

E V E N T I



SOSTENIBILI



# Eventi Sostenibili®

The CSR project for environment

[www.eventisostenibili.it](http://www.eventisostenibili.it)

A project developed by



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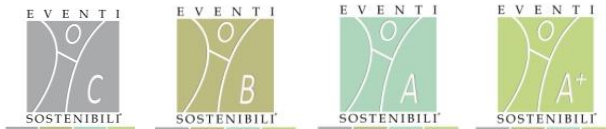
## Events and Environment

- ◉ **The environment is a widely shared value today.**  
Events participants and stakeholders appreciate those actions that are implemented to effectively reduce their environmental impact
- ◉ The event environmental impact is related to various spheres: waste, transport, energy, water, goods and services.  
**Event promoters and organisers can concretely reduce environmental impact** with simple procedures and innovative tools
- ◉ Events are effective communication tools, but inaccurate environmental management can weaken the efficacy of the message spread



## What is Eventi Sostenibili® ?

- ◉ It's a **Corporate Social Responsibility** project
- ◉ A tool supporting organisers in the **actual and on-site reduction** of the events related **environmental impact**
- ◉ A scientific methodology that **values and certifies** organisers and promoters sustainability commitment
- ◉ A **tool to communicate** the results achieved





## Which events?

**Eventi Sostenibili®**

**Public Events**

conferences,  
festivals,  
sport events,  
concerts,  
exhibitions,  
...

**Corporate Events**

conventions,  
product launch,  
open days,  
meetings,  
fairs,  
inaugurations,  
incentives,  
...



## Benefits: corporate identity

### Consensus

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Eventi Sostenibili® makes the organisers environmental commitment explicit generating participants, sponsors and stakeholders appreciation

### Credibility

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The audit process by a third party strengthens and gives reliability to the organisers declarations and environmental commitment

### Distinction

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With a practical approach and an on-site impacts reduction, the event stands out among those that simply compensate CO<sub>2</sub> emissions.



## Benefits: environmental commitment

### Environmental Management

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With Sustainable Event Screening<sup>®</sup> 3.0 software, Eventi Sostenibili<sup>®</sup> allows to systematically manage the event environmental features

### Environmental impacts reduction

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Eventi Sostenibili<sup>®</sup> identifies key environmental issues and suggests to the organisers the most effective actions to reduce their impact

### Optimizing resources

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Eventi Sostenibili<sup>®</sup> identifies wastes and inefficiencies and suggests means to reduce them and make economies



## Sustainable Event Screening<sup>®</sup> 3.0

An event sustainable level evaluation is obtained by loading data in the **Sustainable Event Screening<sup>®</sup> 3.0 (SES<sup>®</sup> 3.0)** software.

This software:

- is validated with an audit by a third party society, Certiquality, a Certification Body
- loads on its own scientific algorithm the shared and consolidated criteria of the Environmental Impact Assessment (E.I.A.)
- whose basic methodology has been initially developed in a scientific collaboration with the Environmental Management Research Group (GRGA) of Bologna University\*

Furthermore Eventi Sostenibili<sup>®</sup> is member of [Sustainable Event Alliance](#) (SEA) an international association dedicated to the promotion and advancement of sustainable development within the event industry.

\* Bologna University doesn't take any responsibility on the results obtained applying such methodology





## Sustainable Event Screening 3.0

**SES 3.0** allows:

- ◉ To measure and classify the event environmental features relating to:
  - Organisation secretariat
  - Site and sustainable mobility
  - Location
  - Food & Beverage
  - Stage design & Service
  - Accommodation
  - Outdoor event
  - Leave
  
- ◉ To guide promoters and organisers towards eventual improvements, identifying intervention priorities



