

# «GREENING EVENTS»

ICLEI - Local Governments for Sustainability



[ AGENDA 21 BCN ]

Ajuntament  de Barcelona

## PRESENTATION

More and more often, the world's cities organise or host great events that bring together hundreds or thousands of people and have an important social and environmental impact: from sporting events (Olympic Games, world championships) to the great International Exhibitions, from summits and conferences to shows and congresses. On account of their scale — involving heavy investment and an important input of materials, energy and consumables — as well as their great impact, they need to be planned, taking into account principles of sustainability, for the dual purpose of minimising negative effects and taking advantage of the opportunities they provide to test, propagate and socialise good practices.

These events can serve as an opportunity to create a positive social impact, if the local community benefits from their results, and also generate a positive environmental impact, if energy-efficient strategies are employed, such as new investment in renewable energy, the creation of infrastructures which will improve the environment in the future, and strategies that favour the minimisation of residues or more sustainable transport systems.

With a desire to analyse and share experiences on a local level which have international ramifications and present global proposals for the environmental integration of these great events, in September 2004 Barcelona organised the symposium “Greening Events” in conjunction with ICLEI-Local Governments for Sustainability— one of the main organisations for local initiatives on the international scene. This symposium, which brought together over eighty city representatives from around the world, made approaching the subject systematically possible for the first time.

The text we now present contains documents and main conclusions from that symposium. Special mention should be made of the final declaration, which gathers together various proposals that should enable us to include this theme on the international agenda. Once again, I would like to thank ICLEI for its pioneering initiative in this field and for choosing Barcelona as the venue for the symposium.

Imma Mayol  
Third Deputy Mayor  
Barcelona City Council

# HOST CITIES PLAY A CRUCIAL ROLE FOR GREENING EVENTS

All events – be they major or small, international or local, sporting or cultural events – have one thing in common: a local community providing services and managing the event’s environmental, social and financial impacts. Greening events is therefore especially relevant for local governments and ICLEI members have often been host cities that have implemented special activities, such as Lillehammer, Norway (first environmental activities for the Olympic Winter Games), Sydney, Australia (greening the Olympic Games 2000), Hannover, Germany (environmental activities around the World Exhibition 2000) and Barcelona, Spain (initiatives in the context of the Barcelona Forum 2004).

## **A green event**

“Greening Events” was introduced as initiative at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa. Since sustainability principles involve much more than environmental concerns, the partners agreed to continue using this term for branding joint activities.

An event can be considered “green” if it is designed, organised and staged in accordance with sustainability principles and has a special focus on environmental, health and social concerns. The goal is to reduce the consumption of natural resources, reduce waste to a minimum, and protect biodiversity and human health. At the same time, these opportunities can be used for rehabilitating land, improving living conditions, designing sustainable post-event use, saving financial resources and raising awareness among citizens and visitors. One element of a “green event” is “offsetting” the carbon impact of travelling through payments to Co2 emission reduction projects, otherwise known as “carbon mitigation”.

## **Cities and other actors are invited to join**

ICLEI’s Greening Events Initiative offers a range of possibilities for applying sustainability principles in the design, preparation and staging of events for which host cities act as organisers or local hosts. The Initiative also aims at encouraging and supporting other actors with a special responsibility for greening events, such as the organisers, sponsors, service providers and media.

Publications of the Initiative so far are:

- Basic principles for greening events
- A model for a Code of Conduct for greening events
- Recommendations for objectives and standards for greening events

ICLEI has found a strong partner in The World Conservation Union (IUCN) for further international activities. ICLEI is also proud to count among its members the Greening Events Initiative partner the City of Barcelona and its committed decision-makers such as vice-mayor Imma Mayol, who is also a member of ICLEI’s Executive Committee.

Monika Zimmermann  
Director, ICLEI International Training Centre

ICLEI – Local Governments for Sustainability, a world-wide network of local governments, has started a Greening Events Initiative in order to inform, motivate and support local hosts in greening events. ICLEI members passed the “Athens Call for Greening Events” in 2003 and the member City of Barcelona was host of ICLEI’s first International Symposium on Greening Events in September 2004.

# GREENING EVENTS

## **Local governments are crucial actors in the application of sustainability principles when hosting international and local events**

Cities influencing global trends

### **Conference results**

Events – be they major or small, international or local, sports or cultural events – all have in common a local community providing services and managing the environmental, social and financial impacts. Local governments have a range of possibilities for applying sustainability principles in the design, preparation and staging of events for which they act as organisers or local hosts.

The first international symposium on “Greening Events”, hosted by the City of Barcelona and organised by ICLEI – Local Governments for Sustainability, concluded with a broad consensus, especially from a host city perspective, on the need to establish a permanent programme on greening events.

The symposium, endorsed by the United Nations Environmental Programme (UNEP) and The World Conservation Union (IUCN), took place from 19 – 21 September 2004 in conjunction with the Barcelona Forum 2004. This first occasion for cities and their partners to exchange knowledge and experience in applying the principles of sustainability to the hosting of local and international event was attended by over 80 representatives from local governments, international sports committees, organisers of cultural and religious events and conferences, environmental agencies and the private sector.

