

## Green events

Frequently, most cities around Europe organize and host large events. These events tend to concentrate hundreds or thousands of people and generate significant both social and environmental impacts. Due to their dimension and social impact, event organizers must ensure that they integrate sustainability principles. These events can be a great opportunity to generate both positive social and environmental impacts in a community. Some green events develop energy efficiency strategies, encourage waste minimization systems and promote sustainable mobility. This factsheet will, however, only focus on waste prevention. Always remember, **the best waste is the one that is not produced!**

As an event organiser company, this factsheet offers you a wide array of measures to achieve the goal of organizing a “Green Event” in waste prevention: Start offering all your food and drinks in reusable crockery, avoid any single-use items as they generate lots of packaging waste in your past events, and encourage your customers to get paperless tickets and digital information through their mobile devices. The benefits of implementing these measures are numerous: Apart from preventing lots of packaging and paper waste, your event will save money by wasting fewer resources and will improve its environmental footprint.

### General information



reduce



difficulty

Waste stream



reuse



environmental impact



paper



packaging



recycle



cost



WEEE



organic

### Objectives

- ▶ Reduce packaging waste by promoting reusable crockery in fairs and congresses.
- ▶ Reduce paper waste by promoting the use of QR codes to download information and files.
- ▶ Reduce paper waste by allowing customers to get on-line tickets instead of paper ones.
- ▶ Increase customers' and suppliers' awareness in waste prevention issues.
- ▶ Increase customers' and suppliers' awareness in food waste issues.

## Your tools to make this action

### A panel to identify reusable crockery points

- ▶ What is it? This panel will allow customers to identify those spots where food is served on reusable crockery. It will also show the benefits of using reusable crockery instead of single-use one.
- ▶ How to use it?
  - Display this panel in strategic spots.
  - Inform your customers about the benefits of using reusable crockery
- ▶ What to evaluate? Quantity of single-use crockery prevented (in kg). See the “Evaluation and feedback” section to find out how to calculate this quantity.



### QR codes instead of printed tickets

- ▶ What is it? At your event, you can promote the use of paperless tickets by applying discounts to those people who show a QR code through their mobile devices.
- ▶ This simple action will allow users to access without printing their tickets.
- ▶ How to make/use it?
  - When purchasing a ticket on your website, allow people to choose the way on how to display their tickets, either printed or displayed on their mobile devices. Both tickets would show a readable QR sign.
  - Inform people that if they show their paperless ticket on their mobile devices, they will get one free drink at the bar, for example. You can choose any other kind of offer.
  - People would get one free drink at the bar only by showing their QR paperless tickets.
- ▶ What to evaluate? Quantity of paper-tickets prevented (in kg). See the “Evaluation and feedback” section to find out how to calculate this quantity.



### Panels with QR codes to download files and information related to the event.

- ▶ What is it? Instead of giving printed information you can display QR codes where customers can download all information related to the event.
- ▶ How to make it?
  - Display panels with QR codes in strategic spots.
- ▶ What to evaluate? Quantity of paper-booklets prevented (in kg). See the “Evaluation and feedback” section to find out how to calculate this quantity.



## Agreements with social organizations

- ▶ What is it? Arrange agreements with local social organizations (or a Food Bank) in order to donate them leftover food in good condition.
- ▶ How to make/use it?
  - At the end of the event, inform all your customers that unopened and untouched food left during the coffee break, is donated to a local social organization.
- ▶ What to evaluate? Amount of food waste donated.



## Support tools for communication

### A panel to show the best practices in waste prevention carried out

- ▶ What is it? On this panel a checklist with all commitments carried out during the event in terms of waste prevention is set up as a list of objectives. This will encourage customers and also indirectly staff to keep up with the good job.
- ▶ How to use it?
  - Make your commitments, formulate the objectives and note them down on the panel
  - Check all objectives reached.
  - Display the panel in a strategic spot (at the ticket booth for example) in the event and on your website.
- ▶ How to evaluate? Number of goals achieved. Evolution of the results achieved regarding packaging, paper and food waste prevention over time.



### A distinctive sticker / poster

- ▶ What is it? A sticker and a poster to inform customers that your event carries out best practices in waste prevention.
- ▶ How to use it?
  - Show the sticker in a strategic spot.
  - Put up the poster on a strategic point.

How to evaluate? Number of participating events and quantity of packaging, paper and food waste prevented by participating events.

## Preparing the action

### *Before the EWWR (at least one month beforehand)*

- ▶ Measure and weigh the amount of single-use crockery used during your past events. Also count how many meals are served with single-use crockery. This will allow you to evaluate the results achieved once you set up reusable crockery.
- ▶ Measure and weigh the amount of paper-tickets collected/sold during your past events.
- ▶ Weigh the amount of leftover food thrown away during your past events.
- ▶ Measure and weigh the amount of printed material related to your event thrown away in your past editions.
- ▶ Contact with a local social organization (or a Food Bank) who would need your leftover food in good condition.

