Veszprém-Balaton 2023
European Capital of Culture

On the road to sustainability

recommendation for event organisers



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Coordinating sustainability actions

The role of the sustainability officer



Organisations need a staff member who can represent sustainability in all organisational sub-units, while at the same time having the appropriate knowledge in the relevant sub-areas.

The role of the sustainability officer:

- Supporting organisational colleagues by monitoring the tasks they carry out and making suggestions to ensure sustainability
- It is their responsibility to ensure that the sustainability targets they have set (such as the introduction of a bottle bank system or separate waste collection) are actually achieved.
- Collect the data needed to measure the impact of the event, compare it with previous years to measure the effectiveness of the measures put in place and use it to identify the direction of further sustainability measures.

Who can this person be?

Since in many smaller organisations it is the main organiser of the event alone who has a full overview of the whole organisation, it is obvious that he or she should coordinate sustainability. However, as he or she may not always have the necessary expertise, it is worth involving a civil organisation staff member or seeking help from other event organisers.

For larger events, a dedicated staff member is essential. You don’t necessarily need to hire someone specifically - you can find the person within the organising team who is most committed to sustainability and ask them to help make the whole event sustainable.

Promoting public transport and cycling

In general, it can be stated that travelling is the most polluting activity in the life of an event, so one of the most important tasks of an event is to persuade visitors to choose alternative means of transport instead of driving.

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Keep up intensive communication to get more people to choose public transport, or organise a shuttle service! Give discounts to those who agree not to drive.

Include public transport accessibility on your website and encourage people to feel free to come by bike, as there is plenty of secure bike storage on site.

Secure the bicycle storage room with staff surveillance or video surveillance. Involve cycling organisations in the design and operation of the service.

Contact the railway company and the bus operator to prepare for any increased interest. You can also ask the operator for a 50% return fare discount on the voucher, so that passengers pay half the total amount.

Don't try to control the traffic chaos by increasing parking! This will only encourage more people to drive. It is preferable to have pay parking, but be prepared that if you do not restrict it strictly, more people will take the free spaces used by locals.

Make traffic engineering plans to minimise disruption to the lives of residents in the area with increased traffic. Involve the police in the planning and implementation. Don't be afraid to close off areas! Map everything out carefully. Think about those who are just passing through the area and those who are coming specifically to the event.

For international promotion, focus on those who live within a 500 km circle. They are less likely to get on a plane.

An excellent example of the promotion of public transport is when a programme element is added to the journey, so that the experience starts on the way, e.g. an acoustic concert or an organised discussion on the train, an exhibition at the train station, or a podcast during the bus journey.



Waste prevention options

If you use reusable cups, you will prevent a well visible amount of waste. Washable plastic cups – replica cups – are the most obvious choice, but you can also use glass or metal cups. By introducing a deposit scheme, you can easily cover production and washing costs and earn some extra, too.

Use china plates for smaller events. If you don't have enough of your own, find a rental service.

The time for straws is over! Only give paper straws to people who specifically ask for them! Make sure that not all cups are automatically handed out with straws at the catering establishment.

Make more use of decorative items with branding elements. To do this, you should change the artwork less often and make undated creatives. Find a company that can recycle your old branded banners and promotional items. For example, molinos are an excellent material for backpacks.

Consider whether you really need to give out gifts and souvenirs. If you do decide that you do, only give your visitors or guests items that can be used many times. Avoid low quality items that soon end up in the rubbish bin! Visitors appreciate it when sustainability is reflected in the souvenirs.







To make selective waste collection a real success:

Steps of implementation:

Planning:

Plan your waste route! From entry into the event as a product to disposal as secondary raw material or waste.

Reduce the number of packaging types! This will make waste management easier and much more economical.

Preparation:

Make it compulsory for catering partners to collect waste separately in their contracts. The contract may also provide for retaliatory measures for those who do not comply with waste management rules.

For medium to large events, try to make waste management as mechanised as possible. Choose bins and containers that can be emptied by garbage trucks. Check with your local service provider to see what equipment they can provide.

