EU-project (2012-2014) developing environmental management in event industry in Helsinki Metropolitan area.
How Helsinki Metropolitan area is developing environmental management of events?

Salla Koivusalo, Project Coordinator
Helsinki Environment Centre
Greening Events - project

- EU-project (2012-2014) developing environmental management in event industry in Helsinki Metropolitan area – cities of Espoo, Vantaa & Helsinki.
- Creating Cities environmental criteria, guide and action plan for events and authorities
- Training and consulting event professionals
- Building EcoCompass Events – management system for pilot events and event sites
- Developing network within event industry and cities
- Raising awareness via campaigns
- Making it easy for audience make sustainable choices
- Formulating city’s strategy into action
Why it is important to be Fun, Functional & Sustainable City?

• City is arena and market place
  – Clean, attractive, homely
  – Ensuring good living environment
  – Interaction and inclusion

• Fastest growing business sector in Helsinki Metropolitan Area is tourism and event industry -> managing the subcontracting chains is important

• City branding and marketing

• City of Helsinki’s strategy -> Fun, Functional & Sustainable City

• Cities environmental policies -> reduction of CO2, raising environmental awareness, concern also event industry and tourism sector
The sections of environmental policy, approved by city council 26.9.2012

- Climate protection
- Air pollution
- Prevention of environmental noise
- Water conservation
- Natural and soil conservation
- Procurement, material efficiency and waste
- Environmental awareness and responsibility
- Environmental management and partnerships

- By 2020 all major events held in Helsinki has environmental management system
Creating the Helsinki Metropolitan Area criteria for the events

- Clear working programme and time (year 2013)

- All departments which govern and lease the event sites are involved. Also city departments which organize themselves events or give grants for youth, cultural or sports events

- Everyone has opportunity to influence and comment on the proposed criteria and guidelines

- Event organizers and collaboration partners have been asked as experts and encouraged to be involved.

- Goal is to have applicable and clear criteria to be part of the licence to use event area

- Guide, instructions and advisory services are easily available
EcoCompass Event – Environmental Management System
EcoCompass Event

• Less formal environmental management system
  – Originally developed for SMEs
• Developed and coordinated by City of Helsinki Environment Centre
• Building the system is supported by EcoCompass councilor
• Works for variety of event types: festivals, sport events, concerts,
The building process

1. Meeting
Project plan and Environmental review

2. Meeting
Environmental Impact Assessment, Environmental policy/statement and Environmental program

3. Meeting
Final Environmental program and Indicators

Auditing and tracking report
Documents

Building phase

• Environmental review
  – Appendixes: law list
• Environmental impact assessment
• Environmental program
  – Appendixes: waste management plan (including list of hazard waste), visitors travel plan, chemical list

Post event

• Tracking report

Annually

• Updated environmental program and tracking report
10 Criteria (1/3)

1. The event is produced accordingly to the law and permissions
2. The event has an employee who is in charge of environmental issues
3. Environmental review of the event has been completed
4. The event has an environmental policy which is a base for the improvement
10 Criteria (2/3)

5. Key persons of production team have attended EcoCompass-training or similar

6. **The event has a waste management plan.** Waste needs to be sorted & recycled according to the local regulations.

7. The event holds a record of their hazard waste and organizes safe treatment for them

8. The event holds a records of chemicals they use and stores them safely
10 Criteria (3/3)

9. The event has an annually updated environmental program, which includes actions in the following environmental aspects:
   a) Minimizing waste
   b) Energy efficiency and using green energy
   c) Favoring sustainable material purchases
   d) Considering environmental issues when purchasing services
   e) Improving material efficiency
   f) Increasing environmental awareness
   g) Improving logistics and minimizing impacts of visitors’ travel

10. The event annually reports to the EcoCompass adviser
Auditing

- Performed by third party
- Prior and/or during event
- Includes:
  - Review of the documents
  - Interviews
  - Observation
- Duration: 4-8 hours
- Auditing report
Case The Tall Ships Races 2013, Helsinki City Event

Mikkeli AMK
Starting point – how to make strategy live?

