

THE GREEN CONFERENCE AND EVENT HANDBOOK

Your guide to working strategically and practically with sustainability

2019

Aarhus Events – Aarhus University – VisitAarhus – Worldperfect

TRANSPORT

WASTE

FOOD AND DRINK

ELECTRICITY

VOLUNTEERING

INNOVATION

DOCUMENTS

GREEN = SUSTAINABLE

Aarhus Events and VisitAarhus have a goal of taking the lead in green transitioning. Aarhus University also has a goal of becoming the most sustainable university in Europe at holding conferences.

These ambitions mean that the bar is set high when it comes to being more sustainable. In this handbook, we will cover all aspects of holding a conference or event and offer a 360-degree perspective.

The city presents myriad possibilities for working sustainably, which event and conference organisers can benefit from.

The goal

Udover vores egne målsætninger har vi et In addition to our own goals, we also have a strong wish to help you as an organiser or manager take your next sustainable step, however great or small it may be. The more projects that work with sustainability, the stronger the impact, so even small steps can lead a long way.

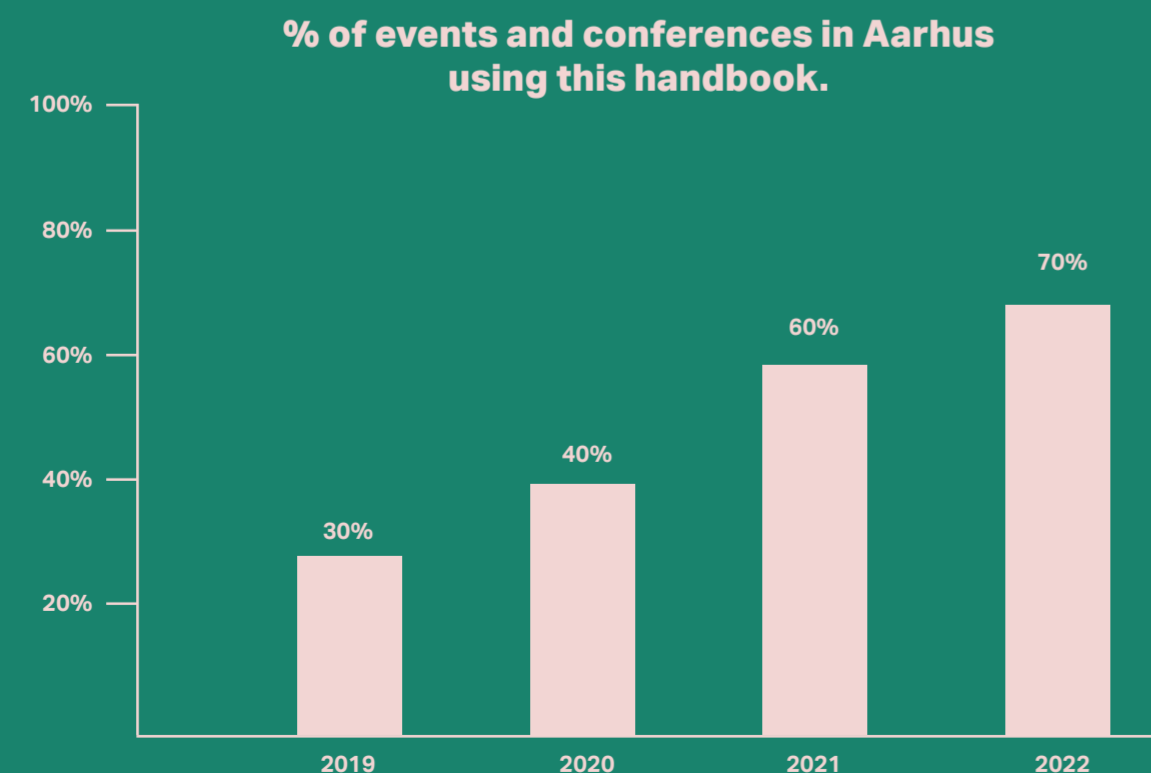
Our goal is to make this handbook known to all larger events and conferences in the next few years. We define a larger event or conference in this handbook as having 50 participants or more.

Aarhus Events, VisitAarhus and Aarhus University's Conference Department have naturally decided to use the handbook in planning events and conferences in the next few years. All these events and conferences are measured using various parameters that are described in further detail in the following pages.

Year 1: We collect data from participating events and conferences according to the relevant objectives.

Year 2: We continue to collect data and make a plan in the event that progress is not being made on any of the goals laid out.

Year 3-5: Continue collecting data and update objectives.



BACKGROUND

The inner circle

The Green Conference and Event Handbook is developed by Aarhus Events, VisitAarhus, Aarhus University's Conference Department and WorldPerfect.

As a group, and joined by the The Climate Department at Aarhus Municipality, we have defined what we aim to achieve in terms of sustainability in holding events and conferences:

We want to work systematically with sustainability in an even greater way.

This handbook shows, which direction we, as organisers of larger events and conferences in Aarhus wish to take. The handbook is built up around Aarhus' existing policies and is naturally connected with:

- CLIMATE STRATEGY AND CLIMATE PLAN 2016-2020
- WASTE MANAGEMENT PLAN 2015-2018
- CYCLING ACTION PLAN 2017
- BUSINESS PLAN 2018-2019
- SPORTS AND LEISURE POLICY 2018-2021
- AARHUS MUNICIPALITY'S FUTURE PLASTIC STRATEGY

We benchmark ourselves using the Global Destinations Sustainability index (GDS index), which is an international index measuring how sustainable cities are in terms of conferences and events.

New Event Strategy 2020-2024

In the near future, Aarhus Municipality will develop and approve a new event strategy with focus on sustainability and the UN's Sustainable Development Goals. Organisers of both small and large events in the city are already involved in sustainable and green initiatives as a result of this handbook. This ensures that an upcoming event strategy will be grounded in existing event communities so that common trends and initiatives can be included to provide value for event and conference organisers.

Method

The Green Conference and Event Handbook is based on a number of operating principles within each area. These are areas that we ourselves as event organisers work with and which we recommend other organisers to work with too. It is a series of relevant questions that you can ask yourself and your suppliers, specific instructions as well as good advice and guidelines. Each focus area has some general objectives that we as organisers aim for. We want to make it clear, however, that all organisers of events and conferences can contribute with their know-how to fulfil and spread sustainable visions.

The UN's Sustainable Development Goals

All of the initiatives described in each section are directly related to the UN's Sustainable Development Goals. These are included and interpreted at the end of each section and can be used actively by organisers in funding applications or general communication.

Process

Working with sustainability is really a question of mind-set. We know it's not possible to achieve all our goals in the first year. But we do as much as we can, as well as making a plan for how we can do even more next year. We hope that we can inspire others to think in the same way. With this handbook in hand, it will become a little bit easier for everyone.

