

REGIONAL GUIDE FOR EVENTS & MEETINGS



Green Screen
Interreg Europe



European Union
European Regional
Development Fund

Do you want to help us improve our sustainability work?

Event in Skåne works actively to develop Skåne as a destination and aims to take responsibility for the region becoming more socially, environmentally and economically sustainable. We want to be part of the solution, not the problem, for a more sustainable world. We use the global sustainability goals as a support as we move forward and have produced this guide in order to motivate and inspire meeting and event organisers to work even more sustainably. Great work is already under way all across Skåne, but many more people can do a great deal more, and our hope is that this guide will contribute to achieving the vision of Skåne as northern Europe's most sustainable region for events and meetings.

We take sustainability issues very seriously and want to enable as many people as possible to do what they can. We hope that many will use this guide for their meeting or event and that it helps them to take a few steps forward. It should be easy to do the right thing!

Pehr Palm, CEO, Event in Skåne

About the guide

This regional sustainability guide is intended to inspire meeting and event organisers to work more sustainably. By using the checklist, you can tally your points and easily ensure that you have reflected on the sustainability work.

The guide consists of 2 checklists, one for smaller events and one for larger events, and additional inspiration for those who wish to have further support. Each individual event has its own conditions, but this guide will capture the most important aspects for discussion. The guide is a complement to the digital tool Hållbart Evenemang (sustainable event), which Event in Skåne currently offers organisers in Skåne.

What to do



Select checklist 1 for smaller events or checklist 2 for larger events. You will also find the checklists in the guide below.

Download and fill in the checklist when planning the event. This is for your own sake.

Save your responses. It is a good idea to look back on them once the event is over.

Do you feel that you are in need of more support in the planning? Contact Event in Skåne to use the Hållbart Evenemang tool.

What does sustainability actually mean?

We can begin by trying to understand “sustainable development” from a global perspective. The Brundtland Report of 1987, which has been very influential, contains the following definition:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

We must be able to live and ensure our well-being on a planet with limited resources. Sustainability involves living conditions and resource consumption meeting human needs without jeopardising ecosystems or nature. Future generations must also be able to have their needs met.

This is the global perspective and is what we should always have in mind. At the same time, we must understand what is important in every activity, in every project, in what we are involved in. We have different roles in the sustainability work. Some push for innovative solutions, some disseminate knowledge, and others minimise risks, through meetings or events for example. Before each project and every task, we can analyse and understand how to have as positive an impact on as many people as possible and how to minimise our negative impact. Stimulating, engaging and fun – for everyone!

Region Skåne’s environmental programme

Region Skåne has an environmental programme which acts as a tool for sustainable development in the region. Based on environmental aspects, the programme sets the ecological framework for a sustainable regional development resulting from an approach whereby people are at the centre, ecology sets the boundaries and the economy is a means.

Three dimensions of sustainability – Tripple Bottom Line

One common approach is to separate sustainability into three dimensions in order to better understand the interaction: environmental, social and economic sustainability. In brief, there must be an interplay between people, the economy and nature in our activities. It is not workable to simply focus on one dimension; it must be placed in a context.

Social sustainability

Social sustainability focuses on people and soft values such as democracy, justice and human rights. Health, security and equality are some of the aspects of social sustainability. Social sustainability is about striving towards a society in which human rights are fulfilled.

Environmental sustainability

Environmental sustainability is about protecting the environment. To do so requires that foreign substances are not present in the environment, that biodiversity is preserved and that energy is renewable, meaning that we need to move away from oil, coal and gas in order to prevent climate change. Our consumption of natural resources must be efficient and at a rate which is sustainable in the long term and not harmful to people or ecosystems.

Economic sustainability

Simply put, economic sustainability is about getting the economy to work in the long term. It is about meeting demand with an appropriate supply whilst also taking environmental and social aspects into account. It is also about using local products and services to protect the local economy. Economically sustainable development is a development which does not entail negative consequences for ecological or social sustainability. It is about combating poverty and everyone being able to afford to meet their basic needs in relation to the planet's finite resources.





What does this entail?

