

# EURO♡VISION

## SONG CONTEST

Guide –

Sustainable Event Organization

ORGANIZED BY

**EBU**



**“We don’t have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by millions of people, can transform the world.”**

Howard Zinn

<b>01</b> Welcome & Introduction	<b>04</b>
<b>02</b> Who is this guide for?	<b>08</b>
<b>03</b> What will be YOUR strategy?	<b>10</b>
<b>04</b> Planning – Detailing – Implementation – Follow up	<b>14</b>
<b>05</b> Environmental Management	<b>20</b>
<b>06</b> Offsetting of Greenhouse Gas Emission	<b>23</b>
<b>07</b> Areas of Action	<b>25</b>
<b>08</b> Helpful checklists	<b>63</b>

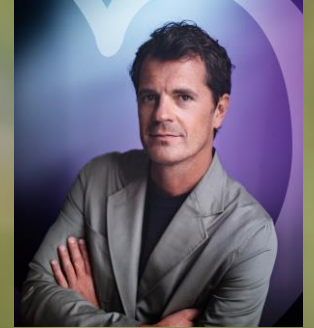
“We do not inherit the Earth from our ancestors ... we borrow it **from our children.**”

Native American Proverb



## GREAT INFLUENCE COMES WITH GREAT RESPONSIBILITY!

The Eurovision Song Contest is the biggest live television production in the world, broadcast internationally with a reach of over 160 million people on TV plus millions more online. It requires us to move with the times and stay up-to-date with the zeitgeist.



Sustainability and awareness for our environment is neither a question of zeitgeist nor a political statement, but our common responsibility for our environment, our fellow human beings and the generations that will come after us. We want to face up to this responsibility with this guideline and **welcome** you to support us in this.

Martin Österdahl  
Executive Supervisor ESC and JESC

# 01 What does sustainability actually mean?

When we hear sustainability, we immediately think of our **environment** and the challenges we have to face in the future. Buzzwords such as climate change, CO2 footprint, renewable energies and waste minimisation, recycling, microplastics and water pollution come to mind.

However, sustainable behaviour also means taking into account the needs of present and future generations and, through **socially** and **economically** responsible behaviour, shaping human coexistence now and in the future in a fair, equitable and inclusive way, while at the same time ensuring a good quality of life and fair pay in the long term.

The issues associated with sustainability therefore include not only resource efficiency and environmental awareness, but also **the well-being** of people and communities in relation to issues such as poverty, corporate social responsibility, gender mainstreaming, accessibility and the promotion of the local economy. For this reason, this guide also includes social and economic aspects of sustainability.



**"It is not good enough to do what the law says. We need to be in the forefront of these social responsibility issues."**

Anders Dahlvig, EX CEO of IKEA.

# 01 Why this Guideline?

This promise from the Eurovision Brand Book should apply to all areas, including sustainability. At a time where the consequences of **climate change** are affecting everyone, we should all strive to contribute to **sustainability**.

Still ~79% of global energy production comes from the use of fossil fuels such as oil, natural gas and coal. The CO2 emissions generated in this sector, together with those generated by the transport sector, account for ~57% of global CO2 emissions.

(source "ourworldindata")

We as the **Eurovision Family of Organisers** can make **our contribution**, not only by making this unique event greener, by keeping our environmental footprint small, but also by being a role model. A role model for our fans and followers but also a role model for the entertainment industry nationally and internationally.

With this guideline, we want to give you **inspiration and examples** of where and how the Eurovision Song Contest can be organised and realised efficiently and sustainably.

**“We promise to bring each other to new heights, uplifting one another’s spirits...”**

Eurovision Brand Book

# 01 Ready to take up the challenge?

**Media organizations** face unique sustainability challenges and service media are taking concrete steps to **become greener**. With the **carbon footprint** of media production increasing progressively, **public service media** are at the forefront of the industry's efforts to improve its environmental impact.

With the Eurovision Song Contest 2015, ORF has already successfully demonstrated that even the world's largest TV entertainment event with 100,000s visitors and around 200 million viewers can be organised in an environmentally and climate-friendly way.

In August 2015, **ORF received the**

**'Green Music Award'** in addition to the **'Green Events Austria Special Award'** for organising **the Eurovision Song Contest as a green event**.

In subsequent editions, aspects of sustainability were repeatedly considered. For example, the BBC also produced a **'Green Memo Report'** in the follow-up to the 2023 ESC Liverpool.

The corresponding reports are available on our **EUROVISION Knowledge transfer database** as PDF downloads in the guide about sustainability. We would also be happy to send them to you by e-mail on request.

# 02 Who is this guide for?

**A sustainable organisation only uses the resources that are actually needed.**

Many people shy away from the word **SUSTAINABILITY** because they think that sustainability is expensive and time-consuming.

The truth is, that if sustainability is implemented correctly and from the beginning, it **saves resources**. And resources here means any kind of resources, manpower, energy, money, because sustainability **avoids** any kind of **superfluous investments**.

For this to work, however, it is vital that the Management of the Host Broadcaster fully acknowledges and supports the importance and necessity of a sustainable implementation from the outset. For this reason, some of the topics summarised here are aimed specifically at management, while other areas should be accessible to all leaders and planners.









This guide is intended for the internal use of the respective I/ESC Host Broadcaster. Neither the guide nor parts thereof are intended for publication or distribution to uninvolved third parties.
















# 02 Who is this guide intended for?

This guide is structured in modules, **Sections 1 -6** specifically addressing management, not only the **Host Broadcast Management** and Executive Producers of the J/ESC, but also the Heads of Departments involved in the tendering process for the various trades and external services to lay the foundation for cost-effective implementation.

**Sections 7 -8** highlight the individual areas of action and formulate goals for these and provide useful and practical tips for implementation, illustrated by examples from the past. These can be made available to the individual sub-levels of the project management, such as **event organisation** or **technical management**.

 <b>Introduction</b> Page 1 - 6	 <b>Target Audience</b> Page 7 - 8	 <b>Strategy</b> Page 9 - 12
 <b>Planning</b> Page 13 - 18	 <b>Environmental Management</b> Page 19 - 21	 <b>Offsetting CO2 Emissions</b> Page 22-23
 <b>Gender Mainstreaming</b> Page 60	 <b>Social Sustainability</b> Page 61	

 <b>Mobility</b> Page 25 - 28	 <b>Accommodation</b> Page 29 - 31	 <b>Venues</b> Page 32 - 34	 <b>Energy &amp; Climate</b> Page 35 - 37	 <b>Temporary Structures</b> Page 38 - 40
 <b>Procurement</b> Page 41 - 43	 <b>Catering</b> Page 44 - 46	 <b>Waste Management</b> Page 47 - 49	 <b>Water Use</b> Page 50 - 51	 <b>Giveaways &amp; Swag</b> Page 52 - 53
 <b>Organisation, Communication</b> Page 54 - 56	 <b>Accessibility</b> Page 57 - 59	 <b>Checklists</b> Page 62 ->		

ECONOMY

rethink

recycle

EQUITY

reduce

reuse

ECOLOGY

refuse

repair

# 03 What is YOUR strategy?

Sustainability can only work if it is shared equally by all people and organisations involved in the project. However, this requires that **YOUR GOALS**, but above all **YOUR VISION** of a **SUSTAINABLE EVENT**, are communicated to the people participating in the Eurovision Song Contest. This applies equally to all delegates and to the crews working at the different venues, but also to audience, hotel staff and everyone involved in the event. You should therefore define your vision at an early stage and establish suitable communication channels in order to ignite the **SPARK OF ENTHUSIASM** for your idea in these people.

# 03 How do you want to measure your sustainability?

## KPI

The field of business analytics is also becoming increasingly important around sustainability. Key Performance Indicator (KPIs) help businesses understand **the impact** of their operations on the **environment and society**, and they provide a framework for setting and achieving sustainability goals. Another aim of sustainability KPIs is to create a basis for comparability. Sustainability KPIs are specific and measurable metrics

## ESG

ESG stands for **Environment, Social, and Governance**—the three pillars of sustainability. It’s a way to measure your project’s **overall impact**. While CSR (corporate social responsibility) refers to your company’s sustainability strategies, ESG will determine how well those strategies are working. It is therefore crucial to think about which data should and can be collected in which area of the project right at the start of the project to make the sustainability impact measurable. Here are some of the most common KPIs.

Define the right **KPIs and goals** at an early stage **to quantify** the sustainability of the project!



**Water consumption** is viewed from different angles. For example, how much of the water consumed is recycled, reused and stored. This KPI is calculated from water withdrawal and water outflow.



By measuring the **Greenhouse Gas Emissions** - (CO2), (CH4), (N2O) and fluorinated gases - the emission footprint of the project can be tracked. There are 3 sources of greenhouse gases - those produced by the organisation itself, those from indirect use (electricity, heating, lighting, etc.) and those from goods used, transport and disposal.



In the case of **Material and Waste** KPI includes both limiting the loss of raw materials and the impact of waste disposal practices. Materials must be monitored in such a way that a data-based statement can be made about recycled and recovered materials.



Measuring **Energy Consumption** in all areas is an excellent KPI for measuring your sustainability. By tracking the kilowatt hours (kWh) in a factory, you can find areas where energy consumption can be reduced - and even find a more sustainable way to supply electricity. This also allows you to identify potential financial savings.



**Supply Chain Miles** provide information about the footprint that individual products leave behind before they are used in the project. However, the supply chain aspects should also be included in the other KPIs listed here.



**Contaminants** in water and soil include substances (e.g. heavy metals, pesticides, solid waste) and other pollutants such as heat, light, noise or vibrations. The KPI aims to assess the emissions of these pollutants and reduce them where possible.



**Diversity and Inclusion** promote productivity and innovation in a company. For this reason, important sustainability indicators include gender distribution within the organisation and ethnic diversity, as well as the inclusion of people with disabilities and gender equality.



The **Social Impact** of sustainability includes social issues such as employee welfare, the treatment of workers in the supply chain and the impact of your project on the region. Here are some areas to focus on: Employee well-being and satisfaction, Community engagement and impact, Supply chain responsibility.



**Governance KPIs** relates to your business processes. Quantifying the following sample questions will give a good overview of the status of your project. How diverse is your workforce? Are there programmes in place to recruit employees from marginalised groups? Is a broad spectrum of employees represented in your organisation? Is there a significant pay gap between your highest and lowest paid employees? On average, are men paid more than women?

## 03 How can you make good on your sustainability vision?

At the beginning there is the vision of a sustainable event, goals are defined, but what happens next, where do you start, how do you document successes or perhaps even failed goals?

The vision will only be as good as its implementation and its traceability and comparability. It is therefore only logical and consistent to certify the efforts and impacts accordingly and to provide verifiable results for public reporting.