Arrange waste collection with your local waste collection partner based on the rate of waste generation. The removal of waste is an activity subject to authorisation. Agree only with a company/ partner who is licensed to do this directly or through a subcontractor.

Implementation:

Place the waste collection points so that at least one set is visible from any point of the event.

Use stickers that are visible from a distance, with colourful illustrations and clear keywords to label your waste bins. Try to use keywords that are understandable in several languages!

Use different coloured bags for different types of waste. It is also advisable to use transparent bags, as they show the contents of the bag.

Give a short training or briefing to the cleaning staff. Ask their opinion on where they encounter large amounts of recyclable waste. They will probably mention places that the organisers hadn’t thought of.

Keep an eye on the cleanliness of the waste and if you find contamination, rearrange or relabel the bins. If too much other material is put in the selective collection bin, it will not be accepted by the processors.



The protection of the event area is everyone’s task, and the responsibility of the organiser

01

We communicate to all involved that they are responsible for the integrity of the land they use. Those who ignore this will be severely penalised. Produce easily accessible descriptive or other information documents to make people aware of this.

02

Avoid using materials that are difficult to clean (such as glitter).

03

It is advisable to give preference to paved surfaces when choosing the location of the event, avoiding the trampling of lawns/ vegetation.

04

Make sure you have enough time and staff to collect the cigarette butts one by one after the event. Provide mobile pocket ashtrays for visitors so that as few cigarette butts as possible end up on the ground.

05

Whatever is possible should be fixed with water containers. This makes it possible to avoid drilling into the soil and the damage that this can cause.

06

The discharge of waste water into the soil is strictly prohibited! Make a plan for the treatment of waste water. At a large event, it is advisable to ask for continuous technical assistance so that you can intervene immediately if a leak occurs. Regular cleaning of sanitary equipment is essential.

07

Consult a horticulturalist about the best way to restore the area. Wait for the right time to do the work.

Sustainable catering

Offer as much food made of local ingredients as possible. Not only is it good for the environment, but increasingly the public is specifically looking for what's local.

Provide a varied vegetarian and vegan offer. Find a partner who has this profile. Make it an expectation for all your catering partners to offer meat-free options.

Handle your food sparingly. Set portions so that as little as possible ends up in the bin. Give edible leftovers to a specialised civil organisation as soon as possible.

Do not use disposable plastic plates and cutlery. For smaller and safer events, use washable china and glassware. Where this can be dangerous, use paper and wood. Use biodegradable bioplastics only where recycling and composting is available.

Do not use disposable plastic cups. Prefer washable cups. Rent or make your own branded utensils.

Avoid sauces packaged by the portion. Use refillable and bulk products.

For the removal of hazardous waste, sign an agreement with a specialised contractor. This includes inedible food waste and used cooking oil. Collect them in specially designed barrels and containers.









Free drinking water and water awareness

Set a target to ban PET bottled water. Prepare for it and create the conditions for the alternative. If you are not ready to do this, you can reduce the number of PET bottles by providing free drinking water to your visitors.

Invite visitors to bring their own glasses and canteens to fill up with tap water! A water bottle with a logo that can be purchased on site is a reusable item that visitors love.

Advertise access to free tap water on your website and social media platforms.

Mark the free drinking water points on the map and signpost them at the venue.

Keep checking the quality of your tap water to ensure a safe water supply.

Use water-saving toilets. Introduce the use of push-button taps or taps that turn off automatically after a certain time. Ensure that taps do not drip.

Make visitors aware of the importance of water-saving showers and avoiding wasting water.

Use of environmentally friendly cleaning products

Look for the following two trademarks on the most widely used environmentally certified cleaning products in Hungary.

EU Ecolabel The European Eco-label was created to encourage businesses to bring environmentally friendly products and services to the market. This label guarantees consumers the excellent environmental parameters and high quality of the product.

Environmentally friendly product The negative environmental impacts of labelled products are significantly lower than those of unlabelled products for the same purpose. Its use is intended to give a market advantage to products that have been shown to have a lower environmental impact than their rivals (e.g. recycled content, recyclability, compostability, reduced resource use, no hazardous substances).

