

Joanna Mieszkowicz

How to implement Green Event Standard

Workshop handout



Contents

Go for volunteering in tourism

About the Author and her Aeris Futuro Foundation

1. Green Event – definition, challenges and solutions, benefits

Success factors in sustainable planning and logistics of events in Poland, Europe and worldwide

3. Building a green event step by step

The structure and contents of chapters

1. Managing the event and event logistics office
2. Venue: location and premises
3. Catering
4. Promotion, advertising, education
5. CO₂ emissions and offset

Glossary of terms

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Expert of the Climate Coalition
Sustainable tourist, experienced volunteer

Creator of the 1st CO2 calculator in Poland that estimates footprint and offsetting by trees (2006) and developer of the Calculator; Initiator and coordinator of the Polish Sustainable Standard in the event management (since 2010); has professional experience incl. trainings, consulting and special events coordination in non-governmental and business sector; participant of UNFCCC Summit in Poznan and numerous international and national conferences and workshops on sustainable development (SD) and environmental issues. Lecturer at high schools in Krakow and Warsaw in field of SD and CSR; Master of Science in field of Environmental Protection with a specialty in Environmental Management at Agricultural University in Poznan, including a Socrates/Erasmus scholarship in Ghent University, Belgium. Vegetarian for more than 15 years. In the free time love to dance and trek in the mountain. Abroad Volunteering experience in UK, France and Peru.

AERIS FUTURO Foundation

A Polish non-governmental (non-profit) organisation operating since 24 February 2006 set up by Joanna Mieszkowicz with inspiration and support of Gisela Bosch from the American with Polish roots Sendzimir Foundation.

Our motto is *Let's create a climate for the future*

The mission of the Foundation is to effectively prevent global climate change, protect and increase biological and landscape diversity, support development of local communities and educate and promote corporate social responsibility.

Our role is to be a *consultant - promoter - educator*

Teaming up with public and private institutions, we design and implement social campaigns, training programmes and volunteer schemes, conferences, events and happenings dedicated to sustainable development, CSR strategies and reports.

The AERIS FUTURO Foundation is the mastermind and coordinator of the Green Events Campaign, which promotes and implements Poland's pioneer sustainable development standard in the area of meeting and event logistics (conferences, training seminars, events).

The AERIS FUTURO Foundation supported the Polish Presidency of the Council of the European Union as a member of the Friends of the Presidency Club. This handbook is a deliverable of our involvement.

The workshop handout is based on the AERIS FUTURO Publication:

'Practical handbook. How to implement Sustainable Event Standard. Experiences and best practices of the Polish Presidency of the Council of the EU in 2011', Kraków 2012

And others such:

http://ec.europa.eu/youth/youth-in-action-programme/european-voluntary-service_en.htm

<http://www.i-to-i.com/campfire/travel-guides/9-Is-sustainable-tourism-a-possibility->

<http://www.worldvolunteerweb.org/browse/sectors/environment.html>

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Intro

Go for volunteering in tourism

The tourism is based on events – individual or group trips, travels, business meetings and incentives, university conferences etc. All the events incorporate place/venue of the meeting and communication, most of them – transportation and food and drink. They base on natural resources such as energy, soil, water. But the key factor is the human being, who could minimize the negative impact on the environment. And that kind of tourism is called ‘sustainable tourism’ might be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning.

A crucial role in developing and promoting ST is volunteering. Volunteering is taking the idea of sustainable tourism that little bit further and not just trying to limit the harm that we do when we travel, but actually make things better. Travellers are naturally an optimistic bunch and have proved very keen to roll up their breathable cotton T-shirts and get to work. Longer stays on volunteer projects help you connect to a place and its people and build a spirit of partnership. It’s a fact of life that the places most of us really want to see are often the most fragile, (just think of the Amazon rainforest or the Galapagos Islands). Extended stays in a location (especially if you use home stays) also mean spending money locally and helping to boost the local economy. This is a key factor behind sustainable development; giving everyone an interest in protecting the environment. After all, it’s called ‘sustainable development’ not ‘sustainable staying the same’; it’s about giving people a way of improving their lives economically that is based around protecting the natural world.

Volunteering is generally considered an altruistic activity, intended to promote good or improve human quality of life. It is considered as serving the society through own interest, personal skills or learning, which in return produces a feeling of self-worth and respect, instead of money. Volunteering is also famous for the skill development, to socialize and to have fun. It is also intended to make contacts for possible employment or for a variety of other reasons.

Environmental issues are never simple to explain - climate change, desertification, renewable energy, the ecosystem, etc. But solving these complex issues depends on an important factor: You. Get involved. Volunteer to become active agents of change. Help communities understand that their attitudes towards environmental issues are crucial in reversing global warming. Become an advocate. Empower people to become active in achieving environmental sustainability.

It does not matter if it's collecting garbage for a day on Syria's beaches, monitoring weather satellites in Hawaii or tracking tsunami donations for Southeast Asian countries -- there's no big or small work in achieving sustainable environment.

Every volunteer work counts.

Should I volunteer?

Volunteering is one of the easiest ways to travel responsibly. You will find a support network on the project to make you feel at home and help you achieve more than you might think. Volunteering is taking the idea of sustainable tourism that little bit further and not just trying to limit the harm that we do when we travel, but actually make things better. Travellers are naturally an optimistic bunch and have proved very keen to roll up their breathable cotton T-shirts and get to work. Longer stays on volunteer projects help you connect to a place and its people and build a spirit of partnership. It’s a fact of life that the places most of

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Am I the right sort of person? Am I experienced enough?

If you've taken the time to research the best ways to travel sustainably then you're the sort of person to get the most out of it. Volunteers all over the world are making a difference armed with nothing more than a bagful of enthusiasm and a sturdy pair of boots. Previous experience isn't necessary and unless you have a rainforest in your back garden, impossible! The fact is you will be doing new and exciting things and the people you work with know this, so will be there to help you every step of the way. Remember, you may be working hard but there wouldn't be any tourism to sustain if volunteers didn't enjoy themselves!

I've decided to try it, now what can I do?

It's a big world out there with plenty of ways to get involved. Whichever area it is that you care deeply about you will find plenty of projects around the world that share your passion.

- ✓ **Community projects** One of the joys of community projects is that unlike trees and coral reefs, people really know how to show their appreciation! It's not that trees aren't grateful but they tend to be less demonstrative than the children you teach or the families you build houses for! Community projects are some of the easiest to get involved in because between the volunteers and workers you'll find a readymade support network to help and advise.
- ✓ **Conservation** These are some of the most famous and emblematic projects and campaigns you hear about; from the preservation of endangered species to the saving of the rainforests, conservation projects have become synonymous with the growing appreciation of our impact on the world. Motivation comes easy on conservation projects because you are surrounded by some of the world's most beautiful landscapes.
- ✓ **Wildlife** Working with animals is perhaps the most rewarding sort of volunteering you can get involved in, but don't take our word for it, check out the rest of the site and see what previous volunteers say! You won't doubt for a second that you're able to make a difference because the first time you feed a lion cub or care for an endangered spider monkey they'll let you know! You'll also return with some unbeatable photos!

1. Green Event – definition, challenges and solutions, benefits

Success factors in sustainable planning and logistics of events in Poland, Europe and worldwide

[A green/sustainable event – regardless of its theme, each and every stage of its preparations and logistics should be friendly to the natural environment as a result of use of sustainable and social innovations.]

A green event is an event of any type and scale whose strategy embraces three pillars of sustainable growth:

- ✓ rational use of natural resources and reduction of negative environmental impact
- ✓ social development, embracing specific profiles of various groups
- ✓ economic efficiency and stability.

“Event Strategy” is simply a plan or a scenario of sustainable implementation driven by the small step method. It is best to act with a long-term (strategic) vision in mind – starting with a single event to later adopt the green approach to all staged events and eventually implement green standards across the entire organisation.

Long-term objectives of “green initiatives”:

- ✓ High quality of life in a clean environment
- ✓ Safety and health of various social groups
- ✓ Innovative and competitive economic growth.