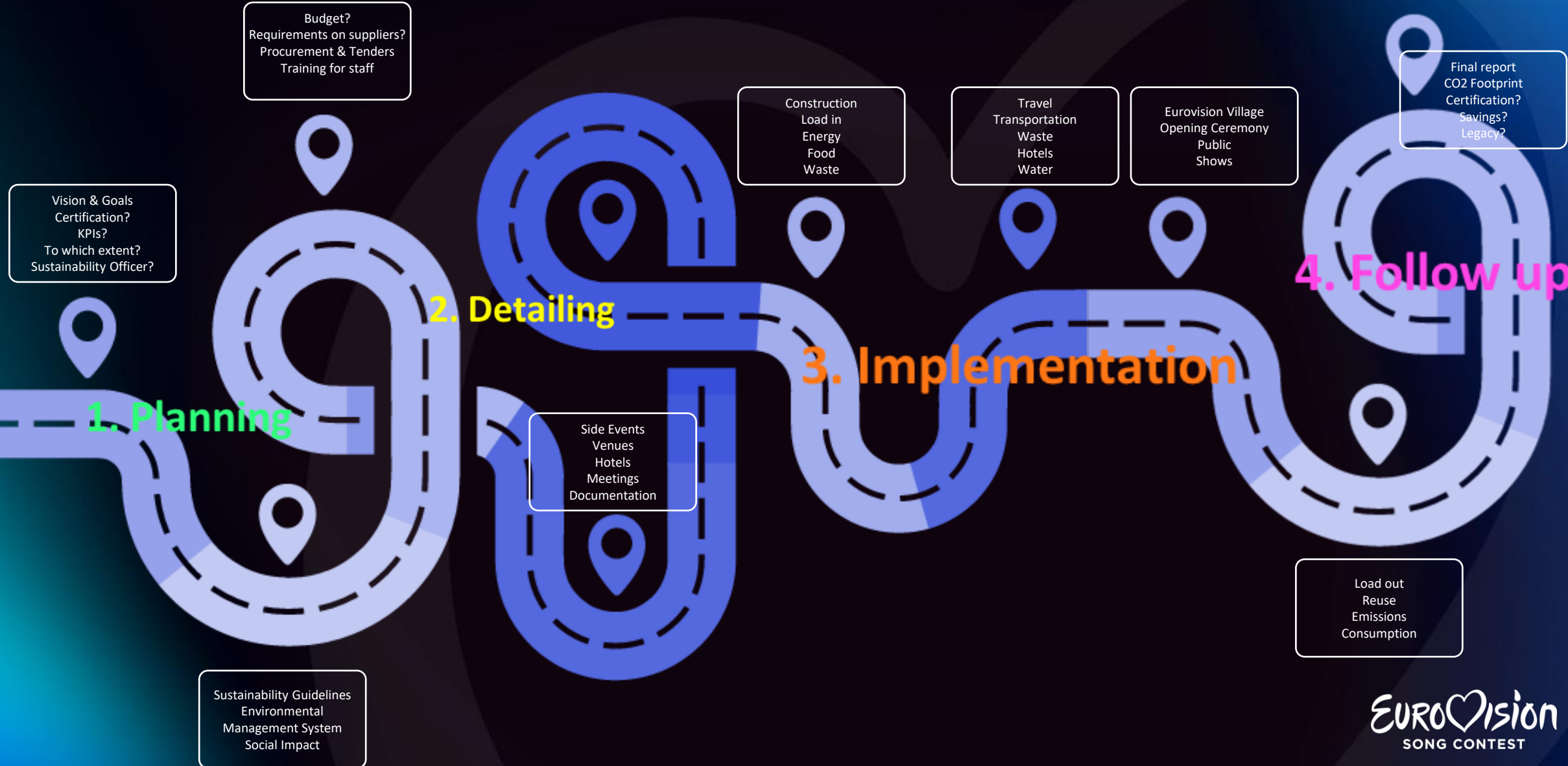
As a voluntary international standard for sustainable event management, ISO 20121 offers one of many recognised options here. However, ISO 14001 or a comprehensive environmental management system such as EMAS may also be suitable for achieving the objectives set. There are certainly also national solutions that can be just as effective.

In any case, a decision should be made at an early stage.



**Organisations that are certified to ISO standards demonstrate their commitment to continuous improvement and reduced environmental impact.**

# 03 What does your roadmap for a sustainable J/ESC look like?



# 04 Phases of sustainable event organisation

The following pages are intended to give you examples of the **technical and organisational measures** that should be considered in the various phases of event organisation. Yes, sustainability might generate additional costs and needs to be implemented in budget planning, but it is an **essential investment in the future** of our planet.

Planning

Detailing

Implementation

Follow up

The organisation of an event can be divided into different phases:

- **Planning**
- **Detailing**
- **Implementation**
- **Follow-up**

Sustainability aspects should already be taken into account in the planning phase. Anything that is not included in the event organisation in good time is difficult or impossible to remedy later. The planning and detailing phase is therefore particularly important. Here, the focus is on the question of objectives and necessity, followed by considerations of which alternative "greener" solutions can be chosen to achieve the set objective.

A good example of this process of considering sustainability aspects is the Head of Delegation meeting, which usually takes place as a physical meeting in mid-March in the Host City. 2021 in the days of Covid-19, the Dutch Host Broadcaster proved that this meeting could take place purely online, thus leaving a much **greener footprint**.

Many public broadcasters already employ their own **competent experts in sustainability**, but the service can also be outsourced. You should consider this assistance early on.

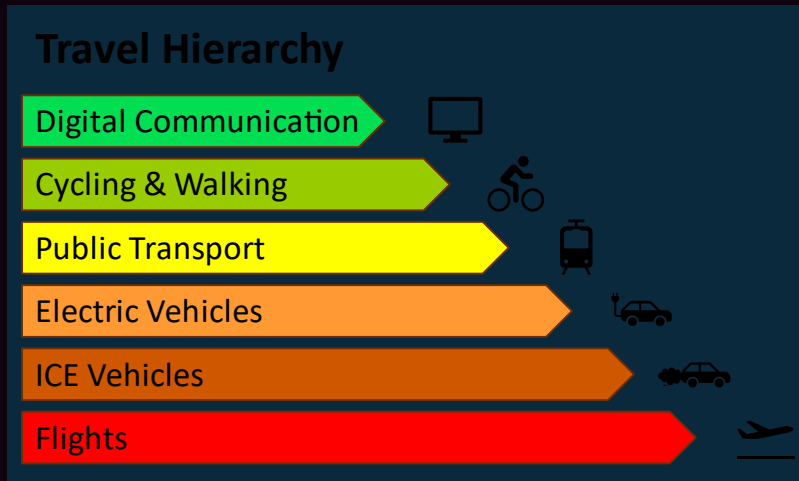
**It is advisable to involve an expert in sustainability issues in the project from the beginning.**

The planning phase is the **key phase** with regard to sustainability factors. It is here that the course is set for the extent to which sustainability will be implemented during the event. In addition to the production of the shows, the Eurovision Song Contest also includes many smaller and larger events, such as the Opening Ceremony or the Semi-Final Draw, but also the various internal and external meetings that are held during the preparations. Here are some helpful thoughts:

- Purpose and type of event**
- What is the purpose of the event? Can this be achieved in a different way?
  - Are there alternatives more sustainable ways?
  - Who are your target groups the events aim on?
  - What is the most appropriate format for the event? Consider the number and composition of participants.
  - Do you plan to set up an environmental management system?

- Venue, date and duration of the event**
- What is the best location? Avoid participants having to travel long distances, keep travel to a minimum, facilitate use of public transport.
  - Indoors and/or outdoors? Permanent buildings and/or temporary structures?
  - Are there synergies with other events and scheduling you can use?
  - Time management. Consider options for accommodation and travel to and from the venue.

- Budget, personnel and procurement planning**
- Budget planning: Integrate environmental and social factors into budget planning
  - Planning personnel and services: in house solution or outsourcing? Who is responsible for taking sustainability aspects into account?
  - Procurement planning: What services cannot be provided in-house?
  - Market survey: Identify the availability of sustainable event agencies and venues.



**You should choose to use a recognised carbon calculator ideally one that is international recognised.**



In this phase, the details of the event are determined - starting with the selection of the premises for the various events, the procurement of the energy supplier, show light, transport, stage construction, catering and other external services, and ending with the determination of the schedule for the event.

### Venues

- Ensure accessibility by public transport/bicycle parking facilities, e-bike and scooter availability, consider distance to relevant places and accommodation options, possibility to reach them on foot.
- Consider the number and size of rooms, technical specifications (accessibility, heating, ventilation and air conditioning).
- Consider infrastructure: green electricity supply, sound system, lighting, lifts.
- Is there an environmental management system for the venue?
- Is there a waste management system (avoidance, reuse, recycling, disposal)?

### Sustainable procurement

- Ensure that tendering procedures for contracts, products and services to be provided to event
- agencies and service providers include sustainability criteria.
- Lighting and sound: Use energy-efficient and environmentally friendly event technology.
- Food and drink: opt for regional, seasonal, vegan and vegetarian, organic and Fairtrade food and drink;
- provide information for people with allergies; provide tap water and use reusable bottles for other drinks and reusable tableware;
- Avoid food waste: for example, through realistic participant management.

### Advertising and communication

- Use gender-neutral language (and gender-neutral images) for announcements, conference materials, etc.
- Use digital media and avoid printed copies (e.g. online-based information via the event app/website);
- Provide information on how sustainability fits into the event;
- Highlight opportunities for eco-friendly travel and accommodation.
- When planning shuttle services and mobility, make sure they are environmentally friendly and accessible.
- Do not give out conference gifts; if this is not possible, choose sustainable products.

### Programme and Side events

- Start and end: Ensure that participants can reach and leave the venue by public transport.
- Ensure a balanced representation of men and women.
- Side events: Are side events planned? Hospitality/guided tours: Is it possible to integrate sustainable "highlights".

### Staffing

- Ensure that staff are adequately trained and informed about sustainability issues and provide training and briefings as appropriate.
- Whenever possible use local human resources and service providers

**Inspire** the people following the Eurovision Song Contest **with your vision** of the sustainability by talking about it in the moderation and on social media.

#### During the event

- Energy: try to replace fossil fuels as much as possible with renewable or environmentally friendly non-fossil fuels.
- Heating: Do not heat the rooms to over 20 degrees
- Cooling: Do not cool rooms more than 6 degrees below the outside temperature
- Lighting: use energy-efficient lighting systems, monitors and screens
- Involve participants, provide targeted information on sustainability aspects
- Hand out guides/information signs for environmentally friendly and energy-conscious behaviour
- Offer environmentally friendly climate-neutral transport options
- Avoid unnecessary waste
- Ensure that, unless absolutely necessary, equipment, devices and lighting are switched off outside working hours, windows are closed, and lights are switched off.
- Ensure proper use of environmentally friendly cleaning products and proper recycling/disposal of waste.
- You should document the consumption of energy, water, paper, etc., in progress, as well as the amounts of waste generated.

#### At the end of the event

- Collect relevant data from all suppliers involved in the project on energy consumption and savings, greenhouse gas emissions, consumer goods.
- Ask participants for electronic feedback through digital questionnaires or via the event website/app
- Dismantle temporary structures and ensure that they are either reused, recycled or disposed of
- Think about sustainable solution for inventory that is no longer needed such as costumes, props.

The implementation phase is mainly about implementing the planned measures, **optimising** the consumption of energy, water, materials and other resources, separating waste and recycling or disposing of it appropriately, and **collecting the data** needed for later evaluation.