Further trademarks are available at the links below:
http://www.ecolabelindex.com/
https://www.gasztrohos.hu/vedjegyek

Purchase of raw materials

When purchasing raw materials, we can also find labels to help us decide which products have a lower environmental impact.

The most common trademarks for textile products:

Global Organic Textile Standard
An extremely rigorous certification system that monitors environmental, human, fair business and competitive aspects.

Oeko Tex Standard 100
The mark indicates that the product has met strict safety and quality standards. The label assures the consumer that the product has been produced in a completely safe production chain.

Fair Trade
An important aspect of ethical farming is producing products at fair prices, under decent working conditions, adapted to the geographical area and, as far as possible, in line with the principles of sustainable development.

The most common trademarks for paper products:

FSC
A címke és minősítési rendszer a faipari termékek vásárlóinak segítségével küzd egy felelősebb és fenntarthatóbb globális erdőgazdálkodásért.

PEFC
The label and certification scheme fights for more responsible and sustainable global forest management with the help of consumers of wood products. Certification demonstrates that sustainable harvesting and production of wood and paper products is ensured in a traceable way throughout the supply chain.



Measuring adverse environmental impacts

The most common and most comprehensive measurement of environmental impacts is the measurement of climate change impacts. This is usually measured in tonnes of CO^2 emissions. The most accurate value is obtained by analysing the whole value chain built up during the organisation of the event. However, the activities with the highest emissions can be well measured, so that CO^2 emissions can usually be estimated with a high degree of accuracy. Examples of activities with high emissions are the way (means of transport) in which the public travels to the event, the amount of waste generated, the electricity used or water consumption.

Here are the most important things to know about the method:

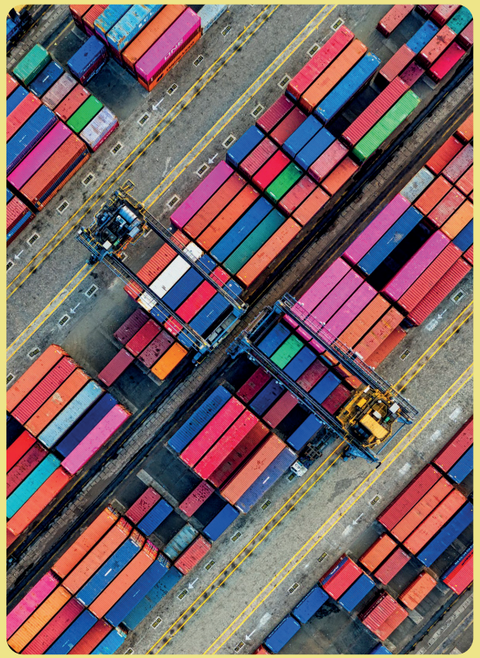
Travel habits are also best measured by questionnaires, but you can also make estimates based on the number of parked cars or the capacity of public transport options.

The amount of waste disposed of must be recorded by type of waste. The collection partner will help you with this. If you do not invoice them on a tonne or cubic metre basis, but on a unit price basis (e.g. per transport or per day), you should still insist on accurate data, either by means of weighing slips or delivery notes.

Many events measure electricity and water consumption separately. If not, we can estimate it based on the monthly consumption of a venue (i.e. the monthly consumption divided by the total number of days of events in the month and multiplied by the number of days of our event).