Read the handbook, use the guide. Use Aarhus Events, VisitAarhus, the The Climate Department or Worldperfect for good advice and then get started.

Let's rock.

WHY DO WE NEED A GREEN CONFERENCE AND EVENT HANDBOOK?

Aarhus University

Anders Frølund, Head of Events and Communications Support

Aarhus University has a goal of becoming Europe's most sustainable university when it comes to hosting conferences. We are already well on the way and many of the initiatives mentioned in the handbook have already been tested over the past few years at our 300 annual conferences. As a university and a research institution, we feel that it is extra important that we show our students and staff that taking responsibility for the environment is a natural part of holding a conference. The handbook and the underlying collaboration illustrates how we can't do it alone and we need to collaborate with the whole city to achieve our goal.

Using this handbook and through various collaborations we are not just able to make our own events more sustainable but we are also able to inspire other organisers in the university world to do the same.

The Climate Department

Henrik Müller, Head of Climate Department, Aarhus Municipality

Aarhus has a very ambitious climate plan and we have a clear strategy of how to achieve it. One of our strategic focus areas is local green engagement, where we strive to communicate, showcase and cultivate a sense of ownership for the green transition in the city. In that connection, events and conferences are essential, as this is where we physically meet citizens and guests.

With the publication of this handbook we have taken another important step towards encouraging more people to work with sustainability. By seeing or experiencing a green idea at an event, you are more likely to be open to new ideas at events in the future.

Aarhus Events

Jørn Sønderkjær, Head of Events

One of Aarhus's strengths is that we can, and want to work together across the board. As a city, we are particularly strong when we join forces in the area of sustainability. For this reason, Aarhus can help set new goals and standards for how to integrate sustainability into event management.

With this handbook in hand, Aarhus Events can help improve a number of events in the city, both smaller sports, cultural and knowledge sharing events but also big festivals with tens of thousands of guests. We look forward to taking the next step and helping event organisers implement the various ideas outlined in their events.

VisitAarhus

Allan Tambo, Head of Business Tourism

Sustainability is increasingly becoming a prerequisite when cities compete to host congresses.

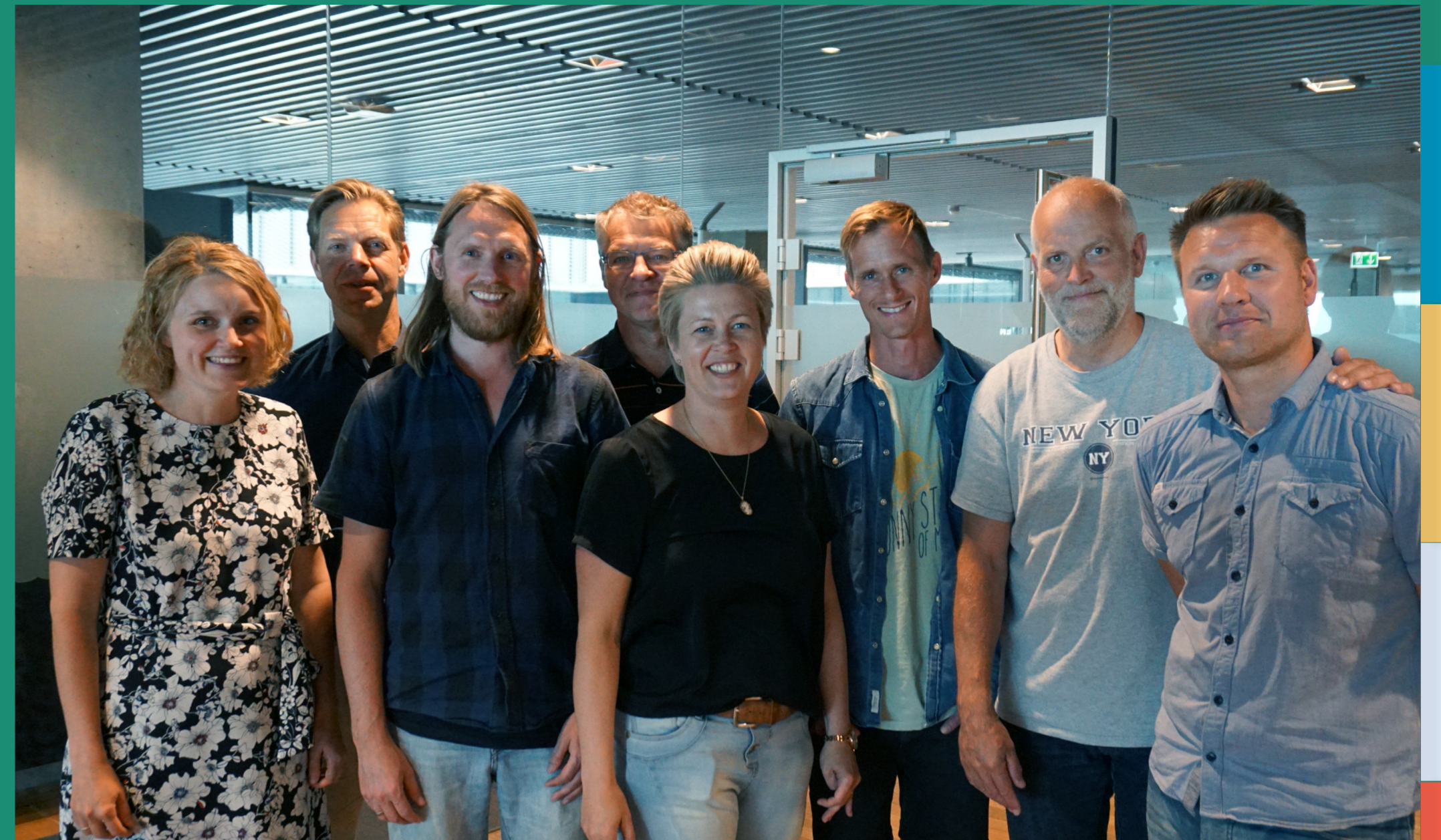
Through this handbook, and especially the collaboration that led to its creation, we are able to strengthen our position as a sustainable congress city both nationally and internationally. We are also able to encourage local organisers and the tourism industry to work together and do their part to make the city as sustainable as possible to benefit visitors to our city.

Worldperfect

Søren Stockholm, Partner

Through our work with NorthSide and Cultural Capital 2017 and most recently the Hempel World Sailing Championships, we have acquired a great many experiences with working with sustainability and larger events. Alongside the others in the group, we have chosen the best pieces of advice and collected the best contacts so as to be the best help for organisers on the ground.

With this handbook, we can help out the individual event organiser without necessarily having to develop a full sustainability strategy. Everyone can use it.



