General text messages and materials should be made in a font that is comfortable in size and contrast. They should be at human height.

6

If possible, provide for different options for placing information materials, registration desks. For example, it should be convenient for participants with special physical needs (they often use a wheelchair), participants of small height, etc.

7

Focusing on the needs of the participants (collected during pre-registration), think about whether it will be convenient for parents with children, with large luggage, etc. Provide additional opportunities for them, tell them about these opportunities (for example, the opportunity to use a children's room with a nanny, a room with a changing table, luggage storage, smoking area, etc.).

How to sustainably organize transport and transfer of participants

As we can see from Fig. 6, transport is responsible for almost 85% of greenhouse gas emissions during the event (70% — air travel of participants, 10% — vehicles of participants, 4% — travel by train, 1% — transportation of goods for the event)

Depending on the composition of the participants (local or foreign guests) and on the location of the event, transport can be either a simple task or one that requires a fairly detailed study.

The main thing that is important to remember is drawing up a program, taking into account the arrival and departure of nonresident participants, so that they can attend the entire event in full.

A clear map and instructions on how to get to the event location most comfortably, how long it will take, will greatly help the participants.



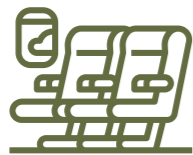
The most sustainable travel option is walking or cycling, which guarantees the lowest possible amount of greenhouse gas emissions. However, this option is not suitable for all participants.



In terms of environmental friendliness and carbon footprint reduction, the most efficient motorized transport will be the train, followed by the bus, and further by cars and minibuses. Aircraft are in last place as they emit the largest amount of greenhouse gases.



Encourage travel with your own transport in the event that the participants will not be traveling alone (for example, they will pick up participants with whom they will go along the way). As an organizer, you can help them negotiate this.



Try to motivate participants to travel to the event by public transport. For example, for participants who travel by train and bus, provide 100% reimbursement of travel expenses, as well as for those traveling in a car with more than two passengers. For participants traveling alone by car, offer only 50% reimbursement.



If, within the framework of the program, you have a joint trip or transfer, then choose transport exactly according to the number of participants.

Live streaming from your event can significantly reduce the event's carbon footprint, making the event more sustainable. This will allow remote attendance for those participants who are physically unable to be at the event or who are forced to travel from afar for a very short presentation.

How the food for the event participants is related to environmental, social and economic problems

Meals and coffee breaks are an important part of the event; they not only give the participants the opportunity to relax a bit and replenish their strength, but also discuss the information received at the event, and establish new partnerships. Eating right reflects our cultural code and makes us healthier. However, food production has a significant impact on the environment, social and economic spheres. With a sustainable organization of events, special attention should be paid not only to the menu, but also to table setting.

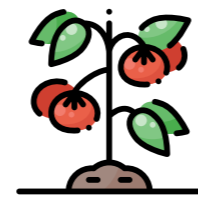
According to the World Food Program, 135 million people suffer from hunger, mainly due to man-made conflicts, climate change and economic downturn. However, roughly a third of all food produced annually (equivalent to 1.3 billion tons worth approximately one trillion dollars) rot in consumer and retail trash cans or deteriorate due to inadequate transportation and collection conditions. That is, in fact, the problem of hunger is not that humanity is unable to grow enough food for everyone, but rather that supply chains and consumption planning are imperfect and can be optimized.

Carbon footprint of what you eat

kg of carbon dioxide equivalent produced per 1 kg of food

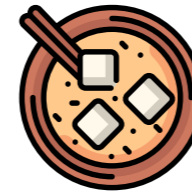
Food production also has a negative impact on the climate. The largest amount of greenhouse gases is generated in the production of red meat (beef, lamb), the smallest - in the production of fruits and vegetables

Fig. 7



1,1 kg

Tomato



2 kg

Tofu



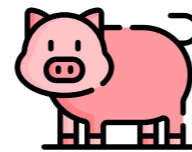
2,7 kg

Wheat



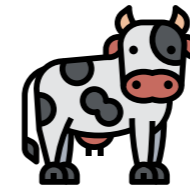
2,9 kg

Potato



12,1 kg

Pork



27 kg

Beef



39,2 kg

Lamb

Every gram of food produced has an invisible water footprint, as food production requires the use of fresh water (Figure 8). Here again the production of red meat, in particular, beef, becomes the “champion”. However, please note: in order to serve its essential attribute for the coffee break of the event – coffee (coffee pot, 750 milliliters), about 840 liters of water is required to grow and produce coffee beans.

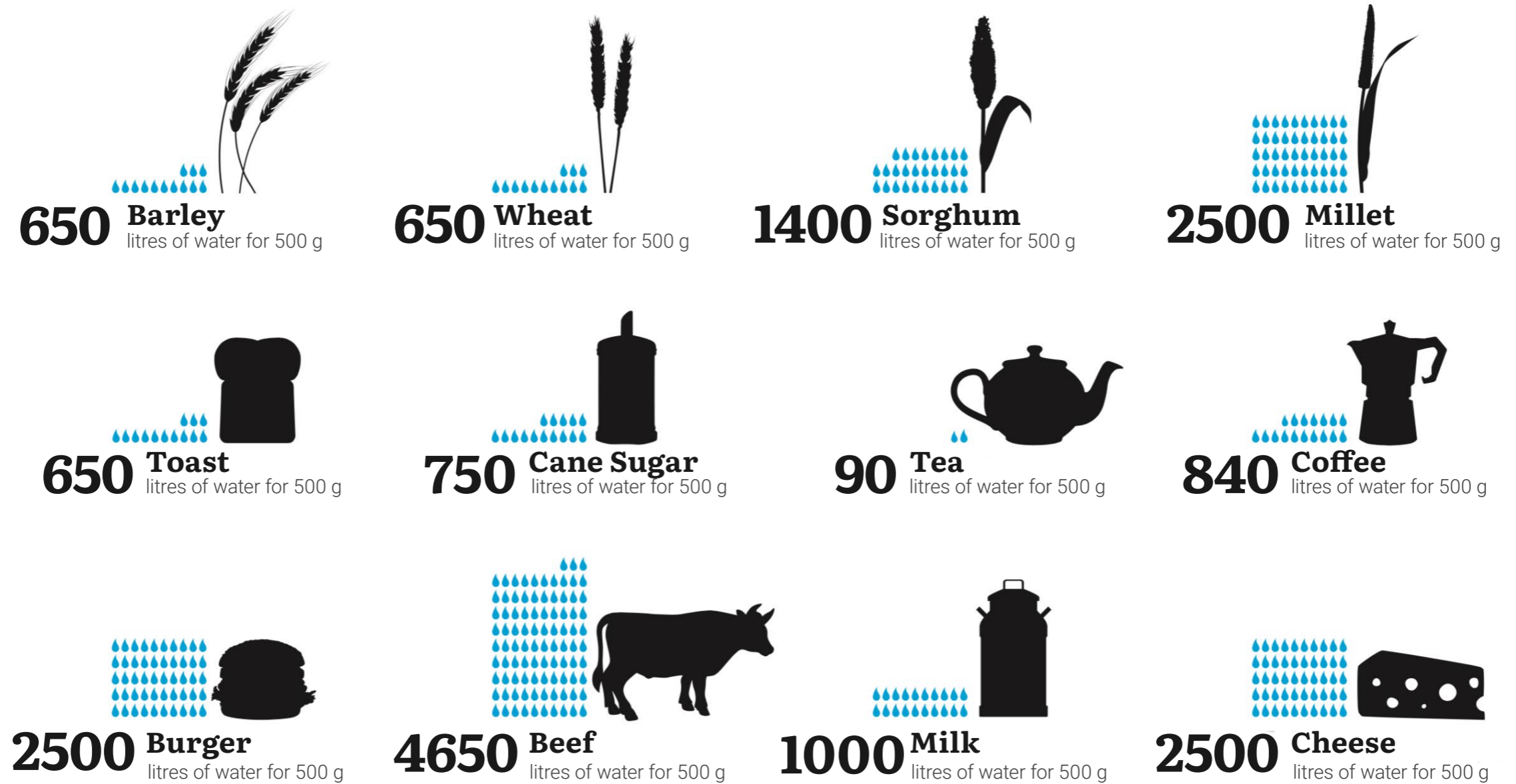


FIGURE 8 THE AMOUNT OF WATER NEEDED TO PRODUCE SOME FOOD PRODUCTS.
ILLUSTRATION BASED ON INFOGRAPHICS WATERFOOTPRINT.ORG

It is important to keep in mind the social and economic aspects of the food issue. In particular, in developing countries, local producers of coffee, tea, cocoa, chocolate, cotton often receive unfair, low wages, child labor is used on plantations, unique natural areas are destroyed for crops, and buyers set a minimum price for the products produced.

