

GUIDE TO ORGANISING SUSTAINABLE EVENTS





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2022 Edition



Department of Climate Action, Food and Rural Agenda

Climate Action Secretariat
General Directorate of Environmental Quality and Climate Change



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Ecomundis Communication & Sustainability

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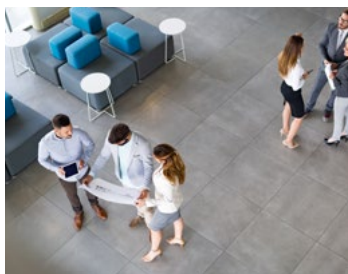
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01

INTRODUCTION

The purpose of the document presented below is to serve as a guide for incorporating sustainability criteria into public and private events and thus contribute to the achievement of the Sustainable Development Goals (SDGs) to which the Government of Catalonia has committed through the National Plan for the implementation of the 2030 Agenda in Catalonia.

It is aimed at a range of events such as conferences, congresses, presentations and openings, forums, courses and seminars, regardless of the topic, duration and scope in which they take place. Events linked to local celebrations, fairs, sporting events or concerts are not covered by the express purpose of this document, although it is possible to use the document as a reference in the organisation of these events due to the many common elements they share.

Additionally, it must also be useful for the managers and people responsible for the event and for the people who work and participate in it.

The starting point for drawing up the guide was to identify the activities that derive from the organisation of the European event called Circular Economy Hotspot Catalonia (hereinafter, CEHotspotCAT), from planning to closing, although the obtaining of primary resources, the management of products and by-products or the constructive elements of the place where it is carried out have not been analysed at each stage. These aspects, due to their complexity and the wide range of actions they entail, require their own study.



It should be noted that the considerations derived from the application of protocols against COVID-19, which may temporarily modify the usual functioning of the events, have not been taken into account.



02

WHAT IS A SUSTAINABLE EVENT?

An event that is **designed, organised and implemented** in a way that minimises negative social, economic and environmental impacts and leaves a positive legacy in the community that hosts it.

United Nations Environmental Programme (UNEP).

ENVIRONMENTAL



ECONOMIC



SOCIAL



03

HOW TO INCORPORATE SUSTAINABILITY INTO THE ORGANISATION OF THE EVENT

The organisation of an event is not limited solely to the day(s) on which it takes place; it involves the performance of several tasks before and after.

Commitment to sustainability is an aspect that must be included in all phases of the event, from planning to closing.

PRE-EVENT

- **Planning:** the basic characteristics of the event are defined.
- **Organisation:** work begins to shape the event: the facility that will host it is selected, service providers are hired (catering, technical secretary, etc.), aspects relating to communication are specified, the programme is drawn up, etc.
- **Assembly** of structures, adaptation of facilities, etc.

EVENT

- **Celebration:** the event takes place on the planned date and place.

POST-EVENT

- **Disassembly** of structures.
- **Assessment and report:** once the event is over, the degree of sustainability is assessed and the results obtained are reported.



Basic characteristics

Therefore, the first step is to define the basic characteristics of the event, such as:

- Objectives and type of event.
- Recipients.
- Where and when it will take place.
- Number of expected attendees.
- Duration.
- Other aspects.

The real need to organise an “in-person” event must be evaluated and the possibility of including connections through video conferencing must be anticipated. When choosing the location where the event will take place, it is necessary:

- Consider the proximity of the event to the places where the participants work or live.
- Choose locations with good public transport.



ACTIVITIES and services

From here, work gets underway to shape the event and the activities and services needed to organise it are identified, which will condition the sustainability measures to be implemented:

- Selection of the city and venue to hold the event.
- Selection of accommodation for speakers, participants, organisation staff, etc.
- Design, assembly and disassembly of facilities to adapt the venue.
- Catering and restaurant services.
- Communication actions before, during and after the event (registrations, posters, event documentation, promotional elements, etc.).
- Transport of people or materials.
- Organisation of parallel activities (technical visits, social events, etc.).
- Hiring of services for waste collection, cleaning, security, auxiliary event staff, sign language services, etc.



Stakeholders and other agents involved

At this stage, it is also necessary to identify:

- Stakeholders, i.e. individuals, groups of individuals or organisers who affect and/or may be affected by the event:
 - Workers
 - People attending the event
 - Product and service providers
 - Public administrations
 - Local community: neighbourhood, NGOs, etc.
- The main agents who will need to be involved to work in a coordinated manner and ensure the event is executed correctly.

The next step will be to reflect on the environmental, social and economic aspects that organising the event will entail with the aim of anticipating the measures to be implemented to reduce the negative impacts and maximise the positive ones.

The attached table shows the main environmental, social and economic aspects associated with the organisation of an event.

Environmental ASPECTS

They refer to any activity or service for the event that positively or negatively affects the environment¹.



ENERGY CONSUMPTION

Energy consumption is mainly associated with:

- Air conditioning/heating and lighting of the venue where the event takes place.
- The use of electrical and electronic devices (sound equipment, projectors, etc.).
- Movement of people and transport of goods.
- Energy consumption in visitor accommodation.

WATER CONSUMPTION AND GENERATION OF WASTEWATER.

Water consumption occurs both at the event venue and in other related or supporting activities such as the catering service, accommodation or cleaning. These activities also generate wastewater that must be treated properly.

CONSUMPTION OF MATERIALS

The consumption of materials can be associated with multiple activities: assembly of facilities to prepare the venue where the event takes place, communication tasks (posters, materials given to attendees, etc.); without forgetting the catering service where, apart from food and drinks, other materials can be consumed (plates, glasses, napkins...).