From the left: Kirsten Rudbeck og Allan Tambo, VisitAarhus, Rasmus Hørsted Jensen, Worldperfect, Anders Frølund, AU, Charlotte Kirk Elkjær, Aarhus Events, Søren Stochholm, Worldperfect, Jørn Sønderkjær, Aarhus Events, Thomas Mikkelsen, Klimasekretariatet.

INTRODUCTION TO THE SECTIONS

This handbook describes the general areas that we as organisers systematically consider and work with in our planning. These are also areas that every event organiser should consider in terms of sustainability. This handbook can be seen as a general guide that all event organisers can use. We have included all relevant aspects of an event so each section provides an entry point in how to work with sustainability.

Procurement – the first choices

It can be difficult to judge where you can make the biggest impact with sustainable choices and actions but procurement is definitely one of the areas where you can have the biggest positive impact at events and conferences. You can demand a certain standard when buying products and services so they live up to your sustainability requirements. One tool to help you purchase sustainably is to find and make some good connections.

Procurement also covers accommodation and choice of venues. Our policy is to always ask about the location's sustainability initiatives and policies. Many hotels and venues strive to get certified by programmes such as The Nordic Eco Label and Green Key. We want to encourage all organisers to enter into a dialogue with hotels and venues and make demands about waste management, organic food and energy consumption.

How to use this handbook

In the following pages, you can dive into any of the various sections and find inspiration for sustainable initiatives for your event.

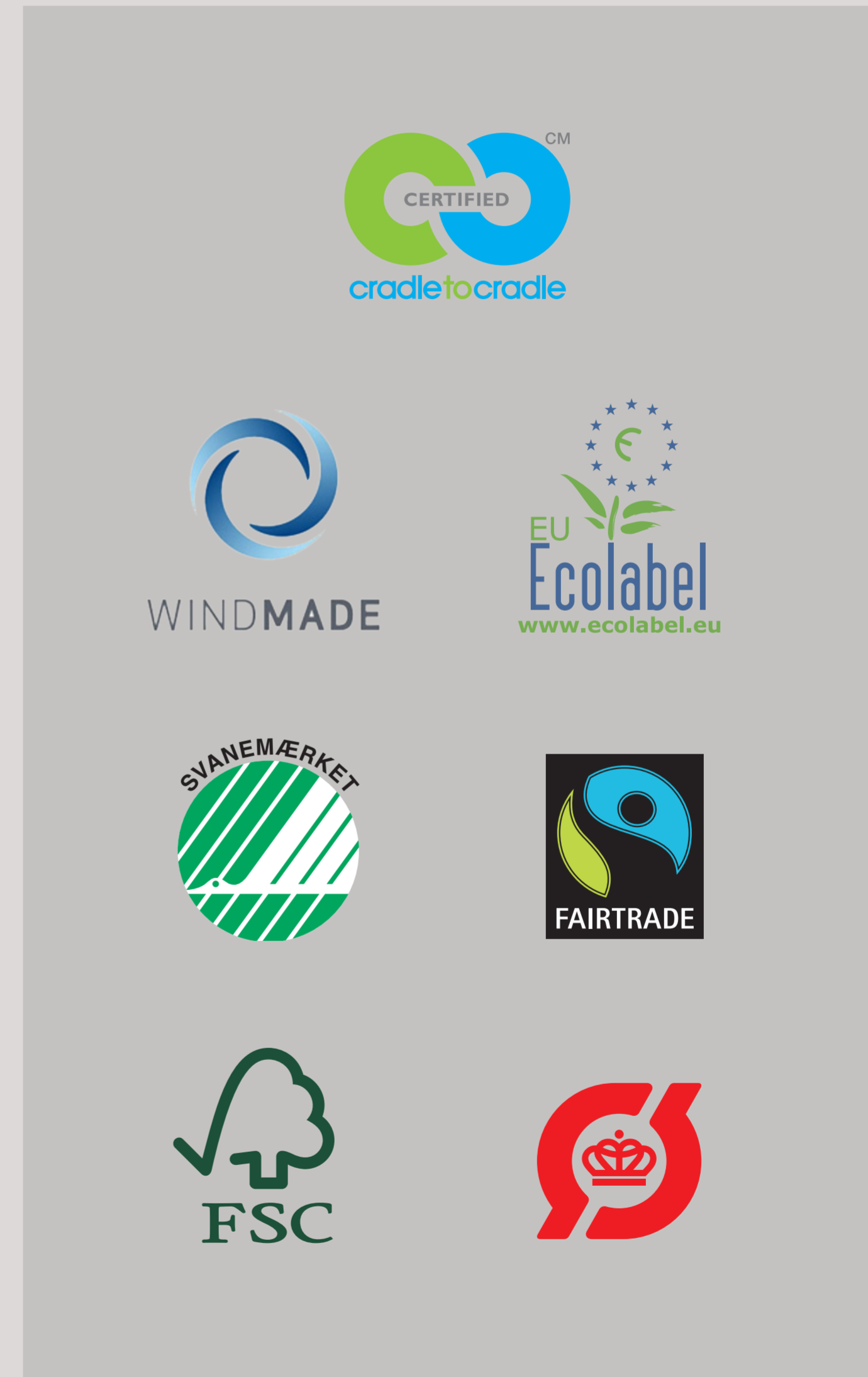
In each section, you can find our goals, which match the goals that Aarhus is working towards.

You will also find a guide for organisers, which includes our recommendations for each of the focus areas. They are mostly recommendations that we ourselves follow, but they are also recommendations that apply to other event organisers in the city.

Each section includes a case as inspiration so you can see what other events and conferences have carried out in terms of sustainability.

At the end of each section, you can see which of the UN's Sustainable Development Goals the initiatives support.

At the end of the handbook there is a checklist so you can see when you should do what. The checklist is there to help you with your sustainable decision making and provide you with an overview of the entire process.



TRANSPORT

We want to hold conferences and events that support the transition to fossil fuel-free transport. Our goal is to encourage the use of bikes, electric buses, public transport and legs in as many situations as possible.

OUR GOALS

- **More conferences and events use bicycles as part of their transport needs**
- **More conferences and events use electric buses**
- **Fewer bus trips in Aarhus for conferences and events (except public buses)**
- **Visitors from outside the city are satisfied with the sustainable transport options**



HOW TO MAKE YOUR CONFERENCE OR EVENT GREENER: TRANSPORT

AN ORGANISER'S GUIDE

To and from Aarhus

Let people know about the transport options to Aarhus. You can encourage them to take the train rather than a plane by showing them that the total travel time is often just as short. Include transport as one of the parameters when choosing keynote speakers and consider using video conferencing to involve keynote speakers who would only be able to participate for short amount of time. You can also refer to the parking facilities for electric cars, facilitate carpooling from airports and larger cities and let people know about public transport options to and from airports.

