

Tartu
2024

TARTU

acento

Guide to Organizing Environmentally Friendly Events



EUROPEAN CAPITAL
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Introduction

These guidelines set out the minimum requirements and recommendations for organizing environmentally friendly events. It includes practical tips and checklists to help organizers navigate the environmental principles mentioned here.

These guidelines is based on the SA Tartu 2024 environmental strategy and is an important step in its implementation.

These guidelines and supporting materials have been developed in cooperation between SA Tartu 2024, the City of Tartu, and the sustainable event management consultancy Acento.

All materials can be found on the websites of Tartu 2024 and the City of Tartu.

The guide was updated on May 20th, 2024.



Topics

- 1. Materials and Purchases
 - 2. Catering and Water Use
 - 3. Waste Management
 - 4. Transport
 - 5. Energy and Resource Efficiency
 - 6. Taking into Account the Environment and Community
 - 7. Communication
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1. Materials and Purchases

Minimum requirements:

1. Name tags, wristbands, labels, and other printable materials (both design and choice) must be reusable. Make the return of items to visitors simple and clear.
2. Gifts and souvenirs should not include single-use items, except for food.
3. Items needed for the event (such as decorations, furnishings, etc.) must be reusable.

Recommendations:

1. Replace as many paper materials (invitations, publications, etc.) as possible with electronic alternatives. If possible, produce/order publications in an environmentally friendly manner (FSC label, Nordic Swan Ecolabel), preferring recycled printing paper.
2. Distribute gifts and souvenirs as sparingly as possible. If possible, ask the recipient if they want the gift at all. When giving gifts and souvenirs, prefer environmentally friendly services and donations/support. For physical gifts, choose local food and items made from practical and environmentally friendly materials.
3. Avoid excessive packaging and ordering of goods, gifts, and other inventory. Plan quantities as accurately as possible to minimize leftovers. Collaborate with organizers of other events happening at the same time to optimize packaging of materials and items and reduce transportation needs.



2. Catering and Water Use

Minimum requirements:

1. Always use reusable dishes, cutlery, and serving solutions. The use of disposable straws, stirrers (including wooden ones), and cocktail decorations is not allowed.
2. When selecting foods and caterers (including catering services), ensure that at least one offered main dish is 100% plant-based (vegan). For food-focused events, include at least a few caterers offering full plant-based dishes.
3. Find a use for leftover food. It can be donated or given to organizers and clients, preferably in reusable containers. Edible food must not be thrown away.



Recommendations:

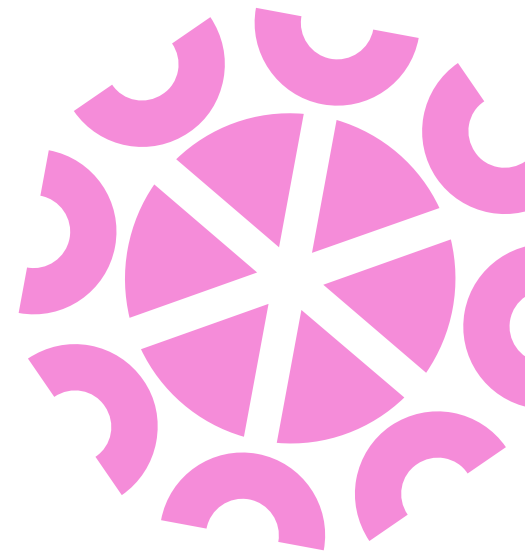
1. Allow participants to bring their own reusable water bottles and food containers. Provide facilities for rinsing dishes during the event.
2. With the event organizer's approval, the caterer may use their own tableware.
3. Make clean tap water available for free, placing water points near food areas.
4. If possible, avoid serving bottled water (and other bottled drinks). Offer the option to refill reusable water bottles.
5. Fill drinking glasses according to the visitor's need. Avoid filling them without the visitor's request.
6. Ask the caterer to list the plant-based main dish first on the menu. Prefer caterers who offer food made from seasonal and organic ingredients. Prefer fair trade principles for coffee, tea, sugar, and other food and beverages. If possible, prefer a catering company that uses green energy.



3. Waste Management

Minimum requirements:

1. The obligation to collect waste by type has to be arranged for the participants, organisers, and vendors of the event.
2. The types of waste collected from visitors depend on the nature of the event. At a minimum, separate collection is required for packaging (if generated at the event), biodegradable waste, deposit containers, and mixed municipal waste.
3. The following colours are used to mark waste containers at the event:
 - **containers** – green
 - **biodegradable waste** – brown
 - **mixed packaging** – yellow
 - **mixed municipal** – black
 - **paper and cardboard** – blue
 - **deposit containers** – green
 - **hazardous waste** – red
 - **liquid waste (including cooking oil)** – another colour
4. Separately collected waste (mixed packaging, biodegradable waste, deposit containers, etc.) must be handed over to the waste manager by type, asking the manager for a report on the collected weight and recycling rate. For mixed municipal waste, ask for the collected waste weight and disposal method. For smaller events, the organizer may take the separately collected waste to the waste station themselves.