GENERATION OF WASTE

Throughout all the phases of the event, different types of waste are generated. Mainly, the generation of waste is associated with preparing the space where the event is held, in particular if it involves the assembly and disassembly of structures, equipment or the like, communication and the catering service.

GREENHOUSE GAS EMISSIONS

In general, the organisation of an event involves:

- The movement of people (organising team, event attendees, outsourced staff, etc.); and the transport of materials (assembly and disassembly of activities, catering, etc.), which can generate CO₂ and other gases that contribute to the greenhouse effect. The impact associated with the mobility of people will vary substantially depending on the origin of the target audience (local, national, international, etc.).
- Energy and water consumption and the generation of waste in different facilities related to the event (facilities where it takes place, participants' accommodation, etc.). Depending on how efficient and sustainable the different affected facilities are, the impact of emissions would vary substantially.
- The consumption of materials, the manufacture and transport of which will result in a greater or lesser impact depending on how they are manufactured, the mode of transport and the distance.

NOISE

Crowds of people, live music or PA messages can cause disturbances and disruptions in the environment where the event takes places.

¹ Given the type of events that this document addresses, aspects related to biodiversity and light contamination have not been included.

It is necessary to anticipate the incorporation of sustainability criteria from the moment the event's planning begins.

SOCIAL ASPECTS

They refer to any activity or service for the event that positively or negatively affects the people or groups with which it has a relationship (employees, participants, suppliers, society, citizens, etc).



HEALTH AND SAFETY

Guarantee the health and safety of the people attending the event as well as all the people who work in organising the event is key.

WORKING CONDITIONS

Ensure compliance with the health and safety guidelines set by the competent authorities in both ordinary and extraordinary situations (e.g. measures for COVID-19).

DIVERSITY, EQUAL OPPORTUNITIES AND NON-DISCRIMINATION

Pay attention to the working conditions of both the event's own staff and outsourced staff, to guarantee compliance with regulations in the labour field and to ensure the relationship channels.

RELATIONSHIP WITH THE COMMUNITY

Attention to diversity, equality and non-discrimination must take into account the accessibility of the spaces used (event venue, accommodation, etc.), recruitment processes and activities linked to the development of the event (e.g. catering).

TRAINING

Training is a key aspect. For this reason, it will be necessary to ensure that all the people involved in organising the event have received the appropriate knowledge and information to carry out their tasks with the utmost respect for the environment and people.

ECONOMIC ASPECTS

They refer to any activity or service for the event that can interact with the various agents involved.



CONTRIBUTION TO THE LOCAL ECONOMY

An event has the potential to contribute to the promotion of the local economy in various sectors (services, production, etc.) through the purchase of products and the hiring of services from local suppliers.

PARTICIPANTS' SATISFACTION

Participant satisfaction can contribute to improving the image of the organiser and, consequently, improve its positioning.

In accordance with this knowledge, the objectives and measures to be implemented can be defined, and the **sustainability plan** drawn up: a roadmap for the event in the field of sustainability.

Considering that the organisation of an event can involve many areas or departments of an organisation, the improvement plan must include, as a minimum:

- Action measures.
- Area or department responsible for carrying out the action.
- Phase of the event where the measure must be applied (planning, celebration or closing).
- Deadlines.
- Stakeholders involved.
- Monitoring indicators or measurement system.

Once the event has ended, it will be necessary to evaluate the effectiveness of the proposed improvements and, in general, the degree of sustainability of the event, and the results will also need to be communicated.

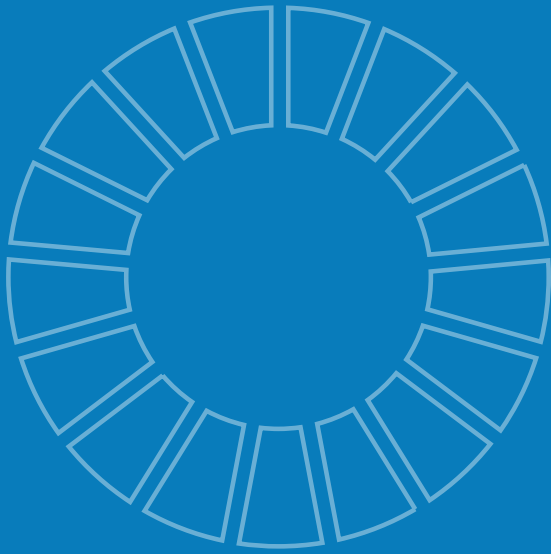


A good practice is to assess the impacts based on their contribution to the Sustainable Development Goals of the 2030 Agenda.



EVENT ROADMAP SUSTAINABILITY PLAN





04

SUSTAINABILITY IN EVENTS

**IN LINE WITH THE COMMITMENT
TO THE SUSTAINABLE DEVELOPMENT GOALS,
EVERY EVENT MUST:**

HAVE A SUSTAINABILITY PLAN

that contains, at the very least, the sustainability measures to be implemented at the event, the person or people in charge of carrying out the action, the implementation deadlines and the monitoring indicator.

APPOINT A PERSON

who will be in charge of coordinating the actions and monitoring the sustainability plan.

INFORM

the staff (organising team, suppliers and contractors, collaborators, etc.) about the sustainability measures that are expected to be implemented at the event, request their involvement and highlight the relevant role they can play in identifying proposals for improvement.

COMMUNICATE

the sustainability measures implemented to attendees, organisation staff, supplier companies, etc., and inform them about how they can contribute to making the event more sustainable.

CALCULATE AND OFFSET THE CARBON FOOTPRINT

where the inventory, calculation and compensation systems recommended below are taken into account.

CALCULATE

THE CARBON FOOTPRINT OF THE EVENT



In all events, the carbon footprint will be calculated. The calculation will quantify the greenhouse gas emissions (GHG), in tonnes of CO_{2eq}, derived from the event taking place.

