

# Checklists

How to plan and organize sustainable events in Serbia

ZERO WASTE



NO PLASTIC



GO PAPERLESS



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## BEFORE YOU START



### IS A FACE-TO-FACE MEETING NECESSARY?

#### Step a – GO VIRTUALLY

Does your event require physical, face-to-face meeting?

Can you organize part of the event online (through webinars, conference calls, online guest speakers etc)?

How many people need to be physically present?



### COULD THE EVENT BE (MORE) SUSTAINABLE?

#### Step b - GO SUSTAINABLE

The decision to organize sustainable event is made

The minimum criteria for the event has been set up

The promotion, education and awareness raising on sustainability goals is ensured

## SELECTING THE VENUE



### THE VENUE

#### GO CENTRAL - Venue location and selection

Selected location is centrally located for most of the participants/delegates

The venue is easily accessible by public transport (trains)

The venue is accessible for alternative mode of transport (biking, walking..)

There is secured parking for bicycles, electric scooters

The venue has chargers for electric/hybrid cars and scutters

The location is accessible by direct flights for majority of participants

The conference rooms are on the ground floor, so the elevators are avoided



## STANDARDIZATION AND CERTIFICATION

**GO STANDARDIZED - Protocols and procedures at the venue or within the event organization**

Sustainability standard ISO 20121

Environmental management standards (ISO 14001 or EMAS)

Green Key certification

Internal sustainable/environmental-friendly policies and protocols



## MOBILITY AND TRANSPORT

**Additional criteria - TRANSPORTATION**

Massive transportation can be organized and offered to/from venue for participants

Delegates are encouraged to use the alternative modes of transportation

Car pooling/sharing has been widely promoted and encouraged

Alternative mode of transport is supported/incentivized

# DURING THE EVENT/AT THE VENUE



## ENERGY AND WATER

### GO RESOURCEFULLY - Water and energy savings

The building has energy class of A+ or A (per energy efficiency classification)

The lightning savings measures are in place (LED lights, sensors, timers...)

The venue has daily light at the conference center and other facilities

The low energy appliances and equipment is used

The CO2 neutral or carbon free fuel is used for heating/cooling

The renewable energy is used for energy production

There are notes and signs on energy and water savings measures at the location

The temperature at the venue is easy to regulate (the heating/cooling temperature in the venue is set between 20-22 C )



## WASTE

### GO WASTE FREE - Waste management and practices through 4 R (refuse, reduce, reuse, recycle)

There is protocol for waste management at the venue

Refuse procuring and usage of wasteful and pollution products

Reduce packaging, promotional material and merchandising

There is already waste reduction and separation at the location

There is no single-use items at the event (plastic bottles, cutlery, plates, cups...)

The waste separation bins are placed and clearly marked at the venue

The usage of compostable and degradable items is stimulated

The event planning includes careful planning of the waste reduction

The number of printed materials at the event has been reduced



## ZERO WASTE

### Additional criteria - ZERO WASTE

The zero-waste philosophy/policy is applied

The venue has composting practice in place



## BIOWASTE

### Additional criteria - BIOWASTE

There is an agreement with a local organization (food bank) to collect food waste

The composting practice exists at the venue

Participants are encouraged (and additionally educated) on the food waste



## WASTE WATERS

### Additional criteria - WASTE WATERS

The venue has a wastewater treatment

The rain and grey waters are used (for example for toilet flushing)



## PAPER

### GO PAPERLESS - Refuse, reuse and reduce paper at all stages

The event registration is managed online

Event invitation, agenda and other logistics information are sent electronically

The promo material (brochures, leaflets, posters...) are made available online

Participants and delegates are encouraged not to print event materials, informations and/or e-tickets

Confirmations for participation are done electronically (e-mails, web site...)

The info boards (agenda, directions) at the venue are digitalized

The registration of participants and delegates at the venue is digitalized

No paper brochures, leaflets, posters are disseminated at the event

Usage of paper decorations at the venue is avoided

Feedback, follow-up information or handouts are given to participants in electronic form (e-mails, web page)

Use white or smart boards instead of the paper flipcharts

Tablet usage for the menu selection in the café/restaurants enabled



## FOOD PLANNING AND MANAGEMENT

### PLAN FOOD SMARTLY - Avoid food surpluses and waste

Meals are planned carefully (following confirmed number and needs of the participants)

The buffet style (finger food) is imposed

The meat and fish are significantly downsized

Vegetarian and vegan options are offered

Tap water is served

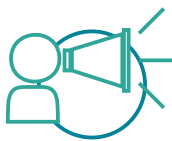
Food is rich with vegetables, fruits and healthy options

The food served comes from local producers and small farmers

Coffee is served only in decanters or dispensers

Drinks are served only in glass packaging

## MORE THAN EVENT



## PROMOTION

### PROMOTE SUSTAINABLY - Marketing, merchandising and promotion

Unnecessary promotional material is avoided

Promotional actions and materials are planned and designed smartly

Promotional items fulfill the sustainability criteria (reusable, useful, biodegradable...)

Promotional activities and materials are sending clear messages on sustainability goals



Promotional activities reflect the event purpose

Promotional material is designed in way that can be reused in the next event(s)

## COMMUNICATION



### COMMUNICATE SMARTLY - Informed communication

Attendees are informed in the early stage about the event's sustainability goals and motivated to actively support them

Sustainability goals have been communicated with stakeholders and suppliers

Social media are used in order to raise the awareness on sustainability issues

Event logo and/or green symbols are introduced and recognized

Greenwashing<sup>1</sup> is avoided

Attendees understand what changes have been made and participate proactively

The staff training has been designed and delivered when needed

Short, simple and clear messages have been designed and disseminated

The achievements and effects of the event have been communicated with the public



## PROCUREMENT

### Additional criteria - PROCUREMENT PRACTICES

Green criteria in procurement practices exist

Social criteria in procurement practices are in place (local producers, social entrepreneurs)

<sup>1</sup> Greenwashing describes the practice of using potentially deceptive information to present a product, an event or an event-related product as more environmentally responsible than it really is.

Usage of the cleaning products and services (products with EU or Serbian eco label)

Usage of paper products produced from sustainable managed forests i.e. with FSC certificate



## LARGE - SCALE EVENTS

### LARGE - SCALE EVENTS - Additional Criteria

Communication plan is developed to include strategies and actions that contribute to the sustainability goals

The careful waste management plan has been developed

The measures that enable reduction of waste at the event are in place

The CO2 emissions are calculated, and the lowest carbon footprint modes of transport have been selected

The open space/outdoor or spaces with a lot of daylight are given the advantage

Alternative modes of transport are used at the location

Participants are motivated or incentivized to recycle and separate waste

The event is used as an opportunity to educate and raise awareness

Large scale promotional campaign is designed and delivered