Challenges and solutions for “going green”

We need to identify roadblocks in implementation of the Green Standard and ways of overcoming them:

- **Who will do it?** – there must be someone within the team who will take responsibility for the project – a self-appointed leader, a manager designated by the boss or preferably the boss him- or herself. Sometimes passion will suffice (but usually only once), but preferably the division of responsibilities should be defined in the contract and reflected by remuneration; ideally there should be a separate executive position, in large organisations this may be a Sustainability Manager or a CSR Manager.
- **I don't have time, I won't make it** – *the inveterate pressure of time, and time is money* – apply sustainable methods to make the most of time and human resources – reduce the number and downsize editions of publications, substitute company travel with teleconferences, initiate cooperation with a volunteer organisation

- **Why do we need all this...** *reluctance to changes and making an effort* – maintaining the status quo is no longer possible in the era of growing competition, climate changes, and demographic changes on the global scene. Educate your employees to raise their awareness and encourage them to act.
- **My boss will laugh at me!** *Concern about lack of understanding of the boss, colleagues, or even family members...* show them that others do it and succeed, make a good impression, set a good example – do it yourself and others will follow suit.
- **Where will I get it from?** *There are no suppliers – not true!* The market for products with eco-labels is growing dynamically. International and domestic labels and certificates facilitate implementation of green procurement. There is a variety of available green product and service catalogues.
- **It's against the law!** *Many procurement specialists have doubts concerning the clarity of regulations which set forth environmental criteria.* There are legal frameworks for green public procurement and numerous practical studies. Polish legislation will need to be adapted to the new EU “Europe 2020” strategy and the new multiannual framework. This handbook presents related good practices.
- **I won't manage it, it's too difficult, I don't want to stick my neck out...** *disbelief, low self-esteem...* You are not alone. Look around you to find a helping hand! Talk to people to find allies! And the Internet is a mine of knowledge and inspirations!
- **It won't work within our organisation system...** amid the economic crisis and fierce global competition for resources, only organisations who adopt a more sustainable approach to address current social needs, boost their efficiency, and reinforce innovations will survive – implement sustainable management using Eco-office principles or green systems (e.g. ISO, EMAS), and if you set your sights on social issues, you will get very close to implementation of the Green Event standard.
- **A certificate would be handy!** *It is often the case that the organiser suddenly remembers about corporate social responsibility and sustainability of the event at the very last minute and hectically searches for an individual to make sure a “green touch” can be added to the event to effortlessly enhance the corporate image (green washing).* Unfortunately, such activities may have the opposite effect. Communicated commitment must reflect real-life activities and dedication of people involved in efforts for the common good.
- **It's too expensive!** *limited budget* – The biggest challenge, requiring adoption of a brand-new approach by financial departments which focus solely on the price – it's a good idea to simply examine all costs embedded in the life cycle of products and services.

[Staging a Green Event does not have to be expensive and is likely to generate many other benefits, including those which are difficult to estimate – why not create a profit and loss account and remain open-minded?]

The key to success is understanding and faith in the benefits to be gained – don't focus exclusively on financial performance – consider image-related gains or the long-term impact on participants and the local community, plus advantages for the natural environment we live in, which will be the home of future generations.

Economic benefits:

- ✓ **A boost in efficiency and innovations**
- ✓ **Acquisition of knowhow – essential knowledge and skills in staging Green Standard events**
- ✓ **A greater competitive edge**
- ✓ **Making a difference in the market – more appealing services, media interest**
- ✓ **New communication channels – sharing knowledge and experience, initiating new contacts**
- ✓ **Building the positive image and good relations with the environment**
- ✓ **Reduced risk of doing business – getting ready for the inevitable legislative changes**
- ✓ **Higher effectiveness and productivity**
- ✓ **Higher quality of services and products**
- ✓ **Lower cost of investments and maintenance thanks to prudent resource management**
- ✓ **New jobs and an increase in capital**
- ✓ **Reinforcement of social economy**

Social benefits:

- Internal:**
 - ✓ **Improved employee competencies**
 - ✓ **Enhanced working conditions by creating a friendly workplace**
 - ✓ **Lower staff turnover**
 - ✓ **Team-building**
 - ✓ **Increased employee loyalty**
- Overall:**
 - ✓ **Prevention of unemployment and social exclusion**
 - ✓ **Increased loyalty and satisfaction of customers and the community**
 - ✓ **Promotion and development of volunteering – non-profit activities for the sake of others**
 - ✓ **Supporting local communities – creating bonds and building social trust**
 - ✓ **Improved health and quality of life**
 - ✓ **Promotion and concern about cultural and landscape heritage**

Environmental benefits – conservation of natural resources and contribution to durability of:

- ✓ **climate and air – reduced greenhouse gas emissions (including CO₂) and contamination by limited use of energy and individual means of transport, reduction of noise**
- ✓ **water and earth's surface – reduced liquid waste and solid waste disposed at rubbish sites**
- ✓ **biodiversity – savings in maintenance (e.g. the coal industry) and production of resources (agriculture)**

[Rational energy management, reduction of the number of printed materials and gadgets, procurement of local and seasonal produce contribute to major savings. It is worth investing saved funds in the dynamically growing market of eco-products and services, which are becoming more and more affordable with the surge in the number of orders.]

2. Building a green event step by step

The structure and contents of chapters

INTRODUCTION – the impact of a given area of event logistics in the context of sustainable development

DID YOU KNOW... – particularly interesting information

GOOD PRACTICES – examples of green standard implementation – at least two for each area

A LIST OF REQUIREMENTS – a list of activities to be implemented to make an event greener

VERIFICATION – a list of the most easy-to-use methods of evaluation to verify whether a given requirement has been implemented or not

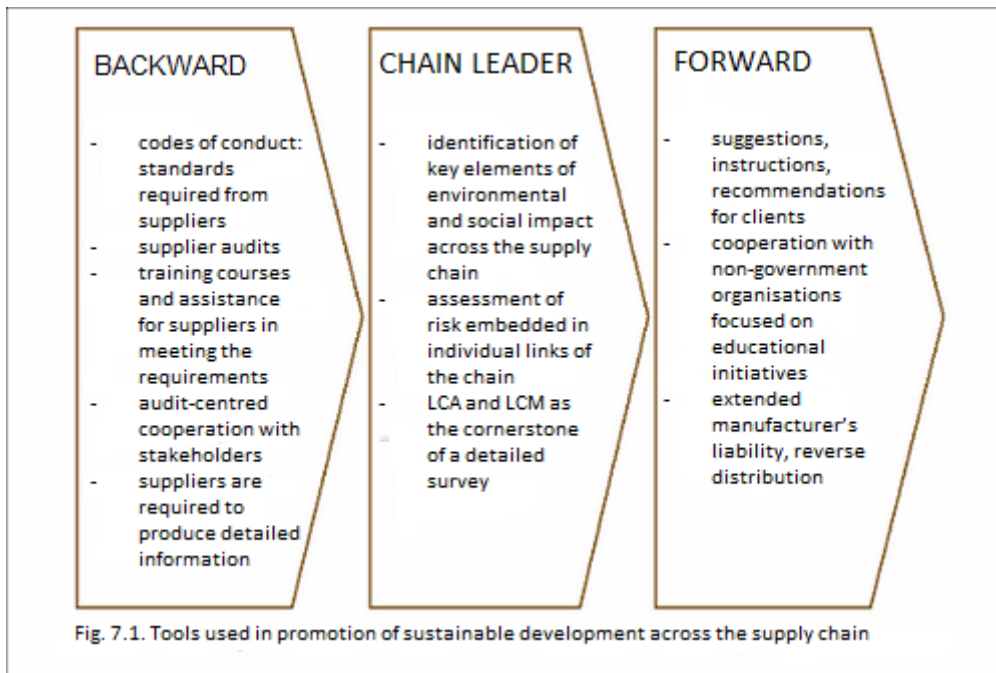
USEFUL PUBLICATIONS – an alphabetic list of websites featuring valuable publications as well as selected key legal acts relevant to a given area

2.1 Managing the event and event logistics office

[Success factors in sustainable event management include embracing sustainable and social criteria in procurement of goods and services. Obviously, you will not revolutionise all habits, procedures and technologies overnight, but in taking small steps, with a clear vision of sustainable development in mind, good communication with stakeholders and ever-improving legislation, you may enhance your activities during the next event.]

The contents of this chapter are largely based on the Sendzimir Foundation's handbook "Wyzwania Zrównoważonego Rozwoju w Polsce" (Challenges of Sustainable Development in Poland), edited by Tomasz Bergier and Jakub Kronenberg, supplemented by the experiences of the AERIS FUTURO Foundation in managing event logistics.