Recommendations:

1. Clearly and understandably mark waste containers and frames in Estonian (and in foreign languages if necessary), using specific color codes and pictograms. **Free design files** for waste bin labels are available.
2. For clarity for visitors, containers/labels may include product samples or a few correctly sorted wastes as a "seed". When using frames for bags for separate collections, use transparent bags.
3. To improve the quality of separate collections, "green ambassadors" can assist at waste collection points in guiding visitors.

4. Transport



Minimum requirements:

1. Information about different transportation options, alternative to coming alone by car, must be shared with visitors. Add a recommendation to come to the event by public transport, bicycle, or on foot on every informational carrier, promotional material, and event description.
2. There must be a possibility to lock bicycles at the event location. If this is not available on the event grounds, create a temporary bicycle parking area.

Recommendations:

1. If possible, consider the event location's accessibility by public transport and bicycle when choosing it. If possible, arrange special buses or trains.
2. Add the recommended bus line(s) and nearest stops to the public transport information.
3. Encourage car sharing. For example, sell tickets for certain events per car, regardless of the number of passengers.
4. We do not recommend compensating and neutralizing the environmental impact resulting from transportation because there are very few truly effective solutions, and they are also very expensive. If desired, you can support local environmental organizations that preserve valuable natural ecosystems, such as **ELF** and the **Kooslooduse Foundation** in Estonia.

5. Energy and Resource Efficiency

Minimum requirements:

1. Regulate energy use. For multi-day events, reduce electricity use at the venue to a minimum outside of event hours in a way that does not hinder the event's occurrence.
2. Prefer permanent electricity connections if the event venue allows it.
3. Avoid wasting resources. The organizer must monitor during and after the event to prevent resource loss.

Recommendations:

1. Prefer renewable energy sources for the event's electricity. If you organize the event on rented premises, inquire about the energy solution used.
2. When ordering special transport, prefer vehicles with low CO² emissions (e.g., gas buses and buses meeting the EURO 6 emission standard).
3. Monitor the selection of event inventory to ensure it is as energy-efficient as possible. Use electrical devices in the smallest possible amount.
4. Use event inventory that reduces the possibility of wasting resources: prefer hand washing stations with pumps or timers, motion sensor lighting, etc.



6. Taking into Account the Environment and Community

Minimum requirements:

1. The event territory must remain in as good condition as it was before the event.
2. Damage to the landscape must be repaired.
3. Owners of nearby properties must be informed about the event at least one week in advance.
4. The use of fireworks in categories **F2, F3 and F4** is forbidden

Recommendations:

1. Reduce noise and light pollution related to the event that may disturb people and domestic animals living nearby (do not leave full lighting on at the event site overnight, play music, etc.).
2. Monitor the organization of transport and parking so that it minimally disturbs local life. Inform about temporary changes as early as possible, but no later than one week before the event.
3. If possible, involve the community in the event area by offering them participation opportunities as volunteers, discounted entry, trading opportunities, etc.

7. Communication

Minimum requirements:

1. Rules and guidelines related to environmental protection must be communicated to visitors and publicly available at least a week before the event.
2. Partners and traders must receive the rules and guidelines related to environmental protection in writing when signing cooperation agreements or sufficiently in advance of the event to fully comply with the environmental rules and guidelines.
3. Explain the environmental rules and guidelines to visitors and partners at the event site during the event.

Recommendations:

1. Consistently share environmentally friendly principles with visitors, the public, the organizing team, partners, traders, and participants in presentation areas. Use simple language, avoiding specialized vocabulary.
2. Create simple and clear instructions for environmental protection and waste management rules that reach target groups in time (e.g., traders, participants in presentation areas, etc.). Production and construction teams, traders, and partners need reminders of environmentally friendly organization rules before, during, and after the event.
3. Support environmental awareness in the event's public communication and with onsite infographics (signs, indicators, etc.).
4. Prepare possible answers to critical questions from the community, participants, and the media (e.g., accusations of greenwashing and a resistant attitude towards additional efforts).

The background features several large, stylized geometric patterns. These patterns consist of overlapping semi-circles and triangles arranged in a circular or star-like fashion. The colors used are a vibrant pink and a light grey. The patterns are scattered across the page, with some appearing in the corners and others partially cut off by the edges.

Happy environmentally friendly event management!