

Green Experience through Theatre Inspiring Communities

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3. Introduction

GREEN E.Th.I.Cs is a project that aims to raise awareness about climate change and promote sustainability through theater and performing arts. It involves 18 partners across 12 countries and focuses on engaging audiences and professionals in the cultural field. The project includes two innovative formats: the GREEN E.Th.I.Cs LIVE Game, an interactive theater show that encourages critical thinking and civic action, and Pedal-powered Theatre, which uses bicycles to power a stage and promote eco-sustainability as well as the creation and implementation of two green protocols for the partners. The project will include performances, activities in schools, capacity buildings, workshops, conferences, publications, and the involvement of professionals and citizens. It also aims to create an Artistic European Network for Green Events to ensure the project's sustainability and collaboration with associated partners.

In the initial stages of the project, we will develop and implement two Green Protocols to address the lack of official event management protocols on both local and international level. We are committed to exchanging methodologies, best practices, and experiences with networks across Europe. Over the course of the 42-month project, our goal is to build numerous contacts and collaborations with cultural networks that share our sustainability goals. Furthermore, we aim to involve artists and raise awareness about the 2030 Europe agenda¹ and UN Sustainable Development Goals, which serve as the guiding principles for key sustainability actions.

After benchmarking and analyzing the current landscape of available resources and needs, we concluded that it was necessary to develop our own customized Green Protocol to effectively reduce the carbon emissions in our day-to-day management activities as well as during events. Additionally, we aim to nurture and expand our network by collaborating with other cultural organizations committed to CO2 reduction

¹ European Commission, A Sustainable Europe by 2030:
https://commission.europa.eu/publications/sustainable-europe-2030_en



and sustainability. Throughout the entire project and even after its conclusion, the Consortium will adopt two protocols, technical prototypes, and tools. As part of our collective approach, we will undertake intensive dissemination efforts and encourage a permanent Artist Network of Green Events, consisting of the Consortium, associated partners, and relevant stakeholders.

During the writing process, two main challenges emerged: the differences between Consortium members, including variations in legislation and sustainability options across different countries, as well as the varying sizes of the partners. To address these challenges, the Green Protocol focuses on developing a way to introduce environmentally friendly perspectives on project management through this set of guidelines that can be adapted by all partners. This protocol will be adopted by all partners throughout the project as well as after it, encompassing all project management activities, even those not directly linked to the realization of Green E.Th.I.Cs. It will also be presented to the Consortium's +64 associated partners.

The mission of the Green Protocol is to encourage and educate the whole consortium on the necessity of lowering our carbon emissions and adopt more sustainable attitudes in the project management process by providing viable and simple ways to achieve these goals.

The inspiration for this Green Protocol stemmed from the documents on green project management provided by ProProgressione, ATeatro and Theater Green Book. The Consortium expresses gratitude to the Theater Green Book² team for its valuable contribution and inspiration to the Green Protocol. Through collaborations with Teatro Stabile di Torino, an associate partner, the Consortium has fostered connections with international cultural networks dedicated to sustainability practices - European Theatre Convention and MitoS21. The team responsible for the Green Protocol also engaged in

² Theatre Green Book: <https://theatregreenbook.com/>



networking activities and participated in online events organized by Pro Progressione and IETM, focusing on various aspects of sustainability.

The protocol also takes inspiration from the Unesco 2030 agenda, which highlights 17 sustainable development goals (SDGs). Among these goals, six are directly related to climate change:

- 7. Affordable and clean energy
- 11. Sustainable cities and communities
- 12. Responsible consumption and production
- 13. Climate action
- 14. Life below water
- 15. Life on land

On the event side of Green Protocol there are a few certifications already being used when organizing sustainable events. The main ones being: the international ISO 20121, the American Society for Testing and Materials (ASTM) Standards for Green Meetings and the Global Reporting Initiative Event Organisers Sector Supplement (GRI- EOSS). The ISO 20121 Event Sustainability Management (2012) defines a sustainable management system for events leading to environmental certification. Several international events have used this certification, including the 2012 London Olympic Games, the Danish EU Presidency, the 2014 French Open and EXPO Milan 2015. ASTM Standards for Green Meetings are a number of direct American standards for the Manager Meeting Incentive Congress & Event (MICE) sector, developed for business travel. The Global Reporting Initiative (GRI) provides sector guidance for event organizers, enabling them to measure and report their sustainability performance. Some other notable ones being::



- BS8901 Sustainability in Event Management, provides a set of guidelines to help with the planning and management of sustainable events. Aimed at individuals, as well as organizations and enterprises, this standard is widely used in the UK³.
- Sustainable Events Guide, a guide intended to help governmental organizations plan successful and sustainable events⁴.
- As well as the prior mentioned Green Theater Book, a set of three volumes with standards for making production, theater buildings more sustainable as well as improving other theater operations.

This deliverable comprises two parts: the Green Protocol for everyday management activities and the Green Protocol for events. The management protocol offers guidelines and tools to integrate environmentally friendly practices into project management, while the event protocol provides a framework for organizing sustainable cultural events. Together, these protocols reflect the consortium's commitment to sustainability, promoting greener practices and inspiring positive change in the cultural landscape. The event guidelines are based on the principle of the 3 R's: reduce, reuse, and recycle. By implementing these sustainable practices, we aim to minimize waste, conserve resources, and foster a greener event environment.