The methodology used to make the calculations will follow the guidelines of ISO 14064 part 1 and will include, as a minimum, the emissions linked to:

- The energy consumption of the facilities where the event takes place.
- The water consumption of the facilities where the event takes place.
- Travel associated with the organisers and speakers.
- Travel by those attending these events.
- The correct generation and separation of waste by material.

Furthermore, you can calculate the emissions derived from:

- Overnight stays (impact on accommodation) and catering associated with the event due to energy and water consumption, waste generation, etc.
- The production and transport of communication materials and merchandising elements given to the people attending the event and also the other materials acquired for the event.

Quantifying the tonnes of CO_{2eq} associated with each activity will allow us to know the impact of the environmental measures implemented.

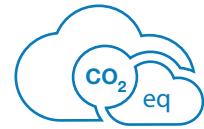
The desired objective is to reduce the carbon footprint derived from the organisation of the event, considering all possibilities. Only in this context will carbon offsetting play a role in a strategy of carbon neutrality, specifically by acting on emissions that have not been able to be reduced.

The Catalan Office for Climate Change has an emissions calculator:

[Access to the Calculator](#)

OFFSET

THE CARBON FOOTPRINT OF THE EVENT



Offsetting carbon emissions allows emissions that could not be avoided to be “neutralised” by purchasing an equivalent reduction in GHG emissions through a project located elsewhere. This purchase makes it possible to finance part of the emissions reduction project carried out elsewhere.

The logic behind carbon offsetting is that global warming is a global problem, unlike other problems on a local scale, and, in certain situations, acting on our own via internal reductions to minimise the impact of an organisation or of a product may be technically, economically or strategically unviable.

The organisers of the events must consider, in each case, whether they want to offset all the emissions generated or only a part of them.

When offsetting emissions, in accordance with the criteria established by the Catalan Office for Climate Change, you must pay attention to the following basic principles:

- Offset emissions with guarantees, considering the type of credit used for the offsetting in order to offer guarantees that account for a real and additional reduction in emissions.

At this point, it is important for the reductions to be verified and also recorded. Therefore, priority will be given to offsetting through GHG credits generated within the framework of the voluntary GHG Emissions Offsetting Programme promoted by the Government

of Catalonia². These credits come from reductions in GHG emissions from projects carried out by entities that carry out social work in Catalonia.

If this option is not possible, other carbon credits from the voluntary market recognised by international organisations will be chosen³.

- Offset emissions with transparency, communicating clearly and transparently so that anyone interested understands the scope of the action and the criteria used.

When the offsetting message is communicated, it will be necessary to indicate the calculation methodology, the scope of the emissions included, the reduction measures implemented and the project with which the emissions have been offset.

To facilitate the economic management derived from the purchase of carbon credits, we suggest acquiring a “bag of credits” to offset the emissions of the events that may take place throughout the year.

In this way, managing the purchase of credits individually for each event will be avoided and administrative management will be simplified.

2 Access to the [Voluntary Programme](#)

3 Access to the [Offsetting Principles](#)





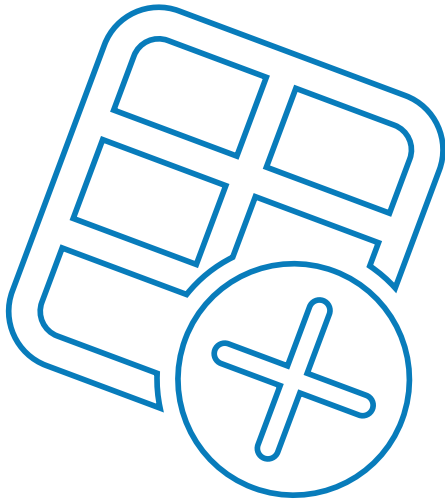
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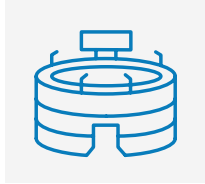
SUSTAINABILITY MEASURES TO BE INCLUDED IN DRAWING UP THE SUSTAINABILITY PLAN



Next, initiatives that are considered Good Practices are listed, grouped according to the related activity or service, which can be included when designing the sustainability plan.

Furthermore, and to facilitate the drawing up of the plan, attached to this guide there is a spreadsheet format inserted into the PDF.





SELECTING THE VENUE

The location, the space, the environment and its size are key when it comes to maximising sustainability.



SELECTION OF ACCOMMODATION FOR PARTICIPANTS

Selection of more sustainable hotels and facilities to accommodate participants, speakers and other members of the organising team.



DESIGN, ASSEMBLY AND DISASSEMBLY OF FACILITIES

The operations for preparing the facilities can be replaced with more sustainable alternatives.



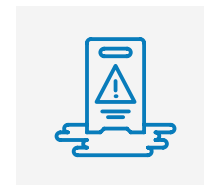
CATERING AND RESTAURANT SERVICE

Sustainability criteria in bars, restaurants and spaces for the sale or consumption of food and drinks.



MOBILITY

Reduction of environmental impacts resulting from the transfer of people and materials to the event.



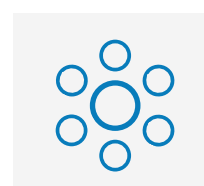
CLEANING OF THE FACILITIES

Measures and criteria for cleaning operations and the products used.



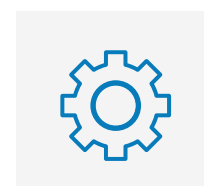
COMMUNICATION AND PROMOTIONAL ELEMENTS

Eco-design and circular economy practices in the communication elements and other materials delivered at the event.



ORGANISATION OF PARALLEL ACTIVITIES

Guarantee the application of the specified sustainability measures in the prior, simultaneous or subsequent acts linked to the event.



