12 Appendix D: Greening Guideline for Events Greening

11.1　Background

Event greening refers to the process of incorporating socially and environmentally responsible decision making into the planning, organisation and implementation of, and participation in, an event whether large or small. It includes sustainable development principles and practices into all levels of event organisation, and aims to ensure that an event is hosted in a responsible manner. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organisers, venues, subcontractors and suppliers. These Event Greening Guidelines have been compiled to assist with the practical implementation of event greening principles.

The anticipated outcomes of a green event can be summarised as follows:

- To improve the resource efficiency of the entire event and supply chain management;
- To reduce negative environmental impacts, such as carbon emissions, waste to landfill, and the effect on biodiversity;
- To increase economic, social and environmental benefits (triple bottom-line);
- To enhance the economic impact, such as local investment and long-term viability;
- To strengthen the social impact, such as community involvement and fair employment;
- To improve sustainable performance within an available budget;
- To present opportunities for more efficient planning and use of equipment and infrastructure;
- To reduce the negative impact on local inhabitants;
- To protect the local biodiversity, water and soil resources;
- To apply the principles of eco-procurement of goods and services;
- To raise awareness of sustainability issues among all role players; and
- To ensure that the aims and objectives are clearly defined and measured

11.2　Event Greening Practices

Greening requires the incorporation and application of environmental principles and best practiced into planning and practice. It means taking into consideration the environmental impacts of decisions taken and investments made, and ensuring that the negative environmental impacts of these decisions are minimised. In so doing, natural resources are conserved; they are also used more efficiently, and less pollution is produced. Furthermore, it seeks to ensure that the impacts of greening are beneficial from both a social and

economic point of view through community involvement and local economic development. Event greening aims to achieve these three objectives simultaneously through responsible event management where the overarching principle is sustainability.

When hosting a large or small event there are many different areas that could be addressed, however the following greening practices are strongly recommended as part of event greening:

- Energy efficiency, carbon and climate change,
- Waste minimisation and management,
- Water conservation,
- Sustainable procurement,
- Responsible tourism,
- Protecting and enhancing biodiversity, and
- Sustainable transportation.

Although the principles and practices can be applied to almost any business scenario, the high impact areas for greening the events industry could include the following:

- Venues and Accommodation,
- Food and Beverages,
- Exhibitions,
- Marketing, Public Relations and Production,
- Transport, and
- General support.

11.3　Guidelines

The following guidelines provide a brief overview of the main actions that could be implemented as part of an event greening strategy:

11.3.1　Planning

- Consider greening principles from the start of planning your events.
- Appoint a greening champion / team to manage your greening action plan.
- Compile an action plan with responsibilities, timelines and budget.
- Compile a mechanism to monitor progress and evaluate success.

11.3.2 Eco-Procurement

- Select a venue with an environmental management plan which supports your greening action plan.
  Include eco-procurement principles into all decision-making.
- Give preference to environmentally friendly products such as re-usable cups, Biodegradable packaging, Bio-diesel, Forest Stewardship Council (FSC) paper,
- South African Sustainable Seafood Initiative (SASSI), WWF's Biodiversity and Wine Initiative etc.
- Give preference to environmentally certified suppliers
- Give preference to local suppliers and products
- Apply the rule of avoid, reduce, reuse and recycle.

11.3.3 Accommodation

- Request the environmental management plan from the accommodation facility
- Select accommodation that is close to conference / meeting / event venue
- Select accommodation that actively promotes eco-procurement, waste reduction, energy efficiency and water conservation.

11.3.4 Decor

- Consider using decor made from environmentally friendly and/or recycled products
- Use energy efficient lights (such as LED) for decor
- Avoid the use of products that will have a negative impact on the environment and that will involve animal cruelty.

11.3.5 Entertainment

- Select local entertainers / avoid additional flights associated with entertainment
- Involve entertainers in your green campaign messaging – they need to understand it and help convey the message.

11.3.6 Equipment: Audio-Visual (AV) and Information Technology

- Appoint an AV team that can implement energy efficient principles and has access energy efficient equipment
- Select the use of energy efficient lights, such as LED lights
- Select the use of equipment with good energy efficient ratings.