Here is where you can see how good your preparation was in terms of documentation and data collection. These data are evaluated in the follow-up phase. They are analysed to determine whether the measures implemented were effective and where there is **potential for improvement** to further improve the environmental performance **of future events**. **Communication** not only to the stakeholders involved but also to the public about the success of the measures implemented is also important here.

**Determine the event's climate impact and think about effective ways to compensate for CO2 emissions.**

### Communication

- Provide information to participants and the public (e.g., via the website , press releases, publication of an environmental statement).
- Prepare a final sustainability report and make it available to us as well as to subsequent host broadcasters.
- Think about ways in which you can be a role model for other events in your sector.

### Evaluation of the key performance indicators collected and identification of room for improvement

- Evaluation of calculations and meter readings, data of the individual disciplines and suppliers.
- Determine the **digital footprint** of the event and its environmental impact.
- Estimate traffic volume and report/statistical evaluation of **mobility behaviour** by population (delegations, staff, suppliers, audience).
- Evaluate questionnaires and conduct further interviews with stakeholders and suppliers if necessary.
- Review contracts, resources and other documents.
- Compile a list of opportunities for improvement for future events.
- Determine the **carbon footprint** of the event with the help of the carbon calculator

# 05 Environmental Management

**Environmental management** is the part of an organisation's management that deals with the organisation's operational and regulatory environmental (protection) issues.

It is intended to ensure that operational products and **processes** as well as **events** and the behaviour of employees and stakeholders are environmentally friendly.

Environmental management includes planning, execution, control and, if necessary, optimisation (PDCA: Plan-Do-Check-Act):

**Plan:** definition of objectives and processes to achieve the implementation of the organisation's environmental policy

**Do:** the implementation of the processes

**Check:** monitoring the processes with regard to legal and other requirements and the objectives of the organisation's environmental policy; publishing the environmental performance

**Act:** If necessary, the processes must be corrected or adapted

## 05 What does your environmental management concept look like?

Events with several hundred or even thousands of participants pose a major logistical challenge for the organisers. This applies both to the actual management of such events and to the way in which the expected major environmental impact is dealt with. A large-scale event such as the J/ESC, which takes place over a long period of time at several locations and involves various organisations, poses a particular challenge.

What is needed is a **comprehensive overall concept** that takes all direct and indirect environmental aspects into account appropriately.

There are various possibilities here at international and certainly also at national level, some of which are aimed at the sustainable environmental management of organisations as a whole, while others are specifically tailored to events. Sometimes it is also worth thinking about getting an environmental organisation that specialises in environmental management on board.



## 05 What standards should be considered?

**ISO 20121** is recognised throughout Europe as the leading certification standard for sustainable events and their management systems. It aims to provide guidance and best practice to improve the sustainability of your event and manage its environmental and social impacts. The ISO 20121 management system supports your organisation in defining and achieving key objectives.

**ISO 14000 family** is the internationally **recognized standard** for environmental management systems (EMS). It provides a framework for organizations to design, implement, and continually improve their environmental performance. By adhering to this standard, organizations can ensure they are taking proactive measures to **minimize their environmental footprint**, comply with relevant **legal requirements**, and achieve their environmental objectives. The framework encompasses various aspects, from resource usage and waste management to monitoring environmental performance and involving stakeholders in environmental commitments.

The European Eco-Management and Audit Scheme (**EMAS**) enables organisations to save resources intelligently. EMAS-certified organisations make an effective contribution to environmental protection, save costs and demonstrate social responsibility. EMAS ensures that all environmental aspects, from energy consumption to waste and emissions, are implemented in a legally compliant and transparent manner.

ISO 20121	Event sustainability management systems – Requirements with guidance for use
ISO 14001	Environmental management systems - Requirements with guidance for use
ISO 14004	Environmental management systems - General guidelines on implementation
ISO 14005	Environmental management systems - Guidelines for a flexible approach to phased implementation
ISO 14006	Environmental management systems - Guidelines for incorporating ecodesign
ISO 14015	Environmental management - Environmental assessment of sites and organizations (EASO)
ISO 14020 to 14025	Environmental labels and declarations
ISO/NP 14030	Green bonds -- Environmental performance of nominated projects and assets; discusses post-production environmental assessment
ISO 14031	Environmental management - Environmental performance evaluation - Guidelines
ISO 14040 to 14049	Environmental management - Life cycle assessment; discusses pre-production planning and environment goal setting
ISO 14050	Environmental management - Vocabulary; terms and definitions
ISO/TR 14062	Environmental management - Integrating environmental aspects into product design and development
ISO 14063	Environmental management - Environmental communication - Guidelines and examples
ISO 14064	Greenhouse gases; measuring, quantifying, and reducing greenhouse gas emissions
ISO 14090	Adaptation to climate change — Principles, requirements and guidelines

# 06 Offsetting Greenhouse Gas Emissions

**Offsetting should only be considered if all other options for avoiding emissions have already been exhausted.**

The resulting emissions are offset by financing **climate protection projects** elsewhere. Many of these projects are located in newly industrialising or developing countries. They not only reduce emissions, but also **promote the social or economic** (i.e. sustainable) **development** of the country, for example by creating jobs, securing the energy supply in rural areas or improving health and safety. Only high-quality emission reduction credits (usually also referred to as certificates) from environmentally friendly climate protection projects should be used for offsetting. Here, the actual benefit of the projects is determined on the basis of **quality standards** that prove that the projects fulfil certain quality criteria.

**Every action** area involved in planning and holding an event – from the necessary travel to the consumption of energy, water and paper – **causes emissions**.

**The greenhouse gas emissions** associated with events are therefore increasingly being identified and, wherever possible, **avoided or minimised**, and the unavoidable emissions that cannot be reduced are offset.

**Voluntary compensation** for these remaining emissions is a final step in the realisation of **climate protection**.

**Before the extent of the compensation can be determined, the carbon footprint of a particular activity must be calculated using a CO2 calculator.**

## 06 How does the voluntary emission offsetting work?

The principle of offsetting is based on the idea that it makes no difference to the climate where greenhouse gases are emitted or avoided. Therefore, emissions that occur in one place can be offset in another.

Offsetting then takes place via carbon credits, which offset the same amount of emissions in climate protection projects. The purchase of a credit can support projects that promote renewable energy or reforestation. The prerequisite is always that the project in question could not have been realised without the income from the credits.

## 06 Clever offsetting – what really counts





There are many offset providers and as there are big differences in the quality of offset providers, consumers should be careful when choosing their provider. Some develop their own climate protection projects and sell the resulting credits. Others use the existing market, where they acquire credits and offer them to their customers.

Choose a provider that explains in detail how the emissions are calculated and which projects and countries the credits come from. The quality standard used should also be clearly stated. The offsetting offer should be as transparent as possible in order to ensure differentiated and comprehensible offsetting.

Quality standards ensure compliance with certain criteria. Above all, they should ensure that greenhouse gas emissions are offset at the desired level.

In recent years, more and more standards have been established in the voluntary offsetting market, which is developing dynamically. International standards such as the Verified Carbon Standard (VCS) or the Gold Standard cover most of the market. In addition, there are other national initiatives and standards.

### How to make a good choice

- 1 Avoid and Reduce**  
 Try to avoid or reduce as many greenhouse gas emissions as possible as early as the planning and implementation stages.
- 2 Calculate Emissions**  
 How much emissions do I want to offset? Do I or does the provider use a comprehensible emission calculator?
- 3 Check Providers**  
 Is the provider trustworthy? Does it make it transparent where the credits come from and how they come about? Are the explanations understandable?
- 4 Select and delete credits properly – check standards and projects**  

  - Please choose a quality standard that meets the minimum requirements.
  - What exactly is your money used for?
  - Is the provider himself involved in the project development?
  - How well is the project customised to local development needs?
  - Does the project contribute to sustainable development, for example reducing poverty?
  - Is the project innovative and does it promote climate protection?
  - What project type do you want to support?



# 07 Areas of Action



On the following pages we will try to give you a more detailed overview of desirable **goals and measures** in the individual fields of action that should be considered when organising a sustainable event. It will probably not always be possible to successfully establish all measures, but especially in **the areas of travel, energy and waste**, which are considered the **biggest polluters**, a maximum of implementation should be achieved.

### Goals:

- Transport-related environmental impacts should be avoided or at least reduced as far as possible.
- Unavoidable travel or transport to and between venues should be climate-friendly as far as possible.
- Transport of materials should be climate-friendly.

### Travel and transport has great potential for reduction

Already in the times of Corona we have learned that most meetings can also be organised online. There is no question that **meetings** are unavoidable in the organisation of the Eurovision Song Contest.

It should be considered from the beginning when physical meetings are actually necessary, whether they can take place completely or partially online and **reduce** the number of participants to a minimum. This not only saves time and money, but also reduces the burden on the environment.

In **tenders for services** that require the **transport** of goods or people, environmental requirements should be taken into account, such as the use of **low-emission** and energy-efficient means of transport.

It can also be considered to what extent participants or suppliers are willing to invest in **CO2 compensation**.

First priority should be to **avoid greenhouse gas emissions** by reducing travels to and from the event as well as local journeys using **low-emission transport options**.

- Avoid unnecessary traveling
- Create incentives to come by public transport
- Inform & communicate
- Think about alternatives
- Support offset projects

### Avoid travels

- ✓ Whenever possible, virtual meetings should be given priority.

### Support the use of public transport

- ✓ Choose venues that are easily accessible by public transport.
- ✓ Try to make arrangements with the public transport companies for accredited participants and ticket buyers.
- ✓ Think about Park & Ride

### Inform

- ✓ Inform participants, guests, spectators about the use of public transport, alternative environmentally friendly transport options by means of multi-layered communication channels.
- ✓ Provide information about local public transport using posters (better scannable QR codes) and online media or make participants aware of useful apps.

### Rethink - Offer alternatives

- ✓ Offer activities (social programme) participants can walk to
- ✓ You can also provide bicycles or e-scooters or set up a cooperative arrangement with bicycle or e-scooter rental systems.
- ✓ Rely on environmentally friendly means of transport such as battery electric or alternative fuel vehicles.
- ✓ Make sure drivers are trained in fuel-efficient driving.

### Offset unavoidable emissions

- ✓ Calculate unavoidable transport-related greenhouse gas emissions and look for offset projects

### Ladbrokes

- Avoid traffic jams at the venues
- Create incentives to use low emission cars
- Clear signage
- Traffic and mobility planning

### Traffic management

- ✓ For staff and audience think about offering overflow car parks using shuttle service with low-emission or emission-free vehicles.
- ✓ At the venue assign parking areas to different user groups with priority parking for people with disabilities, carpools, e-vehicles and car-shares.
- ✓ Install signage for traffic guidance and car park guidance systems.
- ✓ Mark parking bans, barriers and access restrictions
- ✓ Speed restrictions around the venues can reduce the emission of greenhouse gas significantly
- ✓ Plan on separate routing for emergency vehicles, Media, VIPs, staff, audience etc.

### Venue infrastructure

- ✓ Provide sufficient parking space for the different means of transport such as bicycles, e-scooters
- ✓ Are there charging points for electric vehicles?
- ✓ Provide clear signage for the different environmentally friendly transport options offered, not only at the venues but also at the main gateways to the venues such as Airport, Main station, overflow car parks, etc.

