5 steps in organizing a more sustainable event:

1. Choose a venue that is easily accessible by public transport
2. Increase plant-based food
3. Raise the awareness of event participants
4. Sort the waste and reuse or recycle leftovers
5. Don't produce new things, find uses for the existing things

What is a sustainable event?

A sustainable event is organized in a way that minimizes potential negative impacts and leaves a beneficial legacy for both the host community and all involved.*

The venue

· Choose a place that requires less flying and is **easily accessible by bike, foot and public transport**
· Choose an **energy efficient venue** and equipment
· Use **green or renewable electricity** wherever possible
· Prefer **a venue with existing infra** over a venue where tent, toilets etc has to set up
· **Prefer electricity from grid** instead of temporary diesel generators
· Calculate minimum and maximum energy consumption and **choose a generator with the right capacity**

Example:

The electricity consumption of the gala with 2 days of preparation time and 6 hours of the telecast was 1234 kWh. The carbon footprint of the electricity consumption of this event was as big as **411 people** taking a 10-minute shower. Using renewable energy would be equivalent to **0 people** showering.

Reusable direction signs made from old plastic scraps.

Food & beverage

· **Increase plant based food**
· Optimize amount of food to reduce leftovers
· **Donate leftovers** to Food Bank or offer leftovers as takeaway to guests
· Showcase local farmers food by storytelling
· Instead of bottled water **offer tap water**
· Prefer **Fairtrade** coffee, tea, fruits, rice, quinoa, sugar

Why?

CO_2 emissions from most plant-based products are 10-50x lower, compared to most animal-source foods*
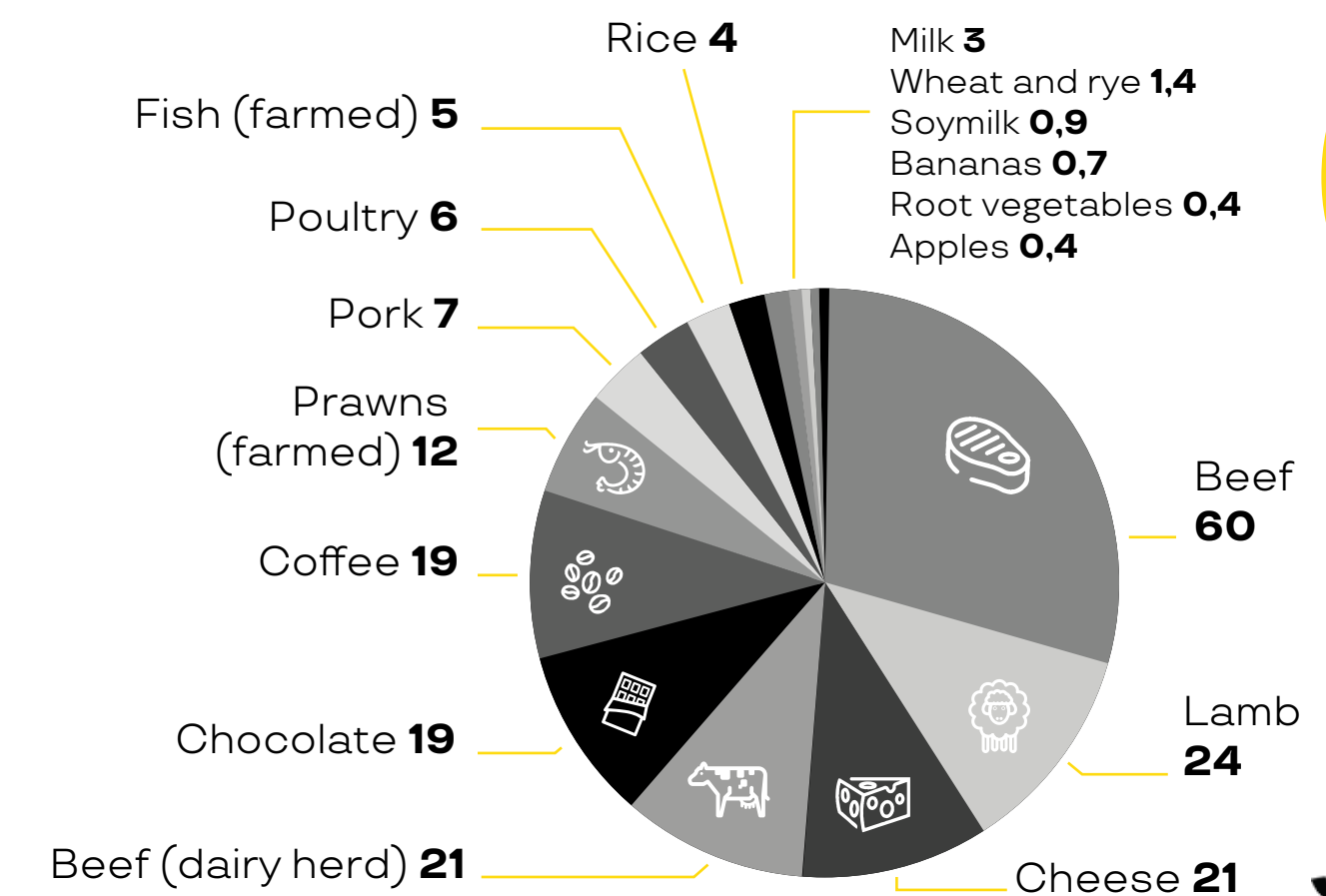
*Source

Tip!