Sustainable supply chain management offers a wider perspective of event logistics to prove that each organisation and institution is part of a larger system that is an element of a greater social and natural whole. Managers cooperating with suppliers as well as clients and other stakeholders shape relations between all systems, which gives them influence in setting new trends, creating new markets and building environmental awareness.



Sustainable management supports and enables proactive implementation of the vision and the strategy of the enterprise or another organisation across all levels of operations and is based on the continuous improvement concept, also known as Deming's cycle (*Plan-Do-Check-Act*, PDCA). Activities are first planned, and later implemented, while their outcomes are verified, forming the basis for follow-up which is meant to assure alignment to original plans. Continuous improvement requires the cycle to be repeatedly implemented to constantly adjust plans and activities to the changing environment which defines the conditions for their execution.

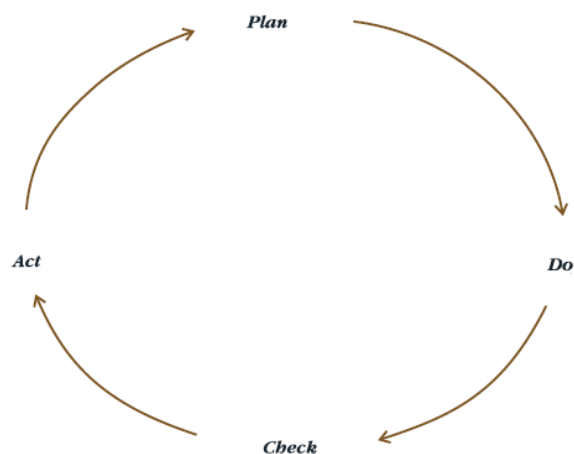


Fig. 4.1. PDCA continuous improvement cycle

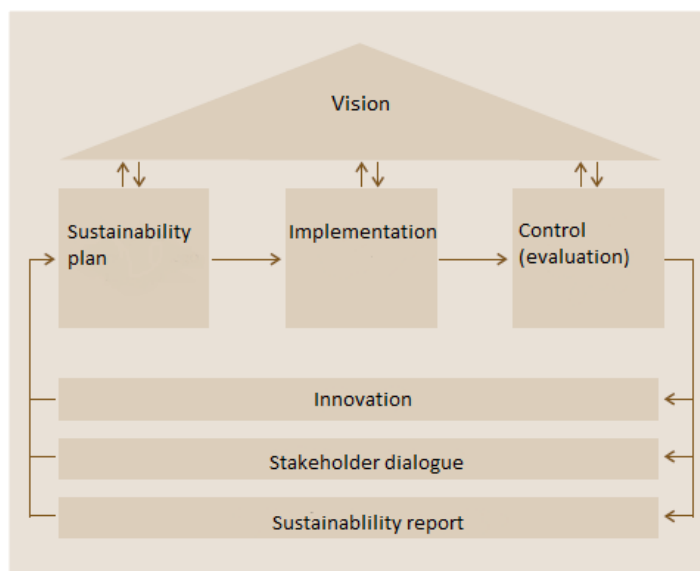


Figure 4.2 The structure of the sustainability management system (SMS)

Elements of sustainable event logistics management include:

✓ Preparations

Think about the resources you need to stage the event and estimate their impact on the natural environment and stakeholders.

✓ Vision, conscious and responsible decision-making

Identify the underlying values and goals to be accomplished.

✓ Strategy /action plan

- 1) Assure resources for its implementation – human resources (leader and support team), time, funding (budget), materials (office supplies)
- 2) Plan consecutive elements of the event, including procurement and orders in line with the green criteria:
 - a) the so-called 3R principle
 - reduce – reduce unnecessary expenditure – save energy, resources, etc.
 - reuse – use once again – order reusable, all-purpose materials
 - recycle – order materials suitable for processing (recycling) and sort waste
 - b) an analysis of the product life cycle across the entire supply chain

This criterion will contribute to identification of costs and benefits for the natural environment and the society at every stage of the product's useful life:

- ✓ Extraction
- ✓ Manufacturing
- ✓ Supply
- ✓ Product delivery to customer
- ✓ Recovery (regeneration, reuse, processing, recycling)
- ✓ Reverse distribution
- ✓ Waste management (as the last resort)

- c) product life-cycle cost analysis

The price criterion applied to procurement is only the tip of the iceberg from which we may suffer a tragic fall – using certain equipment we may suddenly realise that the cost of ownership, such as energy or service costs, exceeds the cost of purchase. We should put the spotlight on the durability of products, their energy efficiency, and availability of spare parts and service support.

3) Select suitable measures to evaluate the effects of activities and improve them
– include environmental criteria in public procurement specification

✓ **Implementation – execution and supervision**

A good functional plan must be driven by enthusiasm and a sense of ownership of all employees involved, whose attitude will cascade down to supplier relations. To achieve this goal, it is essential to educate employees, assure efficient information flow and a communication system. Consistent visual identification will help the audience relate to objectives – T-shirts, caps or scarves in the same colour will integrate team members around the common goal, reinforce the image and communication.

It is essential to follow the plan, and thus monitor progress.

✓ **Evaluation**

Is about verification of delivered results versus expected targets. Specific measures call for collation of data, computations and their analyses. Evaluation is driven by all electronic documents which are easily edited, updated and shared by several users, provided they have been published.

Evaluation contributes to drawing conclusions for the future and generating corrective, improvement actions, or in other words, **innovations**. Innovations may refer to products and processes or operated procedures.

✓ **Communication and stakeholder dialogue – partnership**

A vital activity which mitigates the risk of failure stemming from the lack of understanding of new operating standards, such as Green Events. Even more importantly, initiated good relations contribute to reinforcement of activities and gaining additional benefits.

While analysing essential resources, remember to take into consideration audience groups, which may have an impact on the event:

- project team – employees, volunteers
- external service and product providers, including sponsors
- participants in the event – guests, clients
- local community
- the public

Impact may be defined as willingness to cooperate, potential conflicts, innovative potential or stakeholder's reputation.

The dialogue calls for systematic relations management and going beyond the supplier-client paradigm. The organiser will be more appreciated by the audience if he/she takes into account the needs of other stakeholders – e.g. children or disabled people – or equal opportunities (gender) policy.

✓ **Certification**

Reinforces communication about implementation of sustainable management standards and may be defined as one of the requirements for contractors.

Performed by a third-party institution, certification is objective and impartial.

Having met specific requirements identified by the certifying organisation, such as the AERIS FUTURO Foundation, British Standards Institution or ISO, the Organiser is eligible for the Green Event Certificate.

We should speak the language of benefits and point to a number of opportunities for organisers, participants and providers of services for such events as well as the region which is its venue. We must remember to thank stakeholders for their cooperation.

DID YOU KNOW...

The Cradle 2 Cradle concept – everything we produce must be reintroduced to nature via the natural “downcycling” process or introduced to technosphere as a result of recycling which does not compromise the quality of materials.

GOOD PRACTICES

The Polish Presidency initiated a number of cross-sectoral partnerships to boost the efficiency with which the identified objectives are reached. It managed to finalise a variety of pro-environmental initiatives as a result of cooperation with commercial organisations which provided ready-to-use solutions, such as energy-efficient electronic equipment, electric vehicles and waste-sorting bins. The Ministry of Foreign Affairs teamed up with non-governmental organisations specialising in building environment-conscious civic attitudes, including the Aeris Futuro Foundation and Polish Green Network (Polska Zielona Sieć). Its partnership with business was reinforced by the Responsible Business Forum Foundation, which supports development of the concept of corporate social responsibility in Poland.

The team accountable for activities related to the Presidency logistics at the Danish Ministry of Foreign Affairs is operating (as of March 2012) with an ambitious goal in mind – it has set its sights on the ISO20121 certificate, which confirms compliance with the event sustainability standard. Sustainable growth is taken into consideration at each and every stage of planning and rollout of the Presidency, and the impact of selection of environment-friendly solutions is constantly outlined; eco-criteria have been included in all contracts and tender specifications addressed to providers of services for the Presidency.