Did you know that according to an EU study **road transport** causes about **71 %** and **civil aviation** about **13 %** of the of transport-related **CO2 emissions** in the EU?

### MODAL SPLIT ARRIVAL TO VIENNA

25 % Train  
3 % Bus  
25 % Car  
47 % Plane

### MODAL SPLIT ARRIVAL Main Venue

72 % Public Transport  
9 % By Foot  
0,5 % Bicycle  
8 % Taxi  
1 % Bus  
9,5 % Car

Through the measures around **2,000 tons of CO2** emissions were saved.

### Examples of Mobility measures from ESC 2015 - Vienna

- All **locations and official hotels** were specifically chosen in a way that they could be reached safely and securely by public transport.
- All participants - delegates, media, crew or fans - were petitioned to always **choose the green alternative**.
- Tickets for all official events of the Song Contest could be used for **free travel** on Vienna's public transport system.
- Special subway layout plans that showed the way to all official Song Contest event locations have been made available.
- Additional personnel was placed at key points to **provide information** on how to travel green.
- The use of the public transport system was designed to be easier and more attractive around the time of the Song Contest: there were more comprehensive and **lucrative offers for tickets** and the frequency of the lines was increased.
- Innovative **electric buses** brought the delegates to the carpet at the "Opening Ceremony"
- The ÖBB (Austrian Federal Railway) was **national mobility partner** to the Eurovision Song Contest
- Contrary to the ESC's typical procedure to provide shuttle buses along hotel routes and in between the main location sites, these transfers, besides transfers to official events, were rerouted to the public transport system.
- All vehicles provided by the contractual bus operator were equipped with **low-emission engines**. All in all, 655 transfers were organised by bus, which covered a distance of approximately 56,600 km.
- To support the delegates, volunteers and the crew, a contingency of **prepaid taxi cards** was agreed upon with the partner Taxi company. The use of **Green Taxis** (hybrid vehicles, E-Taxis) was preferred. In general, around 14,000 journeys were recorded during the event. A confirmed 8,400 km of those were via Green Taxis.
- All participants including ticketholders were encouraged to voluntarily **offset their CO2 emissions** if they travelled by air.
- As almost all official locations were close to the city centre - so visitors could travel many routes **by foot or by bicycle**.
- Bicycles were at the disposal of accredited guests (delegates and media).



### Goals:

- Maximum overnight stays in environmentally friendly hotels
- Short distances between venues and hotels
- Avoid negative environmental impacts from accommodation as far as possible

### Sustainable Hotels

Hosting thousands of delegates, media representatives, sponsors, ticketholders and staff over such a long period of time leaves a footprint, and the choice of hotels can play a crucial role in the environmental sustainability of the event.

When choosing the hotels for the Eurovision Song Contest, certain criteria should be taken into account, such as whether the hotel has an established **environmental management system** or is certified according to recognised environmental quality labels. As early as 1992, the EU launched a certification for services according to environmental aspects, the so-called **EU-ECOLABEL**. Hotels that are allowed to use this label are particularly suitable because the qualified hotel operators and organisers have to prove compliance with environmental standards.

Certification of an environmental or **energy management system** according to the ISO 14001 and ISO 50001 standards also shows that hotel operators are aware of their environmental impacts.



Hotels that have been awarded the **EU Ecolabel or EMAS** make a decisive contribution to sustainability.

- EMAS and EU Ecolabel preferred
- Good connection to public transport
- Centrally located in walking distance of the venues/city centre

### Criteria to consider when choosing a Hotel

- ✓ Already consider the requirement for sustainable hotels when tendering for the city.
- ✓ Look for hotels that are centrally located, close to the venues and easily accessible by public transport.
- ✓ Choose hotels that have an environmental management system, for example those that are validated and registered according to the EU standard EMAS.
- ✓ Hotels that meet the environmental criteria can also carry the EU Ecolabel. Such labels or equivalent management systems should be given preference when selecting a hotel.
- ✓ For those hotels that do not have a corresponding certificate, you can create a questionnaire that identifies sustainability measures in the areas of mobility, energy and climate, catering, waste management, water use and accessibility.
- ✓ Ensure that hotels share your vision of sustainability and communicate it to staff and guests.
- ✓ Are there hotels that offer bicycle and/or e-scooter rental or prefer to arrange green taxis?

Did you know that a hotel with 300 rooms **washes and dries** about 13.500 kg of towels per year?

This produces a **CO2 emission** of about 4.400kg/year. If hotel guests are made aware of their laundry habits at home through appropriate signs, the **reuse of towels** can be increased by almost **50 %**.

### Accommodation

- ✓ 20 % with either Austrian or EU Ecolabel
- ✓ 25% of all accommodation offered environmentally friendly hotels
- ✓ 100 % close enough to reach the main venue by foot or public transport

### Examples of Accommodation measures from ESC 2015 - Vienna

- 41 accommodation establishments were certified with the Austrian Eco-label and/or the "EU Ecolabel" in Vienna.
- This represented almost **one fifth** of all accommodation options in Vienna and were officially recommended to all visitors.
- **A quarter** of all ESC accommodation on offer were **environmentally friendly** hotels.
- All accommodation offered to the Song Contest participants was chosen so that the **Main Venue could be reached on foot** or by public transport.
- Hotel guests were **informed about the environmental standards** of the ESC and were provided with practical environmental tips upon arrival at their hotels or guesthouses.
- Guests were informed about **proper waste separation**, why it is more **environmentally friendly to use the towels** provided for more than one day and why it makes ecological sense to travel by public transport or on foot.

According to a survey of visitors, **97%** thought the idea of the ESC as a **Green Event was great!**



### Goals:

- Save energy
- Save water
- Avoid waste
- Reduce traffic

### Sustainable Venues

Especially with the different venues, the consideration of sustainability aspects is crucial. Many of today's large arenas have an environmental management system, but it is still advisable to look at the individual aspects of sustainability, first and foremost energy management, but as well all waste disposal.

The tens of thousands of people who flock to the venue every day during the show week leave a significant environmental footprint. This is even more true for the side venues such as the Eurovision Village or the location for the Opening Ceremony.

As with hotels, EU certification standards such as EMAS or EU Ecolabel should be considered and preferred.

In particular, venues that are only temporary and not built specifically for the intended use pose a challenge.



2015 the main venue produced during the entire period **26 tons** and the Eurovision Village in 10 days **6 tons of residual waste** ... It takes **2600 large trees** about **365 days** to decompose this amount.

### Venues

- with EMAS, Ecolabel or comparable certification
- audited according to ISO 20121
- with trained staff
- are accessible
- using green energy

### What makes a venue sustainable

- ✓ Energy efficiency – from lights to heating and cooling
- ✓ Water supply and usage limitations
- ✓ Supplier's eco-credential
- ✓ Catering (the use of local produce and the way it is produced)
- ✓ Waste management and recycling practises
- ✓ Access to and from the venue (access to public transport, EV shuttles)
- ✓ Laundry management systems
- ✓ Smart Technology to reduce emission
- ✓ Staff education on sustainable practises
- ✓ Limiting the environmental impact on the venue
- ✓ Impact on the community
- ✓ People and social responsibility

**“I only feel angry when I see waste. When I see people throwing away things we could (re-)use.”**

*Mother Teresa*

## 7.3 Venues – Measures Vienna 2015

### Venue

- ✓ Main venue power was green
- ✓ Smart and environmentally sound improvements
- ✓ Sustainable infrastructure and environmental management

### Examples of measures from ESC 2015 - Vienna

- Entire power supply for the main venue was green
- In addition to the existing cooling system at the main venue, which was not able to cope with the increased demands during TV production, an additional temporary solution was installed by installing four cold water units as an energy-efficient and environmentally friendly supplement.
- Sustainable infrastructure at all event locations
- Review of all venues in terms of energy efficiency, accessibility, environmental management and improvement where necessary and possible.
- Use of energy-saving lighting
- Caterer followed the sustainability guidelines

During the ESC in Vienna, almost **2.000 tonnes** of harmful **CO2** emissions were **saved**.

### Goals:

- Reduce energy consumption
- Increase energy efficiency
- Reduce/prevent greenhouse gas emissions

### Power generation and consumption

Reducing energy consumption and increasing energy efficiency are important ways to make an event sustainable. The energy consumers in such a large production are manifold. Environmentally conscious action should be taken in two main aspects: power generation and power consumption.

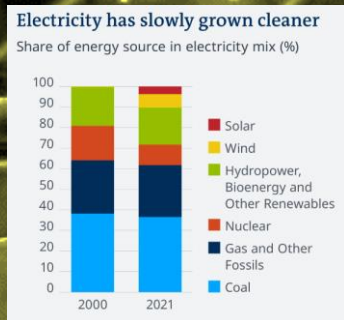
In the case of electricity supply through the grid, **green electricity** should be used at all venues. For emergency power supply or power supply independent of the grid, the use of **battery systems** and for the operation of generators, the use of **non-fossil fuels** such as green hydrogen or biofuels should be considered.

Any **saving in consumption** is helpful. From **energy-efficient** computers and screens to show lighting or sound, the possibilities for savings through the use of appropriate equipment are immeasurable.

It is therefore crucial that energy efficiency and consumption savings are taken into account and demanded from suppliers as early as the tendering stage for the individual trades.

Standard **LED** lamps can be up to **80%** more **energy-efficient** than other lights and waste far less energy.

- With EMAS, Ecolabel or comparable certification
- Use green electricity
- Use environmentally friendly non-fossil fuels with trained staff
- Use energy efficient devices/electric consumers
- Offset the carbon footprint

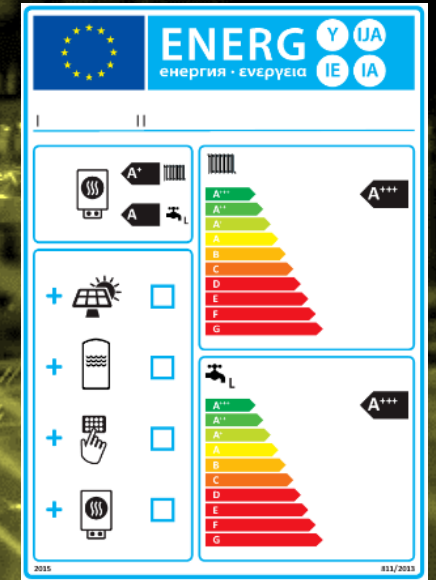


### Before choosing the venue

- ✓ Grid-based electricity should be green electricity from renewable resources if possible.
- ✓ All venues should have an established energy management system (EMAS) in place
- ✓ Create a questionnaire on energy efficiency and savings for venues and suppliers to support the decision-making process
- ✓ Prioritise the use of environmentally friendly and energy-efficient equipment, ideally equipment that is certified with an environmental label.

