

# TECHNICAL INSTRUCTIONS FOR THE APPLICATION OF SUSTAINABILITY CRITERIA TO

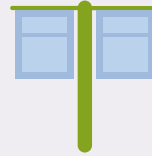
# EVENTS



## AREAS OF APPLICATION AND SCOPE



GENERAL  
MANAGEMENT  
OF EVENTS



COMMUNICATIONS,  
PUBLICITY AND  
MERCHANDISING



CLEANING AND  
WASTE  
COLLECTION



CATERING  
SERVICES



MOBILITY



EVENT  
FACILITIES AND  
ACCOMMODATION

## SUSTAINABILITY ASPECTS

Draw up an event greening plan and sustainability report



Use new technologies  
and save resources on  
publicity



Adopt good environmental  
practices for cleaning, and  
preventing and managing waste



Promote organic and  
fairtrade food



Environmental measures for  
event spaces and partici-  
pants' accommodation



Sustainable mobility  
and low-emission  
vehicles



Raise environmental awareness  
among attendees and provide  
staff with environmental training



# TECHNICAL INSTRUCTIONS FOR THE APPLICATION OF SUSTAINABILITY CRITERIA TO EVENTS

Barcelona City Council, in accordance with the strategies outlined in the 2012-2022 Citizen Commitment to Sustainability, is working towards minimising the environmental impact of municipal services.

These technical instructions are an answer to the 2013 Government Measure on Responsible Public Procurement with Social and Environmental Criteria and the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria of 20 November 2013, which provides for the publication of technical

instructions that define specific environmental criteria that must be applied in the purchasing and contracting of groups of products and services that have been defined as priorities, which include events.

The greening of events represents an opportunity to encourage the sustainability culture, both within the businesses involved in the events and the people and visitors taking part.





## 1 SUBJECT MATTER

These technical instructions aim to define, in accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the criteria for environmental clauses in the organisation of events by the municipal administration,.

To achieve this objective, these instructions:

- a. Classify the different elements included in organising and holding events.
- b. Define the environmental criteria to be applied when organising and holding events.
- c. Establish the monitoring system.

## 2 AREA OF APPLICATION

### 2.1 Subject area

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria these instructions must be complied with in any public sector contracts signed by Barcelona City Council and its dependent organisations with the power to adjudicate (contracting authorities), whose contractual subject matter is outlined in Section 3, “Scope”.

### 2.2 Inclusion in procurement documents

All contracting bodies must comply with these instructions, and must ensure that, in all cases and according to the type of event, the corresponding environmental criteria are applied, adapting them where necessary to the characteristics of the event.

### 2.3 Exceptions and justification report

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the competent contracting bodies or those responsible for contracting may consider that the contract’s characteristics are not suitable for including some or all of the environmental clauses set out in these instructions. In these cases, the competent contracting body will duly justify this in the procurement record, in accordance with the points set out in Section 4.2.

## 3 SCOPE

These instructions establish the sustainability criteria to be incorporated into the following elements included in the organisation and holding of an event:

- General management of the event
- Communications, dissemination and merchandising
- Cleaning and waste collection
- Catering services
- Mobility and transport
- Spaces, facilities and lodgings
- Awareness raising and training

These instructions apply both to cases where the whole of the event is contracted out (including management) and cases where only a part of the services is contracted out: catering, printing, etc.

The instructions apply to contracts relating to all types of municipal events, regardless of the area (cultural, festivals, sports, etc.), length (hours, days or weeks), frequency (one-





off, monthly, yearly, etc.), audience (open, limited), and size.

These instructions do not apply to events in which municipal bodies are the promoters and organisers and which, as such, do not use any external contracting for any of the elements included in the previous list, although the priorities and lines of action indicated in these instructions should inform the organisers of such events.

The instructions do not apply either to events promoted by private agents or organisations in the city that receive financial support from the City Council (through conventions, subsidies, etc.) or those where the City Council's role is purely to cede public space. In such cases, the priorities and lines of action outlined in these instructions should inform the sustainability requirements when awarding grants or permits.