To solve this problem, a special “Fair trade” program was developed

it is a mechanism designed to help producers in developing countries to establish sustainable and fair trade relations. Members of the fair trade movement offer exporters higher prices, and improve social and environmental standards (this is a fair price for goods, and a guarantee that child and forced labor is not used, and building the capacity of local farmers, and fair business, and environmental protection).

Products produced under the Fair Trade mechanism can be identified by special labeling (Fig. 9). As a rule, such markings can be found on packages of tea, coffee, chocolate, some fruits (bananas, citrus fruits), cotton products



FIGURE 9 THE FAIRTRADE MARK IS USED TO MARK FAIR TRADE PRODUCTS

How to choose a menu and set the table for participants in a sustainable event

To organize meals and coffee breaks for participants with sustainability considerations in mind, you start by planning the menu. You need to find out in advance the available options with the administrator or the chef of the institution where you plan to organize meals.

Give preference to vegetarian and vegan options. If that doesn't work, at least reduce the amount of meat and fish on the menu, as their production and harvest has the greatest impact on the environment.

Design your meals to use **as much seasonal and locally grown products as possible.** This will reduce the negative impact on the climate by eliminating long-term transportation. This approach will also help support the local community and strengthen the local economy.

When planning your menu, **try to avoid highly processed foods**, such as sausages, ham, cookies, candy, soda, fruit juices. Such food is very high in calories, causes overeating, is not very useful, in addition, a large amount of natural resources is spent on its production and transportation.


During coffee breaks, instead of an abundance of sweet pastries and sweets, **you can alternatively offer seasonal fruits, berries** or, for example, healthy desserts (fruit marshmallows, marshmallows, dried fruits, nuts).

Whenever possible, when purchasing coffee, tea, chocolate or fruit, please give preference to products labeled "FairTrade". (Fig.9).



Special attention should be paid to the choice of tea for the coffee break. It is recommended to reduce the purchase of pyramid-type tea bags, as in this case the tea bag is made of plastic that cannot be recycled. In addition, there is a high risk of microplastics getting into the drink, whereas for the environment it is guaranteed. If you cannot refuse tea bags, then choose tea bags made of paper (although there are small pieces of plastic there too). The best solution would be tea or herbal teas of local Belarusian production (for example, herbal teas “Favit”, teas “KaliLaska”, “Biotest”), brewed in a teapot.

To understand how to choose tea for your coffee break, you can refer to the helpful article “How a teapot helps you avoid waste” <https://ecoidea.by/ru/article/3206>

By organizing a coffee break, it is really possible to contribute to the support of socially vulnerable groups from among the population in Belarus. For example, the social bakery **Dobraje Pečyva** (website www.dobrae.by)  employs and trains people with mental disabilities. Supervised by a professional baker, they make cookies that can beautify your event too. Or, for example, for a coffee break, you can invite **the Inclusive Barista** project, which not only can organize the most delicious coffee at your event, but also helps people with disabilities find employment and social adaptation.



Top 6 tips on how to make your attendees' meals more sustainable

1

Develop a menu dominated by vegetarian and vegan dishes

2

Give preference to local and seasonal foods. Support local farmers and producers and contribute to the local economy

3

Avoid highly processed foods on the menu

4

As an alternative to the usual sweets, offer seasonal fruits or healthy desserts during the coffee break

5

Avoid tea bags in favor of teapots

6

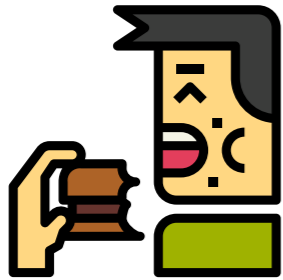
When choosing food for your coffee break, support social and environmental projects

How to choose a menu and set the table for participants in a sustainable event

One important aspect to consider when catering for a sustainable event is minimizing food waste. When organizing any event, such waste is the most common category of waste. Food residues are a serious environmental problem, as organic matter in the landfill decomposes to form greenhouse gases that lead to climate change.

The key solution to this problem is precise portion control according to the number of participants. Find out in advance in the kitchen how many additional servings the chefs can provide if the number of participants increases. This will allow you not to order unnecessary meals that may be unclaimed and go to the landfill

A regular survey can also help in planning the number of servings for participants. In the morning when registering for the event, give the attendees an additional questionnaire where they can indicate which meals they plan to attend. This will allow you to accurately calculate the correct number of servings and prevent the formation of organic waste.



Another elegant and sustainable solution is to reduce the usual portion

People get full in different ways: some need more food, and some less. If, by prior arrangement with the kitchen, you can make the standard portion smaller, and provide some of the dishes as an additive, participants will be able to independently adjust the amount of food.

You can adjust the portion size by organizing a buffet lunch. However, there is a nuance here: sometimes it is difficult to predict the exact number and volume of servings that will remain. Take the initiative as an organizer: collect the leftover food yourself or invite the participants to do it. A light snack will always come in handy after the end of the event or the next day. In this case, it is important to avoid the use of single-use polystyrene foam containers, they are not environmentally friendly and cannot be recycled. Take care of reusable food containers ahead of time in preparation for your event.

Top 3 tips on how to prevent food waste when organizing an event



1

Plan the number of servings clearly: interview the participants, agree with the kitchen about a possible minor change in the amount of food.