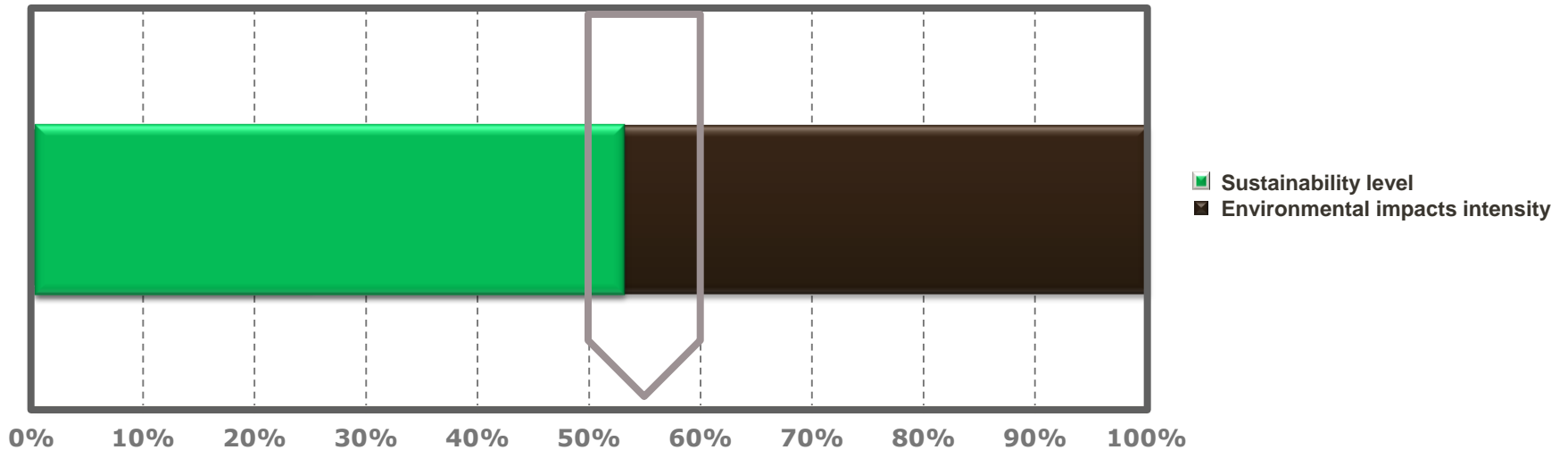


## Sustainability level



**Eventi Sostenibili® logo**  
A different colour according to the event final sustainability level

## Sustainability Quotient



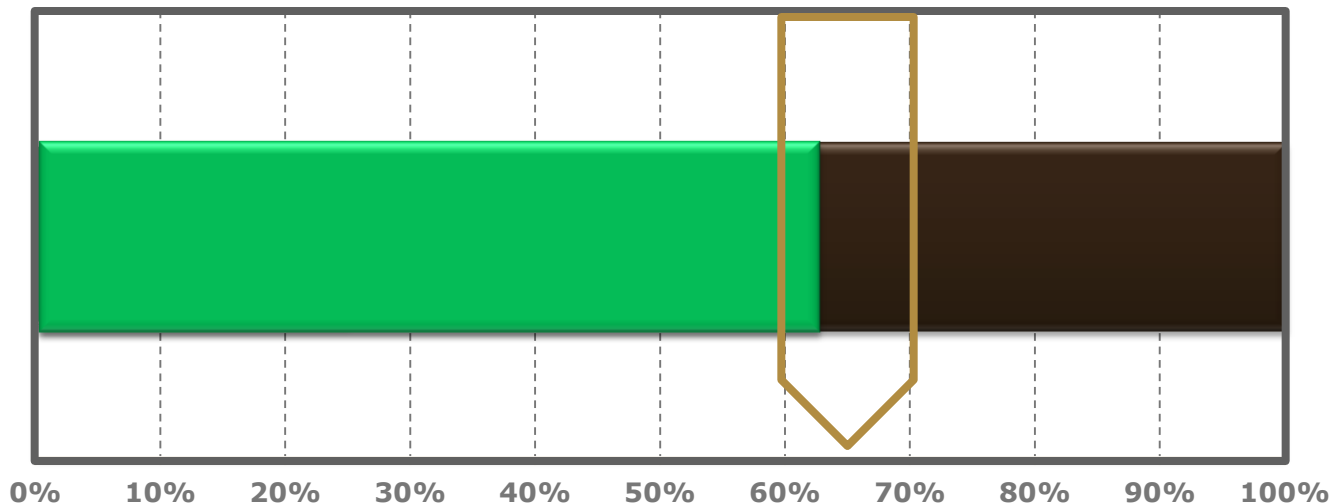


## Sustainability level



**Eventi Sostenibili® logo**  
A different