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## 4 PRIORITIES FOR EVENTS

### 4.1 Priorities

In accordance with the various environmental protection commitments that Barcelona City Council subscribes to, considering the different associated environmental impact and risks, and in accordance with the other technical instructions produced as part of the 2013 Government Measure on Responsible Public Procurement with Social and Environmental Criteria and the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria of 20 November 2013, when contracting events or any of the elements involved in the organising and holding of events, the following principles will be a priority:

- To include aspects of sustainability in all stages of the organisation and holding of the event, and to highlight the role of the Technical Secretariat, the Greening Plan and Report.
- To encourage the use of new technologies and save resources in the promotion and communication of the event. Where necessary, to guarantee the production of com-

munication elements with environmentally and socially positive qualities: recycled raw materials, from sustainable production or environmentally-friendly sources, elimination of toxic products or substances, durability or recyclability, among other things.

- To promote and consolidate good environmental practices while holding the event, in terms of cleaning, prevention and proper management of waste.
- To introduce and consolidate staple foods that are organic and fairtrade.
- To reduce the environmental impact caused by the transport involved in the organisation and holding of the event by encouraging more sustainable transport and the use of less-polluting vehicles.
- To foster other environmental improvement measures (such as reducing energy and water consumption) in the areas to be used in the event and the accommodation offered to participants.
- To guarantee environmental awareness among attendees and environmental training for the staff involved in organising and holding the event.

Given the wide range of activities and elements involved in an event that could fall under these instructions, in accordance with Section 3, "Scope", the principles set out here should apply to each case as appropriate.

### 4.2 Justification report

The scope of these instructions is very wide, and applies to a large variety of contracts, both in type and value. Should the competent contracting body consider the priorities mentioned in the previous section, certain specifications or environmental criteria to be inapplicable, or where the contract itself is considered inappropriate for these instructions, they must indicate and detail their reasons for this in a justification report, stating as a minimum:

- The special requirements and characteristics of the event being held.





- A reasoned justification explaining the infeasibility of balancing these special requirements with the environmental criteria established in each area of application.

This report will be made available to those in charge of monitoring these instructions, when required.

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## 5 ENVIRONMENTAL CRITERIA FOR EVENTS

Given that the scope and form of municipal events can be so wide ranging, these instructions offer a list of criteria for each of the different areas of action from a sustainability perspective, to be included in contracts for the services that are required when holding such events.

### 5.1 Criteria for general event management

#### Event greening plan and sustainability report

In the case the general management of the event is outsourced, the contracting body will require the creation of an action or environmental management plan when the event planning begins that will direct the organisation and execution of the event.

This plan must take into account all the thematic areas involved in these instructions and which are listed in the Appendix, as long as they are included in the organisation and holding of the event.

Additionally, in order to set out the environmental results of the event and to report on them, the contracting body will require an environmental report on the event with the content defined in the plan (see Appendix) after the event.

In order to calculate the sustainability indicators, the municipal body or Technical Secretariat will gather the necessary data throughout the event, either directly or through the contracted companies.

#### Selecting the Technical Secretariat

When selecting the company to carry out some or all of the event organisation and management tasks, the contracting body will require the company to have experience in implementing the environmental and social dimension in the organisation of similar events.

#### Compensating for emissions associated to transport

The municipal body may demand:

- The calculation of CO<sub>2</sub> emissions associated with the journeys made by participants from the location of origin to the location of the event, and from the place of residence or accommodation to the event site.
- The establishment of an access point where participants and visitors can find information and make voluntarily compensations for the CO<sub>2</sub> emissions associated with their journey to the location of the event.

### 5.2 Communications, dissemination and merchandising

In cases where the event promoters make one of the types of contracts included within the scope of the Technical Instructions for the Application of Sustainability Criteria to Communication Elements, that part of the event must comply with the sustainability criteria established in Section 5 of said instructions for the acquisition or procurement of communication services.

In cases where the event promoters make a general contract for all the event, including the design, production, distribution or installation of communication elements by the





successful tenderer, said company must comply with the sustainability criteria established in Section 6 of the Technical Instructions for the Application of Sustainability Criteria to Communication Elements in relation to the contracting of other types of services involving communications.

