TIPS ON HOW TO ORGANISE
ENVIRONMENTALLY SUSTAINABLE EVENTS

(Document developed by the [European Music Council](#) in the frame of the [STAMP](#) project)

✚ STEP 1: WHY IS IT IMPORTANT?

In a global context of urgency, we tend to be overwhelmed on how to take action and to empower ourselves on how to deal with the various impacts of global warming on earth and on human beings. The impacts of climate change though can be measured and noticed all around the world. Raising awareness on these issues is therefore very important but it is even more important to change the way we work, live and organise events, produce… These guidelines are suggestions on how you can make your organisation and your events more environmentally friendly. There are of course many other ways to get involved in this topic and we do not pretend to be exhaustive but would like to plant a seed in your organisation. You can set the example and raise awareness through your way of working.

✚ STEP 2: MAKE ECOLOGICAL SUSTAINABILITY A PRIORITY

- The initiative should be supported by the board and steering committee of the organisation/festival
- Plan from the beginning some attainable goals depending on what you want to focus on (recycling, eco-friendly catering, advertising for green mobility…)
- Elect one person in charge of sustainable strategy, who will coordinate the process and will make sure partners and suppliers are also accordingly chosen
- Analyse all the different actors who will be concerned by this process and how you could use, prevent, guide, choose them: city, venues, audience, participants, artists, exhibitors
- Analyse what is already done in the organisation or at previous festival editions, where you are starting at (figures from previous festivals)
- Get in touch with other festival organisations and networks (http://www.powerful-thinking.org.uk/get-involved/)

✚ STEP 3: START IN YOUR OFFICE

→ Electronical devices
- Look for labels when buying electronical devices, ex: EU Ecolabel, Energy Star…
- Bring your appliances not working anymore to recycling organisations or back to suppliers
- Use power strips with on/off button and shut down when not using anymore
- Turn your computer and screen off when leaving the office: try the cake electronic appliances rule (when a staff member forgets to turn lights/computer/screen off, he/she has to bring a cake to the office in the week)
- Only use USB sticks with high storage space to avoid waste of energy from other inefficient USB sticks
- Regular cleaning and maintenance electronical devices to improve efficiency and longevity
- Try to use Energy Efficient Ethernet: reduce power consumption during periods of low data activity

→ <u>Emails</u>
- Target your recipient when sending an email: the more recipients the more energy used
- Delete any attached documents not relevant
- Prefer the use of hyperlinks or compressed documents
- Archive and keep only relevant emails
- Delete and/or directly unsubscribe to any spams/unwanted emails lists/newsletters (ex: unroll.me...)
- Print emails, attached documents and webpages only when really needed and delete unwanted text
- Avoid writing emails if you can say it or if no real need

→ <u>Internet use</u>
- Simplify your research on the Internet: prefer to enter directly the URL link then to use a search engine
- Bookmark the websites you use the more often
- Use only key words when using a search engine
- Try to use eco-friendly search engines, ex: Ecosia, Lilo...
- Limit your use of clouds
- Try an eco-conception of your website (tools to reduce "Internet pollution") or green webhosting
- Make sure the website is accessible for everybody (blind/visually impaired) (tips here)

→ <u>Printer</u>
- Use recycled paper
- Adjust your printer to print only in black & white (in colour only when needed) and double-sided
- Use a font using less ink, ex: Ecofont, Garamond, Century Gothic, Ryman Eco, Vera Sans Regular
- Install timers on printers to ensure shut down during out of office hours
- Re-use prints made by mistake
- Think twice before printing

→ <u>Office</u>
- Reduce, reuse and recycle
- Create/use some guideline for your office
- Use local office and environmentally friendly suppliers
- Use tap water instead of plastic bottles
- Use washable kitchen and toilet handtowels
- Buy a coffee machine/water boiler to avoid use of vending machines and Fairtrade and organic teas and coffee
- Stop using disposable straws, coffee stirrers
- When searching for accommodation use green options