colour according to the event final sustainability level

## Sustainability Quotient



- Sustainability level
- Environmental impacts intensity



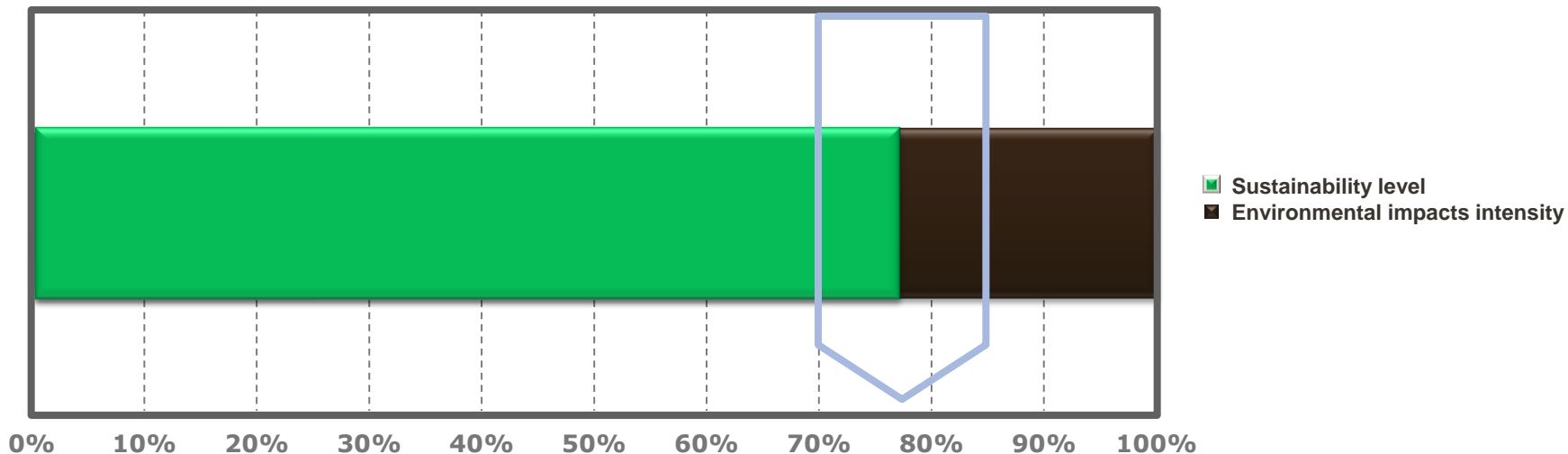


## Sustainability level



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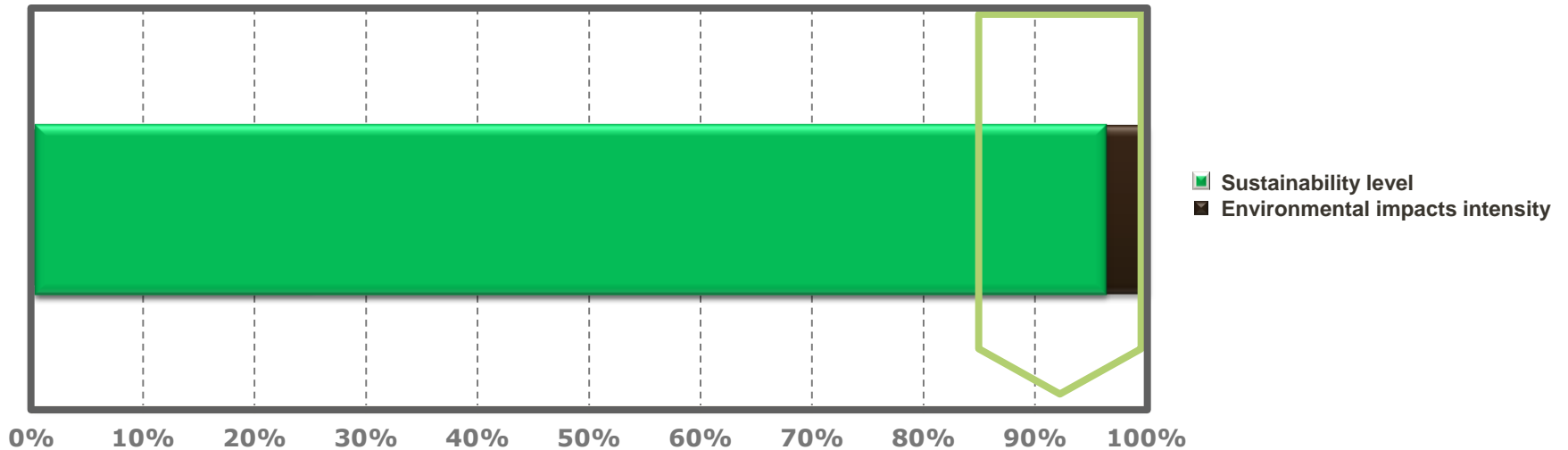