### During the Production/Event

- ✓ For the essential operation of generators, make sure to use environmentally friendly non-fossil fuels, or fuels that have been produced in an environmentally friendly way, for example green hydrogen. Think about using battery system to avoid unnecessary operation of generators. (This applies not only for the Main Venue, but as well for Eurovision Village)
- ✓ Use rechargeable batteries instead of disposable batteries wherever possible.
- ✓ Switch off consumers whenever possible
- ✓ Use IT devices and printers or multifunction devices that fulfil the criteria of the Blue Angel label or similar; use freezers, refrigerators and dishwashers in the highest energy class.
- ✓ Do not heat rooms above 20 degrees and lower the temperature outside the hours of use
- ✓ Calculate the carbon footprint of the event and offset it by mitigation measures elsewhere, using high-quality climate action projects



**“A transition to clean energy is about making an investment in our future.”**

Gloria Reuben

- ✓ Main venue power was green
- ✓ Redundancy solution by batteries
- ✓ Reduced consumption
- ✓ Energy saving planning through experts

### ESC Power supply 2015:

87,27 % Hydropower

6,93 % Wind Energy

3,87 % Biomass

0,81 % Solar Energy

1,12 % Other Eco-Energy

### Examples of measures from ESC 2015 - Vienna

- The entire electrical power supply for the Song Contest came from the public power grid
- transformer capacities at the main venue were increased.
- Redundancy at the main venue for all show related power supply in case of a blackout: six **uninterruptible power supply units (USV)** of 600 kVA were used, which in a case of power failure were able to provide between **5 and 10 min of emergency power**. This provided a sufficient time buffer to start the emergency power generators, which were also in place, in case the power outage would have lasted longer. Through this set up more than **440,000 litres** of diesel could be **economised**.
- Through improved planning criteria and implemented measures (specifically the LED-lighting), the maximum decrease of performance could be reduced drastically. At the Eurovision Village, the entire power supply for the stage and the catering came from the public power supply grid.
- The entire power supply for the Main venue came from **green electricity**.
- Strategic partners for energy savings were involved at an early stage to identify **energy saving opportunities** and exploit the potential of such savings.
- Suppliers were selected according to **criteria of efficiency** and savings.
- The main focus for savings was on Lighting, **Cooling, Sound, TV & Production, Catering**
- The stage lighting at the ESC 2015 was realised with a high LED ratio.
- The greatest efficiency in TV production was achieved through the entire replacement of all CRT monitors to LCD/OLED screens.
- 862 MWh were consumed in total at the Main Venue. All green power. This was by far less than comparable events.

### Goals:

- To avoid the use of materials that have a negative impact on the environment and health
- To avoid unnecessary waste
- To reuse or recycle as much used material as possible.

### If unavoidable then at least durable and recyclable

Temporary structures (such as pavilions, stages but also props) are very **resource-intensive** and should be avoided as far as possible. However, if their use is unavoidable to meet the needs of the event, make sure that durable, recyclable materials are used. Here, too, the aspects of sustainability must be taken into account at an early stage in the planning or awarding of services.

Temporary structures are resource-intensive, as they require a lot of material, use of machinery for assembly and thus energy and fuel. They should be designed so that construction, dismantling and operation are environmentally sustainable. Durable, recyclable building materials and elements must be used that have no negative impact on the environment or health.

This of course applies to the Main Venue, especially **the stage and the green room**, but also to the **Delegation Bubble** and the **Media Centre**. All the more so if the latter are executed as temporary structures in the outdoor area. Tent solutions in particular generally have a poor energy balance, as they are usually poorly insulated and, depending on the season, require heating or air conditioning.

This is especially true for the **Eurovision Village** and the **Opening Ceremony** or carpet event. Early planning of the reusability of the structures is essential here. Structures must be fully deconstructed, and the reuse of materials must be ensured as far as possible. Avoid damage to the soil.

**The promotional banners were used to make and sell chic shoulder bags at the ESC 2011.**



- Use durable and recyclable materials
- Use modular systems
- Develop a plan for reuse
- Use certified material
- Avoid using PVC

**“If it can’t be reduced, reused, repaired, rebuilt, refurbished, refinished, resold, recycled, or composted, then it should be restricted, designed or removed from production.”**

Pete Seeger

### Use Environmentally friendly material

- ✓ Use modular systems.
- ✓ Make components from environmentally friendly materials as a matter of principle.
- ✓ Use materials that are durable and recyclable. For example, bamboo is better than other wood, oriented strand board is better than traditional chipboard and linoleum, which is made from linen, jute and sawdust, is not a plastic such as PVC or vinyl.
- ✓ Banner for city dressing can nowadays be made from PVC-free or recycled materials.
- ✓ Use environmentally friendly or recyclable floor coverings in areas where required (e.g. Turquoise Carpet).
- ✓ The sector of environmentally friendly building materials for furniture and stage components is growing rapidly. Check to what extent materials such as cardboards can be used.

### Reuse

- ✓ Develop early a plan for reuse!
- ✓ As early as the planning stage, you should try to use standard components that can also be reused after the event.
- ✓ If components have to be specially built, it is important to consider whether they can be built in such a way that they can be used differently or reused later.
- ✓ Furniture can be built very well from pallets. It's stylish and very trendy. This was done in Rotterdam, for example.

### Recycle

- ✓ Parts and components that can no longer be used should be sent to a recycling system

### Dispose

- ✓ Avoid waste
- ✓ dispose of properly and separate waste.



## 7.5 Temporary structures

### Vienna 2015

- ✓ Reduction of waste
- ✓ Reuse as much as possible
- ✓ Recycling
- ✓ resell

#### Examples of measures from ESC 2015 - Vienna

- Following the overriding principle of resource conservation, the majority of materials used should be recycled or reused.
- Waste was reduced to only 15 tons for the entire project.
- The elements of the dancing spheres in the stage were dismantled and to be used in other events.
- 1.270 aluminium steles of the stage construction were dismantled, collected and melted down.
- The carpets used in the Main Venue were not thrown away but were collected again by the suppliers and then taken to a recycling factory where they were shredded and turned into granulate.
- All black stage molleton (Bolton Twill) went to the ORF's décor storehouse to be used in future shows.
- Something very special happened with the 2,600 square metres of advertising banners: Stylish shoulder bags were sewn from the material and sold as unique souvenirs in the ORF shop.
- Through the use more than 500,000 of reusable cups, more than 4.5 tons of waste and 40 tons of CO2 were saved.
- The clothing of the 800 volunteers complied with ecological and social criteria. It was produced in Europe and made of organic cotton.

Reusable cups  
saved 4,5 tons of  
waste and 40 tons  
of CO2 emission



### Goals:

- Include sustainability criteria in all tender processes
- Avoid as much paper as possible
- As many environmentally certified suppliers as possible

### Sustainability starts with the purchase of services and resources

Before purchasing any new product or service, it is important to consider whether it is absolutely crucial to the successful implementation of the event. Choose sustainable solutions and providers for all essential products and services.

The procurement process should be used to define sustainability criteria and standards right at the beginning of the preparations for the event, which should be bindingly implemented by the potential suppliers. In addition, the question of whether certain products are even necessary should be discussed before procurement. If they deem them necessary, the second step is to ensure that only sustainable products and services are used. The option of buying or renting a second-hand product should always be considered, as this can be a more sustainable option.

There are many tools (such as carbon calculators, quality labels, EMAS and energy efficiency labels) that can be used by procurers to inform themselves about sustainability criteria. General references to specific labels such as Blue Angel, Nordic Swan, British Carbon Neutral, etc. or the EU Ecolabel can be included in the development of technical specifications, award criteria and contract performance conditions. EU Eco-label or equivalent national labels may also be required as evidence.

The four fundamental elements of sustainable procurement :  
**environmental responsibility, social responsibility, economic development and innovation.**

- Check whether there is a need at all.
- Social responsibility
- Choose Suppliers with environmental competence
- Save Paper

“There must be a better way to make the things we want, a way that doesn't spoil the sky, or the rain or the land.”

Paul McCartney

### Is there a need at all?

- ✓ Check whether the need can also be met by purchasing used products or by renting products.

### Ecolabel certification?

- ✓ Check whether the need can also be met by purchasing used products or by renting products.
- ✓ Procure products and services that have been awarded the national or the EU Ecolabel or meet their criteria.

### Consider social aspects!

- ✓ Do the supplier also consider social aspects such as fair payment and working conditions?

### Environmental Competence

- ✓ When selecting bidders, consider their environmental competence in environmental management.

### Reduce Paper...

- ✓ By using digital invitation and event management systems
- ✓ By sending documents only electronically
- ✓ By using electronic ticket systems
- ✓ By using QR codes for distributing handbooks, etc.
- ✓ By minimising the number of hand outs
- ✓ By using both sides of the paper
- ✓ If paper is necessary, use recycled certified paper and sustainable ink

### Cleaning

- ✓ Clean only when really necessary
- ✓ Ensure cleaning products are used sparingly; clarify this issue with cleaning companies and/or instruct cleaning staff
- ✓ Ensure that the cleaning companies use certified environmentally friendly cleaning products.

#### ORF Principles:

- ✓ Climate protection and considerate use of resources
- ✓ Regional and sustainable products
- ✓ Inclusion and barrier-free locations
- ✓ Communication and role model function for future events
- ✓ Ecolabel certified Partners whenever possible

#### Examples of measures from ESC 2015 - Vienna

- the **decision** of making it a Green Event was made early.
- the **sustainability officer** of the ORF was responsible for the for the implementation.
- ORF was supported by **external consultancy** in the planning, implementation and certification.
- All measures were carried out in close coordination with the **Ministry of the Environment** and the City of Vienna.
- To ensure compliance with the guidelines in all areas, all external 140 partners and suppliers were informed about the Green Event. In addition, the guidelines were always communicated in requests for proposals and contract briefings.
- **Green Event criteria were mandatory** in all tenders and contracts, and all partners and suppliers were encouraged **to make their own proposals**.
- **Regional and organic food** from Austria was already the focus when the catering was put out to tender.
- All catering companies needed to fulfil the requirements of the Austrian ecolabel for Green Events and the ÖkoEvent initiative of the City of Vienna. To avoid food waste, special attention was paid to economical food preparation.
- All official ESC **printing** devices fulfilled the requirements of the Austrian ecolabel.
- **Green clothing**: The clothing of the 800 volunteers met ecological and social criteria. They were made in Europe and consisted of organic cotton.
- **Accessibility & Equal** participation, regardless of religion, origin, sexual orientation, disability, age and gender Equal participation, regardless of religion, origin, sexual orientation, disability, age and gender as a fundamental criteria.
- From the very beginning, all relevant project staff, partners and suppliers were informed about and involved in the ESC as a green event project.

The ESC 2015 was certified according to the Eco-label for Green Events and the ÖkoEvent (City of Vienna) at the three official locations.

### Goals:

- If possible, use only organically grown products.
- Offer seasonal and fair-trade vegetarian or vegan dishes where possible
- Avoid throwing away food and keep catering waste to a minimum.

### Best examples for the sustainability chain

All aspects of sustainability apply to catering, from the sourcing of food and crockery, to the volume of transport used to deliver food, to the prevention and separation of waste.

Vegan and vegetarian foods have a low impact on the environment, so they should always be the first choice. Special attention should be paid to choosing seasonal, organic and fair-trade products. Avoid foods that must be transported long distances or even by plane, such as strawberries in winter. If meat and/or fish are served, the choice of these products should be based on be made according to ecological considerations.

Good pre-planning and accurate calculation of the quantities needed help to avoid food waste. Even small steps such as refilling the buffet only when needed or offering seconds instead of large portions can help.