An event can be considered “green” if it is designed, organised and staged in accordance with sustainability principles, and with a special focus on environmental, health and social concerns. The goal is to use as few natural resources as possible, reduce waste to a minimum, and protect biodiversity and human health. At the same time, opportunities are to be used for rehabilitating land, improving living conditions, designing sustainable post-event use, saving financial resources and raising awareness among citizens and visitors.

Green event planning will always include the active participation of (local) actors, including the respective municipality, local communities, citizens, NGOs and local service providers.

## Participants and programme

The three-day symposium comprised an intense programme, with a wide variety of actors, among them representatives from the International Olympic Committee, Torino and Vancouver as coming hosts of Olympic Games, four cities currently bidding to host the Olympic Games, experts from Expo cities and those hosting the next Football World Cup, as well as many other hosts to international sports and cultural events.

For the programme please see the Annex F. Presentations and abstracts can be found under [www.iclei.org/itc/greening-events](http://www.iclei.org/itc/greening-events).

## Main messages

Participants agreed that events, be they local or international, have a local venue, and therefore always impact on the local environment, population and economy. **Events are often – but not always – beneficial** to the cities of their staging, and the opportunities for increasing this potential was repeatedly highlighted.

**Local governments must play key roles and have a special responsibility to introduce sustainability principles into event planning:** Though not necessarily organisers or hosts – and sometimes with an only very marginal role – local governments are always, and rightly, made accountable to some degree for events' responsible execution. Local governments should therefore clearly have a say and a seat in events' supervisory committees and in all important event-related decision-making, in order to influence the event's design and subsequent execution.

**Events offer organisers exceptional opportunities** to test modern green technology, promote local/regional suppliers and products, develop innovative solutions to serving masses of people, apply green procurement standards and influence the market, and to invest in infrastructure that can promote a more sustainable urban development. Outcomes can last long beyond the short duration of the event itself.

**Political will is essential at the local level:** A message that emerged from the successful cases presented at the symposium was the importance of political will within the local governments, to effectively promote environmentally and socially sound events. Local authorities could often have more influence than they currently exert, but are often not yet motivated to do so as they are not only unaware of the importance of greening events, but also of how they can influence and manage it.

**Local events may design a new culture of festivities:** Behavioural culture is created locally. Citizens, visitors and participants should experience and learn that the fun and success of events is not necessarily dependent on the excessive consumption of natural and financial resources. As ideal vehicles for conveying values and visions (e.g. sportsmanship, international solidarity, environmental responsibility) events offer great opportunities for long-term awareness raising and learning for the local population as well as for visitors. Local governments are therefore encouraged to put efforts in greening local events as well as ICLEI is encouraged to provide special support for these cities.

**Capacity building and technical support are essential for local authorities:** Local governments' underdeveloped capacity generally requires invoking through awareness raising, as well as technical assistance and training. The capacity for local governments to play a much more prominent role in setting the framework conditions for events, both local and international, needs strengthening, as does their technical ability to successfully establish and run environmentally and socially sustainable management and procurement systems, and to negotiate effectively with other, sometimes dominantly powerful, actors.

**Stakeholder involvement is inherent in good governance and good event management** In addition, local communities, citizens, organisations, NGOs and local business and service providers should be involved. Widespread participation will promote transparency and accountability, as well as a more just representation of all stakeholders' concerns. . This can be achieved by establishing or linking up with Local Agenda 21 processes. Events should provide benefits to locals as well as to visitors from outside

**Stakeholder involvement improves event quality:** The efficient, effective and responsible preparation and execution of events depends on the participation of a variety of actors and stakeholders, including the sponsors, hosts and organisers, but also local authorities, local business and the communities affected by the event.

**Greening events is a challenge for organisers to bring their own house in order:** As stated during the organisation of the 1995 Halifax Economic Summit: "...a host organisation or host city should consider an upcoming event as a strong incentive to put its own "house in order" , conscious preparations of an event also change the event organisers and improve their knowledge and behaviour.

**Greening events needs standards in addition to good will:** The principles of sustainable development must be firmly anchored in policies, regulations, standards and contracts, and ensured through the transparency and accountability that form an integral part of all good local governance. Financial support to events should be linked to applying sustainability principles.

**Carbon offsetting is one way of healing damage:** Financial compensation of CO<sub>2</sub> emissions through payments to energy saving and CO<sub>2</sub> balancing projects is a relevant element for greening events. Thus, the participants are encouraged to reflect the impacts of their behaviour and transportation caused environmental damage is reduced. Transparency is requested for the growing market of carbon offset projects as well as their link to the Clean Development Mechanism (CDM) of the Kyoto Protocol.