LIST OF REQUIREMENTS

- A decision taken by an executive/management team, including terms and conditions (policy) for implementation of the Green Event Standard and its communication to the team and partners
- Sustainability-oriented educational initiatives (e.g. training, competitions)
- Appointment of the Eco-leader/Green Event Coordinator – delegating responsibilities to a designated person (in case of minor events); hiring a person full-time (for large-scale events)
- Identification of objectives and controls to estimate the environmental impact (to calculate carbon footprint and offset)
- Making a contract on collection of raw materials for recycling with external suppliers
- Appointment of a support group (“eco team”) – employees and/or volunteers designated to support Green Events
- Special recycling bins, properly marked, distributed inside the building (cartridges, electronic equipment, paper, glass, plastic, aluminium)
- Electronic communication system – emails and website with indicated email address
- Training in the principles of Green Event logistics delivered for the logistics team (individuals accountable for various areas), suppliers, partners
- Tele- and videoconferences of the team and partners – in case of supra-local events
- The email footer should feature a message promoting environmental protection (e.g. “Think about the environment before you print this message”)

- Rental, hire or lease of products or services
- Engagement of various partners, including social organisations in preliminary stages of preparations
- Procurement of durable products, with an option of their return and making a complaint
- Procurement of durable energy-powered products – at least a 2-year warranty, spare parts available for at least 8 years
- Sending invitations by email (minor events, internal volunteer list), application form for volunteers published on the website (major events) – open events

VERIFICATION

- Environmental declaration/policy of the organiser
- Contact details of team members
- Contact details of partners, information about partners provided in publications
- Information about individuals and their communication responsibilities
- Copy of email to the logistics team
- Copy of resolution of the Board communicated to the team
- Copies of contractual Terms of Reference
- References
- Eco-management scheme certificates: EMAS, ISO 14001
- Event management certificates: BS8901, ISO20121
- Implemented guidelines of the ISO 26000:2010 standard (not created especially for the certification)

USEFUL PUBLICATIONS

British Standards Institution Poland: www.bsigroup.pl

Social Entrepreneurship portal (Ekonomia Społeczna): www.ekonomiaspoleczna.pl

Responsible Business Forum: www.odpowiedzialnybiznes.pl

Global Reporting Initiative: www.globalreporting.org

ISO 14001: www.iso.org/iso/iso_14000_essentials

ISO 20121: www.iso.org/iso/iso_catalogue/catalogue_tc/catalogue_detail.htm?csnumber=54552

ISO 26000: www.iso.org/iso/iso_catalogue/management_standards/social_responsibility.htm

EMAS: www.emas.mos.gov.pl

UN Millennium Development Goals: www.un.org.pl/cele.php

Guidebook “Wyzwania zrównoważonego rozwoju w Polsce” (Challenges of sustainable development in Poland), Sendzimir Foundation: www.sendzimir.org.pl/podrecznik

Polish Centre for Testing and Certification: <http://www.pcbc.gov.pl>

Polish Committee for Standardisation: www.pkn.pl

Portal of Non-Governmental Organisations: www.ngo.p

Green Events Portal: www.zielonewydarzenia.pl

“Working for the Climate”, a Greenpeace report: www.greenpeace.org/poland/pl/press-centre/dokumenty-i-raporty/Pracujac-dla-klimatu

EU Growth Strategy “Europe 2020”: www.ec.europa.eu/europe2020/index_pl.htm

Corporate volunteering: www.wolontariatpracowniczy.pl

EU legislation

Regulations No 761/2001 of the European Parliament and of the Council of 19 March 2001 allowing voluntary participation by organisation in a Community eco-management and audit scheme (EMAS)

2.2 Venue: location and premises (conference, hotel, other)

The basic question that the organiser must consider when preparing an event is “Where?” The selection of the venue greatly influences both the comfort of the guests and the character of the event. Therefore, it is worth ensuring that the event we organise meets not only requirements of attractiveness, elegance, and prestige, but also those of an environmental and community nature, including, for example, accessibility for people with difficulties in moving.

Location is the key factor in the event’s logistics. Depending on its selection are the means of transport (transfers) to and from the meeting, while the volume of natural resources and energy used depends on the type of premises involved (hotel, stadium, open-air). Both these factors influence the following:

- emissions of greenhouse gases and climate changes
- emissions of pollutants and quality of air
- natural and landscape environment
- local community: its potential and level of social and economic development.

If the event is cyclical and belongs permanently to the culturescape of the community and/or region, a change in venue is frequently impossible, yet thanks to a long-term vision of event development, there is a greater potential for environmental, energy, and civic innovations in the given place, site, and even the entire community.

DID YOU KNOW...

Using the services of local business, thus powering the development of small entrepreneurship, we can help to build a positive image in the local community. The principle is true both for the selection of the venue of the conference (choosing a local culture centre instead of a congress centre that belongs to a network), and also accommodation (eco- or agri-tourist lodging, in small boarding houses/bed-and-breakfasts instead of chain hotels).

GOOD PRACTICES

Meetings in Poland during the Polish Presidency: selection of sites in city centres (easy access, also with municipal transport) with waste recycling systems, and collaborating with local suppliers.

The Green Picnics of the Aeris Futuro Foundation and its business partners are organised in places situated in close proximity to the place of work of the majority of participants, and those that are available by public transport. The venues selected provide an opportunity of close contact with nature, and have educational properties. Activities are embarked on with respect for the principles of environmental protection, i.e. at sites that are especially designed for the purpose, and without the introduction of excessive noise, e.g. by organising “unplugged” concerts.

LIST OF REQUIREMENTS

When choosing the venue, consider the following requirements:

- energy-saving heating
- energy-saving lighting
- energy-saving IT and audio & video equipment
- operators of the venue interested in questions of sustained development
- water treatment system in place: wastewater drainage, own wastewater treatment hub
- using natural light/daylight to a large extent

- easy access by public transport
- possibility of accommodating participants at the venue of the event, or in its near vicinity, so that the distance can be covered on foot (applicable for long events)
- purchasing lasting, ergonomic, and easy to disassemble and recyclable furniture for the needs of the event
- energy certificate proving heat energy capacity below 50.00 kWh/m² annually
- organisation of the event outside the animal mating and breeding seasons (applicable for open-air events in non-developed areas)
- organisation of the event in the region from which most participants originate
- organisation of the event in close vicinity of coach/train station
- signing of contracts with businesses collecting recyclables
- containers for segregation of waste: well-marked and easily accessible for the participants
- preferences for local owners operating in an environmentally friendly/responsible way
- cosmetics in dispensers (not individually wrapped)
- land reclaim after disassembly
- avoiding additional entertainment that generates noise (e.g. fireworks displays)
- cleaning supplies safe for people and environment
- room temperature from 18°C to 21°C in winter, and from 26°C to 28°C in summer, with average humidity of 50%
- providing participants with access to hearing protection (e.g. ear plugs) in the case of concerts and matches/competitions
- avoiding daily changes of towels and bed sheets
- entrance/lift to the building and to the stage (if applicable) for people in wheelchairs
- water-saving taps and showers aerating water (with aerators installed), single tap for hot and cold water, automatic switch (timed or photocell controlled) for saving water
- water-saving toilet flushes (start/stop button, two modes to control the amount of water, or smaller tank volumes)
- renting the necessary equipment for assembly and disassembly (unless already owned by the organiser)
- modernised wastewater network
- live seasonal potted plants: rented or purchased and presented to participants at the closing.

VERIFICATION

- energy audit
- environmental declaration/policy of the venue
- European Energy Label
- information concerning the date and precise site of the event
- recommendations
- certificates for environmental management system: EU Eco-Management and Audit Scheme, ISO 14001
- certificates of Sustainability Management Systems for Events: BS8901, ISO 20121
- implementation of the ISO 26000:2010 standards on corporate social responsibility (not developed for the needs of certification)
- certificate of energy performance

ECO-LABELS:

For the equipment:

- Blue Angel (Der Blaue Engel) – Germany: www.blauer-engel.de
- Carbon Reduction Label: www.carbon-label.com

- Ecolabel: www.ecolabel.eu
- Ekoprojekt CE: www.oznakowanie-ce.pl
- Ecological Mark Eko-znak, awarded by the Polish Centre for Testing and Certification: www.pcbc.gov.pl
- Nordic Swan (Svanen) – Scandinavia: www.nordic-ecolabel.org
- TCO Development: www.tcodevelopment.com

Four venues (e.g. hotels)

- Green Globe: www.greenglobe.com
- Green Key: www.green-key.org
- Green Tourism: www.green-business.co.uk

USEFUL PUBLICATIONS

Alternative Energy Policy to 2030, Institute for Sustainable Development: www.ineisd.org.pl/lang/pl/page/broszury/id/18/