To and from venues

There are many options in Aarhus to use fossil fuel-free transport:

The city has just the right size to make walking to and from venues is a feasible option. You could arrange organised "walking buses" using student assistants as guides. Make "walking buses" a part of the event (walk and talk/storytelling or sightseeing). Provide rain ponchos or umbrellas in case of rain so people don't have a bad experience.

Aarhus is a cycling city so there are many opportunities to use city bikes. It is also to order extra city bikes for your event. Remember to introduce foreigners to the rules of cycling in Denmark and make sure they know how to ride a bike.

Public transport in Aarhus is very extensive and the new light-rail makes it possible to travel easily to and from the city

centre. Make sure to communicate the public transport options, where the stops are and where you can buy tickets etc. so as to encourage your guests to use it rather than take a taxi. If you need buses then consider booking an electric bus (which will hopefully soon be possible in Aarhus).

Choice of location

Consider where you hold your event and take into consideration where your guests are coming from, where they are staying during the event and how often they will be moving around in Aarhus. When choosing a venue, think about places where the sustainable choice is also the most natural one to make

Look into accommodation options and restaurants in terms of your chosen venue to make sure that they are close to each other.

Communication

Before the event even begins, let your guests know that your event strives to use sustainable transport. Provide them with bus plans, show them where to sign up for shared transport options etc. and let them know what's happening before and during the event. By giving them thorough information about alternative transport options, it makes it easier for them to make sustainable decisions.

If your event or conference receives international guests, you could offer CO2 compensation through tree-planting schemes upon registration.

TRANSPORT:

UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. The most important goals are shown here

3 GOOD HEALTH AND WELL-BEING



TARGET 3.9

By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

By reducing the use of petrol and diesel cars, we help improve air quality in the city by reducing pollution. The physical activity involved in walking and cycling also has a positive effect on your guests' concentration.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



TARGET 9.1

Develop quality, reliable, sustainable and resilient infrastructure

By using and thereby encouraging cycling as well as public transport, we draw people's attention to the whole transport system that needs to be developed to suit our modern lives. From city bikes to light rail and city buses – there are many good and inspiring initiatives in our city, which both visitors and residents can be inspired by. It can also be a faster way of getting from A to B so the sustainable alternative is also often the most efficient mode of transport.

11 SUSTAINABLE CITIES AND COMMUNITIES



TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

When you choose to take an electric vehicle (such as the light rail), you contribute to cleaner air by reducing the number of petrol and diesel taxis on the road. Public transport is also a great way for your guests to see the city and meet the locals.

13 CLIMATE ACTION



TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

By choosing to walk, cycle or take public transport and by encouraging carpooling, trains rather than planes and climate compensation via planting trees, you reduce your event's climate footprint. You also nudge your participants to think more environmentally friendly.

CASE STUDY:

HEMPEL WORLD SAILING CHAMPIONSHIPS AARHUS 2018

Free public transport, no visitor parking, electric cars for internal use and loads of city bikes made available.

The challenge:

When 400,000 individuals have to transport themselves around, it adds extra pressure to the existing transport system.

The innovation:

For this World Sailing Championships, the organisers made a deal with Midttrafik (the transport agency for the Central Denmark Region) for all organisers and participants to travel free with the light rail and city buses. On top of this, Donkey Republic city bikes were brought in for the event and free shuttle buses were introduced. Internal transport at the event was primarily electric cars and small electric golf carts. To encourage the use of public transport, we wrote in the visitor material that there

was no visitor parking available. Instead of seeing the lack of additional parking spaces as a limitation, we made sure to point out all of the sustainable alternatives on offer.

The potential:

If 400,000 people are successfully able to transport themselves with bicycles and public transport, the transportation issue for smaller events is definitely surmountable. It would be a fantastic example to set if Aarhus made all events car-free.

Collaboration partners:

Aarhus Events, Midttrafik, Worldperfect, E.ON, Donkey Republic

INITIATIVES:

- **PARTICIPANTS: 400,000**
- **CAR PARKING SPACES: NONE**
- **INTERNAL TRANSPORT: ELECTRIC CARS AND GOLF CARTS**
- **BICYCLE PARKING SPACES: LOTS**
- **CITY BUSES AND LIGHT RAIL: FREE FOR ORGANISERS AND VOLUNTEERS**
- **SHUTTLE BUSES: FREE FOR EVERYONE**
- **NUMBER OF KM CYCLED: 15,000**

TOP TIP FROM THIS CASE:

Communicate the lack of parking spaces as something positive.

WASTE RESOURCES

We want to hold events and conferences that work toward, and support our objectives of being waste-free. Our goal is that all our events and conferences should work actively to minimise, recycle and reuse waste from events.

OUR GOALS:

- **LESS WASTE:** We want to minimise the amount of waste by for example offering guests refillable water bottles instead of disposable water bottles.
- **MORE RECYCLING:** We sort the waste from guests into at least the same number of categories as Aarhus Waste and District Heating.
- **MORE REUSE:** We will strengthen our collaboration with the city recycling centre Reuse.

HOW TO MAKE YOUR CONFERENCE AND EVENT GREENER: WASTE MANAGEMENT

AN ORGANISERS GUIDE

The most important thing to do is to reduce the amount of waste produced at your event. If you are able to avoid producing any waste at all, this would be the very best scenario. You could consider borrowing items from ReUse, avoid offering giveaways, or reuse items at your next event.

The next most important thing is to collect all the event waste. Aarhus is a city surrounded by beautiful nature and is located next to the sea. Especially down at the new harbour area, we have a strong commitment to making sure that rubbish doesn't end up in the sea, in nature or as litter in the city. The city's vision of becoming the cleanest city in Scandinavia requires effort.

If you are planning an outdoors event, your first port of call should be the Centre for City Usage help platform www.brugaarhus.dk. Ask about specific locations in order to design the best possible waste plan.

Aarhus has a number of talented waste management companies that have developed good management systems for events. Remember to ask your waste management provider about the possibility of sorting waste both in the visitor and backstage areas and consider what types of rubbish you will be dealing with. If you are serving draft beer, you might consider collecting beer glasses, which are relatively easy to recycle and at larger events you could look into the option of washing and reusing glasses.

As a conference organiser, you are usually more limited to the existing framework at your chosen location but in this area, there are more ambitious requirements on the way. Push venues in the right direction by asking about waste sorting options when you book the venue. Remember to ask for waste sorting systems for conference visitors so they too, can be part of your sustainable initiatives.

If you want to sort waste at your event, it's important to make sure that sorted waste is kept separate and is not mixed up in the same container at the end. Remember to always ask where the waste ends up and what level of cleanness the waste plant requires.

In general, as an organiser, you will experience that visitors increasingly expect to be able to sort their rubbish at events.



WASTE RESOURCES:

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. The most important goals are shown here for bæredygtig udvikling. De vigtigste mål er vist her.