**Should cities go for hosting all types of events?** Events are getting more and more expensive (Kosten verschlingen). This fact is seen as one of the main reasons why local communities may come in dissbeneficial situations: Investments and services are expected whereas local products or local interest are increasingly neglected. Instead, the role of sponsors is becoming so strong that they often dictate (local) conditions, such as prohibiting local or regional products. City representative start asking how this trend can be changed and how attractive it finally is to be a host city of a major international event.

**Sponsors should open doors for greening events instead of fixing current problems:** Host cities may get in conflicts with sponsorship regulations which are negotiated by national or international actors and made solely for their benefits. Event sponsors are invited to learn from greening events as other actors learn and they are requested to support these efforts.

#### **Starting an initiative on "Greening Events"**

A major result of the symposium was the unanimous endorsement for starting a "Greening Events Initiative" and accelerating co-operation of actors. The basis for this initiative is provided by

- an Action Plan including projects and programmes for which support will be sought in the next months,
- a model mission statement for green event planning,
- (management) principles for including sustainability criteria,
- a draft set of recommendations,
- the creation of a loose network for co-operation.

“Greening Events” was introduced as initiative at the last World Summit on Sustainable Development in Johannesburg 2002. Being aware that sustainability principles include many more than environmental concerns, participants agreed to further use this term for branding joint activities.

## Future actions

The participants’ consensus on the importance of local government action and on their need for technical assistance, has led to the establishment of a first action plan with the following elements:

Module A: Description of cases and local experiences and their publication/translation.

Module B: Compiling of guidelines, tools, standards

Module C: Provision of an Internet portal

Module D: Compiling training material, including web based training

Module E: Coordination of efforts for CO<sub>2</sub> compensation initiatives

Module E: Creation of a Green Events Actors Net.

ICLEI’s International Training Centre as organiser of the Symposium and the other partners have invited further actors to jointly work on the Greening Events Initiative in order to provide local hosts and their partners with the appropriate opportunities for learning and exchanging.

### ***More information:***

ICLEI- Local Governments for Sustainability

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# ANNEXES

The following documents were discussed among participants and supported by all of them. The Annex C-E is put for discussion, further input is welcome and continuous improvements planned.

**Annex A:**  
**Five main aims of ICLEI's "Greening Events" initiative**

**Annex B:**  
**The Action Plan for greening events**  
Module A. Description of case studies and local experiences  
Module B. Guidelines, tools, standards  
Module C. Internet portal  
Module D. Training material  
Module E. Coordination of efforts for CO<sub>2</sub> compensation initiatives  
Module F. Actors network for greening events  
Module G. Preparing a next international symposium  
Next steps

**Annex C:**  
**Basic principles for greening events**

**Annex D:**  
**Model for code of conduct**

**Annex E:**  
**Recommendations for objectives and standards**

**Annex F:**  
**Final Programme**



## Annex A: Five main aims of ICLEI's "Greening Events" initiative

The five main aims of the "Greening Events" initiative" are:

1. To **reduce negative local and global impacts** on the environment and on citizens, whilst at the same time promoting the positive effects of events.
2. To inform, involve and motivate a variety of actors in the field of large-scale event organisation, to start a continuous and **worldwide process of environmental and social improvements** in event organisation.
3. To foster sustainable behaviour by using the opportunities offered by events to raise awareness. Events are good occasions to show examples with **educational aims** to the many of participants.
4. To allow the experiences and lessons learnt from large-scale events to be shared and good practices to be replicated by the hundreds of thousands of **local events** that happen each year. These local events are less prominent but often very relevant in terms of visitor numbers or local impacts. In addition, as they often reflect cultural or political traditions, most of them take place periodically. Developing a new culture of local event organisation provides ample learning opportunities and will result in significant improvements in their design and execution.
5. To set **standards** for greening events to which host municipalities, citizens, organisers, sponsors and approval authorities will be able to refer to when searching for environmentally and socially acceptable solutions. In addition, innovative standards will challenge the business sector because new goals will require improved products, and a new behaviour of event participants will create unexpected demands.

Activities contributing to the achievement of these aims are outlined below in the Action Plan.

## **Annex B:**

### **The Action Plan for greening events**

In order to coordinate the efforts towards greening events and to promote worldwide action, ICLEI proposes the following action modules/projects:

#### **Module A. Description of case studies and local experiences**

To date, experiences in greening events – even when gained under prominent circumstances – are rarely documented and very seldom published. Sometimes events have declared green goals but the post-event analysis of achievements towards these goals are often missing. The rare publications that do exist seldom refer to the roles of actors or to the reasons for either success or failure. Case studies on the host cities' range of responsibilities are practically inexistent. Transfer of knowledge and experience from one event to the other is not organised and still only coincidental.

The need exists for the systematic and high-quality research, analysis and publication of such cased studies, making them available to an international audience.

#### **Module B. Guidelines, tools, standards**

Though some event organisers have published their own guidelines, and planning tools for single issues are available, very few people are aware of this. Available documents should be collected, systematised and compared, in order to draw conclusions for specific situations.