Where tap water is of high quality, it can be offered as still water, and there are also vending machines that work with syrup, tap water and carbon dioxide. This avoids costly transport and saves resources.

Did you know that every year, households, retailers and the food industry worldwide produce a total of **931 million tonnes** of food waste? This corresponds to approximately **74 kg per capita** of food waste per year.

- Offer seasonal, organic environmental food
- Reduce meat and fish
- Avoid food waste
- Give surplus food away

**Food production**  
now accounts for  
about **a fifth** of total  
greenhouse gas  
**emissions** annually!

### Food and drinks

- ✓ Offer organic and fair-trade products such as coffee, tea and juices.
- ✓ Use seasonal products and food that is produced and transported in an environmentally friendly way;
- ✓ Favour regional foods
- ✓ Do not use products from heated greenhouses or foodstuffs transported by air.
- ✓ Serve vegan and vegetarian food as a rule.
- ✓ When serving meat and/or fish, choose these products based on ecological considerations
- ✓ Choose organic meat products that comply with high animal welfare standards.
- ✓ When choosing fish and fish products, the procurement process should apply criteria for certified fish.
- ✓ Provide tap water in carafes. Refill carafes regularly with fresh water. Use reusable bottles when serving or bottling other cold drinks.

### Paper and tableware

- ✓ Use environmentally friendly paper products (e.g., "Unbleached filter bags for use with hot or boiling water" and napkins and kitchen rolls made from recycled paper.
- ✓ Use only reusable tableware such as cups, plates and cutlery.
- ✓ Offer takeaway food only in environmentally friendly sustainable packaging.

### Offer meals

- ✓ Make sure to offer appropriate quantities of food.
- ✓ Use packaging that avoids or reduces waste.
- ✓ Label the food in a buffet (to avoid "mistakes").
- ✓ Advise wait staff to serve smaller portions or to replenish the buffet only when needed.
- ✓ Give surplus food to charitable organisations such as food distribution organisations, if permitted by current hygiene regulations.

### Waste separation

- ✓ Collect kitchen waste separately.
- ✓ Collect used cooking oil from fryers separately.

**Think about**  
**donating surplus**  
**food** or allowing  
**employees to take it**  
**home.**

## 7.7 Catering Vienna 2015

- ✓ Certified catering companies
- ✓ Regional and sustainable products
- ✓ Reusable cups and bottles
- ✓ Free tap water
- ✓ Waste avoided

By offering **free** Viennese water (Tap water), the **consumption** of at least **30,000** disposable water bottles was **avoided**.

### Examples of measures from ESC 2015 - Vienna

- **Regional and organic food** from Austria was the focus of the catering.
- The Viennese company "impacts Catering", holder of the **Austrian Eco-label**, was chosen as the official catering partner for the backstage areas.-
- The company "Gourmet Catering", also certified with the **Austrian Eco-label**, was responsible for the responsible for the crew and audience catering.-
- In the Eurovision Village on the Rathausplatz, various caterers offered local and international specialities.
- **All catering companies** had to meet the **requirements** of the Austrian Eco-label for GreenEvents and the EcoEvent Initiative of the City of Vienna.
- For the catering of the guests in the accredited areas, mainly regional and organic and organic specialities were prepared and served.
- An **organic share of 40 %** was achieved. The milk used was 100 % organically produced. A total of 15,900 cartons of organic milk, 1,140 organic eggs, 450 kg of organic asparagus and 128 kg of organic Alpine cheese were ordered during the ESC.
- All vegetables came from Vienna, Lower Austria and Burgenland. The coffee came exclusively **from fair trade**, the tea was of organic quality.
- The culinary offerings also included regional specialities from the **Austrian regions** and the "WILDKULTUR-Fisch" of the Austrian Federal Forests.
- **High organic standards** were applied to the catering for fans and visitors on the Town Hall Square (Eurovision Village)
- During the Song Contest, Viennese water was offered free of charge at all venues and in public spaces.
- The reusable cup system used by the ESC is the basis for the low amount of waste and clean spaces. For the Song Contest, 50,000 specially branded reusable cups were purchased by the city for the Song Contest and their use saved more than 500,000 disposable cups. The reusable cups were cleaned in solar-powered dishwashing machines. **This saved more than 4.5 tonnes of waste and 40 tonnes of CO2.**

### Goals:

- To avoid waste whenever possible
- If not possible to avoid, then reduce waste
- Recycle as much as possible
- Separate waste
- Ensure waste management in all areas of the event

### Waste Hierarchy

Reducing the amount of waste and separating waste correctly conserves valuable resources and supports the circular economy. The field of action waste management can be found in all areas of the event and is primarily aimed at waste avoidance.

To conserve resources when using products, the following hierarchy should be observed:

1. Avoid
2. Reuse,
3. Recycling,
4. Disposal.

Here it is crucial that the course is set in planning and procurement.

Is it necessary?

If so, it should at least be reusable!

If it cannot be reused, then it should be recyclable.

If it cannot be recycled, then environmentally sound disposal must be ensured.

Worldwide, almost  
**1.000.000 million**  
plastic beverage bottles  
are sold **every minute.**

### Waste Hierarchy

Prevention



Reuse



Recycle



Disposal





- Estimate and analyse waste
- Find saving potential
- Train the staff
- Communicate

As of 2021, the world generated over **2.01 billion tons** of municipal solid waste annually. At least **33%** of that waste was **not managed** in an **environmentally safe** manner.

### Avoid waste

- ✓ Minimise packaging waste, e.g. by using reusable packaging and ordering products in bulks if all their contents are used.
- ✓ Implement a take-back system and reuse items such as dishes, cups, etc.
- ✓ Use recyclable products and packaging made from recycled material, such as recycled cardboard for boxes.

### Separate Waste

- ✓ Set up collection points where waste can be collected separately - especially paper, organic waste, glass and light packaging - and mark them clearly (also for the International visitors).
- ✓ Inform all visitors, delegates, suppliers and operating companies about the separation system. It is important to involve the cleaning companies in this work.
- ✓ Obligate suppliers to take back packaging and dispose of it in an environmentally sound manner.
- ✓ Place sufficient bins in all areas to enable waste separation. The easier it is for people to dispose of their waste properly, the more likely they are to do so.
- ✓ Ensure that waste bins are emptied regularly and are not overflowing with rubbish.

### Waste management

- ✓ Effective waste management starts with knowing your waste.
- ✓ Try to estimate the remaining amount of residual waste by waste type in advance and plan disposal accordingly.
- ✓ Analyse waste flows to identify and optimise savings potential in the ongoing organisation and production. Collect data and analyse!
- ✓ Consider having a food waste recycling program in place.
- ✓ Train and support Employees in waste management.

## 7.8 Waste Management Vienna 2015

- ✓ As much as possible recycled
- ✓ variety of litter bins
- ✓ Professional concept to avoid and recycle waste
- ✓ Information campaign about waste separation

Impressive result ->  
residual waste/capita:

MV: **0.16 kg** /capita

EV: **0.049 kg** /capita

EC: **0.016 kg** /capita

average: **0.074 kg** /capita

### Examples of measures from ESC 2015 - Vienna

- In accordance with the top principle of resource conservation, the majority of the materials used were recycled or reused.
- The relatively low amount of waste for such an event, only 15 tonnes, shows that it was possible to recycle or reuse most of the materials.
- 1,270 specially manufactured aluminium steles of the stage construction were dismantled, collected and melted down.
- The carpets used in the Main Venue were not thrown away but collected again by the suppliers and then taken to a recycling factory where they were shredded and turned into granules.
- Use of reusable cups, tableware etc to avoid waste
- The sustainability partner ARA, the "Altstoff Recycling Austria AG", developed a concept for the sustainable handling of waste in the area of the Main Venue.
- A major challenge was also to communicate to thousands of people from different countries in the shortest possible time how waste separation works in Austria. For this purpose, promotion teams, so-called City Cleaners, from the initiative "throw in instead of away" were deployed in eye-catching costumes to explain waste separation to our guests.
- Some of the came from the set-up and dismantling. Therefore, it was important to pay attention to the correct waste separation during the planning.
- Large containers were set up to collect, separate and recycle different types of waste. Around 300 waste containers were placed in and around the Main venue for the visitors of the Eurovision Song Contest. These were constantly monitored to avoid overflowing and to ensure that the waste ended up where it belonged and not on the street.

WASTE TYPE (KG/POINT OF ORIGIN)	STADTHALLE IN- AND OUTSIDE	„EUROVISION VILLAGE“ ON THE RATHAUSPLATZ	„EUROCLUB“ OTTAKRINGER BRAUEREI	TOTAL ESC 2015
Residual waste	25,940	5,880	117	31,937
Organic waste	5			5
Wood waste	38,860			38,860
PET	1,040	33		1,073
Plastic sheets	280			280
Paper / Cartons	5,360		176	5,536
Waste stained glass	650	3,400	163	4,213
Waste clear glass	490		163	653
Bulky waste	9,460			9,460
Iron waste	19,220			19,220
Aluminium	18,800			18,800
ALU / Iron composites	2,780			2,780
<b>TOTAL</b>	<b>122,885</b>	<b>9,313</b>	<b>619</b>	<b>132,817</b>

**Goals:**

- To conserve water as a resource
- Reduce sewage
- Avoid water pollution

**Water – our vital resource**

The responsible use of water and the prevention of water pollution should be implemented effectively in all areas. This includes the efficient use of cleaning agents limited to what is necessary, as well as the economical use of water in general.

Just as a CO2 footprint can be calculated, there are corresponding tools for a water footprint. Consider a water footprint assessment.

The protection of our vital resource water is not only limited to the economical use of biodegradable or natural cleaning agents, but also includes saving measures at all venues and hotels, e.g., to reduce water consumption in sanitary facilities and showers.

We can also help to reduce the hidden or so-called virtual water consumption. Many everyday products consume huge amounts of water to produce or grow, for example, a coloured t-shirt can require up to 15,000 litres of water from the growth of the cotton/wool, through production and dyeing.

On average, **15.400 litres** of water were needed **for 1 kilo** of **beef** before it ended up in our frying pan.

Food	Water consumption
1 orange	80 l
1 apple	125 l
1 banana	160 l
1 egg	200 l
1 kg bread	1.600 l
1 kg beef	15.400 l
1 kg pork	6.000 l
1 kg chicken	4.325 l
1 l milk	1.020 l
1 tablet of chocolate	1.720 l
1 kg coffee beans	21.000 l

- Reduce water consumption
- Environmental cleaning
- Consider to reduce virtual water consumption
- Reuse Water

### Save Water

- ✓ Cleaning only when really necessary!
- ✓ If the water standard allows, offer tap water as drinking water.
- ✓ There are filter systems that allow the reuse of rinse water or other waste water.
- ✓ Involve all suppliers and the hotels in your water saving strategy.
- ✓ Place notices at all venues, for example in washrooms, catering, etc., to raise awareness among crew, delegates, staff and the audience.