## Sustainability level



**Eventi Sostenibili® logo**  
A different colour according to the event final sustainability level

## Sustainability Quotient





## The Project phases: Decision

### EVENT PROMOTER

- ◉ informs about his engagement in synergy with the company positioning
- ◉ finds a credible and innovative CSR tool
- ◉ intends to reduce environmental impacts relating to an event





## The Project phases: Pre-Audit

### PUNTO 3

- ◉ collects preliminary data on the event
- ◉ loads the data into the SES 3.0 software and provides a first valuation of the event sustainability level
- ◉ provides the promoter with the Promotional Use logo

### EVENT PROMOTER

- ◉ is available to give information on the event
- ◉ once got the **Promotional Use** logo, he can start to promote his own Sustainable Event<sup>®</sup>





## The Project phases: Improving

### PUNTO 3

- ◉ reports weakness and strengths
- ◉ Advises the promoters on some voluntary improvements:
  - the most useful for the environment
  - the most valuable for stakeholders and participants
  - the quickest to carry out
  - the cheapest to carry out

### EVENT PROMOTER

- ◉ On a voluntary base he puts into practice the advise pointed out by Punto 3, improving the environmental performance of his event





## The Project phases: Audit

### PUNTO 3

- ◉ carries out a check during the event verifying whether the environmental choices declared by the promoters in the Pre-Audit phase have been carried out
- ◉ loads the data into the SES 3.0 software and provides the final evaluation of the event sustainability level

### EVENT PROMOTER

- ◉ is available to inform on the event and helps Punto 3 auditors in their check







## The Project phases: Post-Event

### PUNTO 3

- ◉ drafts the Final Report on the event sustainability, underlining the results obtained and gives advice for the next edition or other events organisation
- ◉ assigns to the promoter the final Sustainable Events<sup>®</sup> logo and delivers the Final Certificate

### EVENT PROMOTER

- ◉ can make use of the final Eventi Sostenibili<sup>®</sup> logo on his own communication tools
- ◉ can promote the project results confirming his environmental engagement to all the stakeholders





## The Project phases: Third Party Verification

### PUNTO 3

- ◉ submits the certifications delivered to a periodical verification by **Certiquality**  
(according to the third party verification procedure)
- ◉ submits SES 3.0 updates to an annual verification by **Certiquality**





## Sustainable Events<sup>®</sup> Credentials

- **Scientific value**

SES<sup>®</sup> 3.0 is a software, whose basic methodology has been initially developed in a scientific collaboration with the Environmental Management Research Group (GRGA) of Bologna University\*.

- **Innovation**

The Project has been developed in the framework of the funds for “organisational and managerial innovation” issued by the European Social Fund, the Italian Ministry of Labour, Health and Social Policies, the Emilia-Romagna Region and the Spinner2013 Consortium.

- **Credibility**

Eventi Sostenibili<sup>®</sup> certification is subject to periodical checks by Certiquality and it's recognized as “endorsed supplier” by the international association Sustainable Event Alliance.

\* Bologna University doesn't take any responsibility on the results obtained applying such methodology



## Eventi Sostenibili® strengths

- ◉ The idea **distinctive** and **innovative** value
- ◉ The **topical interest** of the environment theme in line with the main EU objectives and policies on environmental sustainability
- ◉ The **real on-site** environmental impacts **reduction evidence**
- ◉ The **communication strength** of the tools delivered



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