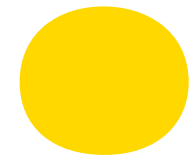




5 steps in organizing a more sustainable event

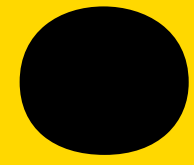


What is a sustainable event?

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. *

*UNEP Green Meeting Guide 2009





What to keep in mind when organizing a more sustainable event:

The venue

Choose a venue that is easily accessible by public transport

Food & beverage

Increase plant based food

Transportation

Raise the awareness of event participants

Waste

Sort the waste and reuse or recycle leftovers

Production

Don't produce new things, find use for the existing deco elements

● 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 be 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.



● Food & beverage

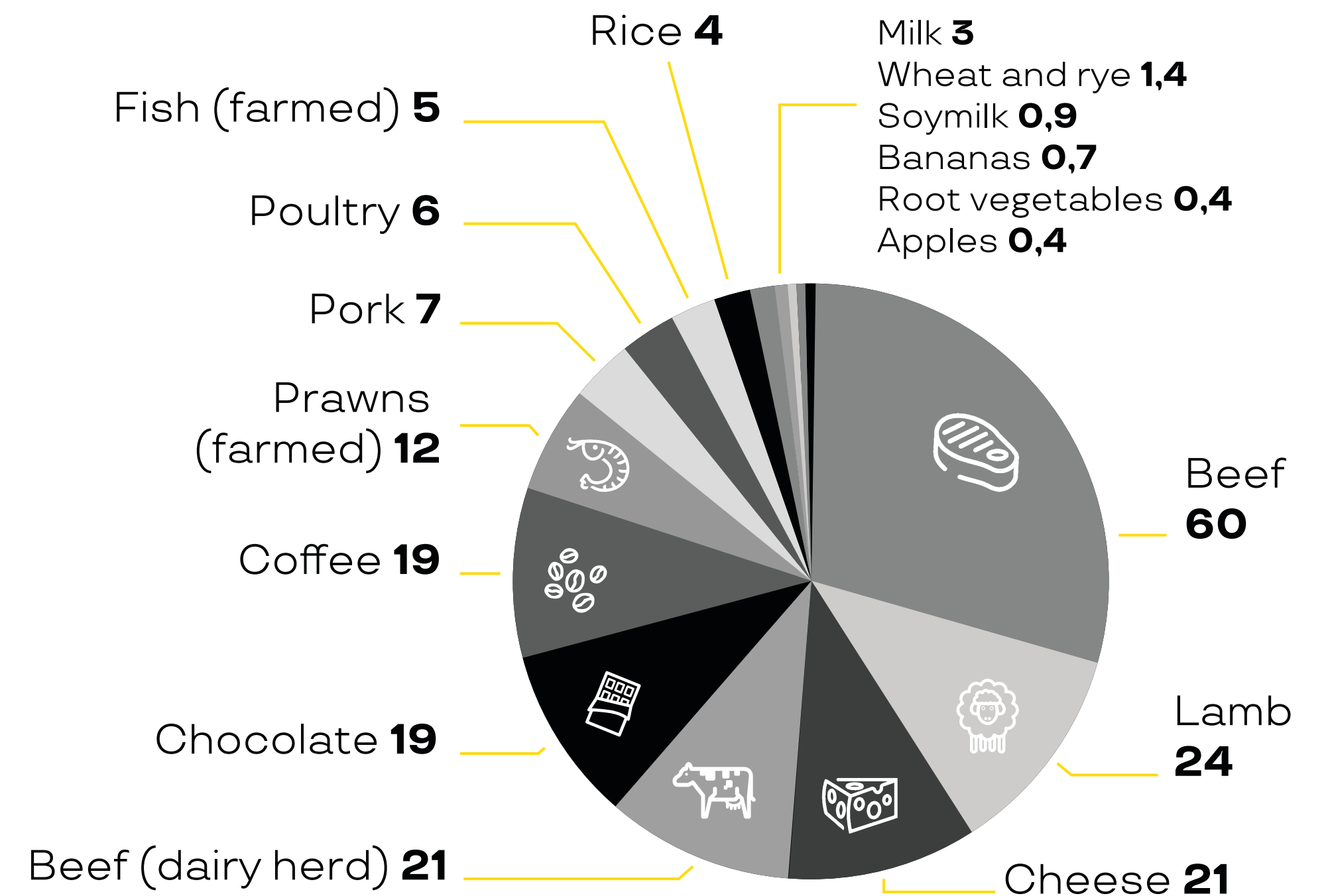
- Increase plant based food
- Optimize amount of food to reduce leftovers
- Donate leftovers to Food Bank or offer leftovers as takeaway to guests
- Showcase local farmers food by storytelling
- Instead of bottled water offer tap water
- Prefer Fairtrade coffee, tea, fruits, rice, quinoa, sugar

Why?

CO₂ emissions from most plant-based products are 10-50x lower, compared to most animal-source foods*

* Source

Greenhouse gas emissions per kilogram of food product*



Tip!

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

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

* Source

● 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 prize for those coming by bicycle or on foot. E. g. bicycle maintenance or foot massage
- **Compensate climate impact** of flying by supporting local environmental organization

Example

If 100 people travel 100 km to the event in separate cars, the CO₂ 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!

Serve tap water instead of plastic bottle water

The production of one 500ml plastic bottle produces 1kg of CO₂. To stop global warming, a person could produce a maximum of 6.8 kg of CO₂ per day

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.



Resource collection point with green ambassador.

● Production

- Reuse and rent items instead of buying
- Choose **environmental 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 bathtubs full of water and 62 kg of CO₂ 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