

DECALOGUE ON THE SUSTAINABILITY OF EVENTS AND MANIFESTATIONS

1. Location

- Location and accessibility: the venue must be easily accessible, it is close to a public transport stop, and/or allows for safe parking of bicycles; the location must also be accessible for people with disabilities, thus enabling them to reach the building, enter it easily and use its spaces and equipment safely and independently.
- Hybrid events: whenever possible, organise events in hybrid mode in order to reduce the environmental impacts linked to the physical presence of speakers and participants who may also come from distant places of origin.
- Certifications: when and if possible, favour locations certified according to ISO 20121. This is the international sustainability standard for sustainable event management and organisation.

2. Accommodation facilities

- Location: the accommodation should be close to the event or manifestation venue or well connected to the public transport network, allowing participants to easily reach the venue, even on foot.
- Certifications: favour accommodation that has an environmental certification to easily identify facilities and companies that operate in respect of the environment, adopting clean energy sources, saving water and electricity, reducing their waste and offering local and organic products, with the possibility of vegetarian and vegan menus in the catering. Some possible certifications are: [Green Key](#), [EU Ecolabel Tourist Accomodation](#), [B Corporation](#), [EarthCheck](#), [Bio Hotels](#).
- Other: further elements to consider are the services offered by the accommodation, such as the availability of bicycles for guests to ride to the event or manifestation venue.

3. Mobility and transport

- Location: ensure that the main places connected to the event/manifestation (venue, accommodation facilities, city centre) are close and/or well connected to each other.
- Clear and visible information: ensure that participants have maps, timetables and useful information on how to move around sustainably on foot, by bicycle, by sharing services (bikes, scooters and electric cars) - where available - or by public transport. In this regard, whenever possible, it is advisable to schedule the time of the event in accordance with public transport timetables.
- Organised carpooling (e.g. [Blablacar](#)) and carsharing.
- Booking: when possible, make sure that travel is booked in advance in order to favour the economic sustainability of trips.
- Calculation of environmental impact: provide participants with tools for self-calculation of the environmental impact of their trips, such as [EcoPassenger \(hafas.de\)](#)

4. Buffet

- Prefer local, KM 0, seasonal and/or organic products.
- Reduce the offer of meat at buffets and prefer vegetarian/vegan options.

- Encourage the distribution of tap water and/or the presence of water dispensers. Avoid or minimise the use of plastic bottles, choosing glass jugs and containers.
- Avoid wasting food by keeping in mind the final number of participants.
- Destination of uneaten food: commit to recovering uneaten food and donating it to non-profit organisations that carry out free food distribution for charity.
- Reuse/recycling: use reusable plates, cutlery, glasses and linen or, alternatively, biodegradable and/or compostable items.

5. Gadgets

- If it is considered appropriate to offer gadgets, favour ecological gadgets, made from recycled materials or with environmental certificates, preferably from local social cooperatives.
- Favour functional, useful and original gadgets, so that they are not thrown away as soon as the event is over.
- Take into account relevant sustainability labels (e.g. FSC, EU Ecolabel, ISO 14024).

6. Materials

- Use of paper: the amount of printed material should be kept to a minimum, bearing in mind the number of participants and using other means of communication (website, social networks, e-mail). If it is necessary to print documents, preference should be given to recycled paper (possibly eco-labelled) and more sustainable printing methods (double-sided printing). If you choose to outsource to a typography the printing of all information and publicity materials related to the event/manifestation, prefer a local company that adopts at least one of the existing certification schemes for printing services: FSC, PEFC, Ecolabel.
- Online resources: use online tools to facilitate participation in the event/manifestation. Ensure that participants can register via online forms and download all necessary information online, e.g. from dedicated web pages or ad-hoc QR codes.
- Re-use: encourage the production of materials that can be re-used for future events/demonstrations (such as roll-ups).

WARNING! If you rely on external suppliers for the buffet and/or the production of gadgets and materials, the following parameters must be taken into account:

- Implementation of a sustainable management system for its services certified according to ISO 20121 (Management System for Sustainable Events);
- Implementation of an environmental management system certified according to EMAS or ISO 14001 (Environmental Management System);
- Have their operating sites close to the event/event venues in order to reduce emissions and consumption resulting from the transport of materials and the movement of personnel;
- They ensure management of social aspects certified SA 8000 (Social Accountability);
- They draw up a sustainability report on three levels: social, economic and environmental;
- They comply with a publicly visible internal code of ethics (e.g. on the company website).

7. Waste

The generation of waste and its proper disposal are issues to be considered during all organisational phases. Waste reduction needs to be carefully planned at the beginning (e.g. in the communication and invitation to participate phases - favouring online tools over paper), during (e.g. through the use of reusable packaging, digital event/manifestation programme, the presence of clearly indicated and, where necessary, multilingual waste separation bins at the event/manifestation venues) and after the event (e.g. through reuse or recycling).