The main driving force for sustainability within each company will be the Green Manager. They have expertise and a passion that enables them to implement eco-friendly initiatives, raise awareness, and foster a culture of sustainability. We explore the responsibilities and strategies employed by these agents of change below as they lead the charge towards a greener world.

³ Specification for a sustainability management system for events:
<https://knowledge.bsigroup.com/products/specification-for-a-sustainability-management-system-for-events/standard>

⁴ Sustainable Events Guide:
<https://webarchive.nationalarchives.gov.uk/ukgwa/20130403183402/http://archive.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf>



4. Green Manager

The Green Manager is a role focused on promoting sustainable practices. They lead efforts to protect the environment and make a positive impact on society. The role of a Green Manager is to optimize sustainability efforts within their organization. By harnessing their expertise, adaptability, and resourcefulness, they drive positive change and contribute to a greener future for their organization and community.

By encouraging sustainable behaviors and engaging employees, the Green Manager helps create a greener future for the organization and the community. The role of a Green Manager is not a new concept and involves leading and promoting sustainable practices within the organization.

Each partner participating in the initiative should appoint a dedicated individual as their "Green Manager." The Green Managers role by itself is nothing new and goes by many names in different organizations and countries. Some examples are Sustainability Champions⁵, Sustainability Officers, Environmental Steward and so on. Even if the name changes the main responsibility of the role stays the same: trying to help their respective organization's make sustainable choices in their day to day activities. Through implementing the green protocols as well as inspiring and promoting eco-friendly practices and thinking they foster a culture that values sustainability.

It's important to note that Green Managers are not meant to police others within the organization; rather, their role is to empower and educate. They provide guidance, support, and knowledge to help individuals and organizations embrace sustainable practices. Through collaboration and cooperation, Green Managers and employees can

⁵ THE THEATRE GREEN BOOK

https://theatregreenbook.com/wp-content/uploads/2021/03/THEATRE-GREEN-BOOK-ONE_beta1.pdf



drive positive change and build an environmentally conscious and responsible organization.

Being a Green Manager doesn't require a scientific degree in the field of sustainability, but base knowledge regarding the topic. What is needed from the Green Manager is a genuine passion for sustainability, a commitment to drive positive change and the ability to adapt to new situations. Being sustainable is a continuous learning journey for everyone involved.

Sustainability is not a one-size-fits-all concept. Each country has its own laws, regulations, and unique possibilities for achieving sustainability. Green Managers must navigate these diverse landscapes, ensuring compliance and leveraging available resources and local sustainability initiatives to align with their organization's goals and values.

Staying informed about local laws and regulations is crucial for Green Managers to adapt their strategies accordingly. They proactively seek out opportunities and solutions that align with their organization's goals, effectively communicating and sharing their knowledge to inspire and empower others.

While the role of a Green Manager involves costs for the organization, it also brings unique opportunities and incentives. Organizations should assess and allocate resources based on their unique circumstances, recognizing that costs and benefits may vary. Moreover, having a Green Manager serves as a proactive step towards adapting to future regulations and environmental requirements.

The specific chapters below will delve into more specific suggestions that can be used as a starting point for the Green Managers to consider when promoting environmental responsibility and sustainability within their organizations, actions will vary from one



organization to the next and the Green Manager should use their knowledge of the organizations possibilities.

5. Green Protocol for management

The Green Protocol for management offers suggestions and recommendations for Green Managers to plan and choose eco-friendly practices for everyday activities that suit their organization. The management guidelines contain 6 main points for the green managers to focus on: Energy, Office supplies, Recycling, Water & Catering, Traveling and Meetings.

5.1. Energy

One of the most notable and easy to measure ways for lowering our carbon emission is by lowering our energy usage in various ways. The use of fossil fuels increased in 2021, leading to higher emissions of greenhouse gasses across the EU, especially in the energy sector, compared with 2020⁶. This also caused a sharp increase in the GHG (Greenhouse gas) emission intensity of EU power generation: generating 1 kilowatt hour in 2021 emitted, on average, one fifth more CO₂ than in 2020.

⁶ European Environment Agency, Approximated estimates for greenhouse gas emissions: <https://www.eea.europa.eu/data-and-maps/data/approximated-estimates-for-greenhouse-gas-emissions-5>



While the EU is specifically targeting this in the green deal, more and more energy will be replaced with reusables. Energy is mentioned as the seventh goal of the 17 for the 2030 sustainable development agenda⁷. Specifically the targets 7.2, 7.3 and 7.a.

If possible look for Green Energy providers. Depending on the partners local availability they should shift to the more sustainable renewable energy if possible, which is in line with the UN goal 7 and the target 7.2. to increase the share of renewable energy.

Make sure unused electronics are unplugged when not in use. In a 2005 study a large number of appliances were found to have a power consumption in both standby and off modes with the most important products being computers and their peripherals (speakers, monitors, printers, scanners etc.). As well as charger cables for both phones (0.26 watts) and laptops (4.42 watts) although not large numbers they stack up over time and are multiplied by devices⁸.