11 SUSTAINABLE CITIES AND COMMUNITIES



TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

By taking more responsibility for our waste, we work directly towards reducing our own environmental impact and thereby also that of the city as a whole. We can take an important step by reusing, recycling and reducing the amount of waste we produce in a much greater way than we have done so far. As an event/conference organiser we can lead the way and show how simple it is to do.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



TARGET 12.4

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

As an event or conference organiser, we have a responsibility for resources and waste at an important point of their life cycle. If we decide that waste at our events gets sent to incineration, it gets incinerated. If we decide to facilitate recycling of waste, it might get recycled. If we decide to reuse our waste, we might be so lucky that someone gives it a new life.

TARGET 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

We have a lot of decisions to make as organisers, which can make a big difference to the environmental impact our visitors make. By setting up a water bottle project, we can help reduce the number of disposable water bottles bought and so on.

13 CLIMATE ACTION



TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

By working directly with recycling, waste reduction and promoting reuse, you reduce the CO2 emissions from your event because it results in fewer new items being produced. When you spread the message of what you are doing, you can inspire your visitors.

WHAT TO DO AS AN EVENT ORGANISER:

By talking to your waste management company, you can develop a good waste sorting plan that has an ambitious sorting element both backstage and in the visitor's area. It makes sense to consider sorting waste into the following categories:

Visitor area

- Cardboard and paper
- Food waste and compostable tableware
- Trash
- Hard plastic

Backstage area

- Hazardous waste (batteries, light bulbs etc.)
- Iron and metal
- Cardboard and paper
- Glass
- Bottle deposit
- Trash

- Wood (remember to buy FSC certified wood, which is not pressure treated)
- Garden waste

It is possible to combine certain of these categories to save space and make it easier. This requires that it can be sorted later at the receiving recycling plant.

Strive to promote recycling by:

- Offering people to come and collect decoration and other reusable materials that you don't need again. You can either give it to Reuse or list it on one of the Facebook groups "Gives bort – Aarhus" (give-away Aarhus) or "Storskrald I Aarhus kan du finde her!" (Find larger waste items in Aarhus here!).

Use the checklist at the end of this handbook

WHAT TO DO AS A CONFERENCE ORGANISER:

Ask your venue about the possibility to sort waste into the following categories:

Visitor area

- Cardboard and paper
- Food waste and compostable tableware
- Trash

Bagområde

- Hazardous waste (batteries, light bulbs etc.)
- Glass
- Bottle deposit
- Hard plastic

It is possible to combine certain of these categories to save space and make it easier. This requires that it can be sorted later at the receiving recycling plant.

Strive to promote recycling by:

- Collecting name tags at the end of the event
- Offering people to come and collect decoration and other reusable materials that you don't need again. You can either give it to Reuse or list it on one of the Facebook groups "Gives bort – Aarhus" or "Storskrald I Aarhus kan du finde her!"
- Not handing out tote bags with complimentary items but set up a "freebie table" so guests can actively choose whether or not they want a tote bag or complimentary items.
- Not handing out disposable water bottles, but offer refillable bottles or cups.

Use the checklist at the end of this handbook

TOP TIP:

View waste management as a way of communicating about sustainability

FOOD AND DRINK

We want to hold conferences and events that avoid food waste, serve locally produced organic food and drink and reduce the use of foods with a large carbon footprint. Our goal is for all conferences and events to work actively with these issues.

OUR GOALS:

- **Avoid food waste: We want to minimise our food waste, both by preventing it and by finding outlets for food that has already been produced.**
- **More organic food: We want to increase the proportion of organic food served at events.**
- **More locally produced food: We want to establish a strong cooperation with local food and drink producers.**
- **We want to use less foods with a large carbon footprint such as meat, as well as fruit and vegetables that have a large climate impact.**

HOW TO MAKE YOUR CONFERENCE OR EVENT GREENER: FOOD AND DRINK

AN ORGANISER'S GUIDE

Prevent food waste by plating up portion-sized meals, by offering a sandwich to go or by setting up the buffet on smaller tables. It needn't look empty or sad, but there is also no need to set up an lavish buffet. Arrange the buffet in a flexible way and only put out new dishes when the first ones have been emptied.

Avoid food waste by finding an outlet for surplus food that has already been prepared. You could do this by collaborating with external partners such as Too Good To Go, a local food bank or a homeless shelter.

Organic and local production: Always ask your supplier whether it is possible to get organic food. Your supplier will usually be able to adjust the menu so that it doesn't break your budget by reducing the amount of meat to allow for more organic and locally produced food.

Assess how you can avoid foods with a large environmental footprint such as meat and fruit and vegetables produced in energy-intensive manner. You could do this by offering vegetarian or vegan food produced locally.

Make people sign up for all events so you are able to order precisely the amount of food that you need.



FOOD AND DRINK

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. The most important goals are shown here

1 NO POVERTY



TARGET 1.3

Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

By setting up a system for events and conferences to hand out surplus food to those less fortunate, we help out local homeless shelters.

2 ZERO HUNGER



TARGET 2.1

By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round

By giving surplus food from conferences and events to homeless shelters in the city, we support those in need and provide them with a good, healthy meal.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Target 12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

By working proactively to minimise food waste, you are directly fulfilling the goal of halving consumer food waste. By handing out leftover food at the end of events to people in need you are also supporting a good cause.

13 CLIMATE ACTION



TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

By being climate-conscious whilst working with food and thinking about using less meat, considering production methods as well as transport, we can help raise awareness about how small, everyday decisions have an impact. We are also able to influence people by introducing them to new menu options.

CASE STUDY:

EVENTS AT AU

Meat as an add-on

When people sign up for an event they have to actively choose if they want meat, as Aarhus University serves vegetarian food as standard. AU Events and Communication Support is going to test out this scheme at future events. So far, the meat-free days have been tried out and they have made a point of communicating the reasons behind their decision and feedback has been positive.

It is important to make people understand that this is an environmental decision and not an economic one. When AU conveys their decision as being climate conscious, they have received either positive comments or no comments, which suggests that the initiative has been well-received.

Meat-free catering also opens up for some other innovative ideas. AU peddled SDG 4.2 at a recent conference:

- at least 60% organic food
- samples of a new "recycled" beer from the Engineering College (brewed with new ideas and old bread)
- samples of futuristic snacks (seaweed, mealworms and grasshoppers)
- sustainable tableware
- re-useable water bottles with tap-water
- sign-up for events so that the catering can be adjusted to serve the actual number of guests

These are some of the ways that the university conferences are able to help the environment.

TOP TIP:

Make it clear that your sustainable initiatives are not ways of saving money – but of being environmentally friendly.