2

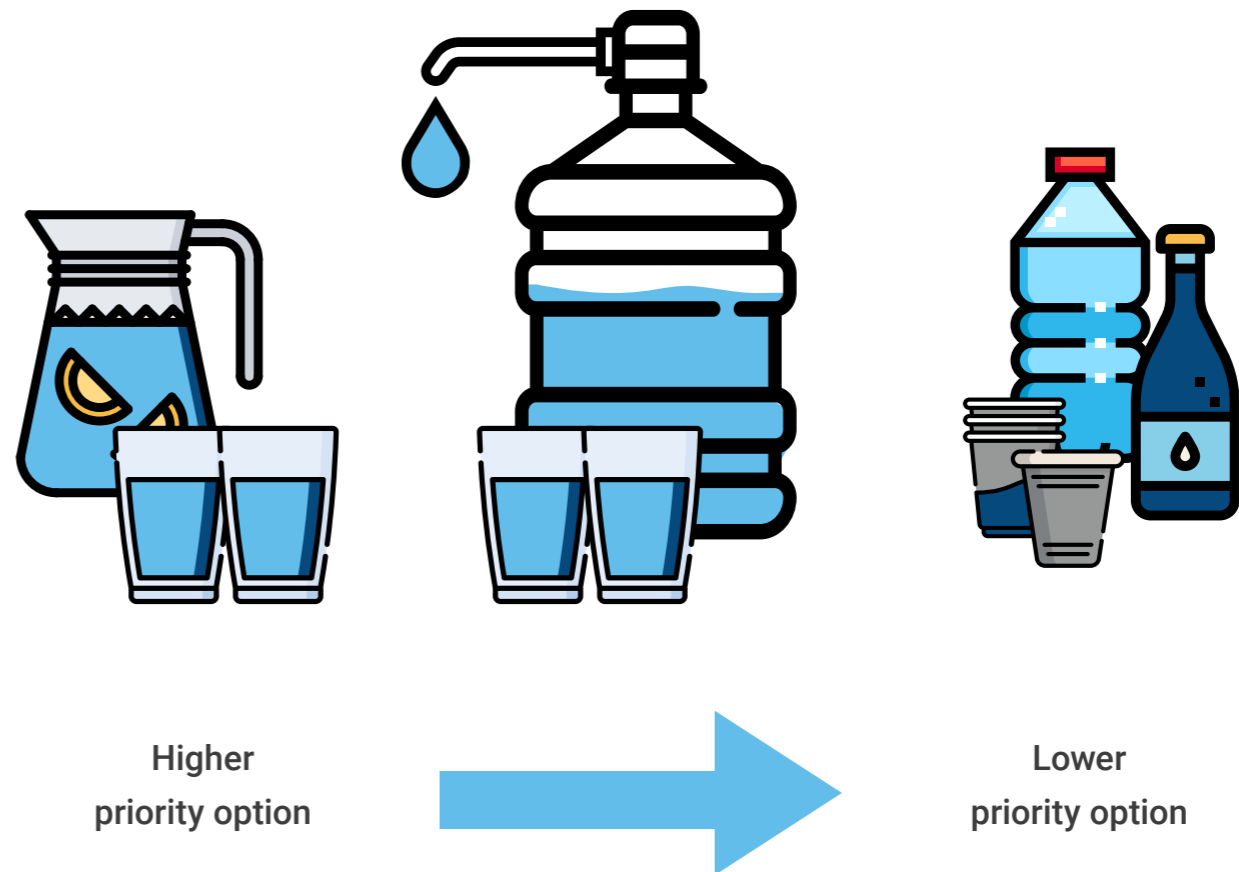
Reduce the portion size, but provide the supplement for everyone.

3

Offer participants or collect leftovers with you. Use pre-prepared reusable containers.

When organizing a drinking regimen for event participants, give preference to water in decanters and glass glasses (this is the most environmentally friendly option). Water can be boiled or filtered from the tap.

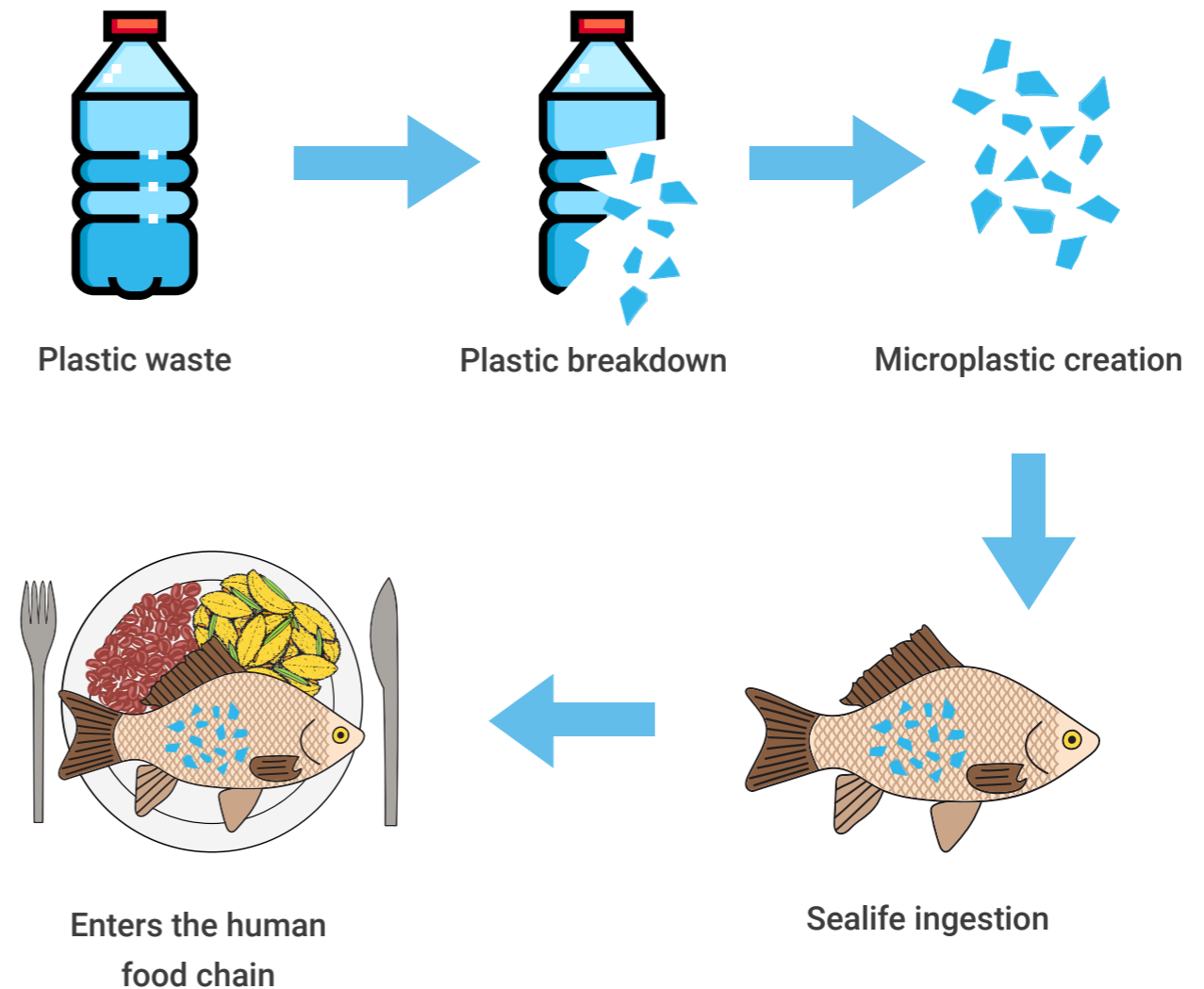
Water in plastic and glass bottles is the least preferred option. These bottles, although recyclable, do not always end up on the sorting line. If it is not possible to supply water in decanters, then a good solution would be water in 19-liter bottles equipped with a pump or cooler. In addition, get reusable plastic cups that you can keep using.



When setting the table, exclude the use of products packed in single-use consumer packaging: sugar, salt, sauces in small sachets, cream in portioned containers, tea in individual bags. Choose more sustainable and familiar alternatives: sugar in a portioned sugar bowl, cream in a creamer, etc.

Avoid using plastic single-use tableware, drinking straws, polystyrene containers (foam containers). All single-use tableware, without exception, is not recyclable, which means that immediately after the event, it will go to the landfill, where it will decompose for more than 400 years. In addition, if released into the environment, plastic dishes and packaging can be a source of microplastics that are hazardous to the environment and human health (Fig. 11).

Microplastics break down



Single-use tableware made from biodegradable plastic is also not a viable alternative for several reasons. Bioplastics can be both plant-based (such as corn starch) and fossil fuels. If the plastic is biodegradable, then certain conditions are still needed for its decomposition (high temperature and pressure, that is, industrial composting). Some biodegradable plastics do not completely decompose (traditional and oxo-degradable plastics) and form microplastics that are harmful to health and the environment.