Reduce energy consumption for lighting as much as possible. A simple way to do this is by replacing incandescent light bulbs with LEDs as they use up to 90% less energy and usually operate up from 50 to 100 thousand hours, or roughly 5 to 10 years. In this way it's possible to lower both the energy used and waste created by changing them less often.

Using an Electric kettle is a great way to lower energy consumption, as it's usually a faster and more energy efficient way to boil water. Lowering the energy consumption even more if only boiling only as much water as will be used. Keeping the electric kettle clean is also very important, it's recommended to clean the kettle once a week or twice a week based on usage.

⁷ United Nations, Goal 7 Ensure access to affordable, reliable, sustainable and modern energy for all: <https://sdgs.un.org/goals/goal7>

⁸ Energy Efficient Strategies, 2005 Intrusive Standby Survey Report: https://www.energyrating.gov.au/sites/default/files/documents/200602-intrusive-survey_0.pdf



Install occupancy sensors where possible. The energy saved ranges from 10% up to 90% based on the occupancy sensor and its settings used⁹. The Green Manager should make note of the best locations for the sensors and bring the topic up in board of directors meetings.

To ensure optimal performance and maintain energy efficiency, regularly **take care of any audiovisual and lighting equipment**. Instead of automatically buying new equipment, consider refurbishing or repairing it whenever possible. This approach not only saves costs but also promotes sustainability by reducing unnecessary waste.

The Green Manager is mainly responsible to make sure the organization is as energy efficient as possible. The main actions include looking for local green energy providers whenever possible, making sure unused electronics are unplugged, reducing energy consumption by upgrading to LED lighting where possible, and considering the use of more energy efficient items such as an electric kettle. It's essential to understand that the availability and feasibility of sustainability options may vary depending on the specific organizations and the resources available. One Green Manager might be able to change a lot or little in this category depending on the organization's size, but they should always push for sustainable practices and options where possible. The Green Manager should have an understanding of the local possibilities for energy, as some countries may have readily available green energy supplies, while others may face limitations in this regard.

5.2. Office supplies

One of the primary types of waste produced in the offices are regular everyday items, mainly mixed paper products, plastics ,and single use food containers. The expenses

⁹ Bill VonNeida, Dorene Maniccia, Allan Tweed, An analysis of the energy and cost savings potential of occupancy sensors for commercial lighting systems: <https://www.lrc.rpi.edu/resources/pdf/dorene1.pdf>



from wasting office supplies such as toner and paper, as well as maintaining equipment can add up fast. The office supplies category falls under the 12th goal of the UN 2030 agenda¹⁰.

Choosing refurbished electronics for the office helps minimize waste by extending the lifespan of devices and reducing electronic waste. It's a sustainable and cost-effective alternative to buying new products, contributing to environmental and resource conservation. Maximizing paper usage by utilizing both sides for note-taking and printing also helps to reduce waste and promote sustainable practices in the office.

Reduce the use of paper in the office as much as possible. Most organizations without special procedures in place for printing use around 1 - 3% of annual revenue on document output. With most being able to save around 10 - 30% of these costs¹¹.

Choose certified paper and other office supplies. Such as FSC or EU Ecolabel. Forest Stewardship Council or FSC offers 3 labels, FSC 100% (All materials used come from responsibly managed, FSC-certified forests), FSC Recycled (The product is made from 100 percent recycled materials.) and FSC Mix (The product is made with a mixture of materials from FSC-certified forests, recycled materials, and/or FSC-controlled wood.)¹². Eu Ecolabel is the official European Union voluntary label for environmental excellence. Established in 1992 and recognised across Europe and worldwide, the EU Ecolabel certified products with a guaranteed, independently-verified low environmental impact.¹³

¹⁰ United Nations, Goal 12 Ensure sustainable consumption and production patterns: <https://sdgs.un.org/goals/goal12>

¹¹ Gartner, Rightsizing Output Fleets: The Hidden Gold Mine : <https://www.gartner.com/en/documents/327846>

¹² Forest Stewardship Council, What's in a label?: <https://fsc.org/en/what-the-fsc-labels-mean>

¹³ European Commission, What is the EU Ecolabel?: https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home_en



Engaging with local suppliers to procure materials for activities not only promotes sustainability but also brings other advantages. By reducing transportation distances, we can minimize carbon emissions and environmental impact. Additionally, supporting local businesses fosters community resilience and contributes to the sustainable development of the region.

If offering gifts or gadgets choose useful, plastic-free, recyclable or reusable items that are chosen from suppliers attentive to sustainability issues. Instead of choosing pens, keychains or other small plastic gifts, choose more long term and sustainable items i.e. reusable water bottles, bamboo toothbrushes, local food specialities.

When choosing the supplier for office supplies, the Green Manager should prioritize **Europe certified suppliers**. For office paper use suppliers certified with FSC. For other miscellaneous office supplies using the EU Ecolabel as the goods and services meet a high environmental standard throughout their entire life cycle to receive this label. This also falls into the guidelines for Water and Catering to reduce the food waste in the workplace and choose more sustainable alternatives. If the workplace offers coffee to the employees, make sure the coffee is certified by the rainforest alliance as the seal certifies that it was produced using methods that support the three pillars of sustainability: social, economic, and environmental¹⁴.