There is a need to develop handbooks and checklists which then should be translated and published in as many languages as possible. Based on the available experiences, standards will need to be (further) developed.

#### **Module C. Internet portal**

Due to the scarce material on greening events available, and its lack of systemisation, opportunities for mutual learning and benefiting from lessons learnt are currently still limited to those host cities and actors who can afford individual research or expert advice.

There is, therefore, a need for a multi-lingual Internet portal which serves as platform for access to information and experience.

#### **Module D. Training material**

Capacity building, which can include electronic courses for worldwide training, is essential for those who wish to apply the greening standards locally. Training material will need to be developed and made available, e.g., via the Internet on the ICLEI Web Training Centre.

#### **Module E. Coordination of efforts for CO<sub>2</sub> compensation initiatives**

Major environmental damage is caused by CO<sub>2</sub> emissions from travelling to and from events. Presently, several initiatives and even organisations exist offering compensation for CO<sub>2</sub> emissions through payments for measures taken elsewhere. Quality standards would help to maintain the confidence of participants in these schemes, and to simplify their decision-making when choosing which scheme to use.

There is a need to maintain high standards of quality and transparency for CO<sub>2</sub> compensation initiatives, as well as coordinating efforts towards the promotion and effectiveness of their compensation projects.

#### **Module F. Actors network for greening events**

People and institutions involved in greening events are interested in a more systematic exchange of knowledge and experience. At the same time, ever more future actors should find an initiative they can join.

The need exists for an inter-organisational working group on greening events. Terms of reference, goals and indicators for success will be formulated. The working mode of the actors network will be mainly by e-mail. However, small-scale and international meetings are also envisaged.

ICLEI is ready to facilitate the collaboration and invites personalities from major event

organisers, interested host cities, NGOs working in this field and others with relevant experience to join this actors-net. The City of Barcelona is prepared to taking over a political lead for the coming year.

#### **Module G. Preparing a next international symposium**

Real exchange and the promotion of initiatives happen when people meet and institutions are asked to take positions.

There is a need to continue international meetings, be they as stand-alone events or in conjunction with other events. Cities are invited to express their interest in hosting the Second International Symposium on Greening Events together with ICLEI, UNEP and further key actors. Hosting the symposium would include the provision of funds for its organisation and implementation.

#### **Next steps**

ICLEI and interested partners are encouraged to further design the above-mentioned modules and create project proposals. National governments, donor agencies, foundations and international organisations are requested to support the action plan and its modules politically and financially.

#### **The core actors,**

ICLEI-Local Governments for Sustainability

UNEP- United Nations Environment Programme

City of Barcelona

*(invite further key actors to join efforts for greening events and implementing the Action Plan.)*

## Annex C:

### Basic principles for greening events

- Greening Events is not only about avoiding problems – it is also about **using opportunities!** Greening an event always requires **innovative ideas** and approaches, new solutions, challenges to people’s minds and behaviour. An event is an occasion for trying out, catching media interest, finding new partners, creating new businesses, and implementing innovations.
- Each event offers a **new learning** opportunity for all actors involved, and thus provides a starting point for future, improved actions. Therefore, environmental and social concerns and activities related to an event’s preparation should be clearly communicated and explained. They should encourage all involved to contribute within their respective responsibilities
  - An event may only be considered “a green event” if its design and implementation seriously respect a set of strict **environmental and social criteria** (instead of merely comprising superficial or isolated symbolic activities).
  - Greening events is an on-going and **continuous process**, not an isolated one-off activity.
  - Greening events always implies a ‘**step by step**’ approach. For example, the recycling of waste today is a step towards waste minimisation tomorrow.
  - Sustainability **principles must be anchored** in formal agreements, sub-contracts (code of conducts) and commitments (including local laws). They should be included in the list of criteria of all bidding processes for the hosting of local, national and international events.
  - To ensure a green legacy, each local greening event initiative should follow a **participatory approach** and include organisers, local hosts, citizens, NGOs, participants, employees, service providers, technical experts, sponsors and approval authorities.
  - **Sponsors** of an event should also apply sustainability principles to their own operations and document their efforts in a transparent way.
  - Greening an event has to begin with the **very first preparations and continue well beyond the end** of the event itself (e.g. when planning event infrastructure and considering its use along after the event has ended).
  - Events should always be planned so that they contribute to **long-term improvements** in environmental and social conditions. Large events should observe the future interests of the host region and leave, not negative impacts and financial burdens, but a positive legacy to the local people.
  - At the same time, more far-reaching implications – even **global impacts** – must be taken into account, e.g. the consumption of resources, air pollution, and effects on the global climate.
  - An event’s **missions and goals** should be formulated jointly by all relevant actors involved in its planning and implementation (see: proposal for a “Code of Conduct” attached). An environmental statement or **sustainability statement** should include policies, objectives as well as commitments to specific measures. Contracts, e.g. between organisers and hosts, should fix minimum standards of application.
  - An environmental action plan or **sustainability action plan**, should be established with precise objectives and listing actors’ responsibilities. According to the event’s character, the plan may be composed of sub-plans, such as for sustainable mobility, natural risks prevention, or inert materials. All plans should be followed by respective reports, including on environmental and ethical-social dimensions.
  - For large-scale events, an **environmental committee** or commission should be set up to represent general interests and secure the implementation of the agreed goals and commitments. This body should also include representatives of the local government, citizens, NGOs and special experts according to the nature of the event and the environment. The committee’s tasks include the regular provision of reports to the public.
  - A system for continuous monitoring and **supervision** of these goals should be established, with consequences for incomppliance agreed on in advance. Potential areas of conflict should be identified at an early stage.