Reduction

- Minimise printed and promotional material for the event (e.g. front-of-house printing);
- Reduce the use of plastic items;
- Avoid ordering more food and drinks than necessary: this is one of the main recommendations to help minimise waste generation.

Recycling

- Reuse material from previous events (e.g. totems, banners, roll-ups etc.);
- Purchase of environmentally friendly items (made of biodegradable or recycled material);
- Establishment of an appropriate waste collection and disposal system.

8. Communication of commitment

It is important to work on communication – when organising and distributing invitations to the event/manifestation and during the event/manifestation itself – informing and updating participants on the organisation's environmental commitment. This involves:

- Communicating the organisers' sustainability policy and virtuous choices;
- Evaluating the use of a statement accompanying the various communication actions: "*designed, planned and implemented in such a way as to minimise the negative impact on the environment and to leave a positive legacy for the host community*" (definition of a sustainable event borrowed from the United Nations Environment Programme - UNEP 2009);
- Evaluate the inclusion of the certification logo on printed products.

9. Involvement of participants

Make participants an active part of the sustainability of the event.

- Provide participants with an "eco-participant guide" containing information on the sustainable aspects of the event and good practices that can be practised by the participant during the event or not;
- Provide participants with a *welcome pack* sharing information about the event and its sustainability together with general information on sustainable mobility and accommodation. Provide information on how to reach the event/manifestation by public and collective means of transport, indications on the location of parking spaces and stalls for people with disabilities or special needs;
- Facilitate the implementation of separate waste collection by means of waste bins placed in strategic points that are easy to reach, easily recognisable and visible.

10. Periodic monitoring and final evaluation

In order to achieve sustainability objectives, it is important that the Guidelines are respected and implemented at all stages of the organisation and management of the event/manifestation: before, by means of alignment meetings to ensure that everyone is aware of the guidelines to be followed; during, to ensure the sustainable management of the event/manifestation by staff or suppliers; and at the end of the event/manifestation. In particular, at the end of the event/manifestation, it is advisable to hold a de-briefing meeting to understand what the strengths were and what improvements can be made. Consider drawing up a questionnaire to be submitted to participants to assess the sustainability of the event/manifestation.

GENDER BALANCE IN EVENTS

In order to guarantee gender balance in the implementation of its events, the organisation should:

- Ensure the event has a list of interventions that guarantees the full participation of women, men and all other non-binary gender subjectivities, hopefully in a 50:50 ratio for gender distinction. This balance is deemed to be met if female rapporteurs of the under-represented gender are in the order of at least 1/3 of the total.
- Avoid that female speakers of the under-represented gender are only involved in greetings or in coordination and discussion roles (i.e. in the role of chairpersons and/or moderators or for short scheduled speeches) or in organisation (i.e. in organisational committees only).
- Ensure gender alternation in the order of speeches and, in their management, intentionally promote balance and respect for timing¹.
- Promote a non-sexist and non-discriminatory use of language in the preparation, communication (including posters and brochures) and realisation of the event. It is appropriate to use the feminine declension of women's positions (if the grammar of the local language allows it) or to use fully inclusive terms and expressions (e.g. Teaching staff, President).
- Declare, when publicising the event, that the organisation supports and promotes a feminist culture and zero tolerance of abuse or discrimination related to gender or other factors².
- Promote an inclusive environment and organisation of the event (venues, times, etc.) that does not hinder the participation of one gender over the other and that allows for the reconciliation of participation in the event with family life as much as possible. To this end, it would be useful, for example, to provide a childcare service and/or opt for a venue suitable for the presence of children.

Monitoring

It is important to monitor compliance with the principles outlined in these Guidelines. To this end, it is useful for any event – implemented by the organisation, to whose implementation you collaborate or to which you are invited – to request to fill a monitoring form verifying the compliance with the Guidelines for Gender Balance (full participation of women, men and all other non-binary gender subjectivities is/is not guaranteed; non-sexist or discriminatory language is/is not used in the preparation, communication, realisation of the event; the event takes place at venues and times that (do not) hinder the participation of one gender rather another; etc...).

¹ This recommendation is based on the observation (see for example [here](#) and [here](#)) that women generally make fewer observations and questions at public events than men, who in turn tend to make redundant and excessively long speeches.

² The following statement (or a similar one) should be included on the poster and other communication and invitation material for the event: "The organisation supports and promotes a feminist and zero-tolerance culture towards abuse or discrimination related to gender or other factors and applies specific Gender Balance Guidelines in events".

Other dimensions that it is recommended to consider when organising events

Below are some factors that are recommended to be considered when organising events but which do not directly concern the gender balance aspect.

While respecting and promoting the principles of inclusion and diversity, in organising its events the organisation should:

- Give voice to its partners and allies, but above all to the communities and people it works with, facilitating and supporting their participation where necessary
- Ensure that diversity is respected and valued, not only in terms of gender but also sexual orientation, ethnicity, age, etc.
- Where possible, ensure simultaneous translation into the languages of the participants, including LIS, and the presence of subtitles for hybrid events
- Exclude facilities with architectural barriers