Checklists

How to plan and organize sustainable events in Serbia

- **ZERO WASTE**
- **NO PLASTIC**
- **GO PAPERLESS**
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**BEFORE YOU START**

**IS A FACE-TO-FACE MEETING NECESSARY?**

- Step a – GO VIRTUALLY
  - Does your event require physical, face-to-face meeting?
  - Can you organize part of the event online (through webinars, conference calls, online guest speakers etc)?
  - How many people need to be physically present?

**COULD THE EVENT BE (MORE) SUSTAINABLE?**

- Step b - GO SUSTAINABLE
  - The decision to organize sustainable event is made
  - The minimum criteria for the event has been set up
  - The promotion, education and awareness raising on sustainability goals is ensured

**SELECTING THE VENUE**

**THE VENUE**

- GO CENTRAL - Venue location and selection
  - Selected location is centrally located for most of the participants/delegates
  - The venue is easily accessible by public transport (trains)
The venue is accessible for alternative mode of transport (biking, walking..)
There is secured parking for bicycles, electric scooters
The venue has chargers for electric/hybrid cars and scooters
The location is accessible by direct flights for majority of participants
The conference rooms are on the ground floor, so the elevators are avoided

**STANDARDIZATION AND CERTIFICATION**

**GO STANDARDIZED - Protocols and procedures at the venue or within the event organization**
- Sustainability standard ISO 20121
- Environmental management standards (ISO 14001 or EMAS)
- Green Key certification
- Internal sustainable/environmental-friendly policies and protocols

**MOBILITY AND TRANSPORT**

**Additional criteria - TRANSPORTATION**
- Massive transportation can be organized and offered to/from venue for participants
- Delegates are encouraged to use the alternative modes of transportation
- Car pooling/sharing has been widely promoted and encouraged
- Alternative mode of transport is supported/incentivized
DURING THE EVENT/AT THE VENUE

ENERGY AND WATER

GO RESOURCEFULLY - Water and energy savings

☐ The building has energy class of A+ or A (per energy efficiency classification)

☐ The lightning savings measures are in place (LED lights, sensors, timers...)

☐ The venue has daily light at the conference center and other facilities

☐ The low energy appliances and equipment is used

☐ The CO2 neutral or carbon free fuel is used for heating/cooling

☐ The renewable energy is used for energy production

☐ There are notes and signs on energy and water savings measures at the location

☐ The temperature at the venue is easy to regulate (the heating/cooling temperature in the venue is set between 20-22 C)

WASTE

GO WASTE FREE - Waste management and practices through 4 R (refuse, reduce, reuse, recycle)

☐ There is protocol for waste management at the venue

☐ Refuse procuring and usage of wasteful and pollution products
Reduce packaging, promotional material and merchandising
There is already waste reduction and separation at the location
There is no single-use items at the event (plastic bottles, cutlery, plates, cups...)
The waste separation bins are placed and clearly marked at the venue
The usage of compostable and degradable items is stimulated
The event planning includes careful planning of the waste reduction
The number of printed materials at the event has been reduced

**ZERO WASTE**

Additional criteria - ZERO WASTE

- The zero-waste philosophy/policy is applied
- The venue has composting practice in place

**BIO WASTE**

Additional criteria - BIO WASTE

- There is an agreement with a local organization (food bank) to collect food waste
- The composting practice exists at the venue
- Participants are encouraged (and additionally educated) on the food waste
WASTE WATERS

Additional criteria - WASTE WATERS

☐ The venue has a wastewater treatment
☐ The rain and grey waters are used (for example for toilet flushing)

PAPER

GO PAPERLESS - Refuse, reuse and reduce paper at all stages

☐ The event registration is managed online
☐ Event invitation, agenda and other logistics information are sent electronically
☐ The promo material (brochures, leaflets, posters...) are made available online
☐ Participants and delegates are encouraged not to print event materials, informations and/or e-tickets
☐ Confirmations for participation are done electronically (e-mails, web site...)
☐ The info boards (agenda, directions) at the venue are digitalized
☐ The registration of participants and delegates at the venue is digitalized
☐ No paper brochures, leaflets, posters are disseminated at the event
☐ Usage of paper decorations at the venue is avoided
☐ Feedback, follow-up information or handouts are given to participants in electronic form (e-mails, web page)
☐ Use white or smart boards instead of the paper flipcharts
☐ Tablet usage for the menu selection in the café/restaurants enabled
FOOD PLANNING AND MANAGEMENT

PLAN FOOD SMARTLY - Avoid food surpluses and waste

☐ Meals are planned carefully (following confirmed number and needs of the participants)
☐ The buffet style (finger food) is imposed
☐ The meat and fish are significantly downsized
☐ Vegetarian and vegan options are offered
☐ Tap water is served
☐ Food is rich with vegetables, fruits and healthy options
☐ The food served comes from local producers and small farmers
☐ Coffee is served only in decanters or dispensers
☐ Drinks are served only in glass packaging

MORE THAN EVENT

PROMOTION

PROMOTE SUSTAINABLY - Marketing, merchandising and promotion

☐ Unnecessary promotional material is avoided
☐ Promotional actions and materials are planned and designed smartly
☐ Promotional items fulfill the sustainability criteria (reusable, useful, biodegradable...)
☐ Promotional activities and materials are sending clear messages on sustainability goals
Promotional activities reflect the event purpose
Promotional material is designed in way that can be reused in the next event(s)

**COMMUNICATION**

**COMMUNICATE SMARTLY - Informed communication**
- Attendees are informed in the early stage about the event’s sustainability goals and motivated to actively support them
- Sustainability goals have been communicated with stakeholders and suppliers
- Social media are used in order to raise the awareness on sustainability issues
- Event logo and/or green symbols are introduced and recognized
- Greenwashing\(^1\) is avoided
- Attendees understand what changes have been made and participate proactively
- The staff training has been designed and delivered when needed
- Short, simple and clear messages have been designed and disseminated
- The achievements and effects of the event have been communicated with the public

**PROCUREMENT**

**Additional criteria - PROCUREMENT PRACTICES**
- Green criteria in procurement practices exist
- Social criteria in procurement practices are in place (local producers, social entrepreneurs)

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\(^1\) Greenwashing describes the practice of using potentially deceptive information to present a product, an event or an event-related product as more environmentally responsible than it really is.
Usage of the cleaning products and services (products with EU or Serbian eco label)

Usage of paper products produced from sustainable managed forests i.e. with FSC certificate

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**LARGE - SCALE EVENTS**

**LARGE - SCALE EVENTS - Additional Criteria**

- Communication plan is developed to include strategies and actions that contribute to the sustainability goals
- The careful waste management plan has been developed
- The measures that enable reduction of waste at the event are in place
- The CO2 emissions are calculated, and the lowest carbon footprint modes of transport have been selected
- The open space/outdoor or spaces with a lot of daylight are given the advantage
- Alternative modes of transport are used at the location
- Participants are motivated or incentivized to recycle and separate waste
- The event is used as an opportunity to educate and raise awareness
- Large scale promotional campaign is designed and delivered