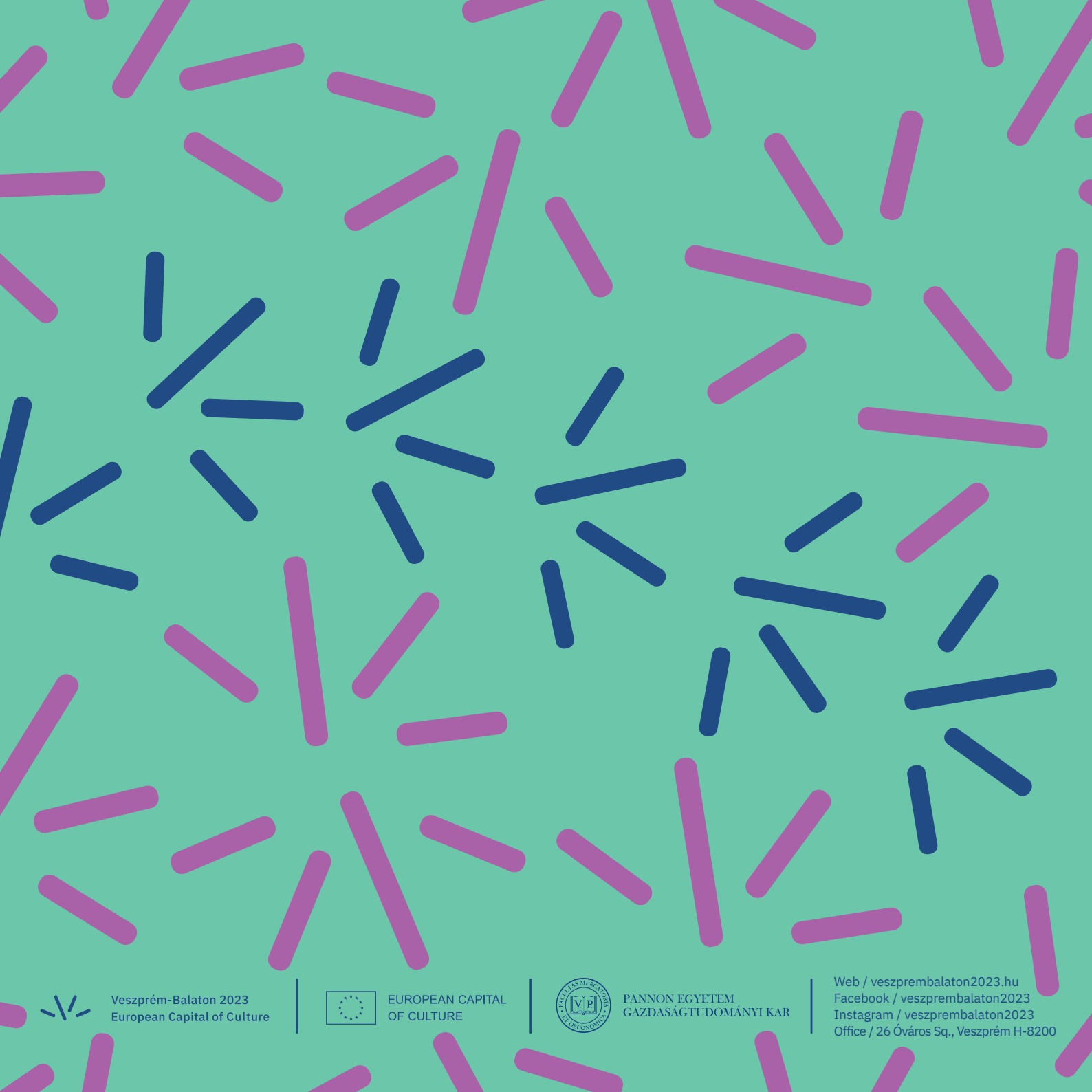


There are also significant emissions from the catering services provided at the event, including the production of the food served at the event. The service providers can provide precise data on this.

Another critical area can be having large quantities of equipment and props produced for a particular event. For such purchases, the weight of the materials used is the best indicator of the environmental impact of the production (e.g. 300 kg of paper for programme leaflets, 180 kg of posters for advertising). These figures can always be provided by the manufacturer.

Finally, let's not forget transport distances! Although it would be difficult to calculate for every single vehicle, it is worth asking at least the service providers that move the largest volumes how much weight was moved and from what distance. (Example: a company transporting a 10 tonne load for a complete stage from 250 kilometres has transported a total of 1000 kilometres in its truck; and 10,000 tonne-kilometres are involved in its activity. This results in about half a tonne of CO2 emissions.)

An important argument in favour of collecting data is that the best way to assess efforts to reduce the burden on the environment is to compare similar data from different years. If, for example, we see that in the first year only 15% of our waste was recovered, we can conclude that we need to improve our waste management practices. If the following year this figure jumps to 30%, for example, we can be sure that the improvements we have made have been appropriate and effective.



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