



Making events greener

As a part of the present Austrian EU Presidency, an initiative has been launched to make major events “greener” – starting with the events organised by the Presidency itself. The aim of the “Greening Events” initiative is to provide guidance and best practices to organisers of events in the EU Member States to comply better with criteria of ecology and sustainable development.

Conference and guidelines

As part of the initiative a major conference was held in Vienna in January 2006. At the conference, 200 experts from the European Commission, the EU Member States, Switzerland, Norway, South-Africa and Canada discussed how events in sports, culture, economics, politics and administration could be organised in a more environmentally-friendly, social compatible and economically successful way.

Discussions at the conference resulted in a set of guidelines on how to organise green events. The guidelines define twenty measures to increase focus on the principles of ecology and sustainable development, and suggest ways to implement these measures.

Twenty steps to green events

The **Twenty Steps to Green Events** include measures within all aspects of sustainable development - environment, social conditions and economics - as well as ideas as to how green events can make use of public attention and media interest.

The measures aimed at making use of public attention and media interest include:

- Anchoring sustainability aspects in the minds of the participants and the public
- Promoting innovative products, technologies or management systems successfully used within the framework of the event

Measures aiming at decreasing the environmental impact include among others:

- Setting up environmental management and monitoring systems already during the preparatory phase
- Exploiting energy-saving potentials and using renewable energies
- Minimising emissions and waste
- Training and raising the awareness of people working at the event about the implementation of sustainability

For more information about the activities and outputs of the Greening Events initiative, visit:

www.greening-events.at

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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