- Large-scale events with heavy impacts on infrastructure require the application of an **environmental management system** complying with ISO 14000 or EMAS standards.
- Every large event budget should include **financial resources** for environmental and social impact assessments, as well as for the application of environmental management systems and the provision of respective expertise.
- **Sustainable procurement** is an essential element of all efforts for greening events. The principles of greening events should be taken into account in the tenders for suppliers, constructions and services publicised as part of the organisation of the event.

## Annex D: Model for a Code of Conduct on greening events

*(Host cities and conference organisers should jointly formulate a mission statement based on the following model)*

The XXX event shall be designed, organised and staged in accordance to the principles of sustainability, with a special focus on environmental, health and social concerns. For designing, planning and implementing the event, all involved and effected actors - including the respective municipality, local communities, civil society organisations - will be involved in a transparent and participatory process.

The event will be organised in such a way that:

- as few natural resources as possible are used and demand is adapted to available local resources,
- goods and services are purchased applying sustainability criteria and renewable energy is promoted,
- waste is avoided, or at least minimised and recycled,
- nature, biodiversity, water, air quality and soil are protected,
- minimal environmental damage will be caused while preparing and implementing the event,
- areas within our cities that have been polluted, degraded or destroyed will be rehabilitated,
- the post-event use of all infrastructure created will not be a financial or physical burden, but a benefit to the local community,
- negative health, social and economic impacts on local inhabitants will be avoided,
- inhabitants will be offered an opportunity to improve their living conditions and
- both participants and inhabitants will be enabled to practise a sustainable lifestyle.

Adequate time and financial resources will be allocated for the application of environmental management systems, monitoring through performance indicators and reporting (according to the size and nature of the event). The organisers will cooperate in a participatory and transparent process with the local hosts, regional and national authorities, sponsors, citizens groups, NGOs, business and technical experts, in order to achieve the above-stated goals. A *(name of body)* will be established to guide and monitor activities and to report to the public. Citizens, participants, visitors, the media, etc. will be informed of the goals and measures and involved in their implementation.

The event will leave behind a positive legacy for the environment, for the economic and social situation of the population and the local culture of cooperation between stakeholders. It will provide good examples and learning opportunities for participants, citizens, and businesses involved, as well as for other event organisers.

## **Annex E:**

### **Recommendations for objectives and standards for greening events**

*(This document was discussed at the Barcelona Symposium on Greening Events 19-21 September 2004. It is open for comments, additions and further improvements.)*

#### **Energy:**

- Minimise the demand for energy, avoiding energy intensive activities.
- Design and plan of all event-related activities, buildings, etc. in a way that as little energy as possible is consumed and all energy is used efficiently.
  - Give priority to renewable energy sources and “green electricity” and design principles which use alternative means for heating and cooling, e.g. through appropriate architecture.

#### **Water and sanitation:**

- Keep the demand of water within the limits of the region’s natural supply, avoiding, in particular, increasing water prices for the local population.
  - Use water-saving technology and equipment, and promote water-saving behaviour, whilst making sure that the population’s habitual use not put at risk.
    - Instead of bottled drinks from far away, use local drinking water as much as possible, and establish drinking-water systems for re-usable cups and containers.
    - Be aware of the (limited) capacity of existing sewage systems and limit additional event-created pressure on the facilities.

#### **Biodiversity and nature protection:**

- Always respect restricted and protected areas and isolate them from any new installations or access.
  - Protect urban nature from brief but massive influx of people (this includes minimising noise pollution).
  - Ensure only minimal impact is caused on fauna and flora during all the phases of an event. Implement mitigation measures where possible.
    - Be especially careful with night-time lighting, fire works, use of lakes and rivers etc.
    - Pay special attention to native plants and wildlife, especially in the case of sensitive ecosystems.
  - Use an event for making visitors and population aware of the beauty of nature and biodiversity.

#### **Land and soil:**

- Plan buildings, infrastructure, recreation areas, etc. in a way that they do not damage the land and landscape nor create problems for future urban planning.
  - Define the amelioration of land and the rehabilitation of devastated areas as explicit goals.
  - Treat soil, be it in urban or in rural areas, as a valuable resource that should not be polluted, damaged, compressed or taken away.