- Try to order local organic fruits and vegetable for staff
- Stop using plastic plates, cups and cutlery and use reusable items instead
- Prefer vegetarian with local seasonal products meals
- Choose cleaning company which uses eco-friendly products
- Encourage your team to cycle or use public transport to get to work
- Use recycle paper and font using less ink (Ecofont, Garamond, Century Gothic, Ryman Eco, Vera Sans Regular), black & white, double-sided
- Re-use prints made by mistake
- Give directives on how to produce less electronic waste (delete unnecessary emails, internet research (type directly your website address instead of using a browser, use an eco-friendly browser...)
- Create some clear guidelines to be sent to the different actors in the festival (staff, suppliers, venues, partners, participants…)
- Buy healthy snacks and seasonal fruits for staff

✚ STEP 4: CHOOSE PARTNERS, SPONSORS AND SUPPLIERS

→ Partners
- Partner up with a bicycle company (offering bike rental to participants)
- Try to get free public transportation or interesting discounts for you participants during your events/festival
- Get in touch with local organisations to see how you can recycle and/or produce less waste
- Choose eco-friendly venues (using less energy): give green guidelines for lights/stage/ energy use (ex: http://greener.liveperformance.com.au/uploads/pages/10/design_guide_-_energy_efficient_stage_lighting.pdf)
- Involve local council : for eco-friendly incentives

→ Sponsors
- Think of a guideline to give to sponsors: use eco friendly/recycled material, use local sponsors, ask to use less packaging or negotiate with them so that they take back their packaging
- Use less goodies and only really useful ones (pocket ashtrays, set of reusable cutlery, one good water bottle, travel kit, dry tooth paste, other possible examples here: https://www.objets-de-communication-responsable.com/goodies-ecologiques-pour-une-communication-responsable/)
- If visibility is needed for sponsors: use creative ways of marketing (stamp food, create a stand with activities, photo booth...)

→ Suppliers
- Give guidelines on how to send in a sustainable way material to be exposed (connect exhibitors from the same city with each other, try to use less flyers and plastic goodies -> raise awareness)

- Choose an eco-friendly printing company
- Use catering which respects environment and use reusable cutlery, local food, less meat - select a catering agency with eco-friendly standards
- Partner up with an organisation to buy (if needed) cutlery or put into place returnable glasses (easy to be featured by sponsors)
- Partner up with an organisation in coordination with the caterer, which will get the extra food and redistribute it to a charity or stop food waste organisation/ negotiate with the caterer on what to do with extra food
- Use reusable decoration: upcycling, rent decoration
- Use eco-friendly organic toilets (http://www.pootopia.co.uk/facilities/) & recycle compost waste
- Choose sound & light company according to your guidelines (less energy consumption)
- Buy in bulk
- Choose a cleaning company which uses eco-friendly products
- Choose an eco-friendly stage designer and recycle all material used for the stage
- Use preferably badges made out of cardboard and lanyards made out of bamboo or recycled material
- Do not offer any disposable straws, coffee stirrers, plastic cutlery, plates or cups

↓ STEP 5: COMMUNICATE WITH ALL PARTICIPANTS/AUDIENCE

- Label things: i.e switch off the light when leaving, turn off your power strips (use power strips with on/off button)
- Recycle (plastic, paper, waste, glass) & trash for cigarette butts in all areas of the festival (festival grounds, catering area, staff offices, backstage, venues…)
- Provide boxes to give back badges and use reusable badges and other reusable items from the festival/event not needed for participants
- Try to spot eco-friendly hotel and restaurants for guest tips
- Put some tips in programme book on green mobility (car sharing, public transportation, cycling), accommodation, food
- Make water fountains for tap water available: toilets are not a good option for water bottle refill as water bottles often don't fit under the tap
- Promote green technical/hospital rider from artists (ex from Julie's Bicycle here .These are requests and /or suggestions of artists to the event organisers mainly for the backstage and electricity needs.)
- Advertise for car-sharing services, train, bicycle and avoiding taking the plane

⊹ INSPIRED BY

https://www.greenit.fr/
http://ecoinfo.cnrs.fr/
https://greenyourfestival.ie/wp-content/uploads/2012/11/guide.pdf
http://www.lecollectifdesfestivals.org/collectif/download/fiches_pratiques/Fiche%20D%C3%A9marche%20DD%20Avril%202018.pdf
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http://greener.liveperformance.com.au/uploads/pages/10/design_guide_-_energy_efficient_stage_lighting.pdf

Websites found in August & September 2018