Working with sustainability at events is a statement on the organiser's part; they must take responsibility and try to make an impact where possible. Is there a definition of a sustainable event? Nothing generally accepted, but the Swedish Sports Confederation has provided a definition of sustainable events based on the sustainability principles of The Natural Step. One tip is to allow this to inspire you too:

Why work with sustainability at events?

We are experiencing major problems in the world right now. For example, we see climate changes which, by all accounts, will escalate and have unexpected consequences. Our seas are becoming increasingly polluted, we are harvesting natural resources at a rate that is not sustainable in the long-term, and at the same time, many people are living in extreme poverty. There are also more and more people placing additional requirements on how we handle our planet's resources. But there are also possibilities! And a difference can be made; not least in events.

Events affect both people and nature, for example through purchases, travel and material usage, and here it is possible to make a change in the right direction. Events can also inspire many people to think twice. This can lead to the birth and realisation of new behaviours, new insights and more sustainable ideas. By working with sustainability in a structured manner during an event, it is possible to create added value for participants, visitors and partners. And of course this feels good. In addition, participation in an event can be a more sustainable means of consuming if it entails an experience and not resource consumption.

"Sustainable events inspire diversity and equality and are successful socially, environmentally and economically. They are transparent and contribute to health, influence, learning and a fair and meaningful life for everyone, on both local and global levels. Sustainable events make effective use of renewable energy, metals and minerals which are in plentiful supply in nature, biodegradable chemicals and resources from well-tended fields, forests and seas. They have thereby stopped hindering the planet's ability to provide us with new resources and sustain life in all its forms."

At the same time, there are many other sources of inspiration. The important thing is that we start learning and developing more sustainable behaviours. We can for example learn from our everyday life as much as from the Sustainable Development Goals.



The Sustainable Development Goals

There are many ways of subdividing sustainability, and just as many useful methods and tools. In order to put this in context with what is happening in the world around us, it is relevant to tie in with the UN Sustainable Development Goals, which were developed in autumn 2015. The UN's Sustainable Development Goals pinpoint what we will do from now up until 2030 and can function as an inspiring framework in order to understand major issues. At the same time, the major issues need to be broken down into our daily lives so that they mean something concrete. You can read more about the Sustainable Development Goals here: www.globalamalen.se

How do we begin our sustainability work?

Start by appointing a general sustainability manager who will be charged with conducting the work. You should begin delegating responsibility early on, however. One person cannot do everything. Appoint one person to take charge of recycling, one for training in equality, etc., and make a simple schedule.

The sustainability work very easily becomes broad and difficult to encompass. One way of making it more concrete is to select a number of aspects to focus more on and then set up measurable goals for these. Below is a list of a number of aspects.

Sustainability aspects surrounding an event

Below are examples of aspects which you can focus on.



Transport

Make it simple to get to and from the event with public transport or via bike and drastically reduce the event's environmental impact! Visitors' trips are normally the single largest factor for the release of greenhouse gases from the event and here it is possible to affect visitors' choices. You will also reduce the risk of logistical problems as the infrastructure is often not prepared for heavy traffic flows.



Food & drink

Often, the visitors remember the food just as well as the rest of the experience and the content of the event, meaning it is an important part of the message in your sustainability work. What we eat and drink during an event has an impact on the environment and is at the same time something concrete and pleasurable that visitors come into contact with.



Goods and services

Events often entail large quantities of product and service purchases. All types of purchases entail some form of environmental impact. Consider first whether it is possible to meet certain needs without having to purchase new products. Purchasing eco-labelled products and imposing environmental requirements on suppliers can make a big difference.

Handbook on food for events.

In close collaboration with Skåne Food Innovation Network, Event in Skåne has developed a handbook on food for events. The aim is to inspire and guide event organisers towards a broader event experience and greater sustainability by working with their range of food and drink. The handbook can be found on Event in Skåne's website.



Waste

Reduce the event's environmental impact by using products which can be re-used. There are major environmental benefits in sorting the waste produced, and it is also something very concrete which the participants come into contact with. A clean and tidy event also increases visitors' comfort.