#### **Waste and materials:**

- Establish a comprehensive waste concept, including its avoidance, minimising, collection, recycling and re-using material.
  - Use existing equipment and material instead of purchasing new elements, facilities and equipment.
    - Use re-usable, recyclable and/or biodegradable material, especially for packaging and exposition material, catering, signing, etc.
    - Carefully select environmentally-friendly and waste-reducing material for all constructions.
    - Provide collection systems for hazardous waste caused by third parties (e.g. batteries from participants), where this cannot be avoided all together.

- Avoid waste, e.g. by reducing the dissemination of paper (by using electronic information sources instead) and reducing unnecessary and unnecessarily glossy publications.
- Minimise the use of packaging materials in the preparation and delivery of food to an event's participants.

#### **Urban planning and buildings:**

- Include all levels of the local administration, citizens, neighbourhood groups, local planning committees, etc. in participatory and transparent planning processes.
- Whenever infrastructure and building measures are taken, aim at urban renovation and reconstruction, as well as at improving the built and green environment for inhabitants.
- Respect local conditions, values, materials and habits when planning and designing event-related investments.
- Ensure local building regulations are established in a way that sustainability principles (especially resource and waste minimising goals) are reflected.
- Pay special attention to the construction of temporary building in a sustainable way.

#### **Procurement of goods and services:**

- Take environmental, health and social criteria into account for the procurement of goods and services.
- Apply sustainable procurement criteria (e.g. Procura<sup>+</sup> in contract documents for suppliers, construction and services implied in the organisation of the event, providing, where possible, market opportunities for green and fair-trade products. This includes: building material, electricity, vehicles, paper products, electronic equipment, textile products, furnishing, detergents and lighting systems.
- Promote advanced, environmentally-friendly technologies, also for showcasing, whenever possible.
- Make the respective criteria transparent to all parties involved and list them in the call for tenders so they become part of contracts.

#### **Food supply:**

- To the extent possible, acquire food and drink from local sources and suppliers, also reflecting regional and seasonal aspects.
- Give preference to organically grown and genetically unmodified food.
- Whenever possible, provide fair-trade products as standard.
- Provide a variety of food for vegetarians and respect religious and cultural eating requirements.
- Providing re-usable dishes, cutlery and linen, instead of throwaway material.

#### **Transportation and travel:**

- Minimise the use of polluting, noisy, and space-consuming individual transportation, such as cars and planes.
- Promote alternative and environmentally-friendly transport systems, including bio-fuels, bicycles, walking opportunities. Apply these goals especially to the organisers vehicle fleet.
- Use the event for increasing and improving the existing public transport infrastructure, as well as pedestrian zones and other people-friendly urban developments.
- Combine tickets for entrance and transportation to the event.
- Recommend the compensation of CO<sub>2</sub> emissions, at least financially, through payments to projects recognised by the Clean Development Mechanism (CDM) of the Kyoto Protocol.

#### **Accommodation:**

- Select venues and hotels with environmental goals, ideally using environmental management systems and with appropriate certification.
- Start an awareness raising and training programme with the local hospitality industry.



**Health:**

- Avoid health risks for visitors, participants and employees from indoor pollution (e.g. from chemical emissions).
- Reduce noise emissions to a minimum.
- Improve natural air ventilation indoors and minimise air conditioning

**Awareness raising and publicity:**

- Use the event-related activities for making all involved aware of the sustainability goals and respective opportunities for the local community, as well as for visitors/participants.
- Offer special awareness-raising programmes for employees and volunteers. Use the volunteers as relevant potential for transferring awareness and knowledge to visitors.
- Create awards and other incentives for service providers and individuals, especially for developing innovative solutions.
- Publish data on environmental problems, as well as on possible solutions (e.g. with a “consumption barometer” as used at the World Summit on Sustainable Development, 2002).

**Relationship between inhabitants, visitors and participants:**

- Promote the city / local area through cultural activities and local products, making visitors aware of the environmental, social and cultural aspects of the host city/ region. Let the visitors learn something about the host city and host population (inter-cultural exchange).
- Provide opportunities for local producers and SME to take part in the event and share the “event market”.