Despite the availability of biodegradable products (dishes, packaging and packaging bags) on sale, conditions for industrial composting have not been created in Belarus at the moment. This means that biodegradable plastic, along with other types of plastics, will go to landfill.

What's the difference



Compostable

- ⚡ Leaves NO microplastics
- ⚡ Can be put in compost bin or organics recycling bin



Degradable (oxo)

- ⚡ Is not completely dissolved in nature
- ⚡ Contaminates environment with microplastics that can end in foodchain



Plastic

- ⚡ Cannot dissolve in nature
- ⚡ Contaminates environment with microplastics that can end in foodchain

If your organization does not have enough reusable tableware, you can:

- ▶ agree with a catering point that will organize meals for you so that they provide the required amount of dishes for a fee;
- ▶ rent tableware from specialized organizations;
- ▶ purchase the required amount of plastic reusable tableware (for example, glasses) for future use and use them at further events;
- ▶ ask the event participants to bring their own reusable thermo mugs or water bottles.

Try to find the one that works best for you so as not to use single-use tableware. Remember that biodegradable packaging is not a solution to the problem in Belarus. The situation is similar with paper dishes (glasses, plates), since most often they contain the thinnest layer of plastic, which makes it difficult to recycle. Paper dishes are also sent to landfill due to heavy contamination with food debris.

To learn more about what is wrong with paper dishes, you can refer to the article “The Inconvenient Truth About Paper Cups” <https://ecoidea.by/ru/article/1717>



Top 3 tips to avoid waste of single-use tableware and packaging when organizing an event

- 1** When organizing drinks for participants, use glass decanters filled with filtered water and glass cups.
- 2** Refuse to use products packaged in single-use consumer packaging, sachets. Give preference to reusable alternatives and high-volume options.
- 3** Avoid using single-use tableware and cutlery made of ordinary plastic. Avoid biodegradable plastics. So far, such dishes cannot be recycled in Belarus and simply go to the landfill.



How to choose materials and services for a sustainable event

During the event, a large number of different materials are used: consumables, handouts and advertising materials, banners, streamers, stationery, souvenirs and branded gifts for guests and participants of the event. The list goes on and on.

For your event to be sustainable, it is important to pay due attention to the organization of the usual procedures at the event (for example, registering participants, collecting feedback). This can be helped by the already known principles of a circular economy, when many environmental, social and economic problems can be avoided with the correct planning and design of a product or service.

**The 4R concept
can also be helpful in solving
this problem and can be
followed**



Refuse: give up unnecessary things and reconsider the usual approaches

This is the most important step in making the event truly sustainable. Analyze your answers to the question “Why are we organizing an event this way?”

Today you have the knowledge and ability to organize an event with sustainability in mind. In this case, you contribute to the formation of new positive habits among the participants of your event, as well as among all those who work with you. Avoid unnecessary things: for example, the usual package of an event participant, which contains a folder, a pen, a notebook, a printed program, various booklets, can be easily excluded. Give participants the opportunity to decide exactly what they need to work comfortably: place freely available pens or pencils, sheets of paper for writing, booklets and handouts. Print the program in large format and place it in a prominent place. Be sure to post the program online, make a link on the general printed program so that everyone can see the meeting plan on their phone. Several print programs can be made for distribution and given upon request. Be sure to explain to the participants that they can use the items as needed and can always return if they do not need the item.



Reduce: reduce consumption

Review the material needs for your event. Understand what materials, technology, services are necessary for your event, and what you can do without. For example, a printed informational banner about an event can be replaced with an electronic splash screen.

If it is difficult to give up everything that is superfluous at one time, then you can make three lists: white, gray and black. The white one will include the required materials and services, without which your event is impossible. You can include optional materials in the gray list, but you cannot immediately refuse them due to habit. Well, blacklisted materials and services that do not meet the principles of sustainability and that you will definitely avoid when organizing events sustainably. Over time, revise the lists, reducing the white and gray at the expense of increasing the black list. Do this until you have the minimum required to organize your events.



Reuse: reuse things

For this rule to work, we need to think about the design and product mix ahead of time. When buying or creating promotional materials, ask yourself questions that will help you adjust your choice. What happens to each of these things after the event? Can this or that thing be reused or repaired? For example, the remaining branded notebooks with the date and location of the event will no longer be able to be used next year, unlike the universal notebooks with general useful information.



Recycle: recycle materials

Those materials that have nevertheless become waste should, if possible, be sorted and sent for recycling. We will analyze this item in more detail later.

How to reduce paper use at a sustainable event

When holding a face-to-face event, an approach has become customary when printed materials turn out to be an integral attribute that helps in organizing and holding the event. Invitations, programs, flyers, abstracts of speeches, lists, notepads for writing - all of this is mostly used only during the conference, and then sent to the trash can.

At a sustainable event, the main challenge is to reduce the use of paper and printed materials by all means. Paper is recyclable, but its production and use has a negative impact on the environment (Figure 13).

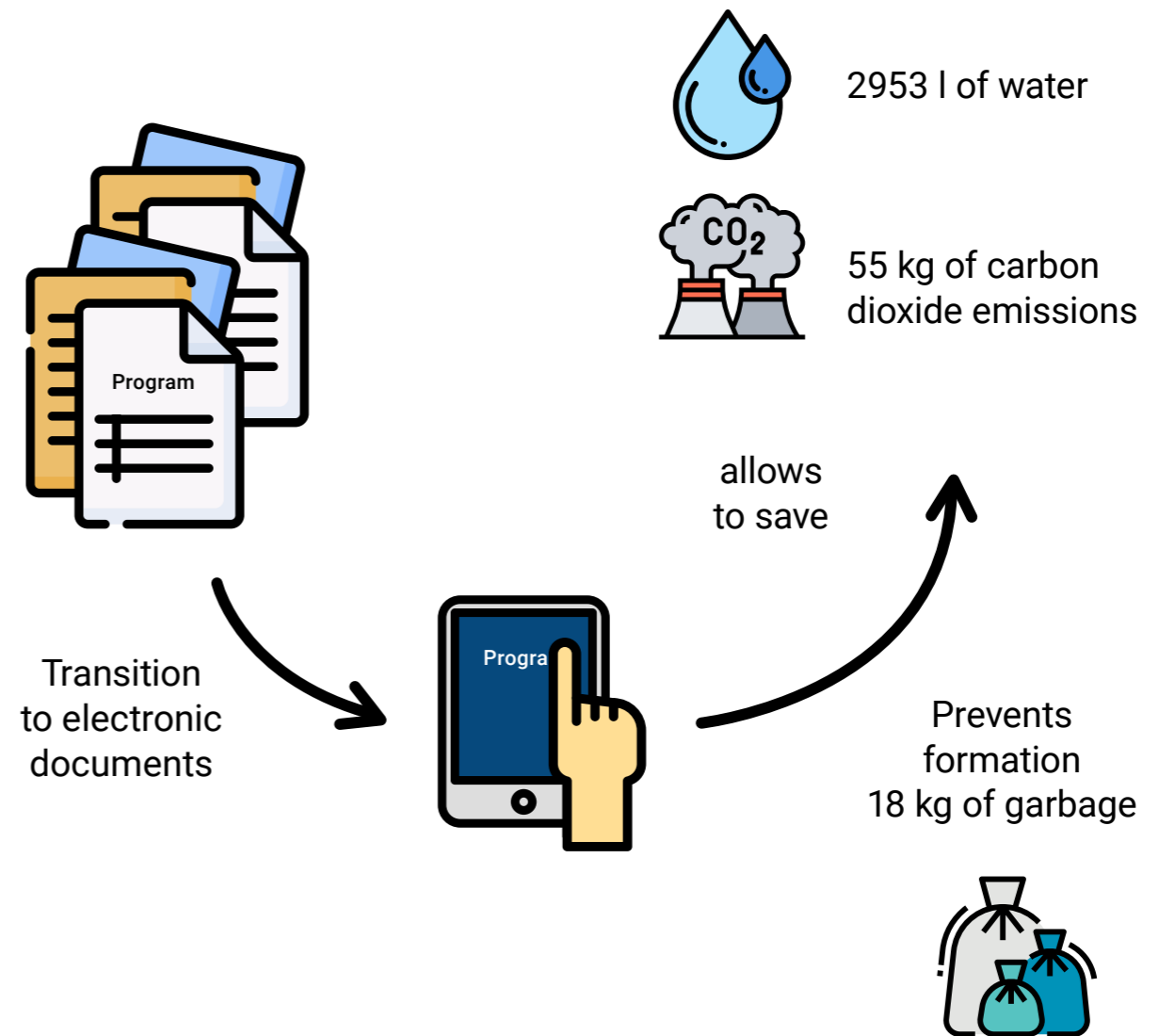
For example, if at a conference of 100 people, each participant was planned to be given about 20 printed sheets with useful information (program, assessment questionnaire, abstracts of presentations, the text of the resolution), then the transition to a paperless conference would prevent the formation of 55 kilograms of greenhouse gas emissions, 18 kilograms of waste and saves 2593 liters of water. Not to mention saving money and time that were spent on production (printing) and sorting of these materials.