5.3. Recycling

The necessity of recycling is not a secret as it has been pointed out time and time again. Europe's circular economy action plan has also made plans to increase the amount of recyclables. Each European produces on average 5 tonnes of waste a year, with only 38%

¹⁴ Rainforest alliance, What Does “Rainforest Alliance Certified” Mean?: <https://www.rainforest-alliance.org/insights/what-does-rainforest-alliance-certified-mean/>



of that being recycled¹⁵. The United Nations also points out sustainability in two of the 17 goals of the 2030 agenda. Paying special attention to air quality and waste management¹⁶.

The three R's - reduce, reuse, and recycle - are essential principles in promoting environmental sustainability. "Reduce" focuses on minimizing waste generation by consuming less and making conscious choices. "Reuse" emphasizes finding new purposes for items to give them a new “life” and prolong their use. "Recycle" involves proper disposal and transformation of materials. By practicing these principles, we can minimize waste, conserve resources, reduce pollution, and contribute to a more sustainable future.

Promote a paperless office and **embrace digital communication** and documentation. By reducing paper usage, not only do we contribute to a healthier environment but also streamline processes, save storage space, and enhance productivity. Embrace the benefits of a greener workplace and help create a more sustainable future.

Encourage recycling in the office. Add easy to access recycling bins around the office and encourage their usage. In Europe only 46% of overall waste is being recycled, with packaging being the highest at 64% and electronics the lowest¹⁷. Most people already recycle but some are hesitant to do it because they think it's a hassle so encourage recycling by making it as easy as possible.

Reuse: use recycled materials and allow for the gathering of reusable materials and tools to be used again. If possible avoid anything single use and opt for a reusable alternative, i.e. metal straws.

¹⁵ European Commission, Waste and recycling: https://environment.ec.europa.eu/topics/waste-and-recycling_en

¹⁶ United Nations, Chemicals and waste: <https://sdgs.un.org/topics/chemicals-and-waste>

¹⁷ European Environment Agency, Waste recycling in Europe: <https://www.eea.europa.eu/ims/waste-recycling-in-europe>



Give preference to responsible and eco-sustainable suppliers and partners: value for money, ethical-environmental certifications, distance from the location (possibly with a certified Environmental Management System). Europe's public authorities use Green Public Procurement (GPP) by using their purchasing power to choose environmentally friendly goods, services and works. This is a great way to contribute to being resource efficient. The GPP Training Toolkit is designed to be used by public purchasers and by GPP trainers, or integration in general public procurement training courses and workshops. public purchasers and by GPP trainers, or integration in general public procurement training courses and workshops¹⁸.

The Green Manager simplifies recycling within the organization, making it easy for employees to participate. They strategically place recycling bins, provide clear instructions, and offer staff training on proper recycling practices. Their efforts promote a culture of environmental responsibility and encourage active participation in sustainable waste management.

5.4. Water & Catering

Consumption and production of food are also a major player in the global environment crisis and a root cause of Climate change, Biodiversity Loss and Pollution. SDG Goal 12 points out the reduction as one of its targets, with 13.3% of the world's food being lost after harvesting and before reaching the market (during transportation, storage and processing) and 17% of the total food being wasted at the consumer level¹⁹. United

¹⁸ European Commission, GPP Training Toolkit (2022): https://ec.europa.eu/environment/gpp/toolkit_en.htm

¹⁹ United Nations, The Sustainable Development Goals Report 2022: <https://unstats.un.org/sdgs/report/2022/>



Nations has also pointed out water sustainability and management as goal 6 for its 2030 agenda²⁰.

Opt in for sustainable water management solutions: distribute tapped drinking water and encourage the use of reusable water bottles and/or cups. Plastic bottles in the EU only contain about 17% recycled PET although they have a recycling rate of around 50%²¹. Currently a lot of plastic bottles don't end up recycled but in landfills and in the ocean turning into microplastics over time.

Encourage the use of eco-sustainable food solutions: zero km sourced food and drinks, from local and seasonal suppliers. As mentioned before 13.3% of world's food is lost before reaching the consumer i.e. in transportation, so using local suppliers and producers lowers this problem significantly. Keep track of the food in the work fridge and use it before it goes to waste.

Make the choice to eat vegetarian food at least three days a week. Plant-based diets reduce food's emissions by up to 73% depending on location. When looking at the Greenhouse gas emission: beef, lamb, mutton, crustaceans as well as dairy cows produce the most emissions, while most vegetables produce less than 20% of that amount²². Green Managers should lead by example and encourage others to think more about the impact of their food. Maybe share some good vegan/vegetarian recipes with others.