## Annex F: Final programme

### International Symposium

#### Greening Events

#### Local governments implementing sustainability principles as hosts of international events

Barcelona, Spain

19 – 21 September 2004

### Sunday, 19 September

11.00 - 14.00	<p><b>Forum Accreditation:</b> Accreditation Centre of the Forum 2004</p> <p><b>Symposium Registration:</b> Convention Centre at the Forum 2004 Free visit to the Forum ground. As registered participant you do not have to pay the entrance fee for the Forum between 19 September and 21 September.</p>
14.00	<p><b>Welcome</b> Plenary room 122-123, Convention Centre</p> <p><b>Welcome message</b> Txema Castiella, <i>Environmental Awareness and Participation Director, City of Barcelona, Spain</i> Miquel Miró, <i>Operations Director, Forum 2004, Barcelona, Spain</i> Konrad Otto-Zimmermann, <i>Secretary General, ICLEI - Local Governments for Sustainable Development</i></p>
14.30	<p><b>Technical tours of the Forum</b> Meeting point: Greening Events registration point (Convention Centre) Participants will have the possibility to look behind the scenes: the Forum's photovoltaic power plant, district "cooling and heating"; Besòs river waste water treatment plant; "sustainable vehicles" exposition and the implementation of the forum's sustainability principles will be shown: sustainable construction, waste reduction, the modern energy system, catering, etc.</p>
17.30	Coffee break
17.45	<p><b>Environment as a third dimension of Olympism</b> Plenary room 122-123</p> <p><b>Message from the International Olympic Committee</b> Pál Schmitt, <i>Chairman, International Olympic Committee, Sport and Environment Commission, Lausanne, Switzerland</i></p> <p><b>Questions and answers, discussion</b></p>
18.45	<p>End of the programme <b>Free Evening. (Optional) A visit to a show at the Forum Barcelona 2004</b></p>
19.30	<p><i>The Giant of the 7 Seas</i> (also at 22.30). Location: Auditorium Park, Large Auditorium</p>
21.45	<p><i>Moving the World.</i> Location: Port Area, Ronda Wharf</p>

## Monday, 20 September

9.00	Registration / Accreditation		
9.30	<p><b>Opening Plenary: Strategic objectives for “Greening events”</b>          English / Spanish interpretation          Plenary room 122-123          Facilitator: Txema Castiella, <i>Environmental Awareness and Participation Director, City of Barcelona, Spain</i></p> <p><b>Environmental policy in Barcelona</b>          Imma Mayol, <i>Deputy Mayor, Environment and Sustainability Department, Barcelona, Spain</i></p> <p><b>Host cities aim at sustainable development: ICLEI’s goals and proposals for “Greening Events”</b>          Monika Zimmermann, <i>Director, International Training Centre, ICLEI - Local Governments for Sustainability</i></p> <p><b>Sustainability Management in the Forum 2004</b>          Montserrat Colldeforns, <i>Forum 2004, Barcelona, Spain</i></p> <p><b>Greening the World Summit on Sustainable Development (2002): Implementing environmental best practice at large scale events</b>          Tzila Katzel, <i>IUCN South Africa Country Office, Johannesburg, South Africa</i></p>		
11.00	Coffee break		
11.30	<b>Parallel Workshops</b>		
	<p><b>A1 – Resources</b>          Water and energy consumption, waste... How to save resources while organising an event.</p> <p>Room 129</p> <p><b>Facilitator:</b> Ugo Pretato, <i>Planning &amp; Programme Manager, Organising Committee of the Olympic Winter Games Torino 2006, Torino, Italy</i></p> <p><b>Green GoalTM: The Environmental Programme for the 2006 FIFA World CupTM</b>          Regine Barth, <i>Coordinator Environmental Law Division, Ökoinstitut, Berlin, Germany</i></p> <p><b>Ryder Cup 1997-2002 and other golf events: waste and water management, energy saving measures</b>          David Stubbs, <i>Executive Director, Committed to Green Foundation, London, UK</i></p> <p><b>Promoting resource efficiency at events</b>          Camilla Vaux, <i>Business Development Management, London Remade, London, UK</i></p> <p><b>Greening recommendations</b>  <i>Discussion on draft criteria</i></p>	<p><b>A2 – Service providers for sustainable events</b>          Sustainable procurement and fair trade as an essential element of a sustainable event.</p> <p>Room 130</p> <p><b>Facilitator:</b> Raymond van Ermen, <i>Executive Director, European Partners for the Environment – EPE, Brussels, Belgium</i></p> <p><b>Fair trade for sustainable events</b>          Helen McCree, <i>Manager, Market Acces Centre, Traidcraft, Gateshead, UK</i></p> <p><b>“Green Procurement” – criteria and strategies for large scale events</b>          Christina Ramberg, <i>Environmental Development Manager, City of Göteborg, Sweden</i></p> <p><b>Greening recommendations</b>  <i>Discussion on draft criteria</i></p>	<p><b>A3 – Local example as a model case: How to approach large scale events and their greening?</b></p> <p>Room 131</p> <p><b>Facilitator:</b> Ronald van den Boom, <i>Head of Environmental Department, City of Tilburg, Netherlands</i></p> <p><b>Melbourne Commonwealth Games 2006 - carbon-neutral, low waste and water wise event</b>          John Tunney, <i>Environmental Project Manager, City of Melbourne, Australia</i></p> <p><b>Peer review workshop:</b> open discussion on project management approaches, unsolved problems, open issues, questions...participants are encouraged to contribute from their background and experiences.</p>