11.3.7 Exhibitions

- Include greening guidelines into the exhibitor packs to provide clear guidance to exhibitors
- Ensure that a waste reduction and management plan is implemented
- Ensure that energy efficiency measures are implemented
- Consider 50% lighting during set-up and strike
- Consider the use of renewable energy certificates.

When building a stand:

- Consider using environmentally friendly or recycled materials to build and for decor for the stand
- Reduce hand-outs, rather refer visitors to your website or collect their e-mail addresses and forward information to interested parties
- Consider using undated generic branding (i.e. banners) with minimal panels to replace at future events.

11.3.8 Food and beverages

- Request caterers to preferably use local, seasonal and organic food
- Ensure that all fish comply with the SASSI guidelines – SA Sustainable Seafood Initiatives
- Avoid the use of disposable crockery / cutlery / glasses / serviettes, but rather opt for re-usable products
- If disposable products (cups, cutlery) needs to be used, consider biodegradable options and ensure that it goes for composting
- Provide fresh water in jugs instead of bottled water.

11.3.9 Marketing, Public Relations and production

- Ensure that your marketing and promotions plan include information on your greening actions (be careful of green washing)
- Consider an electronic marketing campaign with minimum printing to reduce wasted paper
- Avoid printing glossy documents that can't be recycled
- If printing is required, request environmentally friendly paper with soya based ink and ensure it is printed double sided
- Select gifts that are locally produced, functional and durable
- Ensure that branding and signage is designed so that it can be re-used – avoid using dates.

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11.3.10 Office

- Ensure that your office has an environmental policy that supports the event greening principles
- Implement eco- procurement, waste reduction, energy efficiency and water conservation principles at your office
- Consider your printing needs: Use FSC approved, chlorine free, recycled paper
- and print double sided
- Encourage all staff to actively participate in the greening principles and practices
- Consider doing only online invitations and confirmations where possible

11.3.11 Staff and/or sub-contractors

- Train staff in event greening practices
- Select staff from the local communities to encourage capacity building and local economic development
- Plan staff shifts according to the available bus and train schedules, or provide suitable transport

11.3.12 Transport/Travel

- Request the environmental management plan from the transport supplier
- Consider providing bus transport instead of single occupancy vehicles
- Avoid air travel as far as possible – consider video conferencing or connecting to a speaker via satellite
- Participate in a local carbon off-set programme to compensate for travel needs
- Encourage incentives for car-pooling.

11.3.13 Venues

- check if they have an environmental policy and management programme in place
- check on the status of their waste management and recycling programme as it is best when an on-site recycling waste minimisation plan is implemented:
  - avoid the purchase of products in the first place
  - implement a recycling system with clearly marked recycling bins
  - request that packaging is reduced to the minimum for products ordered
- check if they use energy efficient lights
- check if you could use natural light and ventilation
- consider off-setting the energy use by purchasing renewable energy certificates (RECs)
- consider the use of bio-diesel in generators.

When using an outside venue and erecting marquees check that the possible negative impact on the environment is minimised.

For larger events over 5000 or sensitive locations it is necessary to do an environmental impact assessment study an energy efficiency plan should be implemented:

11.4 Additional resources

- Enviropaedia – www.enviropaedia.com
- Event Greening Forum of SA – www.eventgreening.co.za
- Food and Trees for Africa – www.trees.co.za
- Fairtrade in Tourism SA (FTTSA) – www.fairtourismsa.org.za
- Green Meeting Industry Council (GMIC) – www.greenmeetings.info
- GreenStuff for Hotels – www.greenstuff.co.za
- SASSI – www.wwfsassi.co.za or www.wwf.org.za/sassi
- Smart Living Handbook – www.capetown.gov.za/environment
- Smart Events Handbook - www.capetown.gov.za/environment
- The Story of Stuff – www.storyofstuff.com
- UN Global Compact – www.unglobalcompact.org
- Urban Sprout – www.urbansprout.co.za
- Worldwide Fund for Nature (WWF) – www.panda.org