ELECTRICITY AND ENERGY CONSUMPTION

We want to hold conferences and events that support our objectives by saving energy and choosing the most sustainable option for energy and electricity consumption. Our goal is for all conferences and events to work actively with these issues.

OUR GOALS

- **Low energy consumption: We choose the most energy efficient solutions from our suppliers.**
- **More renewable energy: To the extent possible, we choose venues where there is an option of choosing renewable energy and communicate this.**
- **Phase out diesel generators: We choose generators that run on 2nd generation biodiesel or use other more environmentally friendly alternatives.**



HOW TO MAKE YOUR CONFERENCE OR EVENT GREENER: ENERGY

AN ORGANISER'S GUIDE

In Denmark, we have a well-integrated electricity grid and a large part of our electricity is produced by renewable sources. Over the course of a year, energy comes from the sources shown in the table. This means that most of the electricity in our sockets here in the city is preferable to using a diesel generator. If you really need to use generators at your event, you can inquire about generators that are able to run on second generation biodiesel or other more environmentally friendly alternatives.

There is also the option of buying 100% wind energy. It costs a little bit more but it guarantees that wind production covers the electricity that you use. This is done through a system of "wind certificates". Several electricity companies are able to supply wind energy to your event. If you are interested in doing this, you can contact your electricity company before your event and provide them with an estimate of how much electricity you think that you will be using. You can hang up the wind certificate at your event. At the end of your event, you can review how much electricity was actually used and report it.

Oil	1%
Solar	2%
Nuclear	3%
Waste inceneration	4%
Natural gas	7%
Hydropower	12%
Biofuels	14%
Coal and brown coal	17%
Wind	40%

This is where the electricity comes from (the grid).
Source: Energinet.dk, data from 2017

ELECTRICITY AND ENERGY CONSUMPTION

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. The most important goals are shown here

3 GOOD HEALTH AND WELL-BEING



TARGET 3.9

By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

By avoiding diesel generators, we also avoid polluting our local air. In Aarhus, local air pollution causes 20,000 sick days a year (data from 2017).

7 AFFORDABLE AND CLEAN ENERGY



TARGET 7.2

By 2030, increase substantially the share of renewable energy in the global energy mix

By using electricity generated by renewable sources, we increase the proportion of renewable energy in the total electricity consumption. And by making our choices public, we can inspire others to make similar choices.

Target 7.3

By 2030, double the global rate of improvement in energy efficiency

By working specifically with energy efficient solutions at our conferences and events we influence the market in a more efficient direction. We also directly contribute to our goal.

11 SUSTAINABLE CITIES AND COMMUNITIES



TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

Using less electricity from non-renewable sources will lower the negative environmental impact of our city. By phasing out diesel generators, we also move to improve local air pollution.

13 CLIMATE ACTION



TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

By increasing the amount of renewable energy in your energy consumption, you reduce your CO2 emissions.

CASE STUDY:

HEMPEL WORLD SAILING CHAMPIONSHIPS AARHUS 2018

The electricity used at the World Sailing Championships was provided by wind energy.

The challenge:

When all the 12 Olympic sailing classes use wind as their main source of power, it would make sense for the event hosting them to also use wind power. Unfortunately, it is not possible to decide what kind of electricity comes out of the socket, but it still makes sense to power your event with wind.

How it works is that you estimate the amount of electricity that you will be using at your event and then you order that amount of wind energy to cover it. You cannot be guaranteed that the electricity that you use is necessarily wind generated, but you have guaranteed that wind turbines produce an amount equal to electricity you use at your event.

The main sponsor of the sustainability programme at the World Sailing Championships in Aarhus, E.ON, thought that it was a very good idea to advertise the fact that 100% of the electricity used at the event was wind generated. The westerly wind provided energy to the sailors and the off-shore wind park Rødsand II provided energy to the event.

The potential:

Many more events could be run on wind energy. Many don't know that it is an option.

Collaborating partners:

Aarhus Events, Worldperfect, E.ON

PARTICIPANTS: 400,000

ELECTRICITY CONSUMPTION: 45 MWH

PERIOD: 1-8/2018-31-8/2018

TONS CO2 REDUCED: 8.5

TOP TIP:

Look into which providers can help you with sustainable energy.

VOLUNTEERS

We want to hold conferences and events that support our objectives by connecting volunteering and sustainability. Our goal is for all conferences and events to work actively with these issues.

OUR GOALS

- **Increase awareness and consciousness about sustainability through volunteering**
- **Make it easier for volunteers to work with a sustainable mind-set**
- **Work towards a diversity of volunteers so that all ages, backgrounds, ethnicity and labour market associations are represented.**
- **Cultivate a greater sense of social inclusion and include more socially vulnerable people in volunteering work.**

HOW TO MAKE YOUR CONFERENCE OR EVENT GREENER: VOLUNTEERING

AN ORGANISER'S GUIDE

In Denmark, we have a strong tradition of volunteering, which is reflected in the fact that a large part of the Danish population works as a volunteer or has tried volunteering. Community and a sense of belonging are very important in volunteering as it depends on people. Volunteering should therefore start with the individual, regardless of whether it is volunteering at a local sports club or an organisation that relies on volunteers to hold larger events. When you work with volunteers at your event or conference, it is important that you don't see them as a source of free labour, but rather as individuals who contribute with their own free time because they feel that the project means something to them. It is important to motivate them and listen to them so that they feel that they are part of something bigger. Volunteers offer a great deal and it is important to acknowledge them and the contribution they bring.

Volunteers can play a crucial role in carrying out the sustainability strategies of your event or conference, both before, during and after. Volunteers are often those that are the face of your sustainability strategy and carry out many practical tasks involved in reaching the goals that you have set out as an organiser. For this reason, it is important to prepare and train the volunteers to carry out their tasks, but also to make sure that they understand the connection between sustainability and the job that they will be doing. When volunteers understand the reasoning behind the tasks they are asked to do, they will often be more engaged and interested, which rubs off on visitors to the event.

Volunteers can play a role in encouraging visitors to help the conference's/event's work with sustainability. You can either push for this by training volunteers yourself in sustainability or by recruiting volunteers with relevant experience who can teach the other volunteers.



VOLUNTEERING

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. The most important goals are shown here

4 QUALITY EDUCATION



TARGET 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

When we include sustainability training as a fixed part of our volunteering programme, we help promote values that support a sustainable future, just like we also get the necessary information across.

10 REDUCED INEQUALITIES



TARGET 10.2

By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

By working actively to include diversity in our volunteer team, we as conference and event organisers help establish an inclusive and free space.

11 SUSTAINABLE CITIES AND COMMUNITIES



TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

By using less energy from non-renewable sources, we reduce the negative impact on our city. Phasing out diesel generators is part of our effort to reduce local air pollution.