Fig. 13

One adult tree is cut down to produce about 8,000 sheets of plain printer paper. This not only harms the forest ecosystem, but also has a negative impact on the climate.

There are a large number of technological solutions that will reduce the use of paper in sustainable events. It is possible that the first time it may take a little more time, but a positive environmental, social and economic result will not be long in coming.

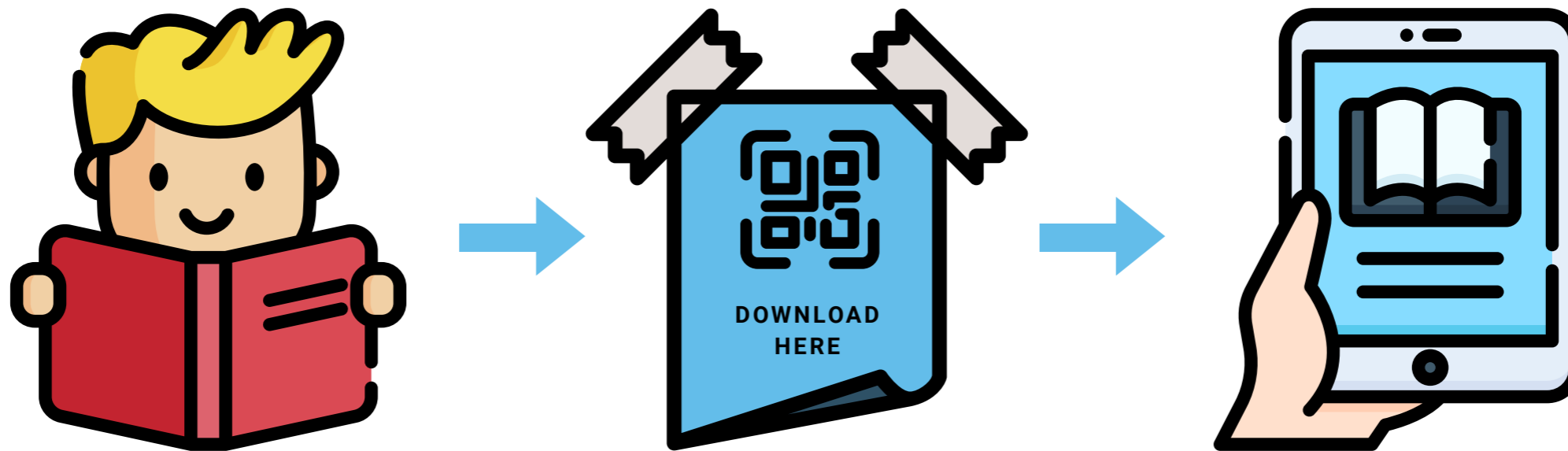
Before preparing an upcoming event with the organizing team, conduct an analysis of where paper is commonly used at your event. Go mentally all the way with the participants from the moment of registration to the moment the event ends. Brainstorm with colleagues and think about a sustainable solution for each case to reduce paper use.



Top 13 tips to cut down on paper use at an event

- 1** When preparing the event, develop and send the participants in advance by e-mail all the materials necessary for work in electronic form. If necessary, ask participants to download them on their phone, tablet or computer in advance.
- 2** Design a separate event page on your organization's website, or create a group on any of the appropriate social networks. There you can group all presentation materials, as well as photographs and other useful documents. Send the link to the participants in advance, and also place it in a prominent place during the event.
- 3** Provide good Internet access at the event so that participants can easily use electronic documents.
- 4** Discard the usual participant folder containing a standard set of things. Place writing utensils, paper for notes, and handouts freely available. Give participants the opportunity to take what they really need to work.
- 5** Print out in large format several copies of the event program, place it in the most accessible places of your event. Refuse to print the program of the event for each participant.
- 6** Give the participants the opportunity to choose the option of handouts and educational materials (brochures, books, booklets) that is the most important for them. Next to the printed version of the material, place a QR code that leads to your website or group in the social network with the electronic version of the material for download.

Fig. 14



Many participants may find it more convenient (and more environmentally friendly!) to use the electronic version, but at the same time it is interesting to take a quick look at the printed version in advance. To do this, the event may contain samples of books and other materials, and the organizer may print an advertisement or a sticker with a QR code for downloading. It is enough to bring your smartphone – the trees are saved!

- 7 Duplicate all important information electronically on the projector screen.
- 8 To ensure inclusiveness for all participants (some may not have access to electronic materials) print several hard copies of the materials.
- 9 To collect feedback from event participants, use various electronic support programs (for example, mentimeter.com site for collecting feedback and conducting surveys “live”) or take a survey in Google forms.
- 10 If you need a flip chart for your event, use a whiteboard and water-based markers. To keep everything written on the board, you just need to take a photo.
- 11 If an event does require large sheets of paper (flip-up sheets) to keep things running, rolls of writing paper (drawing paper,

kraft paper) can be a sustainable alternative. Such paper is supplied without additional plastic packaging, is economical, you can choose the required format, it can be produced locally.

- 12 Speakers’ presentations can be grouped and uploaded to your organization’s website or you can use special services for storing presentations (for example, <https://www.slideshare.net>). Participants can provide a QR code for download or send a link in an email. There is a nuance: get the speakers’ consent in advance to publish their materials.
- 13 If you still need to print materials, then try to adhere to the criteria for environmentally friendly printing. Once printed copies are no longer needed, they must be sent to waste paper for recycling. Do the same with the rest of the paper (for example, flipchart paper).