OTHER ASPECTS RELATED TO THE EVENT

Sustainable procurement and events adapted to diversity.

SELECTION OF THE VENUE, SPACE AND LOCATION OF THE EVENT

When choosing the venue or the place where the event will take place, it is important to consider its commitment to sustainability. When choosing the facility where the event will be held, the following requirements can be considered:

COMMITMENT TO SUSTAINABILITY

Hold a certification that guarantees commitment to the environment (EMAS, ISO 14001, Emblem of Environmental Quality Guarantee, ISO 50001, LEED certification or similar) or be able to demonstrate its commitment to sustainability (sustainability policy, commitment to the Sustainable Development Goals, etc.).

- Low consumption lightbulbs, preferably LED.
- Energy-efficient electronic and electrical equipment according to Energy Star, TCO or equivalent criteria; category A appliances, HVAC systems and water heating devices.
- Independent lighting and HVAC systems for rooms.
- Have charging stations for electric vehicles (in the building itself or nearby).
- Renewable energy, whether self-produced or through the purchase of electrical energy with a Certificate of Guarantee of Origin.
- Staff in charge of the environmental management of the room who are responsible for disconnecting the electrical devices, controlling the lighting and temperature of the room, as long as it is not automatic. The range of temperatures for the room must be according to the time of year (maximum of 21 °C in winter and 26°C in summer).

SUSTAINABLE MOBILITY

- Facility that is easily accessible by public transport (at a distance of less than 300 metres).
- Facility that offers participants the option to stay there or that is located less than a 15-minute walk from where the accommodation is.
- Have spaces equipped for bicycle parking or other sustainable mobility devices.
- Have the means to carry out video conferences and systems for the streaming of presentations.

ENERGY EFFICIENCY AND A COMMITMENT TO RENEWABLE ENERGY, WITH:

- Adjustable natural light.
- Rooms with HVAC systems independent from the rest of the building.
- Rooms with a size that is appropriate for the expected audience: the maximum capacity of the room cannot be less than the expected capacity, nor does it exceed 15% of the maximum number of expected participants, or the space must be modular.



Opting for facilities with a firm commitment to sustainability will make it easier to achieve the event's sustainability goals.

WASTE MANAGEMENT

- In order to promote waste valorisation, there must be a selective collection system for the different fractions of waste generated through which the maximum possible valorisation of the collected materials is guaranteed.
- The venue must have selective waste collection bins for all the waste generated (including the organic fraction) marked in a clear, educational and visible manner with an identification of the type of waste they contain so that the people attending can separate it.
- Guarantee the correct final management of all fractions of selectively collected waste.
- If there is a private organic fraction collection service, the centre must be registered in a private commercial network for the organic fraction of waste, whose final destination is a composting or anaerobic digestion plant.

WATER SAVING SYSTEMS

Timed automatic shut-off or with presence detectors, flow regulators, water saving devices in toilets and urinals, etc., while ensuring the correct management of wastewater.

ACCESSIBILITY

Facility with universal design criteria and global accessibility.

OTHER

- Have the means to carry out video conferences and to broadcast presentations.
- Have agreements with transport companies (e.g., taxi services) that provide the service with vehicles with an ECO label or zero emissions in accordance with the General Directorate of Traffic.
- If there is a simultaneous interpretation service, request that the equipment be run on rechargeable batteries. The same requirement can be extended to other services that require the use of equipment that operates on batteries.
- Decorative elements: in the event that there is to be decorative elements, the use of reusable elements will be requested (e.g. plant ornaments, live plants that must subsequently be replanted; under no circumstances, cut natural plants or flowers).



SELECTING ACCOMMODATION FOR PARTICIPANTS

If the organisation of the event involves managing accommodation for participants, speakers or members of the organisation, compliance with the following criteria should be requested:

CERTIFICATIONS, EMBLEMS AND GUARANTEES

- Hold a certification that guarantees commitment to the environment (EMAS, ISO 14001, Emblem of Environmental Quality Guarantee, European Ecolabel, ISO 50001, LEED certification or similar) or be able to demonstrate its commitment to sustainability (sustainability policy, commitment to the Sustainable Development Goals, etc.) and to the progressive reduction of the impact of the different environmental vectors.

LOCATION

- Be located less than 1 km from the venue for the event and prioritise the ability to get around on foot, by bike, etc.
- Be easily accessible by public transport (at least one means of transport) less than 20 minutes away from the place where the event takes place.

ACCESSIBILITY

- Have a facility with universal design criteria and global accessibility.

RESOURCE SAVINGS

- Have water saving systems and energy efficient appliances and equipment.
- Clear commit to waste prevention and resource optimisation; favour the assessment of waste through the selective collection of all fractions (including the organic fraction) and ensure the correct final disposal of the selectively collected fractions of waste.

ENERGY SAVING AND RENEWABLE ENERGY

- Clear commit to the consumption of renewable energy through the self-production and self-consumption of electricity with renewable energies, the purchase of 100% renewable electricity accredited with certificates of guarantee of origin, the production of heat with renewable energies, etc.



DESIGN, ASSEMBLY AND DISASSEMBLY OF FACILITIES

It may so happen that the room or facility needs to be fitted out to allow the event to take place:

MATERIAL RENTALS

Prioritise the rental of materials. If renting materials is not possible:

- Consider options that facilitate the subsequent reuse of materials: modular stands that are easy to assemble and disassemble, recyclable and foldable to minimise environmental impacts and transport costs.
- Use reused or recycled materials, or wood that comes from sustainably managed forests (FSC or PEFC certificate).

