

REALIZED AS PART OF THE CAMPAIGN:



Charter for eco-friendly events



Events offer ephemeral opportunities for sharing, convey values, create social bonds and support local economy. Yet, they are also contributors to pollution and environmental pressure which directly and/or indirectly impact the marine environment.

Surfrider Foundation Europe, a key civil society player, also acts as a spokesperson for oceans, coastlines and the people who enjoy them, in every event in which it participates. As part of its initiative for guiding society through ecological transition and its mission to protect and preserve the marine environment, the Association presents its Eco-friendly Events Charter here below.

This Charter, which addresses the challenges of conserving natural resources, of reducing greenhouse gas emissions and waste generation, outlines 8 objectives to adopt to curb the event-related ecological footprint.

Rolling out this Charter calls for signatories to make an active, voluntary commitment. It implies compliance with these guidelines at every stage of the event (preparation, production, closing), bolstered by initiating overall management of our sustainable development initiative.

The Charter's 8 objectives



**CURB THE TRANSPORT-RELATED
ECOLOGICAL FOOTPRINT**



**SAVE
ENERGY RESOURCES**



**REDUCE
WATER USAGE**



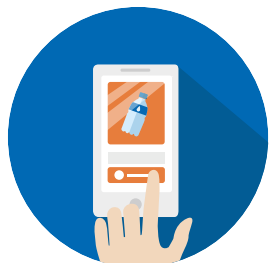
**LIMIT, SORT
AND RECOVER WASTE**



**FAVOUR
SUSTAINABLE CATERING**



**PRIORITIZE REUSABLE
AND RECYCLABLE FACILITIES**



**IMPLEMENT ECO-FRIENDLY
COMMUNICATION TOOLS**



**PROVIDE GUIDANCE
ON SUSTAINABLE
DEVELOPMENT ISSUES**



Objective 1

Curb the transport-related ecological footprint

By burning fossil fuel, transport emits fine particles of greenhouse gas which directly adds to pollution in the air and to global warming. These emissions, in particular CO₂, mainly induce temperature rise and ocean acidification; two dramatic phenomena for ocean ecosystems like coral. By making as much use as possible of green means of transport for people and goods, the event organizer promotes ocean preservation by curbing the transport-caused carbon footprint.



Encourage the public and participants to use public/green transport

- **Choose an easily-accessible site:** public transport, electric shuttle service, green mobility (walking, cycling, self-service bikes) car-sharing, waterway transport, self-service electric vehicles, etc.;
- **Draw up a mobility plan** for the public, the organizers and VIPs to reduce and optimize travel;
- **Develop targeted communication** for the public to encourage the use of this type of transport: information for accessing the site, possible benefits (reduced rates, etc.), signage;
- **Facilitate the use of public/green transport for the public:** set up a free shuttle service to reach the event site, increase bike lock-up space, give details about car parks around the site, etc.;
- **Prioritize the use of electric/hybrid vehicles** for VIPs and staff. Opportunity to work hand-in-hand with local authorities and especially municipal services.



Optimize and pool transportation of goods

- **Prioritize hybrid and/or electric vehicles and bikes** for event set-up/takedown, deliveries, couriers;
- **Favour local suppliers** for material, goods, decors, catering and other elements **to reduce travel**;
- **Encourage pooling** transportation of goods.



Objective 2

Save energy resources

Ecological transition implies changing the energy model so as to ensure the switchover from polluting, fossil fuels (coal, petcoke, oil, gas) to renewable energy (wind, solar, hydraulic, geothermal, etc.). This means changing the way we produce and consume energy. The sea, with its currents, its temperature variations, its tides and its winds, offers a myriad of opportunities for developing clean, sustainable energy. Landwise, alternative solutions already exist to address these challenges and can be applied to events which are, generally-speaking, particularly energy-intensive.



Stock up on renewable energy supplies

- **Use renewable energy:** solar panels, energy-bikes, renewable power supplier, etc.;
- **Optimize natural energy:** use natural ventilation and lighting as much as possible.



Implement energy-efficient systems and equipment

- **Use energy-efficient systems** for lighting, heating, catering: LEDs, energy-saving bulbs, more efficient heating, etc.;
- **Tailor the use of different equipment to its key purpose** (lighting, heating, etc.) to reduce the system energy consumption.