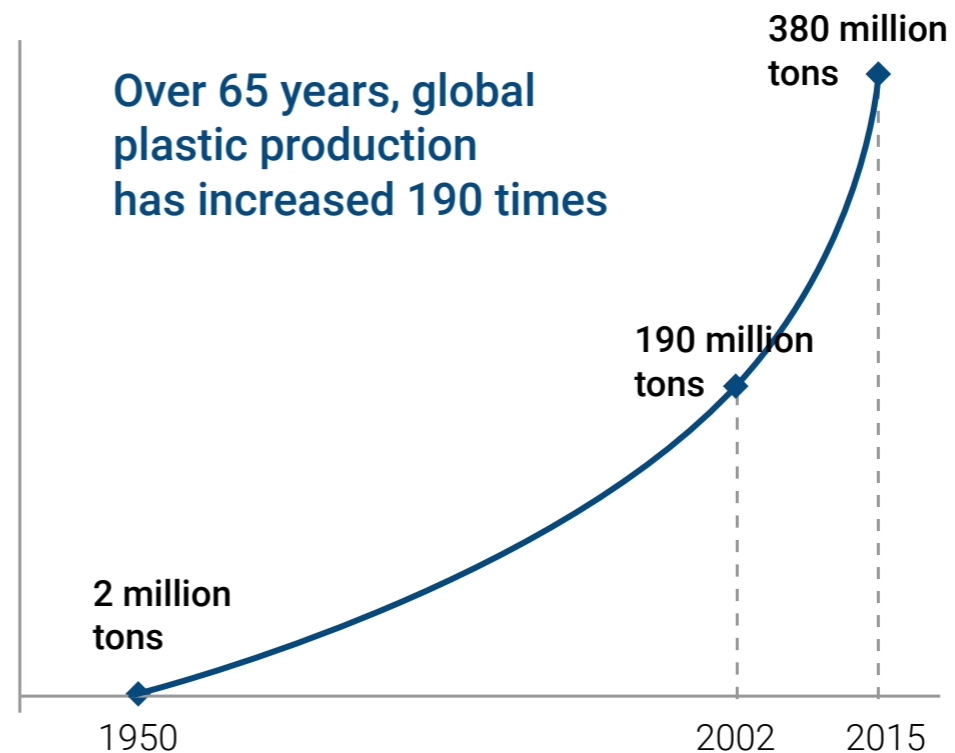
Top 5 best practices for sustainable printing at events

- 1** It is advisable to use for printing paper from recycled materials of local production (for example, produced by the Barysaŭ paper factory of Gosznak).
- 2** Print on both sides of the sheet.
- 3** When printing documents, use economical, compact fonts: Century Gothic, Calibri, Times New Roman and narrow margins up to one centimeter on all sides.
- 4** When printing for reading, exclude unnecessary parts of the document (for example, the title page, bibliography and other less significant parts), remove empty areas, areas with strong blackout.
- 5** When printing diplomas, certificates and similar materials, make them as versatile as possible, do not indicate the date, personal data. This way you can use the remaining copies in your next events.

How to reduce the use of plastic in sustainable events

The widespread use of plastic, the formation of hazardous microplastics and plastic waste causes great concern in the world community and already now has a negative impact on the environment and human health.

Over 65 years (from 1950 to 2015), the world production of plastic and synthetic fibers increased 190 times: from 2 million tons per year to 380 million tons.



About 42% of all non-fibrous plastics produced are used for packaging. Most of the packaging plastics are thrown away in the same year they are produced. As of 2015, the world generated about 6,300 million tons of plastic waste, of which about 9% was recycled, 12% was incinerated, and 79% was accumulated in landfills or in the natural environment.

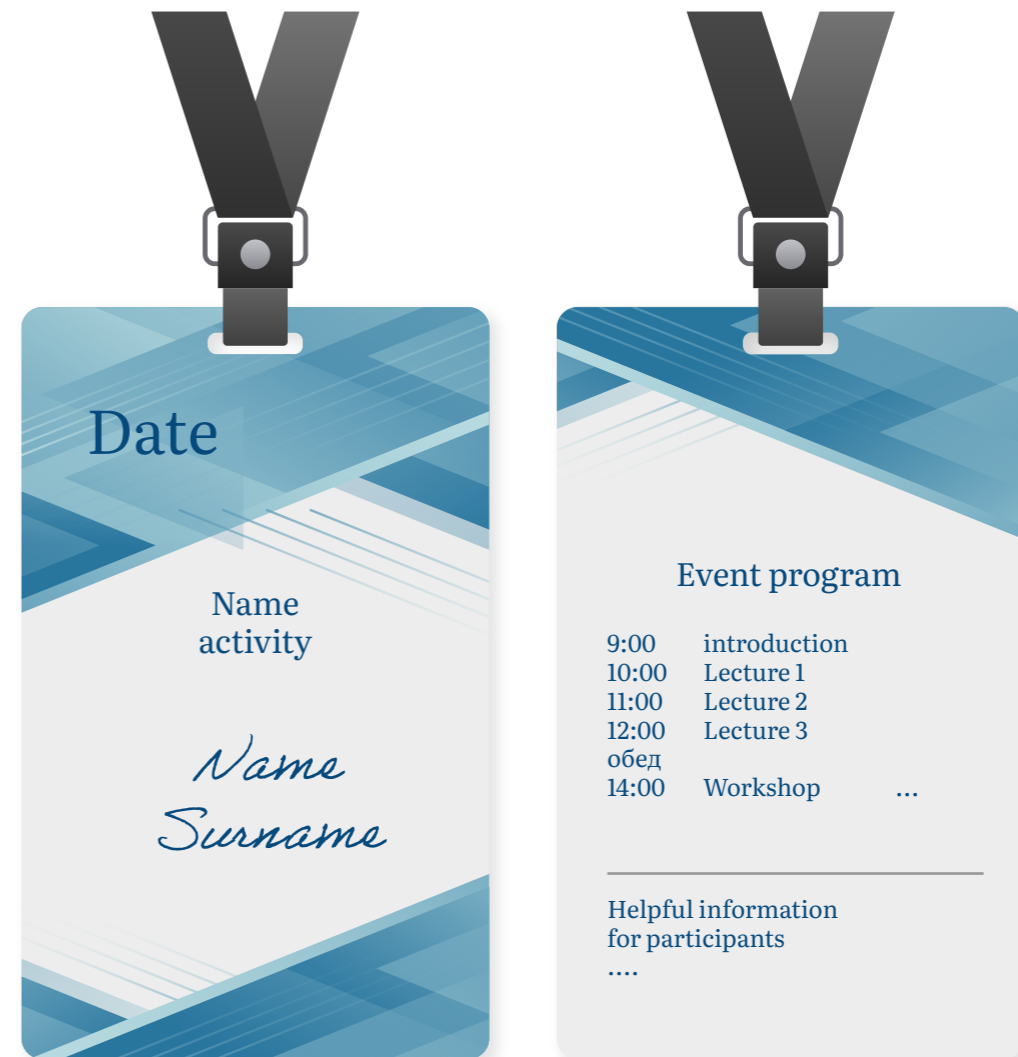
For example, now more than 150 million tons of plastic pollute the waters of the oceans. Throughout the year, at least eight million tons of plastic, through the fault of people, falls into the waters of the seas and oceans: this is the same as if every minute a full garbage truck threw all its contents into the ocean. If the situation does not change, then by 2025 there will be one ton of plastic for every three tons of fish, and by 2050 there will be more plastic in the ocean than fish.

Conduct an audit of potential plastic at your event (similar to how you did with the paper just above).

Organizing a sustainable event does not mean completely eliminating the use of essential plastic items (for example, markers, reusable plastic cups, and other important items will remain). This means making every effort to minimize the use of plastic at your event, especially single-use one

Top 10 tips to reduce plastic use at your events

- 1 Eliminate the use of single-use plastic dishes and cutlery, water in small bottles, and portioned food packed in plastic at the event. Find decent reusable alternatives.
- 2 Purchase coffee break products in recyclable containers of large volume or without packaging (by weight).
- 3 Replace plastic or laminated badges with double-sided paper badges. On the reverse side, you can place useful information, for example, a program and a QR code for downloading useful materials (Fig. 16).
- 4 Give preference to lanyards (cloth badge bands) made of cotton or linen (this can be regular tape of the correct size or cotton thread).



- 5 Refuse lamination of handouts, diplomas. In this case, a thin layer of plastic makes it impossible to recycle the paper.
- 6 If there is a need to form an individual package for the participant, then use paper bags, not plastic, cardboard folders instead of plastic ones.
- 7 Pack your presentation materials for your guests in a reusable canvas bag. Avoid using decorative plastic bags.