Donate excess food when possible. Around 88 million tonnes of food waste are

²⁰ United Nations, Goal 6 Ensure availability and sustainable management of water and sanitation for all: <https://sdgs.un.org/goals/goal6>

²¹ Zero Waste Europe, A report on circularity of PET bottles: https://zerowasteurope.eu/wp-content/uploads/2022/02/HCIP_V13-1.pdf

²² J. Poore AND T. Nemecek, Reducing food's environmental impacts through producers and consumers: <https://www.science.org/doi/10.1126/science.aag0216>



generated annually in the EU with associated costs estimated at 143 billion EUR²³. While the first step to lower food waste is to prevent it by only buying as much as needed, if the food is already bought and going to waste it, consider donating it.

The Green Manager ensures that the organization's drinks and catering options are sustainable. They source beverages and food items from local suppliers, prioritize organic and seasonal products, and choose eco-friendly packaging. By promoting sustainable choices in the organization's refreshments, the green manager contributes to reducing waste, supporting local communities, and fostering a greener and healthier environment.

5.5. Traveling

Transport emissions represent around 25% of the EU's total greenhouse gas emissions, and these emissions have increased over recent years. With the European Green Deal planning to reduce the transport related greenhouse gas emissions by 90% until 2050²⁴. The UN has also pointed out sustainable transport as a priority in goal 11²⁵.

For short distance traveling, **reduce travel with a car to a minimum**, use public transport, car sharing, electric or human powered vehicles as much as possible. For national travels choose the train as the primary option. The Green Manager should encourage others to use public transport or other sustainable modes of transportation.

As a reference for distances up to 1000 kilometers partners are encouraged to avoid air travel in favor of greener forms of transportation: car, bus, train, car pool etc.

²³ FUSIONS, Estimates of European food waste levels: <https://www.eu-fusions.org/phocadownload/Publications/Estimates%20of%20European%20food%20waste%20levels.pdf>

²⁴ European Commission, Delivering the European Green Deal: https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en

²⁵ United Nations, Sustainable transport: <https://sdgs.un.org/topics/sustainable-transport>



Domestic flights produce more than twice the emission that a bus and more than five times that of a train (air travel on average produces 254 g of CO₂ emissions per every KM traveled, while a bus one produces 104 g and a train 41 g²⁶).

Some exceptions for flying under 1000 kilometers are: more than 20 hours needed for traveling, health related problems that make sitting for long periods a problem, urgent and/or crucial meetings, family situations (eg. children).

If necessary to stay overnight try to **choose hotels with green certification such as GSTC or ISO certification**. ISO (International Organisation for Standardisation) has a number of standards that are essential in supporting the climate agenda; they help adapt to climate change, quantify greenhouse gas emissions and promote the dissemination of good practices in environmental management²⁷. This standard contributes to the 8th goal of the United Nations, to promote sustained, inclusive and sustainable economic growth.

The Green Manager advises on green travel options, promoting eco-friendly transportation choices within the organization, and also encourages the use of green and sustainable stay options during meetings/events to minimize the environmental impact of accommodations.

5.6. Meetings

While individual meetings may have a relatively small environmental impact, the cumulative effect of frequent meetings can be significant. Considering the diverse locations and modes of transportation used to attend these meetings, their overall environmental impact can vary.

²⁶ BEIS/Defra Greenhouse Gas Conversion Factors 2019: <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2019>

²⁷ ISO, The London Declaration: <https://www.iso.org/ClimateAction/LondonDeclaration.html>



Always keep the distance for the meeting in mind and choose means of transport based on that. For local meetings choose bike, public transport, car sharing. For national meetings preferably choose a train if not possible opt for a bus/coach. If looking for transportation for international meetings look at trains and buses first and only then look at flights.

Digitalization: **if possible organize the meeting online.** Although online meetings still produce carbon emissions they still produce far less than in person meetings. With some studies showing the reduction being up to 66 times less carbon emission for online events compared to in person²⁸.

Choose an easily accessible meeting location to encourage the use of public transport or other green forms of transportation. When planning the meeting keep in mind the meeting guidelines, and choose a sustainable, certified hotel that is near the public transport and hotel.

If it's necessary for the meeting to happen in person, **follow the traveling guidelines.** Try to choose a green form of transportation, as an airplane produces more than two times more emissions for every KM traveled than a bus.

If offering food for the meetings attendees **choose a sustainable food option.** Either vegan food or KM0 local food options. Vegan/vegetarian food requires a lot less water and produces less one fifth the emission produced by animals.

The Green Manager provides recommendations to lower the environmental impact of meetings, whether conducted online or in person. They advocate for sustainable transportation choices when it comes to meetings, giving preference to eco-friendly

²⁸ Grant Faber, A framework to estimate emissions from virtual conferences:
<https://doi.org/10.1080/00207233.2020.1864190>



options like walking, biking, and using public transportation. While also recognizing the need for flexibility, they suggest considering flying or driving as a last resort.

6. Green Protocol for events

By adhering to guidelines for green events, we have the power to significantly reduce the ecological footprint of cultural gatherings. These guidelines offer a roadmap for integrating sustainable practices, minimizing waste, and ensuring responsible resource management. As Green Managers, the commitment to implement these guidelines serves as an inspiration, fostering a greener future through impactful and eco-friendly events.