Prefer seasonal organic food. Domestic tomatoes grown offseason in a heated greenhouse have a greater environmental impact than seasonal outdoor tomatoes from Spain*

*Source

Greenhouse gas emissions per kilogram of food product*

Rice **4**
Fish (farmed) **5**
Poultry **6**
Pork **7**
Prawns (farmed) **12**
Coffee **19**
Chocolate **19**
Beef (dairy herd) **21**

Milk **3**
Wheat and rye **1,4**
Soymilk **0,9**
Bananas **0,7**
Root vegetables **0,4**
Apples **0,4**

Beef **60**
Lamb **24**
Cheese **21**

What you eat is more important than where it comes from.

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Transportation

- Offer a **shuttle service** instead of individual transportation
- Prefer **low emissions buses** (EURO6 emission standard) and compressed gas buses
- For short distances offer bicycles and electrical scooters instead of shuttle buses
- Provide **guarded bicycle parking**
- Offer **special treatment** or prizes for those coming by bicycle or on foot. E. g. bicycle maintenance or foot massage
- **Compensate climate impact** of flying by supporting local environmental organizations

Why?

If 100 people travel 100 km to the event in separate cars, the CO_2 footprint is 5 times larger than traveling by bus.*

*Source

Waste

- **Lower** the amount of the **waste** and reuse or recycle 100% of leftovers
- Swap trash bins for **resource collection** points
- Dedicate a person responsible for waste management and supervision
- Hire **green ambassadors** at resource collection points to educate people

Tip: **Don't use single use dishes (incl. biodegradable dishes)** In Estonia, biodegradable dishes end up in incineration, because we don't have industrial composting capacity.

Serve tap water instead of plastic bottled water

Why?

The production of one 500ml plastic bottle produces 1kg of CO_2. To stop global warming, a person could produce a maximum of 6.8 kg of CO_2 per day.

Resource collection point with green ambassador.

Production

- Reuse and rent items instead of buying
- Choose **environmentally-friendly materials** and printing partners (FSC, The Nordic Swan Ecolabel)
- Set **sustainability criteria** to the suppliers
- **Supervise** suppliers to make sure they actually prefer sustainable solutions
- Make a transportation plan so that all things from one place arrive on the same vehicle
- **Train staff and suppliers** about sustainability
- Use local workforce as much as possible

Example:

The entire decoration of the the Best Estonian Companies awards gala 2022 was made from Cleveron's production leftovers of old robotic parcel machines. As a result, we saved 84 bath-tubs full of water and 62 kg of CO_2 emissions* by reusing instead of buying new things.
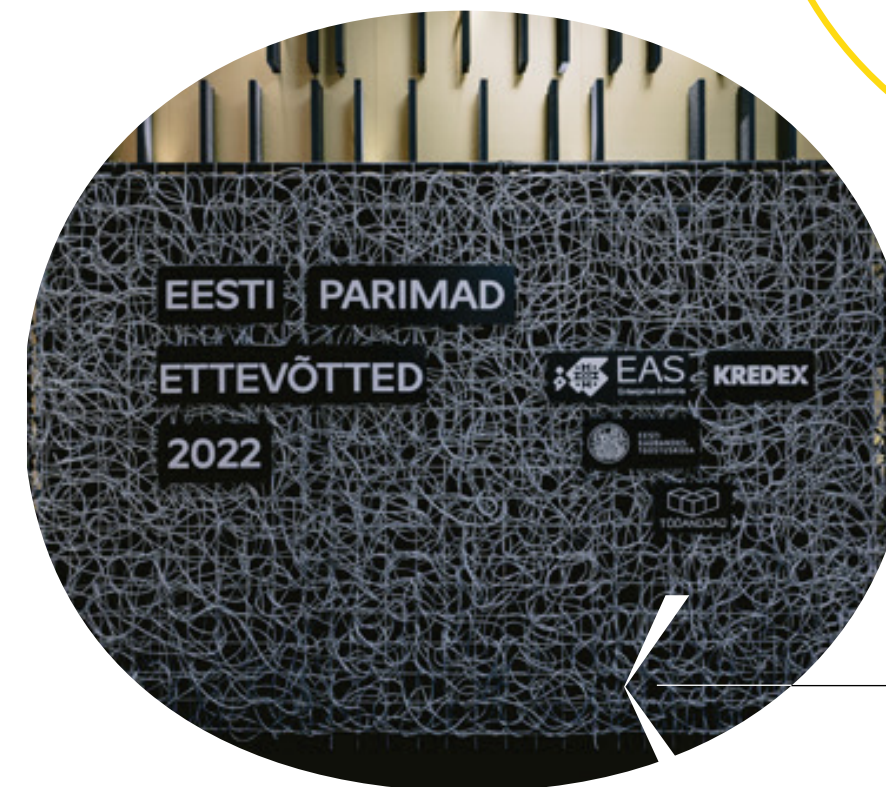
* Based on IPCC 2021 GWP100 emissions of factors. Water usage metrics are calculated with the AWARE method.

Photo wall made from Cleveron's production leftovers

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