### Avoid Water pollution

- ✓ Make sure that suppliers only use natural or biodegradable cleaning agents.
- ✓ Temporary constructions should be built in an environmentally friendly way and pollution of the soil and thus of the groundwater should be avoided at all costs.
- ✓ Vehicles and machines, especially those that are operated with fuel, oils, etc., such as generators, lifting platforms, should be maintained in a technically flawless manner in order to prevent soiling of the floors.
- ✓ The transport company's vehicles do not need to be washed every day.

### Save virtual water

- ✓ Source food from sustainable agriculture instead of intensive crops with high fertiliser and pesticide use as well as water demand.
- ✓ Avoid serving foods and drinks that have a high consumption of virtual water.

What do **ONE hamburger** and **3 weeks** of daily showers have in common? **Both use the same amount of water!**

### Goals:

- Avoid giveaways
- If unavoidable, give seasonal products that are environmentally and socially responsible.
- Include Sponsors & Suppliers in your policy

### Are giveaways still acceptable?

If giveaways have to be distributed at all, they should be useful in the first place, otherwise they will end up in the waste sooner or later. Giveaways are often nothing more than promotional gifts, so other more innovative and sustainable ways should be pursued.

The decision to forego the distribution of promotional gifts is therefore important from an ecological point of view.

If promotional gifts are to be used, they should be produced regionally and sustainably. It is also worth considering whether it would be better to invest the budget for giveaways in environmental projects. This can also be communicated positively.

The most sustainable **giveaway** is the one that is **never produced** in the first place!

- Make giveaways optional
- Buy fewer of higher quality
- Use regional Eco-friendly certified swag
- Make giveaways optional

A 2018 study conducted by the British Promotional Merchandise Association (BPMA) found that **66% of promotional items are thrown away!**

### Do you really need another pen, another notepad or another mug?

- ✓ Use environmentally friendly promotional products and giveaways that have been produced in a socially responsible manner, that have been awarded the EU Ecolabel or that meet its criteria.
- ✓ If there are no eco-labels for the products and services to be procured, research the relevant environmental criteria elsewhere.
- ✓ When buying food for gifts, choose seasonal, organic products that are produced and transported in an environmentally friendly way, or that are Fairtrade certified.
- ✓ When gifting pens and pencils, opt for retractable pens or pencils made of cardboard. Alternatively, choose unpainted pencils or retractable ballpoint pens made of wood.
- ✓ Choose backpacks and bags made of environmentally friendly compatible materials that can still be put to good use after the event.
- ✓ Buy fewer, but higher quality and sustainably produced products, preferably those that are actually produced locally and not overseas.
- ✓ Minimise branding and date-related designs to ensure longevity and usefulness even after the ESC.
- ✓ Always make giveaways and promotional items optional, the person may not want swag.



In Vienna 2015, even the giveaways were evaluated according to sustainability criteria.



### Goals:

- Generate awareness, understanding, acceptance and support for the sustainability policy among all partners.
- Communication of the intended sustainability goals to all stakeholders
- Documentation and communication of the success of the measures taken

Appoint a **competent** sustainability officer as a **central contact** at an early stage!

### Communication as one key to more sustainability!

Sustainability goals must be communicated internally and externally in advance and evaluated afterwards, and the results must be made known to the public.

To ensure that sustainability issues are taken into account from the outset, it is important to appoint a central contact person for all parties involved in the preparation and implementation of the events at an early stage. This contact person should be able to provide technical support on specific sustainability issues. This person enables the pooling of expertise and should at the same time ensure the dissemination of information and knowledge to all departments.

Another important task is to communicate the stated sustainability goals and measures both within and outside the organisation. Responsibilities and measures must be known to all stakeholders at an early stage if they are to be put into practice. Training for staff inside and outside the organisation is essential for this.

External communication can serve as an incentive to actually achieve the stated sustainability goals. Furthermore, promoting the sustainability goals externally can help motivate other organisers to follow your lead and make their activities more sustainable.

Sustainable event management also includes identifying, analysing and communicating the impact of the measures taken. Measures This will make other people aware of successful measures and help others to weigh up the efficiency of measures for their own events.

On 5 January 2023, the **EU Corporate Sustainability Reporting Directive (CSRD)** entered into force setting the **rules concerning the social and environmental information** that companies have to report.

- Sustainability Officer
- Public relation work
- Inform
- Visualise
- Evaluate

### 5 Tips for sustainability communication:

- Clear ambitions
- Substantiated claims
- Convincing messages
- Transparent communication
- Accessible information

#### Organisation

- ✓ Appoint a sustainability officer to support your team, partners and suppliers on specific sustainability issues in planning, tendering, preparation and implementation.
- ✓ It is recommended that this person is a member of the central sustainability organisation.

#### Communication of goals and measures

- ✓ Engage in extensive public relations work, perhaps even a campaign together with other media to communicate the objectives of your sustainable event and the planned measures at an early stage (social media, TV, news, website). communicate the planned measures at an early stage (social media, TV, news, website).
- ✓ Inform your employees, suppliers and other partners about sustainability measures and involve them in the implementation of the measures.(e.g., define responsibilities and train staff).
- ✓ Inform participants, e.g. delegates, ticket holders, sponsors, etc. about sustainability issues (e.g. hang banners or display relevant banners on screens).
- ✓ Make sustainability aspects part of tender criteria.
- ✓ Visualise sustainability in city promotion, artwork, etc.
- ✓ Make your measures the subject of moderation, press conferences and publications.

#### Evaluation

- ✓ Determine the effects of measures that were taken in terms of quality and quantity (documentation).
- ✓ Analyse the collected data.
- ✓ Use traceable KPIs such as CO2 footprint, Energy Consumption, Supply Chain Miles, Product Recycling Rate, Waste Reduction and Recycling Rate (-> EMAS & KPIs)

**Sustainability communication is a company's self-commitment to speak truthfully and authentically about its sustainability strategy, goals and efforts.**



- Official Green Event
- Public relation work
- Accessible Information
- Campaigns
- Report
- Volunteers as Ambassadors

**“We made it our top priority to make a Green Event out of such a huge event like the Song Contest.”**

A. Rupprechter - Ministry of the Environment

### Examples of measures from ESC 2015 - Vienna

- ORF-General Director, the Minister of the Environment and the Viennese Environmental Councillor announced that the 60th Eurovision Song Contest in Vienna would be designed and implemented as an **Official Green Event**. This marked the official start of the communications offensive and **public relations work** for the Green Event ESC in February 2015.
- Green Event criteria were mandatory in all **tenders and contracts**, and all partners and suppliers were encouraged to make their **own proposals**.
- The central **communication platforms** for the ESC were the German [www.songcontest.at](http://www.songcontest.at) and the English [www.eurovision.tv](http://www.eurovision.tv). The Green Event was presented on both sites and various articles were published up to the final.
- A compact document informed all participants about the most important facts and criteria of the ESC as a green event.
- Visitors, delegates and journalists received relevant **information & tips** on the Green Event via several info screens on site.
- Information about the Green Event also communicated in all briefing documents as well as **in the handbooks** for volunteers, production staff and commentators.
- All Green Event partners were intensively involved in the communication campaign. With the **campaign** of the Austrian Environmental Agency "Turn Your Life into a Green Event" every Song Contest fan was motivated to integrate the idea of sustainability into their own life.
- The **800 volunteers were ambassadors** of the Green Event. They were the ones who answered all the participants' questions about the Green Event. For this purpose, the volunteers had received a short training and wore fair trade organic clothes.
- To make the data comparable and transparent, **ORF's sustainability report** was based on the guidelines of the Global Reporting Initiative (GRI) - the worldwide standard for sustainability reports at that time.

### Goals:

- To address the needs of people with disabilities
- Reducing Inequalities
- Equal access to key services
- Increase the participation of persons with disabilities

### “The only disability in life is a bad attitude.”!

Accessibility is an important **social aspect** in the organisation and realisation of events. Responding to the needs of people with disabilities enables them **to participate independently and actively**.

For example, barrier-free access for people with reduced mobility be guaranteed (this also applies to overnight accommodation if events last more than one day).

Access must also be provided for people with other disabilities (e.g. people with visual and hearing impairments) to participate.

In a television production, however, accessibility does not end at the venue of the event or in the host city, but also **includes the viewers at home** as well as people with disabilities who also participate in social media.

But **inclusivity in the workplace** surrounding the event should not be forgotten either.

There are various opportunities during the event to give people with disabilities the chance to actively participate in the event, whether as volunteers or professionals.

As a responsible, sustainable organisation, the **focus** should be **on abilities** and not on impairments.

Accessibility is the quality that allows persons with disabilities to access and enjoy physical environments, transportation, facilities, services, information and communications, including new technologies and systems. When planning for accessibility, the principles of universal design should be used.

"Concentrate on the abilities your **disability doesn't hinder** and don't dwell on the things it interferes with. Be disabled physically, not in spirit"

Stephen Hawking.

- Ensure accessibility for wheelchair users and people with impaired mobility
- Consider other possible impairments such as vision and hearing
- Provide information about the measures in advance
- Provide assistants, for example volunteers

### Communication

- ✓ Ensure that all content/documents are accessible for people with disabilities

### Measures for wheelchair users

- ✓ Make sure that the toilets are accessible for wheelchair users.
- ✓ Avoid steps and ensure that there are only slight differences in height.
- ✓ Ensure that lifts are wheelchair accessible
- ✓ Ensure wide pathways, corridors and door openings;
- ✓ Provide suitable escape routes.
- ✓ Provide space for wheelchairs to manoeuvre.
- ✓ Plan sufficient seating and space for wheelchairs.
- ✓ Catering facilities should be planned with disabled access in mind
- ✓ Provide accessible car parking spaces

### Measures for people with impaired mobility

- ✓ Keep distances short and provide seating at regular intervals.
- ✓ Use non-slip floors; avoid gravel and the like;
- ✓ Use smoothly operating doors and make sure the required clearance width is available for corridors, doors, steps and handrails.

### Measures for blind and visually impaired people

- ✓ Avoid obstacles on paths.
- ✓ Use high-contrast marking of unavoidable obstacles.
- ✓ Mark the edges of steps and provide good lighting. Use easily identifiable guidance and orientation systems.
- ✓ Use large, highly visible and touch-identifiable symbols and markings.
- ✓ Provide clear acoustic information.
- ✓ Provide documents in large print.
- ✓ Use demarcated access paths and tactile walking surface indicators.
- ✓ Allow guide dogs to enter.
- ✓ Offer documents in Braille.

### Measures for deaf and hearing-impaired people.

- ✓ Use clearly recognisable flashing light systems to warn of hazards.
- ✓ Subtitling
- ✓ Offer sign language interpretation.

**Celebrating diversity requires thoughtful inclusion. Everyone must be recognized and appreciated for their talents, be provided with opportunities to get involved, and have their perspectives valued and heard.**

- Official Green Event
- Public relation work
- Accessible Information
- Campaigns
- Report
- Volunteers as Ambassadors

“The theme **“Building Bridges”** included ensuring diversity and **inclusion** on all layers of the event. The 60th Song Contest was made accessible to **ALL PEOPLE** to ensure that the message of **respect and tolerance** was carried across all borders of Europe.”