EMAS: www.emas.mos.gov.pl

Energy and Environment / Energia i środowisko: www.energiaisrodowisko.pl

Certificates of energy performance / Etykiety energetyczne: www.etykietyenergetyczne.pl

Polish Foundation for Energy Efficiency / Fundacja na rzecz Efektywnego Wykorzystania Energii: www.fewe.pl

Polish National Energy Conservation Agency / Krajowa Agencja Poszanowania Energii: www.kape.gov.pl

Rational household selection of equipment and devices: www.topten.info.pl

Service on renewable energy resources: www.oze.info.pl

Stowarzyszenie 'Niepełnosprawni dla Środowiska – EKON / Disabled for the Environment EKON Association: www.ekon.org.pl

EU law

Directive 2010/30/EU of the European Parliament and of the Council of 19th May 2010 on the indication by labelling and standard product information of the consumption of energy and other resources by energy-related products that replaced the Directive 2009/91/EU of the European Parliament and of the Council on the energy performance of buildings (the latter directive lost its force on 1st February 2012)

Directive 2009/28/EC of the European Parliament and of the Council of 23rd April 2009 on the promotion of renewable energy sources

Directive 2006/32/EC on energy end-use efficiency and energy services

Directive 2004/8/EC on the promotion of cogeneration based on a useful heat demand

2.3 Transport and travel

Traffic jams during access to the venue of the event, lack of parking spaces, poor signage of access routes, lack of information and incentives for safe and clean public and bicycle transport? These issues can damage the good image of the organiser, and also delay the event or simply result in its failure.

- The more kilometres covered
 - the more oil burnt
 - the more greenhouse gases and pollution in the air
 - the more noise.
- The more road traffic
 - the wider the roads, the greater the parking zones, pavements obstructed with cars and difficult to negotiate, especially for disabled people and prams/pushchairs

- the greater the destruction of public space: less free space for recreation and rest, less greenery that purifies and regenerates the environment, a loss of biodiversity.

The changing market conditions, and especially the drastic increase in the prices of fuels in the last five years, forced the businesses keen to operate in the market and, more importantly, develop and bring expected profits, to seek changes in their current operations, especially in transport.

It is time for sustainable innovations in transport. These will allow the risks and dangers listed above to be limited.

GOOD PRACTICES

Sustainable management of the fleet during the Polish Presidency of the Council of the EU: transport policy was based primarily on shared transport (minibuses, coaches) and on municipal transport, unless this caused conflict with the principles of security. Moreover, one solar-powered coach and three electric passenger cars were in use. Thanks to the prudent management of the fleet, the presidency managed to save nearly 50% of the funds entrusted by PKN Orlen, a partner of the Presidency, in fuel vouchers. This allowed a saving of 90,500 kg of CO₂: the equivalent of what 12,000 trees consume on average during one year.

Promotion of sustainable transport

The AERIS FUTURO Foundation has for many years actively promoted environmentally friendly means of transport. To achieve this, the foundation uses the CO₂ calculator, which allows the impact of various means of transport on the environment to be defined and this to be presented during various events, including European Car Free Day (22nd September).

DID YOU KNOW...

The World Health Organisation (WHO) lists the benefits obtained thanks to bicycle transport:

- ✓ 50% reduction of diabetes and obesity risk in adults
- ✓ 30% reduction of risk of hypertension
- ✓ reduction of blood pressure, similar to the result of medications.

Let us add that cycling allows production of electricity for lighting the road, and also – once other equipment is connected – juice to be made in a juicer or Christmas tree lights to be illuminated.

LIST OF REQUIREMENTS

- organisation of teleconferences and videoconferences instead of meetings in person – entirely or with selected speakers (e.g. from abroad)
- map showing the venue with a description, and a timetable of recommended connections, and guidelines how to reach the venue on foot, sent to the participants and posted on the website
- in the case of a lack of public transport: renting minibus(es), coach(es), and/or train(s)
- promotion of shared travel: providing the participants with the opportunity of contacting each other online with sufficient notice, and/or inclusion of a relevant application (or a clear link to one that plays that role) on the website used by event participants
- furnishing the drivers with the principles of environmentally friendly driving, and keeping to them
- information forbidding windows from being opened in the means of transport while air conditioning is on
- safe, free parking space for bicycles: collaboration with municipal police, police, security companies
- free parking spaces for bicycles, reduced fees for minibuses, coaches, and passenger vehicles with minimum three people on board
- parking spaces for the disabled

- new vehicles with low emission of exhaust gases: maximum 130 g CO₂/km; vans – maximum 175 g CO₂/km
- buses conforming to strict exhaust gas emission standards (EURO IV)
- no use of all-terrain and off-road vehicles, especially as attractions.

VERIFICATION

- certificates confirming completion of eco-driving courses by the drivers
- vehicle technical files stating appropriate emission volumes (e.g. Euro 4 or 5)
- copy of the list of participants with information about distance covered and means of transport
- information concerning the car models used
- map showing the venue of the event, together with the means of public transport, and bicycle and walking access routes
- website with a map and information

USEFUL PUBLICATIONS

Eco-driving academy / Akademia ekojazdy: www.akademiaekojazdy.pl

IDS Alternative Energy Policy / Alternatywna Polityka Transportowa, InE: www.ine-isd.org.pl

eFTe Group: www.efte.org

Timebomb bicycle couriers: www.timebomb.pl

Guide for cyclists in cities, Polish Green Network / Polska Zielona Sieć: www.krakoff.info/wp-content/uploads/poradnik-miejskiego-rowerzysty.pdf

Carpooling portal: www.carpooling.pl

Klimat bez sadzy project: www.klimatbezsadzy.pl

Municipal transport search engine: www.jakdojade.pl

Listing of fuel consumption and CO₂ emissions for passenger cars: www.transport.gov.pl/2-48246b7ab716c.htm

EU law

Directive 2008/101/EC of the European Parliament and of the Council of 19th November 2008 amending Directive 2003/87/EC so as to include aviation activities in the scheme for greenhouse gas emission allowance trading within the Community

Directive 2009/33/EC of the European Parliament and of the Council of 23rd April 2009 on the promotion of clean and energy-efficient road transport vehicles

Directive 98/69/EC (& 2002/80/EC) relating to measures to be taken against air pollution by emissions from motor vehicles, introducing the EURO IV exhaust emission standard

Directive 2007/715/EC[13] on type approval of motor vehicles with respect to emissions from light passenger and commercial vehicles (Euro 5)

Regulation (EU) No. 510/2011 of the European Parliament and of the Council of 11th May 2011 setting emission performance standards for new light commercial vehicles as part of the Union's integrated approach to reduce CO₂ emissions from light-duty vehicles

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:145:0001:0018:PL:PDF>

2.4 Catering

Selection of the dishes and the way they are served says much about the host. Let us present ourselves as an organiser paying attention to taste, fragrance and appearance, but also environmental quality, nutritional value and the ethical assessment of the catering provided. Even though it may not seem so, this is the most important criterion, as practice has proven that what we find ethical on the plate is also fresh, tasty, pleasant-smelling, healthy, nutritive, and highly pleasing to our senses.

Reach the heart through the stomach – refreshments/catering can be a perfect opportunity to promote traditional Polish cuisine: not necessarily containing meat but rather organic delicacies, especially those characteristic of the region where the event is taking place. It is worth making use of the produce of organic farmers (eco-farmers), as this provides us with the highest-quality products and regional delicacies not only at attractive prices but also without unnecessary packaging, and frequently delivered to the venue.

Twenty-first-century agriculture uses huge amounts of pesticides and fertilisers that have a toxic impact on people's health – that of both consumers and farmers (with the impact including allergies and cancer) – and also on the condition of the environment (impact: loss of biological diversity). The more processed and frozen the product and the longer the sell-by date, the less environmentally responsible it is, as it requires consumption of more energy for processing and storage.

Consumption of water in meat production results in much greater use of water than agriculture, and global deforestation and desertification are also related to excessive consumption of meat. The felling of forests, especially in the tropics, takes place mostly to make new lands available for grazing and farming of cattle feed. Animal production results in large greenhouse gas emissions (cattle, like all other ruminants, produce methane: a gas whose greenhouse impact is 20 times greater than that of carbon dioxide).

DID YOU KNOW...