MATERIAL RENTALS

- Avoid the use of carpets. In the event that they are essential, opt for rental carpets (reusable); if this option is not possible, you must ensure that more environmentally friendly materials are used such as recycled and recyclable plastics, or cellulose or other biodegradable materials, without adhesives.

USE OF MATERIALS

- Establish agreements with associations, entities, etc. to facilitate the reuse of materials at the end of the event.

SELECTIVE WASTE COLLECTION

- Guarantee the selective waste collection during assembly and disassembly and ensure the correct final management of the selectively collected fractions of waste.
- Record the amounts of waste generated by each fraction.

To guarantee the correct management of waste in all phases of the event, it is possible to consider assigning staff to inform others about the selective collection circuits that have been implemented and, at the same time, answer questions related to waste management.



CATERING AND RESTAURANT SERVICE

If the event includes a catering or restaurant service, we recommend requesting:

PRODUCT SELECTION

- Local products.⁴
- Fresh, seasonal fruits and vegetables.⁵
- Food and drinks from organic farming (juices, fruit, etc.).
- Organic and fair trade coffee.
- Seed and stone fruit grown following the criteria of integrated production.

WASTE PREVENTION AND MANAGEMENT

- Drinks supplied in glass jugs or bottles that can preferably be returned. Drinks in single-use containers will not be provided.
- Use of reusable trays, plates, glasses and cutlery. If this is not possible, they must be made with compostable materials, which must be disposed of as an organic fraction. If trays are used, disposable paper cannot be used to protect them.
- Use of reusable tablecloths and napkins. If this is not possible, they must be made of 100% recycled paper.
- Products will not be served in individual portions; bulk purchases will be prioritised (e.g. sugar, coffee, milk, oil, etc.).
- Prioritise the purchase of products with reusable, compostable packaging or with a high percentage of recycled material.

- Prioritise reusable packaging for transporting food.
- Selective collection of the different fractions of waste generated (at the very least - organic matter, cooking oil, paper and cardboard, packaging, glass and waste).
- Have clearly marked selective collection containers, with the identification of the type of waste they contain.
- Correct final management of the different fractions collected selectively, either through the public service or by contracting a private service. If a private service is available for the collection and management of the organic fraction, the centre must be included in a private commercial network for the organic fraction of waste.
- Staff with training on waste management and knowledge of the waste generated and the selective collection systems implemented.

4 The Government of Catalonia, in its Decree 24/2013, defines the sale of proximity products: sale of agri-food products, coming from the land or livestock and/or the result of a preparation or transformation process that is carried out in favour of the final consumer, directly or through the intervention of an intermediary, by producers or groups of agricultural producers. The sale of proximity products includes direct selling and short circuit sales.

5 In accordance with the seasonal products calendar of the Department of Climate Action, Food and Rural Agenda.

We suggest you consult the Government of Catalonia's guide to the greening of communal dining halls. It includes management recommendations, environmental criteria to be included in restaurant and meal service contracts.

FOOD WASTE

- Adjust the quantities of food to the actual needs (in accordance with the expected number of attendees, given the number of registrations).
- Have a food donation programme for social entities or another strategy for the use of food surpluses internally, and reduce food waste.
- Often, a few days before the event, a reminder is sent to attendees. You can use it to add a sentence such as:

"Please, if you have registered and will not be able to attend the event, we would appreciate it if you could let us know so that we can adjust the catering to avoid food waste".

ATTENTION TO DIVERSITY

- Establish agreements with associations, entities, etc. to facilitate the use of the materials at the end of the event.

OTHER ASPECTS

- Offer healthy food: avoid excess animal protein, saturated fat and sugary and processed foods.
- Communicate to attendees the sustainable characteristics of the catering (e.g., identification of the origin of local products, destination of food surpluses, etc.).
- Identify allergens in the products offered. If this is not possible, you must ensure that the staff has this information.
- Record the amounts of waste generated and selectively collected by each fraction.



SUSTAINABLE MOBILITY

The movement of people and goods results in energy consumption and atmospheric emissions. With the aim of reducing the resulting impacts, you must consider Good Practices in the different phases of the event, taking into account all possible agents involved: attendees, hired services, etc.

MEASURES TO ENCOURAGE SUSTAINABLE MOBILITY AMONG PARTICIPANTS AND THE ORGANISING STAFF

- Provide information before and during the event about the sustainable means of transport available (public transport, on foot, bicycle, etc.); and, if applicable, on the electric charging stations at the event venue (availability and characteristics).
When communicating and sending information about the event venue, the opportunity can be used to draw attention to the available sustainable means of transport.
- Ensure that travel (for example, visits to the facilities as part of the organisation of a congress) can be carried out in collective or shared transport.
- Programme the event schedule by taking into account the availability of public transport and avoiding peak times to make it more convenient for the people attending.
- Offer incentives to encourage the use of public transport (for example, the registration for the event could include free public transport tickets).
- Inform participants about the benefits of using sustainable means of transport.
- Mark the location of public transport stops.
If the offsetting of the event's carbon footprint does not include the journeys of the people who travel to attend the event from their place of residence, they can be offered the possibility of offsetting their emissions voluntarily.

HIRING OF TRANSPORT COMPANIES

If the organisation of the event entails contracting services to transport those attending, you should request:

- Collective transport tailored to the needs of the service: the maximum capacity of the vehicle (passenger seats) does not exceed 15% of the maximum number of expected passengers and journeys are planned so that the minimum possible number of journeys is made.
- Low-impact transport fleets: vehicles with an eco label or zero emissions according to the General Directorate of Traffic and preferably with the Emblem of Environmental Quality Guarantee. If this is not possible, vehicles will be required to be Euro VI.
- Have certifications that guarantee commitment to the environment (Emblem of Environmental Quality Guarantee, EMAS, ISO 14001 or equivalent) and/or evidence of the organisation's commitment to sustainability.
- Staff trained in efficient driving techniques.
- Data must be provided that is necessary to calculate the offsetting of the emissions derived from the service provided.