### Examples of measures from ESC 2015 - Vienna

- Accessibility of ticket sales points for people with impaired mobility and access to online tickets for blind and visually impaired people. Alternatively, ticket contingencies were made available to associations for the blind and visually impaired.
- Implementation of barrier-free measures with the ESC team, as not all ÖNORM standards can be complied with. Inspection of the defined routes (together with ÖNORM expert Maria Grundner) to ensure compliance with the minimum requirements; advice on the route and guidance system and the universal design of touch accessories and orientation aids
- Sign language translators for the presenters
- Cooperation for press releases about barrier-free accessibility of the ESC . Accessibility to all press conferences and use of the press areas for journalists and artists with disabilities.
- Set-up plans involved consideration of barrier-free access (e.g. having the food counters set up to eye height of wheelchair users), Vegetarian, lactose- and gluten-free food, as well as food for individual religious groups offered. Additionally, allergens were indicated on all menus, etc.; Food and drink menus available in braille print; Training course of service staff.
- The volunteers were provided with the information sheet "Tips for dealing with people with disabilities". There were also people with disabilities among the volunteers.
- Timely collaboration with experts of barrier-free access, diversity and inclusion not only reduces costs, but guarantees an event for ALL. For this, antidiscrimination measures needed to be put in place at all levels of the event from the start.
- When compiling a list of all hotels and transport providers, their barrier-free accessibility options were requested and included in the address list.
- Barrier-free transport options between the airport, the hotel, the event venues and to press appointments were provided.
- Innovation “Eurovision Sign”: For the first time ever, international sign language was offered to deaf viewers. The songs, as well as the live hosting and the feeds, were translated into international sign language and presented by deaf performers. However, the ORF broadcasted both semi-finales and the finale live in international sign language.
- For multiple weeks, a three-man translator team worked to translate the songs of the participating artists into international sign language, after which they worked to make the songs tangible to deaf viewers through “Storytelling”.

**Goals:**

- integrating a gender equality perspective at all stages
- Reducing Inequalities
- Considering the different needs, living conditions and circumstances of any gender in planning and implementation

**What is Gender mainstreaming about?**

Gender mainstreaming means that the **gender equality** perspective is taken into account in all phases and at all levels of policies, programmes and projects.

GM therefore aims to give women and men (or any gender) **equal access** to power, resources, human rights and institutions, including the justice system, despite their different needs and living conditions and circumstances, regardless of country, region, age, ethnic or social origin or other factors.

The aim of gender mainstreaming is to take these differences into account in the design, implementation and evaluation of policies, programmes and projects so that they benefit both women and men (or any gender) and **do not reinforce inequality** but promote gender equality.

Gender mainstreaming aims to **eliminate** the - sometimes hidden - **inequalities** between the genders. It is therefore an instrument for realising gender equality.

By observing the principle of gender mainstreaming, events can **inspire others** to promote gender equality. This applies in particular to **the use of gender-neutral language** and ensuring parity when inviting female and male experts.

**Measures:**

- Use gender-neutral language in oral and written statements
- Achieve a gender balance people playing an active role
- Ensure people with childcare responsibilities can participate
- Offer childcare at the venue – or in the immediate vicinity – if needed

**“Let’s be very clear: Strong men – men who are truly role models – don’t need to put down women to make themselves feel powerful. **People who are truly strong lift others up.** People who are truly powerful bring others together.”**

Michelle Obama

### Goals:

- allow the entire region to benefit
- Include Minorities
- Increase satisfaction
- Sensitise to act sustainably
- Encourage togetherness

### What does social sustainability mean at the event?

Some areas of social sustainability such as accessibility, accessibility for all and gender mainstreaming have already been mentioned. But an event inevitably has consequences for the city, local society and people along the supply chains for certain products.

**Social sustainability** measures aim to **minimise** the **additional burdens** on the population and at the same time achieve a high level of satisfaction among all stakeholder groups. Social sustainability therefore also **includes** a greater awareness of **diversity in society**, the promotion of togetherness and inclusion and the compatibility of the event with the urban environment, as well as the promotion of the **regional economy**.

Sustainable events...

- ... reduce the waste of resources
- ... increase the economic efficiency of the event
- ... allow the entire region to benefit economically
- ... have a role model character
- ... will be perceived as more beautiful and will be remembered fondly
- ... increase satisfaction and acceptance among organisers, participants, audience and sponsors
- ... sensitise society to act sustainably
- ... take on global responsibility.

### Measures:

- Aim for a mixed audience
- Pay explicit attention to the aspects of diversity in the artistic programme.
- Respect children's rights and the Youth Protection Act.
- Actively involve clubs, marginalised groups and minorities.
- Encourage togetherness
- Promote local services and suppliers

“There are no passengers on spaceship earth. We are all crew!”

Marshall McLuhan

# 08 Checklists

Checklists for the individual areas of sustainability management can be very helpful and are easy to follow but can also be passed on to other areas of the organisation working on the same sub-area. There are many examples on the Internet. In the following, we would like to give you some examples of what such a checklist might look like but of course you are welcome to create your own checklists.

Reference: Source of the checklist examples: Guidelines of Sustainable Event Organisation of the German Federal Ministry of Environment, Nature Conservation and Nuclear Safety.

# 08.1.1 Checklist Mobily

## A) Avoiding transport-related environmental impacts

### A.1. Considering alternatives

Consider alternatives to face-to-face meetings, such as virtual meetings (videoconferencing, teleconferencing or presentations by individual participants).

## B) Travel to and from the venue

### B.1. Selecting the venue

Select event venues that can be reached conveniently using public transport and where it is – for the most part – possible to follow the principle of keeping distances short.

### B.2. Choosing times for the event

Select event start/finish times that allow participants to travel easily using public transport (rail and local public transport system).

### B.3. Information for participants

Provide information on the use of environmentally sound transport (include explicit references to this in the invitations: travel directions, links to railway and local transport timetables)

### B.4. Creating incentives to use public transport

Create incentives to use public transport; for example, by offering combined tickets (entrance ticket for an event also includes free travel to and from the venue by public transport) or make arrangements with public transport company for reduced price and/or carbon- neutral tickets for participants.

## C) Mobility at venue

### C.1. Information on public transport

Provide information about local public transport using posters and the conference platform or make participants aware of useful timetable apps.

### C.2. Keeping distances short

Walk to nearby activities. Depending on the venue, organisers can also provide bicycles or e-scooters, or set up a cooperative arrangement with bicycle or e-scooter rental systems.

### C.3. Type of vehicles

Use low-emission vehicles or, for local trips, emission-free vehicles such as battery electric or alternative fuel vehicles.  
Additional guidance/online information:

Already Implemented	Partially Implemented	Not Implemented	In Planning
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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# 08.1.2 Checklist Mobily

### C.4. Sharing transportation

Organise a shuttle service or car-sharing scheme for travel between the hotel, conference venue and/or point of arrival/departure (railway station or airport).

### C.5. Training staff

Train drivers in fuel-efficient driving.

### D) Climate-neutral mobility

#### D.1. Offsetting unavoidable greenhouse gas emissions

Calculate unavoidable transport-related climate gases and offset them using high-quality climate projects aimed at reducing greenhouse gas emissions elsewhere.

### E) Venue infrastructure

#### E.1. Bicycle parking facilities

Provide bicycle parking facilities.

#### E.2. Public transport stops and stations

Ensure adequate signposting indicating the location of the nearest public transport stop/station.

#### E.3. Car park guidance system

Use a car park guidance system to guide cars and buses directly to parking spaces; avoid causing disruption to the public transport system and disturbing neighbours.

#### E.4. Parking spaces

Estimate the required number of parking spaces; use existing parking spaces. transport-related environmental impacts

Already Implemented	Partially Implemented	Not Implemented	In Planning
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# 08.1.3 Checklist Mobily

## F) Traffic Management

### F.1. Shuttle service from overflow car parks

Set up a shuttle service from overflow car parks using low-emission or, for short distances, emission-free vehicles.

### F.2. Designated parking

Assign parking areas to different user groups (such as people with disabilities, carpools, e-vehicles and car-shares).

### F.3. Estimating visitor and traffic flows

Estimate visitor and traffic flows (broken down by transport mode).

### F.4. Separate routing

Plan on separate routing for emergency vehicles, press, VIPs, visitors, etc.

### F.5. Overflow parking

Provide overflow parking.

### F.6. Traffic guidance and car park guidance systems

Install signage for traffic guidance and car park guidance systems.

### F.7. Parking management

Provide pay car parks.

### F.8. Non-parking areas, barriers and access restrictions

Install signage indicating non-parking areas, barriers and access restrictions.

### F.9. Speed limits

Impose speed limits around the conference area.

Already Implemented	Partially Implemented	Not Implemented	In Planning
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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# 08.2.1 Energy and Climate

Already Implemented	Partially Implemented	Not Implemented	In Planning
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## A) Building, energy consumption

### A.1. Conference building

Consider energy consumption when choosing conference buildings and hotels, using EMAS registration or the EU Ecolabel as guidance.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### A.2. Heating

Do not heat meeting and conference rooms above 20 degrees.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### A.3. Lower temperatures at night

Set the thermostat to lower temperatures during the night (heating).

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### A.4. Cooling

Do not cool to more than 6 degrees below the outside temperature

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### A.5. Lighting

Use daylight, optimised lighting control, optimised sun protection and energy-efficient lighting.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### A.6. Ventilation

Train staff on how to ventilate rooms properly in a way that is also energy-efficient.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## B) Electricity

### B.1. Purchasing electricity

Obtain electricity from renewable sources (such as green energy suppliers).

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### B.2. Save Consumption

Use of light-efficient lighting

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### B.3. Power generator

Avoid unnecessary additional energy generation if unavoidable Use of environmentally friendly systems

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## C) Devices

### C.1. Energy-efficient devices

Use IT devices and printers or multifunction devices that fulfil the criteria of the Eco labels; use freezers, refrigerators and dishwashers in the highest energy class.

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## D) Climate-neutral events

### D.1. Offsetting unavoidable greenhouse gas emissions

Calculate the carbon footprint of the event and offset it by mitigation measures elsewhere, using high-quality climate action projects

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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# 08.3.1 : Waste Management

## A) Waste avoidance

### A.1. Packaging material at the venue

Minimise waste from packaging; for example, by using reusable packaging and ordering products in large containers if their entire contents will be used.

### A.2. Take-back and reuse

Institute a take-back system and reuse items such as name tags.

### A.3. Using recycled material

Use recyclable products and packaging made of recycled material, such as recycled cardboard for boxes.

## B) Waste separation

### B.1. Collecting waste separately

Set up collection points so that waste can be collected separately – especially paper, biowaste, glass and lightweight packaging – and clearly label them (particularly at international events).

### B.2. Information

Inform all suppliers and operating companies about the separation system. It is important to get the cleaning companies involved in this.

### B.3. Taking back packaging

Require suppliers to take back packaging.

## C) Waste management

### C.1. Packaging waste

Dispose of packaging waste according to the Packaging Act

### C.2. Other separately collected waste

Recycle other waste that has been collected separately (paper, biowaste, etc.) according to the Circular Economy Act) and the Commercial Wastes Regulation

### C.3. Residual waste

Have the public waste disposal agencies dispose of residual waste in accordance with the Circular Economy Act and the Commercial Wastes Regulation.

Already Implemented	Partially Implemented	Not Implemented	In Planning
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