Foodmiles is a significant term in the context of food. It denotes the distance that food travels before it arrives "from farm to fork". There are plenty of benefits from reducing foodmiles:

- ✓ reduction of transport, hence less pollution and lower costs
- ✓ better quality thanks to freshness, lower level of preservatives
- ✓ safety: more certain information about the origin.

GOOD PRACTICES

The Polish Presidency promoted cuisine typical of the events organised in the given region, contracting businesses from the local market. Moreover, one of the promotional presents of the Polish Presidency was a beautifully designed and printed cookery book with traditional Polish recipes by foreign chefs working in Poland.

An excellent solution at open-air events is edible plates: cabbage leaves at Woodstock Festival, and those made from oat bran at the picnics of the Aeris Futuro Foundation. On top of that: biodegradable cutlery and cups – wooden or made of starch.

LIST OF REQUIREMENTS

- before commissioning, analyse the requirements with the supplier, so that both parties are aware of the premises of green catering
- catering ordered from local, environmentally responsible suppliers
- drinks in large containers (1-2 or more litres)
- sugar, coffee creamer, butter and similar products – in large containers
- cutlery, crockery, and tablecloths for repeated use (events in enclosed spaces) or made of renewable biodegradable resources
- products and drinks in recyclable packaging
- the application form should include the question whether the participant is planning to stay for

- lunch/dinner if there is such a meal closing the event
- e-mail participants a request to confirm their arrival before ordering the catering
- containers to pack leftover food after the event
- the food not consumed during the event should be left with the organisers to share with the participants or local charities
- a form including a question about the participant's preferred diet related to health or personal preferences
- fruit besides desserts: good calories
- attractive vegetarian dishes on the menu
- non-GMO products
- if the menu includes fish, it should come from sustainable farms
- excluding from the menu species threatened with extinction: Atlantic halibut, rockfish, Baltic salmon, shark, ray, sola, bluefin tuna, eel
- water from local sources
- the majority of juices from fruit from the host country
- purchasing animal products meeting high standards of well-being
- limiting the use of dangerous chemicals, using environmentally friendly cleaning and washing agents
- paperware, e.g. kitchen towels and paper napkins, made of recycled or sustainably produced fibre
- refrigerators and freezers containing no substances depleting the ozone layer (HCFC or HFC)

VERIFICATION

- country of product origin listed on the packaging
- confirmation of organic production methods conforming to Council Regulation (EC) No 834/2007
- menu listing the dishes, with fruit and fish species, types of meat, etc. itemised

Ecolabels for food:

- Carbon Reduction Label: www.carbon-label.com
- EU organic logo: www.ec.europa.eu/agriculture/organic/consumer-confidence/logo-labelling_pl
- Ekoland: www.ekoland.org.pl
- Fair Trade: www.fairtrade.pl
- Marine Stewardship Council: www.msc.org
- Znak Certyfikowanego Rolnictwa Ekologicznego (certified organic production logo): www.pcbc.pila.pl/s/wzory-znakow

USEFUL PUBLICATIONS

Banki Żywności / Food Banks: www.bankizywnosci.pl

Ekonsument: www.ekonsument.pl

AGRO BIO TEST certifying authority awarding the organic production label: www.agrobiotest.pl

Biocert Małopolska certifying authority awarding the organic production label: www.biocert.pl

Koalicja Sprawiedliwego Handlu / Fairtrade Coalition: www.fairtrade.org.pl

"Wiesz, co jesz. Żywność bez GMO" guide, published by Greenpeace:

www.greenpeace.org/poland/pl/press-centre/dokumenty-i-raporty/Poradnik-Konsumenta-Wiesz-co-jesz---ywno-bez-GMO

"Jaka ryba na obiad" guide, published by the WWF: www.poradnikrybny.wwf.pl

Portal for searching for producers and suppliers of local food in Poland: www.lokalnazywnosc.pl

EU law:

Council Regulation (EC) No 834/2007 of 28th June 2007 on organic production and labelling of organic products and repealing Regulation (EEC) No 2092/91

Directive 2001/18/EC of the European Parliament and of the Council of 12 March 2001 on the deliberate release into the environment of genetically modified organisms and repealing Council Directive 90/220/EEC

2.5 Promotion, advertising, education

[Organisation of a Green Event provides a perfect opportunity to demonstrate your and your organisation's adherence to the principles of sustainable development. Appropriately targeted PR communication and strategy will build a positive atmosphere around the event, attract participants, and serve as a tool for shaping general awareness.]

The best way to persuade public opinion of a pro-environmental, nature-friendly, "green" image is communication that uses environment-friendly means and carriers.

As a rule, guests receive many presents and materials, which they are supposed to take home later. In most cases, the least attractive ones find their way into the hotel wastepaper basket. For a gadget to be accepted, the organiser must design it in an innovative way: a product should be functional, modern, and tailored to the user's needs. The eco- and ethno-design and recycled materials provide added value proving original quality and supporting the idea of environmental protection.

To cast your spell, and see how the enchantment of advertising works, use various means of influence, whose production accounts for a positive impact on the environment.

DID YOU KNOW...

Production of 1 tonne of paper requires:
cutting 17 trees down
using 7600 KWh energy
polluting 440,000 l of water.

Recycled paper saves plenty of energy and is the best way to decrease environmentally harmful paper production – it means less harmful chemicals!

GOOD PRACTICES

After the end of the Polish Presidency of the Council of the EU, the Aeris Futuro Foundation in collaboration with the Warsaw-based Disabled for the Environment EKON Association embarked on management and recycling of all leftover materials from the Ministry of Foreign Affairs, Ministry of National Education, Ministry of the Environment, and the Ministry of Health that could not be used for other purposes. Nearly 4 metric tonnes of recyclables were sorted and delivered for repeated use, which allowed natural resources and energy required for the acquisition and processing of more raw materials to be saved. As a result, 8400 kg of greenhouse gases were not emitted to the atmosphere, which is the equivalent of what 1120 trees digest on average in a year. For the funds acquired from the sales of recyclables, the partners will plant trees

together.

The Danish Presidency is accompanied by the largest green technologies campaign known in history. Tour 2012 Europe follows the slogan Saving Energy – Saving Money – Saving Climate, and is a series of events organised in 27 EU cities, including debates, conferences, and meetings for representatives of local and regional authorities, business, and citizens.

LIST OF REQUIREMENTS

- website and community portals as main tools for promotion
- electronic registration of participants, paper lists kept to a minimum
- electronic form of all information materials, including invitations
- conference materials (e.g. the speakers' presentations) saved in electronic form and distributed after the event via e-mail
- multimedia presentations to be projected
- keeping to a minimum the number of large-format billboards, banners, and posters that are burdensome to space
- latex, UV, and eco-solvent print
- using existing newspapers and magazines for the promotion of the event instead of printing own publications
- non-obligatory materials presented to users, after they have expressed their consent, are displayed on a generally accessible table, and not individually on chairs
- publications in formats that use paper sheets efficiently, and usage of leftover paper from printing
- recyclable printouts: not coated, not on high-gloss paper
- printing on paper from legal and sustainable sources (based on primary fibre, or with some proportion of secondary fibre)
- paper printed without the use of elementary chlorine (ECF), or free from all chlorine compounds (TCF)
- avoiding UV varnishing, one- and two-sided plastic coating, metal coating, gilding, etc., as this imposes an additional burden on the environment
- maximum whiteness level of 90 (as to reach higher values paper would have to be submitted to optical bleaches)
- whenever possible, printing on both sides of the sheets, or printing in the "brochure" format (4 pages to a sheet)
- PowerPoint presentations: 3 or 6 slides per page, printed on both sides of the sheet
- multi-use name badges
- collecting the participants' name badges before they leave the event
- cardboard briefcases and stickers without plastic coating
- promotional materials made of recyclable materials, e.g. ballpoint pens made of pressed and rolled wastepaper
- lasting and practical gadgets (e.g. mugs, USB sticks)
- universal content of publications for repeated use (also for other events)
- easy to transport equipment (e.g. foldable banners)
- packaging limited to the minimum, from natural materials, recyclable
- recycling of surplus materials, with the saved/gained resources used for offsetting the event
- non-recyclable materials to be delivered for processing (e.g. banners for bags) to civic organisations, artists
- information about the implemented Green Standards and invitation for co-authoring on the website, in all press notices, publications, and conference materials
- the organisers briefly mention the Green Standard when opening the meeting and welcoming the participants
- visual identification making reference to the idea of sustainable development and Green Event
- an information stand promoting Green Standards during the Event

- a banner/rollup with information about the Green Event

VERIFICATION

- Documentation of the order (e.g. terms of reference, TOR), with the definition of the criteria.