Objective 3

Reduce water usage

Water is a natural resource essential to life yet it continues to be extremely limited. Preserving it requires sustainable management and rational usage. An event's sanitary and food requirements entail a substantial supply of water which needs to be tailored and measured. The use of chemical products (cleansers) and toxic substances (paints, resins, etc.) must also be avoided so as to limit the chemical pollution of water. By using more water-efficient practices and mechanisms, as well as eco-friendly products, event organizers help protect and preserve the resource.



Reduce water usage

- **Install composting or hybrid toilets** instead of chemical toilets based on event size and location;
- **Install water-saving equipment:** pressure reducers, water-saving diffusers, etc.;
- **Encourage the public and participants** to use water rationally.



Promote water reuse

- **Install a rainwater collection system;**
- For catering, **use** a correctly-sized and regularly-serviced **grease trap** for wastewater discharge.



Limit water pollution

- **Use eco-labelled cleaning products** for on-site repairs, maintenance and cleaning (cleaning, dishwashing, etc.).



Objective 4

Limit, sort and recover waste

Over 10 million tons of waste are dumped in the ocean every year, of which 80% are of land-based origin. The vast majority of this waste is made up of plastic from our non-responsible, nomad patterns of consumption: cigarette butts, plastic bags, plastic bottles and their tops, food packaging, etc. So many single-use plastic items which need to be limited at their source by eliminating them from our events and by favouring reusable, sustainable alternatives.



Reduce waste generation at source

- **Use reusable/compostable (domestically)/recyclable tableware:** for plates, cups, cutlery, dishes, etc. to reduce the use of single-use plastic;
- **Set up a deposit system for reusable tableware/cups;**
- **Provide access to drinking water** to reduce the number of plastic bottles and promote its use by introducing jugs, glasses, gourds and/or reusable eco-cups;
- **Use reusable/compostable (domestically)/recyclable bags and ban single-use plastic bags;**
- **Limit packaging production:** encourage bulk (loose) selling, prioritize large-size products, reduce food overwrapping and marketing, etc.;
- **Use sustainable decorative material and leisure accessories:** ban balloon releases (inflatable skin, helium, etc.) and plastic confetti showers by favouring paper/recyclable decorations, replace plastic glitter dust by natural alternatives like mica powder, prefer water-based paints, etc.



Sort waste

- **Roll out a waste collection and sorting system:** install lots of waste sorting bins (organic/recyclable/residual/hazardous waste) and make sure they are regularly collected to prevent waste accumulation, set up battery collection points, deposit systems, etc.;
- **Place ashtrays throughout the site:** make sure there are enough and that they are emptied regularly, hand out personal pocket ashtrays;
- **Install signs encouraging participants to sort their waste** by using bins and other collection systems set up for this purpose, and to make sure rubbish is not left lying around on the event site;
- **Set up an on-site waste recovery system** with adapted collectors (if possible those present on the site) and organic waste composting;
- **Ensure effective sorting and treatment of event-related waste:** post-event, take the different sorted waste to collection/treatment points (recoverable waste, residual waste, hazardous waste and cigarette butts), contact eco-organizations which can recover electrical and electronic waste (aka e-scrap), textile waste, etc.



Objective 5

Favour sustainable catering

Food is also a key environmental issue. To limit ground and water pollution by pesticides, waste generation (in particular packaging) and food wastage, it is vital for sustainable agricultural production and commercialization methods to be adopted. These are well-suited to catering and offer simple solutions for supplying healthy, eco-friendly food to large audiences.



Sell eco-friendly products

- Implement an eco-friendly purchasing strategy;
- Prioritize selling produce and products which are local, seasonal and organically-produced or fair-trade certified.



Reduce food wastage

- **Donate any leftover edible products** (which have not been unwrapped and, as such, do not compromise cold-chain integrity) to organizations for redistribution;
- **Limit catering-related waste generation:** limiting packaging, treating organic waste, etc.



Objective 6

Prioritize reusable and recyclable facilities and products

The reuse of materials plays a direct role in the circular economy where it addresses resource saving, sustainability and carbon footprint reduction issues. By definition, events are temporary but they can also be renewed; as such their set-up generates a lot of waste which can be reused and offset by the reutilization of materials. This process brings ecological, economic and social benefits which create links between different stakeholders and events.



Use eco-friendly products and materials

- **Promote the use of reusable, eco-designed materials:** recyclable, natural and easily storable (seagrass, sisal, etc.);
- **Favour dismantable facilities** (rather than facilities which have to be demolished), which make their reprocessing easier;
- **Encourage the use of natural, recyclable materials** (seagrass, sisal, etc.) and plan their recovery.