• Together with Greening Events three main themes was choisen (youth, Baltic Sea, environmental friendly)
• EcoCompass Event EMS was important from the beginning, and it guided us throught the process quite easily. For example, gave us catering criteria to use as part of the agreements
• The management system was useful tool when choosing and briefing the partners, subcontractors, staff and volunteers
• After this experince it is much more easy to replicate the entire EcoCompass Event EMS -> City of Helsinki is committed to do so in the future!
• City of Helsinki is proudly leading the way towards more sustainable events
The Tall Ships Races environmental Policy

• Communication & Awareness Building
  – In all communication environment was one of the three main themes
  – For audience it was made clear that use the public transportation!

• Green Procurement
  – Recycled material and re-use of the material
  – Marketing material (paper & printing)
  – Catering criteria (vege dish, use of organic & FairTrade products)

• Energy
  – Energy saving and efficiency with good electricity planning
  – Using renewable energy -> 95% of the used energy was produced by renewable sources
  – Carbon footprint calculation was done -> you will see the results after this

• Waste Management
  – Reduction amount mixed waste
  – Catering criteria -> compostable cutlery
  – Sorting according the local waste sorting regulations
  – Emptying the ships septic by City of Helsinki
  – Awareness building video
CO2 footprint of TSR total 2834890 kgCO2
CO2 footprint of TSR 2/3

The Tall Ships’ Races Hki 2013 Tapahtumatutkimus
Kävijöiden liikkuminen tapahtumaan
883 vastaajaa
CO2 footprint of TSR

TSR hiilijalanjälki

- Catering-palvelut: 40%
- Jätehuolto: 16%
- Veden kulutus: 16%
- Esiintyjen matkat: 15%
- Alihankkijoiden kuljetukset: 1%
- Kiinteä verkkosähkö: 0%
- Aggregaatit: 27%
- Markkinointi- ja tiedotusmateriaali: 1%

Greening Events
What a great event!

- 25 unemployed were recruited by the City for different departments and business units for 4 months
- 89% sayed that the event was suitable for Helsinki
- It was also entertaining, interesting and well-organized by 53%
- Environment friendly, supports youth work and good for Baltic Sea 40%
- 25% knows about the Greening Events
How to make Fun, Functional & Sustainable City?

• City departments, business life, citizens all are needed together working for these goals
• Within the City departments we need to collaborate closely
• City needs to include the business life into planning and development -> to execute in real life!
• More research data of what people of Helsinki and visitors of Helsinki wants, likes, do not like
• Sustainable for the environment, people, diversity, business revenues, and supporting the local business life
Meanwhile happening in the Cities

...more case’s of EcoCompass Event!
Pilot Events & Sites

EcoCompass Event Sertificate
- Flow Festival
- Lasipalatsi Event Squere
- Reaktori – Holiday event for youth by Youth Department
- April Jazz –Music festival
- Aalto University’s Masters of Arts - exhibition
- World Village Festival
- The Tall Ships Races 2013 Helsinki
- The 8th Global Conference on Health Promotion in Finlandia Hall

Under construction
- Stadion Foundation /Livenation concert
- Teurastamo event site
- Weekend festival
- RuutiExpo by Youth Deparment
- Finlandia Throphy by Finnish Figure Skating Association
Examples of environmental actions

- **Lasipalatsi Event Squere** advises events in environmental issues and requires the events to act environmentally friendly in rental agreement.

- **Reaktori** Event recycles and sorts material and waste by the book, the bikes are fixed and information of environmental issues is distributed.

- **April Jazz** Event is very aware of environmental aspects and keen to develop it further.

- **The 8th Global Conference on Health Promotion** - conference organizers Social and Health Affairs Ministry’s staff and volunteers se well as staff of Finlandia Hall and Royal Restaurants have been educated in environmental issues.

- **Masters of Aalto – Exhibions** waste 82 percent was recycled.

- **World Village Festival** promotes for sorting and recycling with well organised sorting bins&signs and with help of sorting guidance.

- First in Finland **The Tall Ships Races** – event used only biodiesel in generators.
Thank you!

Greening Events - animaatio

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