Ecolabels:

For packaging:

- Green Point: means that the producer of the given packaging made a payment for it for the national packaging recycling organisation
- Recyclable – placed on products that can be recycled
- Reusable packaging
- Biodegradable packaging that releases no harmful substances during composting.

For paper and wood products:

- Błękitny Anioł (Der Blaue Engel) – Germany PEFC (Programme for Endorsement of Forest Certification)
- Rainforest Alliance
- FSC (Forest Stewardship Council)
- TCF (Totally Chlorine Free)
- ECF (Elementary Chlorine Free)
- Carbon Reduction Label

For clothing:

- Fair Trade
- Global Organic Textile Standard
- Soil Association Organic Standard
- Naturland
- Ecolabel
- Bluesign
- Better Cotton Initiative
- Fair Wear Foundation
- Fair Labour Association
- Ethical Trading Initiative
- Social Accountability International

For cosmetics:

- Ozone safe/friendly
- Bunny Mark: sign informing that the product was not tested on animals in the research phase
- Leaping Bunny mark: sign informing that the product was not tested on animals at any stage of production
- Ecolabel
- Fair Trade

USEFUL PUBLICATIONS

Clean Clothes Polska campaign: www.cleanclothes.pl

Public Service Campaigns: www.kampaniespoleczne.pl

“Dobre Zakupy” (Good shopping) handbook of Polish Green Network (Polska Zielona Sieć): www.zielonasiec.pl/publikacje/poradnik-dobre-zakupy

“Z lepszzej półki” portal on social economy products and services: www.zlepszzejpolki.pl

Portal on Zielone Zamówienia Publiczne / Green Public Procurement: www.zielonezamowienia.gov.pl

Zielony Katalog / Green Catalogue, Aeris Futuro Foundation: www.zielonewydarzenia.pl/zielony-katalog

Community law

Directive 2005/29/EC concerning unfair business-to-consumer commercial practices in the internal market (Unfair Commercial Practices Directive, or UCPD) forbids unfair practices, and clearly defines misleading advertising as advertising that presents false information or omits material information, and emphasises the significance of the state

Directive 94/62/EC on packaging and packaging waste

Directive 1999/31/EC on the landfill of waste

Directive 92/75/EEC of the European Parliament and of the Council on the indication by labelling and standard product information of the consumption of energy and other resources by household appliances

2.6 CO₂ emissions and offset

The unavoidable emissions of greenhouse gases to the atmosphere that originated due to the organisation and course of conferences or other events may be 100% neutralised, that is offset, by supporting reduction of emissions in another place: planting of trees, investments in renewable energy sources (RES) or by improving energy efficiency. Offset will help to alleviate climate changes and enable the event’s organisers to promote the idea among entrepreneurs and point to good practices in the area. Moreover, it also has a positive influence on how the organisers of the given event are perceived by its participants.

Increasing forested areas by afforestation and reforestation allows the capture and storage of CO₂ to be increased, in this way reducing its amount in the atmosphere. Trees absorb CO₂ during photosynthesis and accumulate it in their biomass. Combining emissions with absorption is beneficial for the natural environment.

In his report, prepared on the commission of the UK government, Sir Nicholas Stern warns that human behaviour may result in the appearance of major dysfunctions in the operation of the global economy and communities, with a scope similar to those related to the Great Depression of the 1920s and the world wars. The latest, 4th report of the Intergovernmental Panel on Climate Change (IPCC) states with the greatest probability that it is man who is the main perpetrator of the progressive warming of the Earth’s climate, which may lead to irreversible changes in the natural environment and dangerous consequences for future generations. A special threat for business can be the increased operation risk resulting from limited availability of raw materials (e.g. water), higher energy and insurance costs, and also the introduction of ecological taxation.

This is why it is necessary to switch to a low-carbon economy, which means starting campaigns for the sake of limiting greenhouse gas emissions.

Steps to be taken to offset emissions:

- ✓ identification of sources, or elements of the event
- ✓ calculation of emissions by experts, in line with the available indicators
- ✓ campaign: neutralisation – planting of trees, exchange of bulbs for energy-saving fluorescent lamps, use of renewable energy resources
- ✓ communication: promotional and information activity.

GOOD PRACTICES

After the Polish Presidency, thanks to the funds gained from the collection of materials that were left over from the meetings, trees will be planted to enable a symbolic neutralisation of greenhouse gas emissions. During its Presidency, Denmark – in its capacity as green leader of the EU and a country experienced in organisation of sustainable events:

- ✓ has commissioned monitoring of CO₂ emissions, and is planning all activities so as to minimise emissions
- ✓ has selected business partners who ensure zero-emission consignments, zero-emission websites, and offsetting of air travel
- ✓ is collaborating with non-governmental organisations to select the most suitable carbon offset projects.

“Wkręć się w eko” project with the FOB

A carbon offset project of the Aeris Futuro Foundation aimed at the neutralisation of the unavoidable emissions connected to carrying out the events of the Responsible Business Forum (*Forum Odpowiedzialnego Biznesu*, FOB). In May 2010, a campaign was organised by the Foundation in Mokra Wieś near Warsaw. During the campaign, the Foundation conducted an environmental audit in a primary school, and – with the participation of pupils and volunteers from the FOB partner programme – 28 light bulbs were exchanged for energy-saving fluorescent lamps and 12 tap aerators (which reduce water consumption in taps) were introduced in the school building, and 30 trees were planted around it. As part of their environmental education, the pupils put on a special presentation for the guests. The campaign made it possible to neutralise 1020 kg of CO₂.

LIST OF REQUIREMENTS

- collecting data to calculate the carbon footprint: use of energy (including fuels), water consumption, waste production
- collaboration with a credible partner estimating the offset
- support of credible offset projects and acquisition of the certificate
- involvement of event participants in the offset project (during the event)
- involvement of the local community in the offset activity
- information about offsetting is a part of communication about the event

VERIFICATION

- audit during the event performed by an expert
- certificate
- calculator with a transparent methodology for calculating the carbon footprint and offset
- report from offsetting with photographs
- recommendations from independent institutions for the offset partner

USEFUL PUBLICATIONS

Environmental Information Centre / Centrum Informacji o Środowisku: www.ekoportal.gov.pl

Natura 2000 Networking Programme / Europejska Sieć Natura 2000: natura2000.gdos.gov.pl

Aeris Futuro Foundation: www.aerisfuturo.pl

Polish Foundation for Energy Efficiency / Fundacja na rzecz Efektywnego Wykorzystania Energii: www.fewe.pl

Institute for Sustainable Development (ISD) / Instytut na rzecz Ekorozwoju: www.ine-isd.org.pl

Forest Research Institute / Instytut Badawczy Leśnictwa: www.ibles.pl

Climate Coalition / Koalicja Klimatyczna: www.koalicjaklimatyczna.org

National Centre for Emissions Management / Krajowy Ośrodek Bilansowania i Zarządzania Emisjami (KOBiZE): www.kobize.pl
Intergovernmental Panel on Climate Change: www.ipcc.ch
State Forests National Forest Holding / PGL Lasy Państwowe: www.lasy.gov.pl
United Nations Environment Programme: www.unep.org

EU/international law

Energy and climate package approved by the European Parliament and EU Council in December 2008. The documents that the package consists of aim at implementation of the assumptions made by the European Council on countering climate changes, which assumed that by 2020 the Community will:

- ✓ reduce greenhouse gas emissions by 20% (with a 30% reduction option, if appropriate international agreements in the area are concluded) as compared to the 1990 emission level
- ✓ increase the share of renewable energy in final energy consumption by 20%
- ✓ increase energy efficiency by 20%, as compared to the forecasts for 2020
- ✓ increase the proportion of biofuels in the total consumption of transport fuel to at least 10%.