### 5.3 Cleaning and waste collection

#### Collection of waste from sites and facilities

In cases where the event promoters make a contract for cleaning and waste collection at areas or facilities that are comparable or similar to administrative buildings, said part of the event must comply with the sustainability criteria established in Section 5 of the Technical Instructions for the Application of Sustainability Criteria to Cleaning and Separate Waste Collection in Buildings.

In cases where the event promoters make a general contract for all of the event which includes the cleaning and waste removal from site and facilities that are comparable or similar to administrative buildings, said part of the event must comply with the sustainability criteria established in Section 6 of the Technical Instructions for the Application of Sustainability Criteria to Cleaning and Separate Waste Collection in Buildings:

- General environmental criteria of the service relating to the use of cleaning products, selective waste collection and the criteria for waste prevention.
- Criteria for products, in relation to paper/cellulose products, chemical cleaning products and handwash soap.

#### Cleaning public spaces

The municipal body or technical secretariat, must guarantee compliance with the selective waste collection, as laid out in the municipal recycling model, without prejudice to the event.

To this end, the organisers may contact those responsible for the cleaning service in the district or the city cleaning service in order to coordinate the cleaning tasks and selective

waste collection of waste generated during the event. Alternatively, the organisers may reach agreements with waste recoverers for particular parts or specific materials to be collected in cases where most of the waste produced will be of particular types.

### 5.4 Catering services

In cases where the event promoters make a one-off catering contract, this part of the event must comply with the sustainability criteria established for one-off catering services in the Technical Instructions for the Application of Sustainability Criteria in Food Services in relation to:

- The source and quality of products
- Dishware, cutlery and tableware
- The cleaning of facilities, management and prevention of waste
- Training

### 5.5 Mobility and transport

#### Vehicle services (with or without driver)

In cases where the event promoters make a general contract for the entire event which includes the use of vehicles, this part of the contract must include the sustainability criteria established in the Technical Instructions for the Application of Sustainability Criteria to Vehicles with regard to the contracting of services involving the use of vehicles, covering:

- Efficient driving
- The environmental quality of the fleet
- The age of the fleet





## Bus services

In the case of contracting a bus service, the municipal body or technical secretariat will consider the option of hiring or assigning vehicles using alternative or low-emissions engines. If there are no assigned vehicles available exclusively for the service, the contracting body may evaluate transport fleets that comply with the environmental criteria on transport fleet management as defined in the Catalan ecolabel (or equivalent) for vehicle fleets, covering fleet management, efficient driving, vehicle maintenance, vehicle age, low emission vehicles and other environmentally-friendly actions.

## 5.6 Additional environmental criteria

When appropriate, the contracting body may consider including the following criteria for environmental improvement of the event:

### Fostering sustainable mobility

The contracting authority may consider as award criteria, when appropriate, that the successful tenderer for the management of the event carries out measures to reduce travel associated with the event and encourages less-polluting means of transport:

- Reduction in total number of journeys by:
  - Using videoconferences for some or all of the sessions.
  - Live-streaming of the event via television or internet.
- Fostering the use of public transport by:
  - Distributing free or discounted public transport cards among attendees.
  - Putting up signs locating the nearest public transport stations and stops.
  - Agreeing public transport discounts for long journeys.

- Fostering the use of bicycles by:
  - Distributing cards to allow attendees to use the Bicing service on the day of the event.
  - Installing secure additional bike parking stations for participants and visitors.
- Fostering the shared use of private transport by:
  - Promoting the use of shared private vehicles through links to specialised websites such as [www.compartir.org](http://www.compartir.org) or through the event's own media.
  - Restricting access to parking for high-occupancy vehicles.

The specific measures will be agreed upon with the contracting body and will be communicated to all parties (participants, visitors, contracted companies and staff) through the various event media formats (invitations, leaflets, website, social network, etc.).

### Event site

In appropriate cases, the contracting body may evaluate companies bidding for the management and holding of the event which incorporate the following requirements relating to the space or facilities used to hold the event:

- It is easily accessible via public transport.
- It offers an environmental management policy and system that is standardised and accredited (such as EMAS, ISO 14.001, the Catalan ecolabel...) or, alternatively, offering clear evidence of environmental management measures: lighting saving systems, HVAC systems and water consumption, use of natural light, independent control of lighting in different areas, efficient lights, motion sensors, water flow reduction, selective waste collection, and so on.