13 CLIMATE ACTION



TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

When we start to collect waste, and view it as a resource, it helps raise awareness of the issue as well as give food for thought on the climate debate in general. The less waste that gets sent to incineration, leads to less new manufacturing and recycling provides CO2 savings.

CASE STUDY:

RETHINKER - A COMMUNITY FOR VOLUNTEERS

VisitAarhus has set up the community ReThinker, which is a community for volunteers in Aarhus. By being part of ReThinker, you get offered various different volunteering opportunities. ReThinker has become a well-known "brand" in the city and they get regularly contacted by people and organisations looking for volunteers and those looking for advice on the subject of volunteering. Volunteers from the ReThinker community are thereby in regular contact with many different types of events and activities.

As a result of interest from their volunteers, and the fact that volunteers come into contact with many different people, ReThinker has developed a link between sustainability and volunteering. The thought behind making this connection is to encourage a greater level of enthusiasm for sustainability amongst volunteers, which they can take with them when they are out and about volunteering.

The connection between sustainability and volunteering is established by "educating" the volunteers in sustainability. They achieve this through several different initiatives. One such initiative is to hold inspirational talks and educational trips where volunteers can learn about sustainability in general but also learn how they can incorporate sustainability into their work at events. In addition to this, volunteers can be invited on field trips, where they can experience how businesses work with sustainability, for example, businesses working with resource management.

The multi-faceted approach that ReThinker uses, gives the volunteers greater knowledge, understanding and insight into sustainable transitioning.

TOPTIP:

Tell your volunteers about your sustainable initiatives and give them a sense of ownership by including them in your project

INNOVATION

We want to hold conferences and events that support the city's goals by helping them incorporate innovation as part of their work so new ideas and solutions that they happen upon can help us all move in a more sustainable direction. Connecting volunteering and sustainability. Our goal is for all conferences and events to work actively with these issues.

OUR GOALS

- **We want to develop more innovative solutions that help our society take a more sustainable direction**
- **We want to generate more innovative ideas that can help events and conferences in the future.**
- **We want to share good solutions in our network**
- **Innovation should help equality**
- **Through innovation, we will help our city's development and growth.**

HOW TO MAKE YOUR CONFERENCE OR EVENT GREENER: INNOVATION

AN ORGANISER'S GUIDE

Making events sustainable requires you to think innovatively and alternatively – break old habits. Solutions can often be found right in front of us when you first start thinking about different ways of doing things. We want to use the sustainable solutions that are easy to adapt but if there are no obvious alternatives available then we will consult our network to find and innovate new solutions. Sustainability and innovation often go hand in hand and demand a good deal of creativity.

One example is REUSE that collaborates with a lot of events to collect materials, that can help reduce the need to buy new. One example of this is furnishing a lounge area with second-hand furniture, supplying used tableware for catering etc.

Innovation is also about collaborating. It's difficult to do everything on your own, you need to draw on volunteers, collaborating partners, guests and suppliers. Innovation in this area can help you think in terms of relevant partnerships and collaborations and help push suppliers to think more sustainably.

Future:

Live video feeds of keynote speakers
Organic Aarhus (100% organic)
REUSE 2.0 – buy nothing, reuse everything.



INNOVATION:

THE UN'S SUSTAINABLE DEVELOPMENT GOALS

This chapter's goals and recommendations address the UN's Sustainable Development Goals. Depending on what area you are working with, your initiatives will promote different SDGs.



INNOVATION THROUGH GOOD EXAMPLES

Meat as an add-on (AU)

By requiring participants at conferences at Aarhus University to make a conscious decision of whether or not they want meat, and by communicating the thought behind this decision, the University made people think about their food habits.

Petrol-eating fungi (VM)

Sailing World Championships, Aarhus 2018. When coaches fill up their boats with petrol, a little bit of petrol always leaks out in the water. The coaches are fed up with it, but it's such a small amount so nothing has been done about the issue. At the Sailing World Championships in Aarhus, we experimented with some myco-remedies; a load of fungus spores that can eat petrol.

Waste sorting and visitor-involvement and communication (Northside/VM)

Tell me and I forget. Show me and I might remember. Involve me and I understand. By offering people the option of recycling, we don't just communicate sustainability, we invite people to join us in working with sustainability. This is one of the reasons that 94% of guests associate NorthSide with sustainability.

Washable beer jugs at Northside

Instead of throwing beer jugs away, we started to send them to be recycled. The next step was to reuse them directly by

washing them and refilling them. Beer jugs went from being a net cost to a net saving as a result of having to buy fewer jugs.

Plate Mate

The glasses that got collected from Northside 2017 came back in 2018 as plates. The new Plate Mate – like reinventing the wheel, just slightly less revolutionary.

The waste sorting bag – TRASHBAG

A waste sorting bag for coach boats had never been developed before. It was a popular invention

Electric bus

Hopefully it will be possible in the future to transport your guests around in an electric bus. The biggest event organisers in Aarhus have made a joint promise to our local bus company to guarantee them a certain number of trips. This gives the bus company more security when it comes to potentially investing in an electric bus.

REUSE

One man's rubbish, another man's gold. REUSE is an engaged collaboration partner and by systematising this cooperation, conferences and events are able to scan their options in terms of using recycled items, before they have to go out and buy. REUSE is good at helping out with collecting items such as furniture for events.

TOP TIP:
See sustainability as a tool for innovation

TJEKLISTE

TRANSPORT

Before the event

- Get overview over number of guests
- Get overview over transport needs
- Find collaboration partners and/or sponsors
- Contact guests about transport options
- Book transport

During the event

- Collect data

After the event

- Evaluate how well the systems worked
- Publish the achieved results

WASTE RESOURCES

Before the event

- Get overview over number of guests
- Find collaboration partners and/or sponsors that can supply sustainable solutions
- Get overview over the types and amounts of waste you will be dealing with
- Order waste solutions, such as rubbish bins, that allow for waste sorting
- Make arrangements with your waste management supplier about the recycling of unsorted waste
- Devise a communication plan to inform guests of the waste arrangements

During the event

- Monitor the systems

After the event

- Evaluate the systems and follow up where the waste ends up
- Publish the achieved results

ELECTRICITY AND ENERGY CONSUMPTION

Before the event

- Get overview over activities requiring electricity
- Find collaboration partners and/or sponsors who are able to supply green electricity
- If necessary, chose generators that run on 2nd generation biofuel
- Devise a communication plan to inform guests of the efforts made to save energy

During the event

- Monitor energy consumption

After the event

- Evaluate the guest's satisfaction with the events energy saving initiatives
- Publish the achieved results

FOOD AND DRINK

Before the event

- Get overview over number of guests
- Find collaboration partners and/or sponsors who can supply sustainable solutions
- Order waste solutions such as rubbish bins that allow guests to sort food waste
- Make arrangements with organisations who can take leftover food such as a food bank, or a biogas plant
- Devise a communication plan to inform guests about the food