- 8 When choosing office supplies, give preference to durable goods made of metal or wood, with replaceable consumables and a long warranty period. For example, the best solution would be handles with a durable metal body and the ability to replace the shaft.
- 9 Avoid printing banners and roll-ups on vinyl in favor of printing on canvas or synthetic fabric.
- 10 When making promotional and souvenir products, refuse sin plastic items with limited functionality.

How to choose souvenirs and promotional materials to meet sustainability aspects

Souvenirs and promotional materials for participants perform many different functions: they leave a pleasant memory of the event, increase the visibility of your activities, organization, help to maintain useful contacts, etc.

Finding souvenirs and promotional products with sustainable organization of events is not an easy task, but a real one. At a sustainable event, the best souvenirs are none. Think about how to keep memories without things. For example, take vivid photos together.

If there is a need to pick up souvenirs or promotional products, give preference to products with a functional purpose and the possibility

of long-term use (for example, flash drives, rechargeable batteries), as well as things with an environmental focus (for example, water bottles, lunch boxes, fruit).

**Refuse the purchase
of single-use goods,
for example, balloons,
plastic flags**

Almost always a good solution would be branded edible souvenirs, especially locally produced ones (honey, jam, chocolate, herbal teas, gingerbread).

The materials from which the product is made are of great importance. For example, notebooks with a wooden cover are a poor decision, since it is almost impossible to recycle such a notebook in an urban setting. A good solution in this case would be a notebook with a cardboard cover, without lamination, which, after use, can be sent to waste paper.

When choosing souvenirs, locally produced goods are a big advantage over imported, mass-produced goods. Moreover, this is your contribution to the economic development of Belarusian small and medium-sized businesses.

A good solution would be to purchase souvenirs and promotional products from social entrepreneurs. Examples of such enterprises are the Tak recycling workshop, the Našy Majstry and Valuable Capital workshops, the Hraj Christmas tree decorations factory, etc.



Top 4 questions to ask when choosing promotional products and souvenirs for sustainable event participants



What is the function of a souvenir? Will it be useful for the participants? Do they need such a thing?

How long and how often can the gift be used?

Are there more sustainable alternatives to the item you are purchasing? Isn't functionality and service life lost in this case?

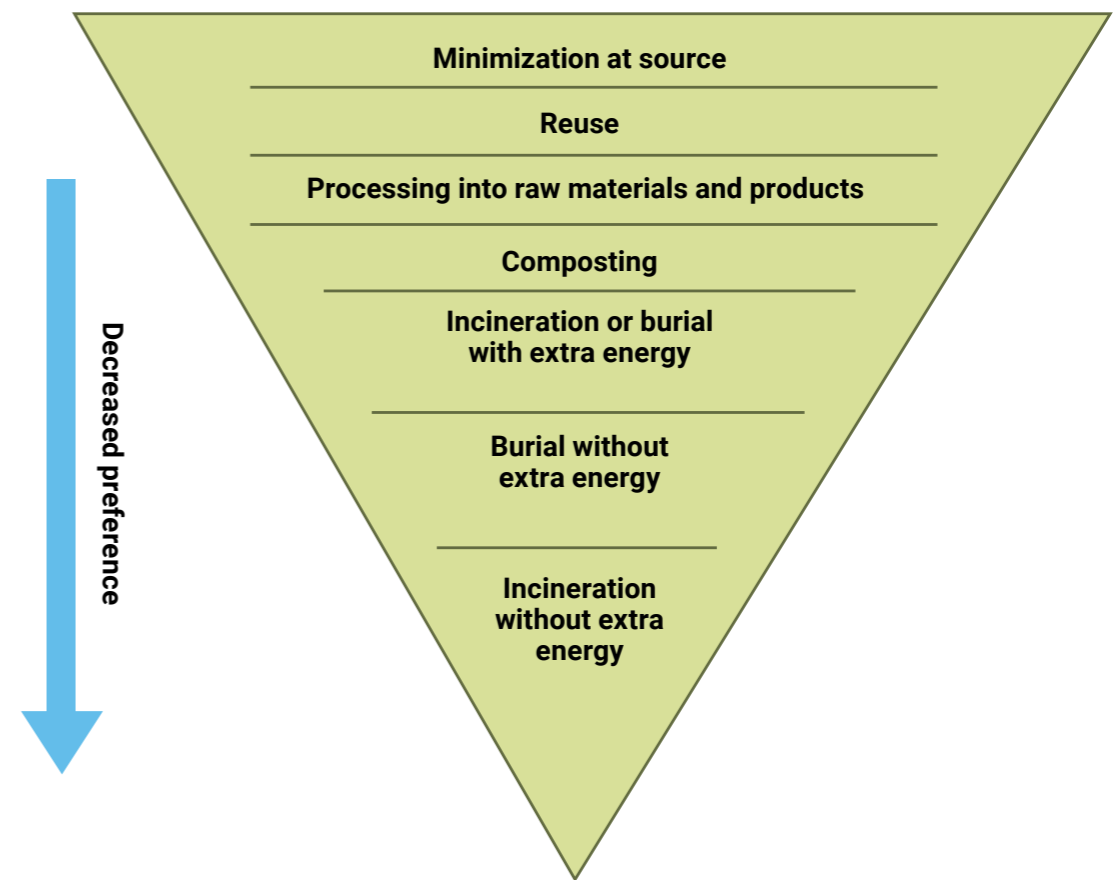
What will happen to this product (item) after the end of its service life or after it becomes unnecessary? Can I update it, fix it, find a new function? How can it be disposed of in our conditions?



How to organize separate waste collection at a sustainable event

The amount of household waste is growing in Belarus every year. If in 2013 there were 388.9 kilograms of garbage per one Belarusian, then in 2019 one resident of our country has already produced 401.9 kilograms of waste. That's 1.1 kilograms of garbage every day.

There is a strong sense in society that recycling is the only solution available to deal with waste in our environment. However, according to the waste management priority pyramid (Fig. 17), which describes the model of the most and least effective ways of waste management, the best solution is to prevent the formation of waste, to minimize the amount of waste at the source.



Therefore, let us re-emphasize the importance of all the previous steps in organizing a sustainable event in order to prevent waste generation. Remember these basic rules:

- ▶ correct and durable design (for example, a universal banner without date and locations);
- ▶ clear planning (for example, non-redundant amount of printed materials, portions of lunch);
- ▶ determination of the appropriateness of the action (for example, in the manufacture of promotional materials);
- ▶ justified rejection in favor of sustainability (eg, reduced use of s tableware, paperless conference);
- ▶ repeated use of purchased goods and materials in the future.

Even if you tried to make your event waste-free, some waste may still be generated, for example, individually for the participants. It is important in this case to provide an opportunity for the separate collection of waste for subsequent processing. To do this, arrange containers for separate collection of recyclable materials. These can be specialized containers or ordinary cardboard boxes. The most important thing is to sign them correctly and clearly so that the participants can easily figure out what can and cannot be thrown into which container.

You can independently develop posters on how to collect waste separately, or you can use ready-made ones (for example, developed by the Center for Environmental Solutions <https://ecoidea.by/ru/media/4139> or Operator of secondary material resources/ Target 99 <http://target99.by>).



Glass

This waste will be transported for additional sorting and processing

Wine bottles
Bottles from other drinks
Bottles from canned food
Baby food cans

Remove cover, label can be left on.

Do not throw window glass, crystal, mirrors, ceramics, light bulbs.

Paper

This waste will be transported for additional sorting and processing

Newspapers, magazines
Boxes
Egg containers
Notebooks
Paper bags

Remove paper clips, staples, tape, plastic inserts, springs.

