

MINIMUM REQUIREMENTS FOR SUSTAINABILITY WORK

4 SUSTAINABLE STEPS



COMPENSATION

Calculate & sell the compensation.

ALWAYS remember to **pay the compensation.**



LESS IS MORE

Make sustainable choices throughout the project - Reduce emissions;
Challenge your colleagues & clients ideas.

Less electricity, less physical objects and purcharges, less travelling. More experiences, shared moments and memories created. Less knick knacks, swag, giveaways and merch.



PLAN FURTHER

Always have a plan where everything ends up **after the event.**

Refuse, reduce, reuse, recycle & let rot
→ biodegradable if one time use only!



INVOLVE THE SUPPLIERS

Involve the suppliers - use evaluated suppliers, ask for options and better solutions.

Everything can be produced better.
Minimum requirement: **Ask if there would be a more sustainable option** for your order.

THE LABELLED & CERTIFIED OPTIONS



BUDGET

Make sure, that the calculation has been done

- If not, make it, add to budget and discuss adding with client

TRANSPORTATION

- Offer communal transportations & seek options for flying
- Ask for electricity or bio fueled powered transportation methods for people and goods

Tips:

- Offer train transportation instead of buses, plan the event so that longer time spent on a train etc. could be used to tune in to the upcoming event: i.e. video of the seminar intro etc.
- Use the return trip to fill up a survey or an easy quiz etc.



CATERING

Here you can always do better!

- Local supplier
- Vegetarian food
- Rescued products
- Minimising food waste
- Biologically grown products
- Fairtrade
- Seasonal products
- Local produced and grown
- Boxed wine instead of bottles
- Tap water instead of bottled water
- Search for the options for donating & recycling for the catering leftovers

Tips:

- Remember to inform if the tap water is drinkable - Finland & Sweden have the best water in the world! Also mark water machines with "DRINKABLE" signs
- Craft beer might sound sustainable but, actually takes a lot more energy and water to produce than factory made



ACCOMMODATION

- Choose “better choice-hotels” and communicate it in the selling phase
- Check the possibility of skipping a cleaning of the room
- The skipped cleaning could also be for the benefit of donating money to a foundation (if we can book it in advance the hotel might lower the price on the room and the same value can be donated after the event).



LOCATION

Adjust the location after the needs for the event

- Accessibility
- Climate emissions
 - Easy to access with train, public transport, bike, walking?
 - Renewable energy?
- Environmental impact
 - Is the location well adjusted for the needs of the event? (or do we need to transport and build everything from scratch?)
 - Will the preparation, the event, the post work have an environmental impact on the landscape/nature? (Are there better places that will serve the needs better).
 - Can we or anyone related to the event re-use or recycle any material or product from the event?



PRINTS & PRODUCTION

- Use our trusted partner, who know to offer us better choices
 - Framme, Grano, PunaMusta
- Climate emissions
 - Minimise the amount of prints and if needed prolong the usage of it by excluding dates and name of events.
 - No plastic disposable products (unless they are saved from been thrown away)
 - Design and scenography - can it be re-used?



BOUGHT ACCESSORIES

- Whatever we purchase, might it be sleeping bags or markers or crockery - **always make a plan where it can be donated** / reused after the event.
- If you find it hard to come up with a place to donate / recycle / reuse, please ask your colleagues for hints. As a last resource, you might be able to return the products to where it came from

Tips:

- Churches & homeless shelters can take in food donations
- The Recycling centers take in MULTIPLE items → YOU CAN ALSO RENT from recycling center
- Schools & Daycare love arts & crafts supplies
- Can some of the banderolls be used as bags / small pouches etc.? [Tuunaajamutsi](#), [GlobeHope](#), [Retuna](#)



COMMUNICATION

- Involve the guests - give options, inform the difference in their choices (Ie. you can choose vegetarian option just today for the environment → you will change xxx amount of CO2 emissions)
- Always communicate the sustainability work of the event and/or facts, what can you do to contribute etc (from registration through the event and follow up).
- Always communicate what's relevant about our sustainability work (Co2e, CSR, UN GC etc) in the selling phase “of us as a bureau”
- In selling phase - Always communicate our main focuses in projects/events, compensation (why/How/What) and a few solutions as well a couple of keys in communicating/nudging