Energy

Reduce both environmental impact and costs by keeping energy use down during your event. A great deal of energy is consumed just to heat rooms, heat up food or use sound and lighting equipment on stage, for example.



Accommodation

Those of the event's visitors or participants that are staying overnight have an indirect environmental impact via their stay. Here it is possible to guide them towards eco-labelled accommodation and facilities nearby.



Equality

Equality must be a given for everyone, but despite Sweden being a country with one of the highest levels of equality in the world, there is a long way to go before we achieve equality in practice. Equality is about women and men having equal rights, opportunities and conditions with which to form their lives.



Accessibility

Accessibility at an event is about everyone being able to participate in the event on equal terms, regardless of physical or mental limitations. This includes people who do not have full mobility and who have impaired vision or hearing or other cognitive impairments. Accessibility is also about ensuring the event can be appreciated by everyone by, for example, signposting properly for everyone and having enough toilets.



Diversity

Is your event an event for everyone? A society characterised by equality benefits everyone, and is based on the principle of everyone's equal rights independent of gender, transgender identity or expression, sexual orientation, ethnicity, religion or belief or disability, as grounds for a fair distribution of resources and both economic and political influence in society.



Transparency

Transparency is about presenting your activities without hiding anything. Organisers benefit from ensuring that visitors, participants and others involved have access to information in matters which concern them.



Security

Many people gathered in one and the same place may entail a lot of risks, and people want to feel safe and secure during an event. It is about preventing risks wherever possible and creating the best possible conditions for a safe and pleasant event. It is important to create raised awareness of potential incidents and the readiness to handle them.



Health

This aspect is about good psychosocial and physical health for the participants or visitors during the event. Health is a state or total physical, mental and social well-being, not simply the absence of illness. During an event, you have a great responsibility as an organiser to ensure that the health of participants and visitors is not damaged. Ensure to work actively against the use of drugs, tobacco and alcohol.



Local footprint

The local footprint is about the area where the event takes place and what the event leaves behind. By conducting a clear dialogue with actors in the area who are affected by the event, you as an organiser have much to gain.



Collaborations

Gain more power and make a greater difference together with partners and sponsors! By involving and engaging them early on in your sustainability work, you can achieve considerably more together. Communicate clearly what is important to you and let them bring their own suggestions to the table. Communicate clearly what is important to you, what it is about the event that creates value, and let them bring their own suggestions to the table.

1 Sustainability checklist meetings & conferences

This checklist should provide support for meetings, conferences and other smaller events to work more sustainably. You can find more support in the Hållbart Evenemang tool. The sustainability checklist for meetings and conferences can be downloaded via Event in Skåne's website.

Event name:.....

		Yes (1 p)	No (0p)
1	Do you communicate your sustainability work in the invitation?	<input type="checkbox"/>	<input type="checkbox"/>
2.	Do you explain to participants how they can contribute in the sustainability work?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Have you looked into what you can rent or borrow instead of buying new?	<input type="checkbox"/>	<input type="checkbox"/>
4.	Are there both men and women in the programme or on the stage?	<input type="checkbox"/>	<input type="checkbox"/>
5.	Have you looked into whether the participants have impaired vision or hearing or reduced mobility?	<input type="checkbox"/>	<input type="checkbox"/>
6.	Have you ensured that there is functioning first-aid equipment?	<input type="checkbox"/>	<input type="checkbox"/>
7.	Is the facility eco-labelled?	<input type="checkbox"/>	<input type="checkbox"/>
8.	Do you encourage the participants to travel by public transport?	<input type="checkbox"/>	<input type="checkbox"/>
9.	Will organic alternatives be offered for refreshments?	<input type="checkbox"/>	<input type="checkbox"/>
10.	Will locally grown options be offered for refreshments?	<input type="checkbox"/>	<input type="checkbox"/>

Total: p

2 Sustainability checklist larger events

This checklist is intended to provide support for larger events (sports competitions, festivals, exhibitions) to work more sustainably. You can find more support in the Hållbart Evenemang tool. The sustainability checklist for larger events can be downloaded via Event in Skåne's website.

