



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 scutters
- 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 - BIOWASTE

- 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

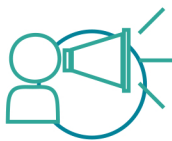


FOOD PLANNING AND MANAGEMENT

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
- Greenwashing¹ 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)

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



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