6.1. Venue

Choosing a suitable venue for organizing sustainable events is of utmost importance. The venue serves as the foundation upon which our environmental efforts are built, making it a critical aspect to consider. A green venue not only aligns with our sustainability goals but also has a significant impact on the success of our event's environmental performance.

It is essential to consider the location's accessibility, proximity to accommodations with sustainability measures, and its environmental certifications such as EMAS²⁹, ISO 14001³⁰, and Green Key³¹. Additionally, evaluating the venue's energy sustainability, including the use of renewable energy sources and energy-efficient building practices, is important.

²⁹ Eco-Management and Audit Scheme (EMAS)

https://green-business.ec.europa.eu/eco-management-and-audit-scheme-emas_en

³⁰ ISO 14001 and related standards Environmental management

<https://www.iso.org/iso-14001-environmental-management.html>

³¹ Unlocking sustainability in the hospitality industry. <https://www.greenkey.global/>



Sustainability should be a priority for the venue itself. Inquiring about the venue's use of renewable energy, environmental targets, and other sustainable facilities like natural lighting, energy-efficient systems, and effective waste management operations help ensure alignment with sustainability goals.

Furthermore, if feasible and suitable for the event, opting for an outdoor venue can offer benefits in terms of reduced costs and mitigating sustainability challenges often associated with traditional indoor venues. It provides an opportunity to embrace the natural surroundings and minimize the environmental impact.

Green Managers need to adapt to the unique characteristics of each venue and consider different laws and available sustainability options in various countries. They should stay informed about local regulations, exploring renewable energy sources, waste management systems, and eco-friendly practices specific to each region. They make informed decisions and maximize available resources available to them.

6.2. Food and beverages

In 2020, the European Union reported a staggering 58 million tonnes of food waste, with households accounting for 31 million tonnes and restaurants and food services contributing 5.2 million tonnes³². With an average waste per inhabitant of 131 kilograms per year, it is crucial to minimize venue and catering company waste during events and empower attendees to do the same in their households.

³² Food waste and food waste prevention - estimates:
https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Food_waste_and_food_waste_prevention_-_estimates#Amounts_of_food_waste_at_EU_level



The most effective step has always and will always be to make just enough food for the attendees, there should always be an active count of attendees participating to plan for food consumption to lower food waste. After every event ask the venue/catering company about the food waste created during the event, prepare a small report that will be useful in preparing for the next event.

To further reduce environmental impact, consider offering fully vegan food options and reducing meat dishes. Research shows that greenhouse gas emissions from meat-eaters are significantly higher compared to fish-eaters, vegetarians, and vegans³³.

Reduce the amount of plastic used for single use containers, find catering companies with options to use reusable dishes. Avoid expanded polystyrene (heat resistant food packaging usually used in takeout food containers, sometimes called styrofoam) as much as possible as it's usually not recycled as much as other plastics. As it is mostly air it's inefficient to be transported and required to be compressed. On the other hand there are study's about its adverse effects on the human body when heated.³⁴ If single use plastics can't be avoided, try to choose recyclable or compostable variants.

Another step to take for a more sustainable event is to lower the distance the food has to travel “farm to table”. Good option is to choose a 0KM catering company for the food, that uses local in season produce.

Green Managers can minimize food waste by carefully planning quantities before the event, collaborating with venues and caterers to gather waste data, and making informed decisions for future events. Additionally, they promote vegan options and reduce meat dishes to lower greenhouse gas emissions. Emphasizing reusable dishware,

³³ Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4372775/>

³⁴ Potential toxicity of polystyrene microplastic particles:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7193629/>



seeking alternatives to single-use plastics, and encouraging the use of refillable cups and containers are other key actions taken by Green Managers.

6.3. Promotional actions / Gifts

Promotions and marketing activities for events, whether digital (such as social media campaigns, posts, polls and articles) or print (including banners and flyers), can significantly impact the environment. The global volume of electronic waste generated in 2019 reached approximately 54 million metric tons, and this number is projected to increase to around 70 million metric tons by 2030³⁵. Moreover, the production of paper necessitates the cutting down of trees, with approximately half of all paper being sourced from trees, while the other half is derived from recycled paper. It is important to recognize that, on average, a single tree produces 300 kilograms of paper, underscoring the significant environmental impact of paper consumption³⁶.

Ensuring an up-to-date mailing list is crucial for minimizing the distribution of unnecessary emails and printed materials, thereby reducing paper waste. While there is no definitive winner in terms of sustainability between digital and print communications, it remains essential to minimize their usage whenever possible.

It's important to consider the environmental impact associated with online data storage, as different file formats have varying sizes. While plain text advertising is the most sustainable option due to its minimal data requirements, it may not be the most visually appealing to recipients. For instance, a decent quality photo can occupy approximately

³⁵ Projected electronic waste generation worldwide from 2019 to 2030

<https://www.statista.com/statistics/1067081/generation-electronic-waste-globally-forecast/>

³⁶ The facts and figures about paper at a glance!(Dutch): <https://poskaart.nl/feiten-en-cijfers-over-papier/>



3.5 megabytes, while a 60-second, 1080p at 60fps video can consume around 175 megabytes.³⁷

When offering food gifts to attendees or artists, opt for locally sourced and seasonal products, such as a small vegetable goodie bag. To reduce waste, order gifts based on a participant list, avoiding any excess. If providing coffee or tea, ensure they are sourced sustainably, with certifications such as Rainforest Alliance Certified Coffees³⁸, Bird Safe Coffee³⁹, Fair Trade Certified Teas⁴⁰.