The Kyoto Protocol to the United Nations Framework Convention on Climate Change is an international legally binding agreement on countering global warming that introduces specific obligations to reduce greenhouse gas emissions. Approved on 11th December 1997, it came into force on 16th February 2005. In December 2011, during the Polish Presidency of the Council of the EU, as part of the UN Climate Conference (COP17/CMP17) in Durban (Republic of South Africa), it was agreed that the Kyoto Protocol would be replaced by a new legally binding agreement covering all the countries of the Climate Convention and 100% of greenhouse gas emissions in the group by 2015. By this time, the Kyoto Protocol imposed reduction obligations only on the group of developed countries. Another decision made at the summit was that the European Union would also approve the second period of the Kyoto Protocol – after 2012. Moreover, approved in Durban were also the principles of operation of the Green Climate Fund, which would be there to support actions for adjustment to climate changes and reduction of emissions, especially in developing countries.

Glossary of terms

Carbon offset, offset

Neutralisation of unavoidable CO₂ emissions by compensation activities, including planting an appropriate number of trees, increasing the proportion of renewable energy sources, and energy efficiency. The natural or legal person pays for a project that offsets emissions, in return receiving a certificate corroborating the neutralised volume of greenhouse gases.

Carpooling

The sharing of car journeys, a form of travelling that allows provision of access to free seats in your car or using the free seat in somebody else's car.

Carsharing

A system in which multiple users own a single car, and jointly share the costs of maintenance, fuel, and repairs.

Catering

According to Polish dictionary: providing food and serving food and drinks at parties and banquets in return for a fee.

CO₂ = carbon dioxide

A gas present in nature, and also a by-product of fossil fuel (or oil, natural gas, coal) combustion, originating

also from the combustion of biomass, changes in land use, and other industrial processes. Carbon dioxide is the main anthropogenic greenhouse gas that influences the Earth's radiation balance. As it is also a reference gas for the measurement of other greenhouse gases, its global warming potential amounts to 1. www.klimat.gov.pl

CSR = Corporate Social Responsibility

A concept that makes businesses voluntarily account for social and environmental interests, and also relations with various groups of stakeholders at the stage of building strategies. Being responsible means not only meeting all the formal and legal requirements, but on top of that increased investments in human resources, environmental protection, and relationships with the firm's environment, that is voluntary involvement. www.pozytek.gov.pl

Eco-innovation

A change of legacy and current habits, procedures, and technologies to more environmentally friendly ones, increasing the efficiency of using various types of natural raw materials and the share of renewable energy sources.

Eco-driving

A way of using a vehicle that allows reduction of fuel consumption and production of pollutants e.g. by avoiding aggressive driving, and switching off the engine for longer stops.

Social economy, social enterprise

Business operation that combines economic (business) and community goals. A social enterprise is one whose goals are mostly social, and whose profits are by assumption reinvested in these objectives or in the community, and not in maximising the profit or increasing the revenues of shareholders or owners. www.ekonomiaspoleczna.pl

Fair Trade

A civic movement promoting fair remuneration and reasonable conditions of work among producers in developing countries.

Fairtrade

The term originated in the association of organisations from various countries under the umbrella organisation FLO Int., established to harmonise the movement. It developed the Fairtrade international certification sign to unify the labelling of products, but also cities, schools, and churches. www.fairtrade.net

GMO = Genetically Modified Organism

An organism, other than a human organism, in which genetic material has been modified in a way not encountered in natural conditions due to crossbreeding or natural recombination. Source: Act of 22th June 2001 on genetically modified organisms.

Green washing

Or the "green lie": actions undertaken by businesses/institutions to present a product or service as environmentally friendly, while in fact the product itself and/or the core operation of the company/institution has a negative impact on the environment.

Innovation

According to Polish dictionary: introduction of something new, a newly introduced thing.

Cogeneration

According to Directive 2004/8/EC of the European Parliament and of the Council of 11th February 2004: the simultaneous generation in one process of thermal energy and electrical and/or mechanical energy.

Life Cycle Assessment (LCA)

The process of assessing the impact that a given product has on the environment throughout its life cycle, by the increase of effective use of resources and reduction of environmental burden. The basic elements of the LCA are (1) compiling an inventory of relevant energy and material inputs and environmental releases, (2) evaluating the potential impacts associated with identified inputs and releases, and (3) estimation of the options available to decrease the burden of the releases.

Source: Mineral and Energy Economy Research Institute of the Polish Academy of Sciences (IGSMiE PAN)

Life Cycle Cost (LCC)

The total costs of purchasing, use, and liquidation of a product.

Costs of products or service present throughout its life-cycle, together with the external costs.

Source: IGSMiE PAN

Logistics

A concept increasingly often replaced by the broader term **supply chain management** (see below)

NGO = Non-Governmental Organisation

Legal persons or organisational units with no legal personality whose legal capacity is awarded by a separate act, including foundations and associations, which are not units of public finance sector in the understanding of the Act on public finance, operating not for profit.

Source: Act of 24th April 2003 on public benefit and voluntary work

MSC = Marine Stewardship Council

A global organisation collaborating with the fisheries sector, scientists, environmental organisations, and public opinion to promote conscious selection of services in fish-processing businesses. The MSC certification programme and ecolabels denote and award service providers who apply the principles of sustainable fishery. www.msc.org

Permaculture

Awareness, planning and maintenance of efficient agricultural ecosystems characterised by variety, stability, and ability to regenerate naturally. It is a harmonious integration of landscape with human activity to ensure food, energy, shelter, and people's other material and cultural needs in a self-sustainable manner (i.e. requiring no external infrastructure). www.permakultura.com.pl

Social enterprise – see: Social economy

Recycling

One of the methods for the protection of natural environment aimed at reducing the use of natural raw materials and the volume of waste by processing and repeated use. According to the Act on waste, recycling is "such a form of reclamation that involves repeated processing of substances or materials contained in wastes in a production process to acquire substance or a material with the original or other use, also including organic recycling, with the exception of energy reclamation".

Carbon footprint

The total emission of greenhouse gases caused directly or indirectly by a person, firm/organisation, event, or product. Carbon footprint accounts for all greenhouse gases covered by the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrogen monoxide (N₂O), and industrial gases (HFCs, PFCs, SF₆). The carbon footprint is expressed in carbon dioxide equivalent tonnes (CO₂e, CDE) www.carbontrust.co.uk

Certificate of energy performance

A document defining the volume of energy, expressed in kWh/(m² per annum), necessary to satisfy the heating, ventilation, hot running water, cooling, and installed lighting needs of a building. Such a certificate is valid for 10 years. www.etykietyenergetyczne.pl

Videoconference

An interactive form of multimedia communication, conducted as a rule via desktop computers. Its idea is to send broadband images and sounds in real time between remote locations. Owners of equipment that allows videoconferencing can talk and see each other at the same time.

Fleet management

A logistical process pertaining to means of transport, allocating and utilising means of transport, human resources, and other resources as related to other logistics processes conducted through an ordered chain of activities (planning, organisation, management, and control).

Supply Chain Management (SCM)

The art of improving the ways of acquiring raw materials and products that a firm needs to make products or provide services, streamline the production and methods of providing products and services to the clients. In line with the principle of the sustainable development, the process also includes collection of products from the client, their reclamation (regeneration, reuse, processing, recycling), repeated distribution, and final waste management.

3R principle

The philosophy of minimising the volume of waste boiling down to reducing the volume of waste that must

be landfilled. It includes: Reduction – reducing the volume of waste; Reuse – repeated use; and Recycling – that is reprocessing.

Green-collar jobs, green jobs

Environment-friendly jobs which can originate in any sector of the economy and respect the principles of sustainable development. They are, nonetheless, predominantly related to the sector of mass transport, renewable energy sources, construction, and waste management.

Green Product Procurement (GPP)

A policy that makes public bodies include environmental criteria and/or requirements in procurement procedures to limit the negative impact of purchased products on the environment. A significant element of GPP is accounting for environmental issues throughout the entire life cycle of the product.

www.zielonezamowienia.gov.pl

Sustainability, Sustainable development

A form of development that satisfies the needs of the current generation without disendowing future generations of means to satisfy their needs: UN World Commission on Environment and Development Report.

Acronyms of institution names

GUS = Polish National Statistical Office (*Główny Urząd Statystyczny*)

www.stat.gov.pl

IPCC = Intergovernmental Panel on Climate Change www.ipcc.ch

PCBC = Polish Centre for Testing and Certification (*Polskie Centrum Badań i Certyfikacji*)

www.pcbc.gov.pl

UNDP = United Nations Development Programme

www.undp.org

UNEP = United Nations Environment Programme

www.unep.org

UNSTATS = United Nations Statistics Division

www.unstats.un.org