During the event

- Monitor the systems

After the event

- Evaluate the participants' satisfaction with the food
- Check up on arrangements made with recycling and communication
- Publish the achieved results

VOLUNTEERING

Before the event

- Get overview over number of volunteers required
- Tell your volunteers about your sustainable initiatives
- Make sure that the volunteers understand their role in working with sustainability
- Ensure diversity in your volunteer team

During the event

- Make sure that the volunteers know about the sustainable initiatives

Efter event

- Ask to what extent volunteers have adopted the sustainable initiatives that they have learned
- Publish the achieved results

INNOVATION

Before the event

- Get overview over the potential for innovation
- Find collaboration partners that work with innovation and see if any new ideas pop up
- Create good conditions for innovation – make space and allow people to experiment

During the event

- Try things out – have a bit of extra focus on new initiatives

After the event

- Evaluate the solutions – assess whether they could be of any benefit to others
- Publish the achieved results

DOKUMENTATION

Event	Date	Responsible	
TRANSPORT			
Objective		Yes	No
More events and conferences use bicycles as part of their transport needs	My event uses cycling actively for transport		
More events and conferences use electric buses	My event uses electric buses		
The number of trips made by bus (excluding public transport) in Aarhus for events and conferences decreases	My event utilises private buses (note how many trips in the Yes column)		
Visitors from outside the city express satisfaction with the sustainable transport options on offer	Proportion of participants that express satisfaction (%)		
WASTE RESOURCES			
Objective		Yes	No
Less waste: we want to minimise the amount of waste that we produce by for example, offering refillable water bottles instead of disposable ones	My event strives to minimise waste by offering refillable plastic bottles		
More recycling: We will sort out waste into a least the same number of fractions as Aarhus Waste and District Heating deal with	My event allows guests to sort waste		
More direct recycling: We want to expand our collaboration with Reuse	My event collaborates with Reuse		
FOOD AND DRINK			
Objective		Yes	No
Avoid food waste: we want to reduce food waste, both by preventing it and by redistributing already produced food	My event works to reduce food waste		
More organic food: We want to increase the proportion of organic food and drink	Proportion of organic food and drink (%)		
More locally produced food: We want to develop our collaboration with local food and drink producers	Number of local suppliers (%)		
More vegetarian and vegan food: we want to increase the selection of vegetarian and vegan food	Proportion of vegetarian/vegan food (%)		

ELECTRICITY			
Objective		Yes	No
Reduce energy usage: We choose the most energy efficient solutions from our suppliers			
More renewable energy: To the extent feasible, we choose venues where there is the possibility of choosing renewable electricity and tell people about our choice	My event has chosen venues with the option of renewable energy where it is possible.		
Phase out diesel generators: We use only generators that are able to run on 2nd generation biofuel or use another more environmentally friendly alternative where mains electricity is not available	My event has chosen environmentally friendly generators (such as 2 nd generation biofuel) where mains electricity is not available.		
VOLUNTEERING			
Objective		Yes	No
Generate a greater awareness and consciousness about sustainability in volunteering	My event communicates its sustainable initiatives to volunteers.		
Encourage more volunteers to think about sustainability	Number of volunteers who say that they work with a sustainable mindset		
Ensure diversity in amongst your volunteers so that different ages, backgrounds, ethnicity, labour market affiliation and social backgrounds are represented.			
Encourage a greater level of social inclusion by including more socially vulnerable people in volunteering			
INNOVATION			
Objective		Yes	No
We want to create more innovative solutions that can help our society move in a more sustainable direction	The number of innovative solutions for sustainability that my event works with		
We want to have more innovative ideas that can help improve many events and conferences in the future.	Number of innovative ideas		
We want to share these good solutions in our network	My event shares good solutions		
We want to promote equality through innovation	Find more at cfaarhus.dk		
Through innovation, we will work for a city in growth and development	Find more at cfaarhus.dk		

DOKUMENTATION

Event	Date	Responsible			
TRANSPORT					
Objective			2019	2020	2021
More events and conferences use bicycles as part of their transport needs	Number of events where bicycles are used				
More events and conferences use electric buses	Number of events where electric buses are used				
The number of trips made by bus (excluding public transport) in Aarhus for events and conferences decreases	Number of bus trips (excluding public transport) to events				
Visitors from outside the city express satisfaction with the sustainable transport options on offer	Percentage of participants who express satisfaction (%)				
WASTE RESOURCES					
Objective			2019	2020	2021
Less waste: we want to minimise the amount of waste that we produce by for example, offering refillable water bottles instead of disposable ones	Average amount of waste produced per guest (kg)				
More recycling: We will sort out waste into a least the same number of fractions as Aarhus Waste and District Heating deal with	Number of events that sort waste				
More direct recycling: We want to expand our collaboration with Reuse	Number of events that collaborate with Reuse				
FOOD AND DRINK					
Objective			2019	2020	2021
Avoid food waste: we want to reduce food - waste, both by preventing it and by redistributing already produced food	Number of events that work to reduced food waste				
More organic food: We want to increase the proportion of organic food and drink	Percentage of organic food and drink (%)				
More locally produced food: We want to develop our collaboration with local food and drink producers	Percentage of local products (%)				
More vegetarian and vegan food: we want to increase the selection of vegetarian and vegan food	Percentage of vegetarian/vegan food (%)				

ELECTRICITY					
Objective			2019	2020	2021
Reduce energy usage: We choose the most energy efficient solutions from our suppliers					
More renewable energy: To the extent feasible, we choose venues where there is the possibility of choosing renewable electricity and tell people about our choice	Number of venues used that offer renewable energy				
Phase out diesel generators: We use only generators that are able to run on 2nd generation biofuel or use another more environmentally friendly alternative where mains electricity is not available	Number of generators using 2nd generation biofuel				
VOLUNTEERING					
Objective			2019	2020	2021
Generate a greater awareness and consciousness about sustainability in volunteering	Number of volunteers that know about the sustainable initiatives				
Encourage more volunteers to think about sustainability	Proportion of volunteers that say that they work with a sustainable mind-set				
Ensure diversity in amongst your volunteers so that different ages, backgrounds, ethnicity, labour marker affiliation and social backgrounds are represented.					
Encourage a greater level of social inclusion by including more socially vulnerable people in volunteering					
INNOVATION					
Objective			2019	2020	2021
We want to create more innovative solutions that can help our society move in a more sustainable direction	Number of innovative solutions used at the event				
We want to have more innovative ideas that can help improve many events and conferences in the future.	Number of innovative ideas				
We want to share these good solutions in our network	Number of solutions in different areas such as conferences/network meetings etc				
We want to promote equality through innovation	Find more at cfiaarhus.dk				
Through innovation, we will work for a city in growth and development	Find more at cfiaarhus.dk				