Do not throw cardboard or paper contaminated with food debris and grease.

Plastic

This waste will be transported for additional sorting and processing

Bottles from drinks
Milk bottles
Oil bottles
Bottles from cosmetics and household chemicals
Bowls, buckets
Dense bags
Polyethylene film
Household plastic goods

The labels and caps can be left on, the rest of the contents can be poured. Squeeze an empty bottle so it takes up less space.

Do not throw packaging and bags contaminated with food.

The most common types of waste collected and sorted in Belarus are plastic, glass and paper. At events, waste paper and plastic is most often generated. It is recommended after each event to analyze what types of waste were generated, so that next time you know exactly which type of container was most in demand and not install unnecessary containers.


You can also invite participants to use the site <http://irecycle.ecoidea.by>,  which contains clear and understandable instructions on what can and cannot be thrown into containers for secondary sorting of waste in Belarus.



FIGURE 18 EXAMPLE OF INFORMATION POSTERS ON SECONDARY WASTE SORTING.
SOURCE OF ILLUSTRATION WWW.ECOIDEA.BY



Paper

Waste paper is often generated at events. Sort the waste paper before throwing it away, there may be materials that can be reused.

What can be thrown into the paper container.

You can drop drafts, cardboard boxes (remove tape), sticky notes, cardboard folders (remove metal and plastic parts), calendars (remove metal and plastic parts), envelopes (remove plastic windows), paper bags, craft paper, advertising magazines and leaflets (including glossy ones).

What should not be thrown into the paper container. Do not throw laminated paper and cardboard (a film layer is noticeable when a break occurs), scotch tape, paper and cardboard contaminated with oil and food residues, tetra-pack packaging.



Plastic

This is the most common type of recyclable material. There are seven types of plastic, and only a few of them are recyclable in Belarus. The type of plastic is indicated by an alphabetic abbreviation and/or a number in a triangle.

What can be thrown into the plastic container. You can throw transparent and white bottles from drinks (with a label and a lid), plastic bags (with handles and packaging, not contaminated with food), packaging film.

What should not be thrown into the plastic container. You can't throw any single-use dishes, cups and food bags, any stationery. You can't throw any single-use dishes, cups and food bags, any stationery.



Glass

Glass waste is not generated very often during events, but, nevertheless, such a container can also be installed, including for demonstration purposes.

What can be thrown into the glass container. You can throw bottles of drinks, cans of food.

What should not be thrown into the glass container. You cannot throw light bulbs, mirrors, any utensils.

After the event, the separately collected waste must be taken to the appropriate communal containers for separate waste collection

How to properly communicate to attendees and stakeholders that your event is sustainable

With the sustainable organization of an event, communication with all stakeholders is also an important element: participants and guests of the event, volunteers and the team of organizers, partners and investors, sponsors and suppliers of services, goods, the media and the local community.

To organize and conduct a sustainable event, it is important to involve at least some of the above groups, to convey to them the essence of the goal and strategy of the event's sustainability in one of the available ways.

The communication process can also help solve another problem – it is to educate stakeholders (and in some cases the general public) on issues related to the environmental, social and economic aspects of sustainable development, which will subsequently contribute to the promotion of the Sustainable Development Goals in Belarus.

During communication, it is important to hear feedback and take into account the interests of all stakeholders of the event

Top 5 best practices for communicating a sustainable event

- 1 Develop and distribute to stakeholders an announcement and press release about your event, informing that it is organized with sustainability in mind.
- 2 In the invitation to the participants and guests of the event, re-emphasize that this is a sustainable event, therefore, during it there will be some rules and approaches that participants will need to adhere to.
- 3 At the event itself, once again explain to all those present why the event is organized in a sustainable manner, what are its differences from a regular event. This information can be duplicated in a graphical version, on a large screen or a board (Fig. 19).
- 4 When developing a communication strategy, give preference to electronic tools: social networks, blogs, Internet portals.
- 5 When planning activities, take into account the feedback and wishes from all stakeholders, this will help make your event truly sustainable and reflect the interests of its participants.

Fig. 19

FEATURES OF THE EVENT



Eco friendly event



Bicycle parking



Parking preference is given
to cars with 3 or more
passengers



Vegetarian menu



Available

Address: Minsk, Pravda newspaper ave, GPS coordinates: 53.869067, 27.486952
Telephone for contacting the organizers +37529 549 28 43

Instead of a conclusion

The topic of sustainable event organization is complex and multifaceted, and it is replete with many nuances. It is important to understand that organizing a 100% sustainable event will not work, no matter how hard you try. Your key challenge in preparing a sustainable event is to consider as many environmental, social and economic aspects as possible. Even if at the moment you understand that not all sustainable approaches and solutions can be correctly perceived by participants or approved by the management, start

small – what is available to you now, from event to event, building more and more aspects of sustainability.

Sustainable event management guidelines should not be construed as limiting your creativity or guest comfort. Sift the usual procedures and approaches to organizing events through the filter of resilience, assess what is redundant, and for what you can easily come up with a new sustainable solution.

Rest assured that you have many interesting ideas on how to organize your event and promote sustainable development for the sake of ecological balance, social equality and economic prosperity

List of additional materials that can help you organize a sustainable event



1. [Guide to the organization of climate friendly events.](#)

A guide will show you how to reduce the environmental impact of your event.



2. [A kit of materials "Green office from scratch".](#) The kit contains everything you need to make your office environmentally friendly.



3. [Family guide to chemical safety.](#)

The book covers the basic issues of food choice, safe packaging, household chemicals and many other everyday issues.



4. [Step-by-step instructions for preparing questionnaires in google forms.](#)

5. [Green Map](#) – mobile application for smartphones. The application is an interactive catalog with various useful environmental information throughout Belarus: about places of collection of recyclable materials and unnecessary things, a map of zero waste stores, a section on waste sorting, the composition of products, cosmetics and household chemicals, and on the labeling of goods.



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For bibliographic purposes this document should be cited as:

Coalition Clean Baltic, 2020. Quick guide to sustainable event management. Uppsala, Sweden.

The original version of this publication was prepared within the framework of the project “Building capacity for strategic planning and management of regional structural transformations in Belarus in the context of a circular economy”.

The project was implemented by the Dortmund International Education Center (IEC) in cooperation with the Wuppertal Institute for Climate, Environment and Energy with the support of the Regional Fund for Administrative Reforms in the Eastern Partnership Countries on behalf of the German Society for International Cooperation (GIZ) and the Federal Ministry for Economic Cooperation and Development (BMZ).

Coalition Clean Baltic – CCB with a financial support of the EU LIFE Programme and the Swedish International Development Cooperation Agency – Sida has translated it into English for wider distribution within CCB network of member and partner organizations and for use by wider stakeholders.

Information included in this publication or extracts thereof are free for citation on the condition that the complete reference of the publication is given as stated above.

Published in 2020 by the Coalition Clean Baltic

The content of this brochure is the sole responsibility of CCB and can in no way be taken to reflect the views of the funders.

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Layout & Production:

Coalition Clean Baltic

Cofunded by:



The logo for Coalition Clean Baltic, featuring a stylized blue wave icon followed by the text "Coalition Clean Baltic" in a blue serif font.

Author of the publication: Darya Chumakova

Proofreader: Olga Astapovich

Layout and design: Yulia Chvyrova

2020



The publication was prepared within the framework of project “Capacity Building for Strategic Planning and Steering of Regional Structural Change in Belarus”.

The project was implemented by The Dortmund International Centre for Education and Exchange (IBB) in cooperation with the Wuppertal Institute for Climate, Environment and Energy with the support of Eastern Partnership Regional Fund for Public Administration Reform on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Federal Ministry for Economic Cooperation and Development (BMZ).