Event name:

	Yes (1p)	No (0p)
1. Do you communicate your sustainability work in the invitation?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you explain to participants how they can contribute in the sustainability work?	<input type="checkbox"/>	<input type="checkbox"/>
3. Are you collaborating with local actors?	<input type="checkbox"/>	<input type="checkbox"/>
4. Have you looked into what you can rent or borrow instead of buying new?	<input type="checkbox"/>	<input type="checkbox"/>
5. Are there both men and women in the programme or on the stage?	<input type="checkbox"/>	<input type="checkbox"/>
6. Will you factor in the equality perspective in awards ceremonies and other events?	<input type="checkbox"/>	<input type="checkbox"/>
7. Have you looked into whether the participants have impaired vision or hearing or reduced mobility?	<input type="checkbox"/>	<input type="checkbox"/>
8. Are all walkways connected to and inside the event area accessible for all persons irrespective of functional variation?	<input type="checkbox"/>	<input type="checkbox"/>
9. Have you ensured that functioning first-aid equipment is available?	<input type="checkbox"/>	<input type="checkbox"/>

	Yes (1p)	No (0p)
10. Are you helping to enable visitors to get to and from the event in a climate smart way?	<input type="checkbox"/>	<input type="checkbox"/>
11. Have you adapted the start and end times of the event to fit train and bus times?	<input type="checkbox"/>	<input type="checkbox"/>
12. Will the visitors be able to sort the waste into different containers?	<input type="checkbox"/>	<input type="checkbox"/>
13. Are you avoiding give-aways and single-use materials such as plastic mugs?	<input type="checkbox"/>	<input type="checkbox"/>
14. Will there be space for breaks and healthy eating during the event?	<input type="checkbox"/>	<input type="checkbox"/>
15. Have you ensured that there will be no bottled water?	<input type="checkbox"/>	<input type="checkbox"/>
16. Will vegetarian alternatives be offered for refreshments?	<input type="checkbox"/>	<input type="checkbox"/>
17. Will locally produced food be served?	<input type="checkbox"/>	<input type="checkbox"/>
18. Have you considered how food waste can be reduced?	<input type="checkbox"/>	<input type="checkbox"/>
19. Will you purchase green electricity?	<input type="checkbox"/>	<input type="checkbox"/>
20. Will you encourage visitors staying overnight to choose eco-labelled accommodation facilities?	<input type="checkbox"/>	<input type="checkbox"/>

Total: p

Event in Skåne's sustainability work – an ongoing journey

Between 2011 and 2015, Skåne was the region in Sweden with the highest number of events receiving the Keep Sweden Tidy Foundation's "Eco-labelled Event" award, thanks to solid environmental work by Skåne's organisers. In 2016, Event in Skåne was awarded GMIC Sweden's distinction "Sustainable initiative of the year in the meetings sector for their persistent work with sustainability in the region and for the walking event Eurorando".

Hållbart Evenemang

Since 2016, Event in Skåne has been a proud partner of the digital tool "Hållbart Evenemang" (sustainable event) which is intended to provide inspiration and support in the sustainability work.

The sustainability guide will be Event in Skåne's next investment, and the work will not end here of course. We shall actively work to ensure Skåne will become more sustainable.



Do you want to continue your work and receive more support?

The Hållbart Evenemang tool

This tool provides you as an event organiser with an overview of all aspects of sustainability. It offers you plenty of tips and ideas of what you can do in different areas. You can also tally points by responding to questions. When you do this, you will systematically work through all aspects which form the basis for your success in creating a more sustainable event. If you wish, you can also present your responses to visitors.

Are you organising an event in Skåne and need help with the sustainability work? Contact Event in Skåne to use the Hållbart Evenemang tool.

Read more about sustainability on Event in Skåne's website. There we have gathered information on labelling, certifications and other types of support that can be of use to anyone wanting to work more with sustainability at events. Here, for example, you can read more about Eco-labelled Event, ISO 20121, GMIC Sweden and "Miljödiplomerat Event".



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