If offering other types of gift make sure they are reusable and not going on a one way trip to the landfill as soon as the event is over. But this is up to each partner to decide if they are even interested in promotional gifts as all of them will come with an environmental impact. Some gift ideas that have a smaller environmental impact are bamboo toothbrushes, reusable water bottles and tote bags.

Ensure that the tools used for disseminating event information, such as banners, leaflets, and social media or websites, align with environmentally friendly and sustainable practices. Strategies to make marketing more sustainable include printing leaflets in lower quantities and using recycled or certified paper, such as Forest Stewardship Council (FSC)-certified paper, which guarantees adherence to strict environmental, social, and economic standards.⁴¹

The Green Manager is responsible for implementing sustainable practices in promotional activities. They should prioritize reducing paper waste, explore digital alternatives, and consider eco-friendly tools and platforms for disseminating event information. The actions taken may vary depending on available options and financial

³⁷ Video Resolution VS. Frames Per Second:

<https://thinpigmmedia.com/blog/decisions-decisions-video-resolution-vs-frames-per-second>

³⁸ Rainforest Alliance Certified Coffee:

<https://www.rainforest-alliance.org/insights/rainforest-alliance-certified-coffee/>

³⁹ About Bird Friendly Coffee: <https://nationalzoo.si.edu/migratory-birds/about-bird-friendly-coffee>

⁴⁰ About Tea: <https://www.fairtrade.net/product/tea>

⁴¹ What is FSC? <https://uk.fsc.org/what-is-fsc>



considerations, but it is important to encourage and prioritize environmentally friendly alternatives, even if they come at a higher cost.

6.4. Materials

The materials used in event planning and organization have a significant influence on the overall sustainability and environmental impact of an event. From signage and decor to event supplies and giveaways, each material choice can contribute to resource consumption, waste generation, and carbon emissions. By prioritizing sustainable alternatives, minimizing waste, and adopting eco-friendly materials, event organizers can make a substantial difference in reducing their events' ecological footprint. Recognizing the importance of thoughtful material selection is key to implementing environmentally responsible practices in event management. The materials created by Theater Green Book go in-depth about materials to be used and avoided, which greatly contributed to the development of this protocol.

Embracing creativity and resourcefulness is a powerful approach to reducing waste in event planning. Rather than creating new props and decorations for each event, Green Managers can explore innovative ways to repurpose and adapt existing materials. By applying creative thinking, old props can be transformed and given new life, minimizing the need for additional resources and reducing waste. This approach not only contributes to environmental sustainability but also adds a unique and distinctive touch to events, showcasing the organization's commitment to both creativity and conservation.

Embracing minimalism on sets promotes sustainability by reducing material consumption and creating a clean, visually appealing aesthetic. It minimizes waste and



allows for a focus on the key elements, enhancing the overall impact and aesthetics of the event.

Effective management of resources by maintaining an up-to-date inventory of all available materials, props, and costumes is a great way to know what is available and what can be reused. With this list, repurposing items becomes a lot simpler, minimizing both waste and unnecessary expenses.

When sourcing cosmetic products for events, prioritize those that carry the EU Ecolabel certification. This certification guarantees that the products adhere to rigorous environmental and sustainability standards, aligning with the event's commitment to eco-friendly practices.

Try to collaborate with local networks, productions, venues, and communities when organizing events. Explore the possibility of sharing rigs, systems, props, and set pieces to minimize resource consumption and foster a more sustainable approach. By working together and leveraging shared resources, it's possible to reduce waste, lower costs, and build a stronger sense of community.

Promote sustainability by creating modular sets that can be reused and adapted for multiple productions. This reduces material consumption and lowers carbon emissions. Embrace flexibility in design by utilizing generic structures and modular components, allowing for easy adaptation and combination.

Promote sustainability in prop sourcing by utilizing thrift/antique stores and local businesses for second-hand goods. Refurbish and repurpose old items to avoid creating additional waste. When new props are needed, prioritize materials such as wood and cloth over plastic, as they can be easily reassembled and reused. Minimizing plastic usage contributes to a more sustainable approach to prop selection and event production.



Opt for eco-friendly/sustainable detergents when washing props and costumes. These detergents are equally effective as regular ones but have the added advantage of being biodegradable, posing no harm to waterways or the ecosystem.

Keep in mind how materials/props are stored between events. Are they stored in reusable plastic containers, in plastic bags or even wrapped in plastic wrap? Maybe it's time to start storing as much as possible in reusable cloth bags instead of single use plastics.

6.5. Guidelines for attendees

Attendees play a significant role in the overall sustainability efforts. It is important to make sure they understand that they are visiting a green and sustainable event and are encouraged to act with sustainability in mind. By familiarizing them with the actions being taken throughout the duration of the event. The active participation and adherence to the guidelines by the attendees will contribute to the overall success of creating a sustainable environment and showcase both the organization's and their personal commitment to environmental responsibility.