### *Pre-EWWR (one or two weeks beforehand)*

- ▶ Enhance your advertising campaign
- ▶ Remind people about the activity
- ▶ Provide staff and customers with clear information about the initiative and how to join it
- ▶ Inform your customers and suppliers about the commitments you're about to carry out

## Implementing the action = day of the action

- ▶ Display the information material on prominent position
- ▶ Run your initiative
- ▶ Inform your customers, suppliers and visitors about the commitments you're about to carry out
- ▶ Ask your staff to encourage visitors to use QR codes
- ▶ Take pictures and videos so as to give positive feedback
- ▶ Use the event to inform about the single-use items problematic regarding waste management. Also provide tips on how to prevent these sort of items in customers everyday life
- ▶ Remember to follow up the measures implemented and the quantitative monitoring of the waste produced

## Evaluation and feedback

### *After the EWWR*

Keep in mind that in order to evaluate the results of all this actions, you must compare them with past events (see "Preparing the action").

The panel to identify reusable crockery points is intended to prevent single-use crockery and its waste.

In order to evaluate the results of this action, you must:

1. Compare the amount of meals served with single-use crockery during your past event with the amount of meals served during your current event.
2. As a result, show the amount (in kg) of single-use crockery thrown away in your past event. Divide this kg by the amount of meals served. This way, we assign a kg of single-use crockery thrown away to each meal served. Now, show the amount of meals served during your current event with reusable crockery. Compare it with the kg of single-use crockery thrown away per meal served in your past edition. The result (in kg) is the quantity of single-use crockery prevented.



3. Show this result in your Best Practices panel.

An App for downloading tickets and panels with QR codes are intended to prevent paper waste.

In order to evaluate the results of paperless tickets, you must:

1. Compare the amount of paper-tickets collected/sold during your past event with the amount of tickets downloaded through mobile devices at your current event.
2. As a result, show the amount (in kg) of paper-tickets collected/sold in your past event. Divide this kg by the amount of tickets downloaded through mobile devices. This way, we assign a kg of paper-ticket to each ticket downloaded. Now, show the amount of tickets downloaded during your current event. Compare it with the kg of paper-tickets collected/sold in your past edition. The result (in kg) is the quantity of paper-tickets prevented.
3. Show this result in your Best Practices panel.

Use the same methodology to evaluate the results of the QR codes action.

Agreements with social organizations are intended to fight against food waste.

In order to evaluate the results achieved, you must:

1. Count the amount of food delivered to your local social organization (or Food Bank). Compare it with the number of food waste thrown away in your past event.

In all cases, report the results (quantitative and qualitative) to your EWWR Coordinator.

## Measure participation

- ▶ Count the amount of waste thrown away.
- ▶ Count the amount of files downloaded and queries checked through your website.
- ▶ Follow the evolution of results achieved over time

## More information

### ▶ Examples of actions

- “Green Event” (BE) 2014:  
The Green Event is a complete guide for organizers of festivals, sports events, parties, parades, markets and processions to help them make their event more sustainable. This guide offers lots of tips to organize a green event. Every year, the Green Event also organizes a prize among the best green events.  
<http://www.groenevent.be>
- “We Love Green Festival” (FR) 2014:  
This festival in Paris involves music, food, art, nature and a concern for the environment. For an instance, all furniture and signposts in this festival are recovered from other festivals. Solar panels feed power generators. In order to prevent packaging waste, the festival offers tap water to visitors through fountains. The canteen only serves local, fresh, fair trade and bio food. All waste is sorted out and recycled. Food waste is composted, including compostable crockery.  
<http://www.welovegreen.fr>
- “Eco-Trail” (FR) 2014:  
This sporting event is concerned with the environment. It sets up several actions in order to reduce waste. For example, no mineral water is served with individual plastic bottles. No plastic bags are given to



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participants for their personal belongings. All food is served in compostable crockery and food waste is composted. A bag for sorting out waste for recycling is given to participants.

<http://www.traildeparis.com>

○ “Madrid Tennis Open” (ES) 2014:

The promoters of this event give all leftover food, like unopened sandwiches, to a Social Organization. Every day, the Madrid Open serves about 20,000 meals, 3% of which are never eaten. All this food is sent to the “Ave Maria” organization, which helps 400 people every day.

[http://www.lasexta.com/noticias/solidaridad/bocadillos-caja-magica-rumbo-comedores-sociales\\_2013051200126.html](http://www.lasexta.com/noticias/solidaridad/bocadillos-caja-magica-rumbo-comedores-sociales_2013051200126.html)

▶ EWWR Coordinator’s website/contact: Find out here: [www.ewwr.eu/list-organisers](http://www.ewwr.eu/list-organisers)

▶ European Week for Waste Reduction: [www.ewwr.eu](http://www.ewwr.eu) [contact@ewwr.eu](mailto:contact@ewwr.eu)



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