EMBLEM OF ENVIRONMENTAL QUALITY GUARANTEE

In general, the recommendation to use low-impact transport fleets can be transferred to the suppliers, at least to the main ones: vehicles with an eco label or zero emissions in accordance with the General Directorate of Traffic and preferably with the Emblem of Environmental Quality Guarantee.

CLEANING OF THE FACILITIES

Below is a set of measures that can be requested from the companies in charge of cleaning.

DEPENDING ON THE TYPE OF CLEANING AND CLEANING OPERATIONS

Depending on the tasks assigned to them, criteria can be added. For example, if the company is responsible for purchasing toilet paper and paper towels, you can require that they meet the requirements of the Emblem of Environmental Quality Guarantee.

CLEANING PRODUCTS

- Use products that meet the requirements of a type I ecolabel (Nordic swan, European Ecolabel or equivalent) (except in cases where justified by disinfection needs).
- Prioritise the purchase of concentrated cleaning products and ensure the correct dosage.
- Buy products in bulk, preferably in returnable or easily recyclable containers.
- Collect the waste generated in the facilities while ensuring the correct final management of the waste in accordance with the existing selective collection circuits.
- Label and store product packaging correctly (product name, hazard pictograms, instructions for use, etc.).
- Have the product safety data sheets.

- Train and inform the staff with recommendations to ensure the ideal dosage of products, the correct management of waste and the rational use of resources (water, electricity, etc.).
- Put in place containment and collection protocols and materials to act in the event of accidental product spills.

CLEANING WASTE MANAGEMENT

- Guarantee the correct final management of the waste generated in the execution of the services (e.g. containers of cleaning products once empty).



COMMUNICATION AND PROMOTIONAL ELEMENTS

Organising an event involves different communications before, during and after. Saving resources and minimising the environmental impact of communication materials must be a basic and ongoing premise throughout all stages of the event.

OBSOLESCENCE, REUSE AND DIGITISATION

- Design the materials and texts by avoiding identifying the year, event edition, etc., with the aim of being able to reuse these materials in subsequent events.
- Reuse roll ups and other materials.
- Assess the possibility of making use of digital identifications and communications. In the event that this is not possible, a system will be put in place to reuse the accreditations.

INCLUSIVE COMMUNICATION

At this point, we would like to emphasise that it is important for the communication associated with the event to be inclusive, free of stereotypes and respectful towards everyone.

GIFTS AND ITEMS HANDED OUT

In the event that the decision is made to hand out a promotional item or gift at the end of the event, we recommend:

- Prioritising intangible alternatives (e.g. tickets to visit cultural facilities related to the theme of the event) or products with a low environmental impact, preferably manufactured by insertion companies, special work centres or social initiative cooperatives.

- That they be made with materials of renewable origin (e.g. wood from sustainable forest management), recycled, single material or low-toxicity and non-hazardous products. In the case of textile elements, it is important to take into account the criteria of the Guide for the Procurement of Environmentally Correct Textile Products of the Government of Catalonia.
- With the smallest possible container and least amount of packaging; unnecessary and plastic packaging must be avoided.
- With a long useful life and/or that can be reused in subsequent uses in order to minimise waste throughout the product's entire life cycle.
- That encourage sustainable behaviour: multi-use bags, solar chargers, etc.



ORGANISATION OF PARALLEL ACTIVITIES

If the design of the event includes events of a social nature or parallel activities, consistency with the sustainability measures planned for the event must be ensured. According to the schedule activities, the criteria will need to be defined. In this way, and by way of example, if technical visits to facilities are planned, recommendations can be made in line with the measures implemented in the event. A proposal is presented at the end of the guide, in the annex.

OTHER ASPECTS

In the previous sections, measures have been proposed that will mostly contribute to reducing the environmental impact of the event. However, a sustainable event must go even further, which is why you need to take into account:

SUSTAINABLE HIRING

The importance of hiring companies that are:

- Local.
- Insertion companies, special work centres or social initiative cooperatives.
- That favour the ability to strike a work-life balance and promote employment with equal opportunities. For example, ask for there to be parity in the hiring of the professional services of auxiliary staff.
- The commitment of supplier and partner companies to sustainability will facilitate the achievement of the event's sustainability objectives.

A good way to demonstrate this commitment is through certifications such as ISO 14001, the European EMAS Regulation, the Emblem of Environmental Quality Guarantee, eco-design distinctions, etc.

EVENTS ADAPTED TO DIVERSITY

- The event must be accessible to all participants. Beyond ensuring accessibility for people with reduced mobility, you must take into account people with sensory diversity and assess whether to hire specific services (e.g. sign language interpretation service or radio guides).
- At the time of registration, participants may be asked to mention if they have any special needs.