13.30	Lunch break		
15.00	Parallel workshops		
	<p><b>B1 – Infrastructure</b> How to use large scale events and their investments into local infrastructure for sustainable city planning.</p> <p>Room 129</p>	<p><b>B2 – Carbon emissions and event management: how different actors can contribute to making an event “carbon neutral”</b> How can an event be made “carbon neutral”? How can participants contribute?</p> <p>Room 130</p>	<p><b>B3 – Local events</b> How to build up a local culture for sustainable local events: festivals, sports events, public transport.</p> <p>Room 131</p>
	<p><b>Facilitator:</b> <i>Julius De Heer, Senior Sustainable Development Advisor, GIP Paris 2012, Paris, France</i></p> <p><b>Expo 2000 Hannover: Sustainability as an aim of the World Exposition and its lasting effects in the local region</b> <i>Christian Gnädig, City of Hannover, Germany</i></p> <p><b>The day after the Olympics from a Local Government perspective – how to respect the interest of local communities?</b> <i>Kritos Neophytos, Representative of TEDKNA, President of the Coalition of 21 Municipalities, Athens, Greece</i></p> <p><b>Using opportunities: infrastructures investments towards sustainable cities</b> <i>Discussion on draft criteria</i></p>	<p><b>Facilitator:</b> <i>Florin Vladu, Programme Officer, UNFCCC, Bonn, Germany</i></p> <p><b>Environmental controlling and management approach for a carbon-neutral event: the German Protestant Kirchentag (church convention)</b> <i>Arne Cierjacks, Project Manager for Environmental Controlling, German Protestant Kirchentag, Fulda, Germany</i></p> <p><b>Climate legacy – offsetting event participants carbon emissions</b> <i>Bill Sneyd, Operations Director, Future Forests, London, UK</i></p> <p><b>Atmosfair, financing Kyoto certificated climate projects</b> <i>Rolf Pfeifer, Director, Forum Anders Reisen, Freiburg, Germany.</i></p> <p><b>Greening recommendations</b> <i>Discussion on draft criteria</i></p>	<p><b>Facilitator:</b> <i>Eric Sarvan, Consultant, ICLEI Local Governments for Sustainability, Freiburg, Germany</i></p> <p><b>Study of the impact of local sports events: preparing an action plan</b> <i>Michele Ferrari, LA21 Co-ordinator, Municipality of Ferrara, Italy</i></p> <p><b>Local strategy for integrating environmental measures in events</b> <i>Ronald van den Boom, Head of Environmental Department, City of Tilburg, Netherlands</i></p> <p><b>Guidelines and good practices for more sustainable festivals</b> <i>Paco Muñoz-Gutiérrez, Universitat Autònoma de Barcelona, Barcelona, Spain</i></p> <p><b>Greening recommendations</b> <i>Discussion on draft criteria</i></p>
17.00	<p><b>Networking Session: Strategy session on the needs of cities, and how cities can cooperate</b> English / Spanish interpretation Plenary room 122-123</p> <p>Facilitator: <i>Amanda Kotze-Nhlapo, Major Events Coordinator, City of Cape Town, South Africa</i></p> <p><b>Roundtable of cities to express their needs for bidding processes as well as event implementation, and for sharing interest in future cooperation</b></p>		
18.00	End of the session		
20.00	Reception by the City of Barcelona, Town Hall		

## Tuesday, 21 September

9.00	<p><b>“Greening the UN” includes “greening events”</b> English / Spanish interpretation Plenary room 122-123</p> <p>Facilitator: <i>Amanda Kotze-Nhlapo, Major Events Coordinator, City of Cape Town, South Africa</i></p> <p><b>UNEP initiatives on greening events</b> <i>Isabella Marras, Programme Officer, United Nations Environmental Programme (UNEP), Division of Technology, Industry and Economics, Paris, France</i></p>
9.30	<p><b>Greening recommendations</b> <i>Discussion on draft criteria</i></p> <p>Facilitator: <i>Monika Zimmermann, Director, International Training Centre, ICLEI - Local Governments for Sustainability</i></p>
10.00	Coffee break
10.30	<p><b>Management approaches for making events more sustainable</b> English / Spanish interpretation Plenary room 122-123</p> <p>Facilitator: <i>David Stubbs, Executive Director, Committed to Green Foundation, London, UK</i></p> <p><b>Green Games and local authorities: the approach of Amaroussion</b> <i>Eleni Maglara, European Project Manager, Municipality of Amaroussion, Athens, Greece</i></p> <p><b>Environmental Management System for the sustainability of a major sport event</b> <i>Ugo Pretato, Planning &amp; Programme Manager, Organising Committee of the Olympic Winter Games Torino 2006, Torino, Italy</i></p> <p><b>What PCO’s think on how to implement and apply the “Greening Policy” to much larger extend</b> <i>Barbara Schmitt, Director of Projects, OTAC, Professional Congress Organiser, Barcelona, Spain</i></p> <p><b>Johannesburg Summit 2002 – monitoring, evaluating and reporting</b> <i>Tzila Katzel, IUCN South Africa Country Office, Johannesburg, South Africa</i></p> <p><b>Barcelona Forum 2004: monitoring and evaluating systems</b> <i>Silvia Urgell, Environment and Health Department, Forum 2004, Barcelona, Spain</i></p>
14.00	End of the session