Sustainable Travel:

Whenever possible, encourage greener modes of transportation, such as biking or public transport, to reach the event venue. Attendees coming from outside the city should have a prepared list of recommended transportation options for them to consider. The Green Manager should provide a personalized list of eco-friendly travel recommendations to the location in the city



Green Hotel Suggestions:

If attendees require accommodation, encourage them to select green-certified hotels that are located conveniently close to the venue or easily accessible via public transport. As part of our commitment to sustainability, the Green Manager should provide a list of recommended hotels known for their eco-friendly initiatives and certifications, such as GSTC or ISO.

Sustainable Dining:

The experiences of the local culinary scene should not come at a cost to sustainability. The Green Manager should provide a list of recommended restaurants known for their commitment to sustainable practices, allowing attendees to enjoy delicious meals with a reduced environmental footprint.

Digital Tickets and Headcount:

To minimize waste and streamline attendance tracking make sure attendees sign up for a digital ticket. This simple step not only helps avoid paper waste, but also assists in planning the necessary amount of food and beverages more efficiently, preventing unnecessary food waste.

Recycling and Waste Management:

At the event venue, make sure that the recycling bins are clearly labeled to facilitate proper waste disposal. Explaining the recycling instructions and encouraging attendees will help minimize waste.

Sustainable Mindset:

Embracing a sustainable mindset throughout the event and beyond. Attendees should have a clear idea on the environmental impact of the events and the actions in place to lower it. By adopting sustainable practices and encouraging others to do the same, we can collectively create a greener and more sustainable future.



Post-Event Feedback:

Attendee opinions matter. After the event, kindly request the attendees to participate in a feedback survey. This survey should aim to gather their thoughts on sustainable practices, their significance, and any challenges they have faced when implementing them in their daily life.

The active participation of the attendees and adherence to these guidelines will greatly contribute to the overall sustainability of the event. Together, we can make a positive impact on the environment and inspire others to follow suit.

The role of the Green Manager in ensuring a green attendance from the event participants is crucial and requires extensive research. Understanding the local specifications and guidelines is essential for providing appropriate suggestions and making the process of adopting sustainable practices as seamless as possible for attendees. The Green Manager will undertake the significant responsibility of encouraging participants to embrace sustainable thinking. By simplifying the process and providing recommendations based on location for public transport, car sharing and so on as well as recommendation for green accommodations and restaurants the attendees can easily make effortless and convenient greener choices.



7. Definitions

METER - “Measuring Events Through Environmental Research” Research) an index that uses nine major operational categories, divided in sub-categories and detailed items, which cover all the main aspects concerning environmental sustainability of an event and are evaluated for all its phases, i.e. planning, organization, implementation, post event⁴².

Carbon footprint - A measurement of carbon dioxide produced by someone or something.

GHG - Greenhouse gasses, any gas produced by humans that contributes to the natural greenhouse effect⁴³.

GPP - (Green Public Procurement) a voluntary instrument that allows a more resource-efficient procurement of products. It also increases the demand for sustainable goods and services which would otherwise have difficulties getting into the market, due to this GPP is a great stimulus for eco-innovation⁴⁴.

ECP - Europe Climate, a part of the European Green deal that is a way to allow people, communities and organizations to participate in climate action across Europe through: education, developing and implementing solutions, as well as connect with like minded individuals.

⁴² Department of Agricultural, Food and Environmental Sciences, University of Perugia, A model for measuring the environmental sustainability of events:
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⁴³ European Commission. Climate change: Glossary of common terms and acronyms
<https://www.eea.europa.eu/help/glossary/eea-glossary/greenhouse-gas>

⁴⁴ European Commission, Green Public Procurement:
https://ec.europa.eu/environment/gpp/index_en.htm



Ecological footprint: A measure of the environmental impact in terms of the amount of resources consumed and waste generated.

Carbon footprint: The total amount of greenhouse gasses, primarily carbon dioxide, released into the atmosphere as a result of certain human activities.

Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs, often involving a balance between environmental, social, and economic factors.⁴⁵

Greenwashing: The practice of making false or exaggerated claims about the environmental benefits of a product, service, or company in order to appear more environmentally friendly than they actually are.⁴⁶

Life cycle assessment: A systematic analysis of the environmental impacts of a product or service throughout its entire life cycle, from extraction of raw materials to disposal.⁴⁷

Carbon offset: A mechanism through which individuals or organizations can compensate for their greenhouse gas emissions by investing in projects that reduce or remove carbon dioxide from the atmosphere, such as reforestation or renewable energy projects.⁴⁸

⁴⁵ Sustainable Development: <https://www.iisd.org/mission-and-goals/sustainable-development>

⁴⁶ What Is Greenwashing?: <https://www.nrdc.org/stories/what-greenwashing>

⁴⁷ Life Cycle Assessment: <https://www.sciencedirect.com/topics/earth-and-planetary-sciences/life-cycle-assessment>

⁴⁸ Carbon offset: <https://www.techtarget.com/whatis/definition/carbon-offset>



8. Resources

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https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en

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