The contracting body will require site managers to provide data on the consumption of water and light, and the generation of waste caused by the event at the end of the event.





### Temporary sites

When appropriate, the contracting body may evaluate companies bidding for the management and holding of the event which incorporate the following requirements regarding temporary sites:

- Efficient lighting systems (such as LED), both for general lighting and for spotlights or other occasional lighting elements.
- Generators with low sound emissions.
- Physical structures (stages, stands, tents, etc.) that are not disposable, based on the installation or renting of pre-existing structures. If new structures are used, options guaranteeing or encouraging later reuse are to be considered.

### Accommodation

When appropriate, the contracting body may evaluate companies bidding for the management or execution of the event which offer hotels or accommodation to event speakers or guests, and when it offers participants information on available hotels or accommodation, that these should comply, when possible, with the following requirements:

- They are easily accessible via public transport.
- They are located near or are well connected to the event location (within a radius of 15 minutes on foot, bicycle or public transport).
- They have an environmental management policy and system that is standardised and accredited (such as EMAS, ISO 14001 Catalan ecolabel...) or, alternatively, they demonstrate clear evidence of environmental management measures.

### Information for participants and visitors

Where appropriate, the contracting body may evaluate companies bidding for the management and execution of the event which guarantee that the main channels of communication and dissemination for the event (website, leaflets, tannoy systems, etc.) include

messages related to the sustainability aspects involved in the event, such as sustainable transport or prevention and selective waste collection, in order to foster awareness and encourage collaboration from participants or visitors.

They should also guarantee the publication of the final sustainability results of the event.

### Training the parties involved in holding the event

When appropriate, the contracting body may evaluate companies bidding for the management and execution of the event which guarantee the parties involved receive training at the start of their tasks on the environmental practices they must apply during the event in order to comply with the Greening Plan. The staff involved should include:

- Staff working on stands and other information areas.
- Voluntary and support staff.
- Catering staff.
- Staff involved in rooms, maintenance, HVAC systems.
- Cleaning staff

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## 6 MONITORING SYSTEM

In accordance with the Mayoral Decree on Responsible Public Procurement using Social and Environmental Criteria, the person responsible for the contract will ensure that the awarded company complies with and executes the environmental clauses included in the specifications. While those managing the + Sustainable City Council Programme do not have an automated system to monitor the environmental aspects of contracts, the person responsible for the contract will supply the following information via the email address [ajuntamentsostenible@bcn.cat](mailto:ajuntamentsostenible@bcn.cat):







- Procurement documents
- A copy of the adjudication report with information on the environmental criteria and the corresponding evaluation.

Additionally, those managing the + Sustainable City Council Programme, together with the services in charge of coordinating and organising events in the city, will establish which events are a priority and will work together to oversee and monitor the Greening Plan and Report for these events.

Those managing the + Sustainable City Council Programme may request additional information from the contracting body.

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## 7 TRANSITIONAL REGULATIONS / ENTRY INTO FORCE

These instructions will enter into force 6 months after being published.

These instructions are not applicable to call for tenders that are already open or concluded, nor to approved procurement documents or to call for tenders pending resolution that are dated prior to these instructions coming into force.



## APPENDIX THEMATIC AREAS TO BE INCLUDED IN THE ENVIRONMENTAL PLAN AND REPORT FOR EVENTS

### Criteria for general event management

Sí

No

NA

Definition of the Event Greening Plan

Creation of the Event Sustainability Report

Environmental experience of the technical secretariat

CO<sub>2</sub> emissions compensation

### Communications, dissemination and merchandising

Compliance with the technical instructions for the greening of communication elements

### Cleaning and waste collection

Compliance with the technical instructions for the greening of cleaning and waste separation in buildings

Separation of waste in public areas

### Catering services

Compliance with the technical instructions for the greening of food services for one-off catering





Sí No NA

**Mobility and transport**

Compliance with the technical instructions for the greening of vehicles, for procuring services involving vehicles

Bus service using alternative or low-emissions engines

**Additional environmental criteria**

Fostering sustainable transport

Environmental requirements for event locations and facilities

Environmental requirements for temporary facilities

Offering accommodation with environmental requirements

Offering environmental information to participants or visitors

Environmental training for parties involved in event execution