04.2

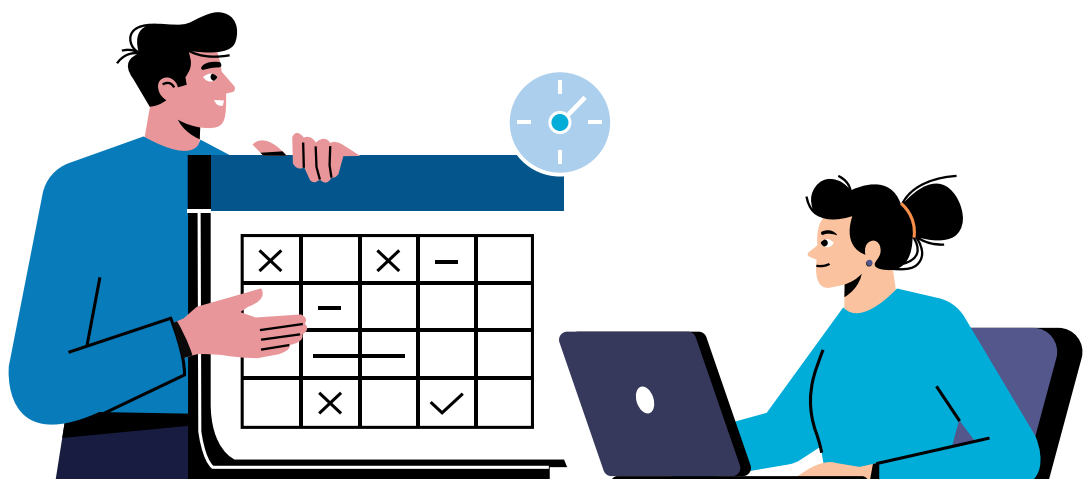
MONITORING AND MEASUREMENT OF THE SUSTAINABILITY OF THE EVENT



APPOINTMENT AND DUTIES OF THE PERSON IN CHARGE OF SUSTAINABILITY

As previously mentioned, it is necessary to appoint a person who will be in charge of coordinating the proposed actions and monitoring the sustainability plan.

This person's role is key. Next, in each of the phases of the event, the procedure to be followed is described.





PRE- ○
EVENT

EVENT ○

POST- ○
EVENT

BEFORE THE EVENT

ORGANISATION AND COORDINATION

- Include the sustainability of the event as another point to be discussed in the general coordination meetings.
- Define the frequency with which the people responsible for the implementation of the actions will be contacted to monitor them. The communication system will vary according to the relevance of the measures, the number of people involved and/or the topics to be discussed; meetings (in-person or virtual), communications via email, etc., can be planned.

ESTABLISHMENT OF KEY INDICATORS

Define the key indicators of the event and the data that will need to be collected and inform the people responsible for collecting and processing the information. This information could include:

- Greenhouse gas emissions (GHG), in tonnes of CO_{2eq}, derived from the event.
- The tonnes of CO_{2eq} that have been offset.
- The amounts of waste generated and the management method for each fraction collected separately.
- The consumption of materials, water and energy.
- The impact on the community and local development.
- Communication and information actions.
- Etc.

For each indicator, you will need to define:

- Name of the indicator.
- Unit of measurement.
- Person in charge of reporting.
- Data sources for obtaining the indicator.
- Calculation formula.
- Observations (if applicable).

FORMALISATION OF AGREEMENTS AND ACTIONS

- Collect and analyse the documented information that will demonstrate the implemented measures, such as: agreements with hired companies, communications with the people attending, etc.

DURING THE EVENT

CONTROL AND VERIFICATION OF MEASURES

In this phase, the implemented sustainability measures will need to be verified on site, while evidence will be collected and opportunities for improvement will be detected.

- The person responsible for the coordination and monitoring of the plan will travel to the facilities where the event takes place to check that the proposed actions are being complied with. Particular attention will have to be paid to the measures that, in accordance with the event's sustainability plan, apply to the phase in which the event takes place. This compliance check can be done via interviews with the people who participate in the organisation and observation of the activities (e.g. if the selective collection of waste is carried out correctly or the measures implemented in the catering service).
- To document the results, a section can be added to the sustainability plan where the evidence, possible deviations detected and proposals for improvement will be noted.
- Additionally, a system (e.g. surveys) can be designed to ask the participants for their opinion in relation to the sustainability measures implemented, which will help to identify proposals for improvement.

AT THE END

Once the event is over, it's time to take stock and inform stakeholders about the outcome. At the end of the document, a proposal for the contents of the final report is presented which, at the same time, can be used, in whole or in part, to communicate the results obtained.



05

ANNEXES

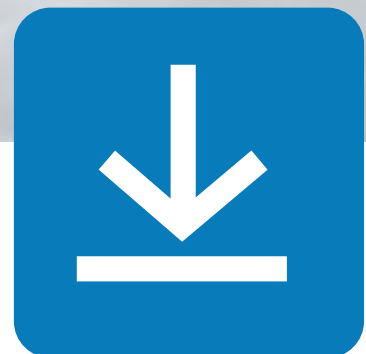


5.1 SUSTAINABILITY MEASURES

Sustainability measures to be included in the development of the event’s sustainability plan.



You can open the spreadsheet file  embedded in this PDF document. 



5.2 OTHER RECOMMENDATIONS

With the hope of contributing to the achievement of the Sustainable Development Goals, we would appreciate it if you would consider the recommendations that we have presented below, which will help to make the event more sustainable, without said list being exhaustive or exclusive.

CATERING SERVICE

CHOOSE

- Local products.
- Fresh and seasonal fruits and vegetables.⁷
- Food and drinks from organic farming (juices, fruit, etc.).
- Organic and fair trade coffee.
- Food and drinks adapted to diversity: people with food intolerances or allergies, vegetarians, vegans, etc.
- Healthy foods: avoid excess animal protein, saturated fat and sugary and processed products.

PREVENT FOOD WASTE

- Adjust the amounts of food to the actual needs (according to the expected number of attendees).
- Have a strategy to take advantage of food surpluses internally or donate them to social entities.

PREVENT THE GENERATION OF WASTE

AND ENSURE THE CORRECT MANAGEMENT THEREOF

- Supply drinks in glass jugs or bottles that can preferably be returned; avoid single-use containers.

- Use reusable trays, plates, glasses and cutlery. If this is not possible, they must be made with compostable materials, which must be disposed of as an organic fraction. If trays are used, avoid using disposable paper to protect them.
- Prioritise the use of reusable tablecloths and napkins. If this is not possible, opt for 100% recycled paper products.
- Avoid serving products in individual portions and prioritise purchases in bulk (e.g. sugar, coffee, milk, oil, etc.).
- Prioritise reusable packaging for transporting food.
- Guarantee the selective collection of the different fractions of waste generated (at the very least, organic matter, paper and cardboard, packaging, glass and waste) and their final management in accordance with current regulations in order to ensure maximum valorisation.
- Mark the selective collection containers with an identification of the type of waste they contain to facilitate the correct separation of waste.
- Train and inform staff with the aim of ensuring the correct final management of waste.

The Guide to Environmentally Correct Publications of the Government of Catalonia includes, among other things, recommendations for minimising productions and examples of messages for communicating the environmental characteristics of publications.

HIRING OF TRANSPORT SERVICES

If you plan on being responsible for the transportation of the attendees and hiring a service, we recommend requesting:

- Collective transport tailored to the needs of the service: the maximum capacity of the vehicle (passenger seats) does not exceed 15% of the maximum number of expected passengers and journeys are planned so that the minimum possible number of journeys is made.
- Vehicles with an eco label or zero emissions according to the General Directorate of Traffic. If this is not possible, vehicles will be required to be Euro VI.

In addition, staff driving the vehicle may be required to have received training in efficient driving techniques.

DELIVERY OF INFORMATIVE, PROMOTIONAL MATERIAL AND/OR OTHER COMMUNICATION ELEMENTS

The delivery of informative material in digital format will be prioritised. If you want to hand out a promotional item or gift during the visit, you should choose products with a low environmental impact:

- Made with materials of renewable or recycled origin.
- With the smallest possible container and least amount of packaging; unnecessary and plastic packaging must be avoided.
- With a long useful life and/or that can be reused in subsequent uses in order to minimise waste throughout the product's entire life cycle.
- That encourages sustainable behaviour: multi-use bags, solar chargers, etc.
- That have certifications attesting to their characteristics or environmental benefits (for example, FSC or PEFC certified wood, products with the European Ecolabel or the Emblem of Environmental Quality Guarantee, etc.).

Apart from the previous proposals, aimed at specific activities, throughout the entire visit it is necessary to encourage the saving of water, energy (for example, by regulating the air conditioning temperature of the room) and materials, and minimise the environmental impact.

Additionally, the carbon footprint associated with organising the event can be calculated and offset. The calculation must quantify the greenhouse gas emissions (GHG) in tonnes of CO_{2eq} derived from the visit; with this offsetting, emissions that could not be avoided will be "neutralised" by purchasing an equivalent reduction in GHG emissions through a project located elsewhere.

This purchase makes it possible to finance part of the emissions reduction project carried out elsewhere. For more information, you can visit the climate change website of the Government of Catalonia⁸ or contact the Catalan Office for Climate Change.



5.3 REPORT TEMPLATE: FINAL REPORT OF THE EVENT

1.- DESCRIPTION OF THE EVENT

Description of the main characteristics of the event with an indication of the type of event (if it is a congress, conference, etc.); the start and end date; the number of participants expected and their origin; if it includes activities at more than one venue, etc.

...DESCRIPTION

2.- IDENTIFICATION OF SERVICES AND ACTIVITIES

Services/activities that make up the event

Indicate the necessary elements for the organisation of the event: for example, accommodation; catering and restaurant services; transportation of attendees; design; assembly and disassembly of facilities for the adaptation of the venue; visits to the facilities, etc.

...ACTIVITIES

Hired services/activities

List of the main outsourced services and activities; indicate the name of the company hired to provide the service.

...HIRING

3.- THE EVENT'S SUSTAINABILITY OBJECTIVES

List of sustainability objectives established for the event. For example: reduce CO₂ emissions from the transport of attendees; reduce the carbon footprint associated with energy consumption; emission neutral event, etc.

...OBJECTIVES

4.- SUSTAINABILITY MEASURES IMPLEMENTED

List of the sustainability measures implemented, grouped according to the sustainability objective to which they contribute, and accompanied, where appropriate, by a brief description. For example:

Objective: reduce CO₂ emissions derived from the transport of attendees.

- Measure 1: The event took place in a facility that was easily accessible by public transport (indicate the means of public transport available and the distance at which they are located).
- Measure 2: Offer free public transport tickets along with registration (indicate the number of transport tickets given to each attendee and how).
- Etc.

...MEASURES/ACTIONS

5.- TRAINING AND COMMUNICATION

- **Specify the training and communication actions** carried out with an indication of the audience to whom they have been addressed.

...TRAINING AND COMMUNICATION

6.- SUSTAINABILITY INDICATORS OF THE EVENT

List of sustainability indicators and values obtained. For example:

- Total amount of waste generated (tonnes or kg).
- Amount of waste (tonnes or kg) of the different fractions collected selectively (organic matter, paper and cardboard, packaging, waste, etc.) and its final disposal route.
- tCO₂ equivalent; explain what was included in the scope of the calculation and what was excluded. For example, it has included emissions from the energy consumption of the facilities where the event takes place, the transport of visitors and emissions from waste management; and the impact of accommodation and the consumption of materials has been excluded.
- Quantity of food (kg) delivered to entities in the framework of the fight against food waste.
- Etc.

INDICATORS

7.- ASSESSMENT AND PROPOSALS FOR IMPROVEMENT

Assessment of the event's sustainability process and the degree to which the objectives have been obtained.

Specify the points of improvement identified in relation to the sustainability measures implemented or other measures that may be implemented in future editions of the event or in similar events.

...FINAL ASSESSMENT

**Department of Climate Action,
Food and Rural Agenda**
Directorate of Environmental Quality and Climate Change
Environmental Qualification Service