Prefer and reuse borrowed, recycled, repaired and rented equipment

- **Encourage the reuse and loan of equipment** between different event organizers and participants: organize, for example, material exchanges where event organizers can make material and reusable materials (carpets, kakemonos, calico, etc.) available;
- **Pick up/rent furnishings** and scenographic features from specialized businesses;
- **Set up a collection system**, perhaps through a partnership between organizers and organizations for unsold items, reusable materials and objects, textile.



Objective 7

Implement eco-friendly communication tools

Communication is a vector for event success, ensuring it is widely-publicized and, above all, promoted. Yet, it is just as ephemeral as the event itself and action needs to be taken to reduce its ecological footprint. By dematerializing and rethinking communication tools we reduce paper usage and can use materials which are 'greener', a prerequisite for pursuing an eco-friendly initiative.



Dematerialize communication

- **Communicate via internet** (websites, blogs, social media), SMS for sending plans, newsletters, information, etc.;
- **Set up online ticketing** with e-tickets which can be read on any type of mobile phone;
- **Refrain from passing out flyers** to prevent them from being left on the event site and vicinity;
- **Limit posters** and refrain from billboarding on street furniture and facades.



Communicate in an eco-friendly way when message dematerialization is not available or not accessible

- **Use recycled or eco-labelled paper**, in typical format so as not to have scraps and ensure quality is use-adapted, etc.;
- **Print on both sides**, without any ink-consuming solid colours, using **vegetable-based inks**, work with a printer who has an **eco-label**;
- **Promote the sale of useful, reusable and eco-labelled products/goodies** (reusable bags, eco-designed promotional items), organic products and textiles which are fair-trade certified;
- **Use eco-designed, recoverable signage**;
- **Create date-free advertising at points of sale without any temporary time-space markers** to encourage reuse from one year to the next **and optimize their formats** to reduce scraps when they are printed.



Objective 8

Provide guidance on sustainable development issues

Participants' awareness contributes to the success of the eco-friendly initiative rolled out for event organization and running. It is vital to inform the public and participants so that they understand the interest of the initiative and contribute to its success by adopting eco-friendly behavioural patterns.



Give information about the event's eco-friendly initiative

- **Give information and increase** staff, volunteer, subcontractor and public awareness of the event's eco-friendly initiative and of sustainable development issues;
- **Publish and display the Charter** for the event's eco-friendly initiative.



Increase public and participants' awareness of sustainable development issues

- **Produce theme-based exhibitions** to increase awareness of sustainable development issues and everyday eco-actions: saving resources, (water and energy), reducing waste generation and managing waste sorting (5Rs: Refuse/Reduce/Reuse/Recycle/Return to the ground), eco-friendly catering and consumption, sustainable transport, repairing, etc.;
- **Initiate entertaining, participatory activities;**
- **Set up educational workshops and activities;**
- **Invite environmental groups to take part in the event and promote their actions/advice:** stand location, mobile teams, announcements, etc.;
- **Promote eco-citizen actions during the event:** social media, blogs, etc.;
- **Set up a mobile team** of volunteers to ensure on-site regulations are complied with. This green squad will be responsible for collecting waste, for reminding the public and participants of eco-actions to adopt and for transmitting information about the eco-friendly initiative.



Organization

The sustainable development initiative is part of the overall event project, from its design stage through to its production stage plus its assessments. It advocates requirements in all areas of the event (energy, transport, logistics, catering, etc.) and calls for specific monitoring to ensure it is complied with and is efficient. The following provides further details to make it easier to take the eco-friendly initiative into account for organizing the event.



Managing the event

To make it easier to achieve the 8 objectives when implementing the event, it is advisable to:

- **Appoint a sustainable development initiative coordinator** and a sustainable development liaison officer per sector (transport, waste, water, etc.) who will keep a logbook from the preparation of the event through to its closing;
- **Choose an eco-friendly site suitable for rolling out the eco-friendly initiative:** a site already equipped with a power grid / water / public transport, site clean-up and eco-friendly enhancement (water consumption, eco-labelled cleansing products), maintaining the preservation of natural areas and biodiversity, in particular during an open-air event (ground, flora and fauna, etc.);
- **Promote social and solidarity initiatives:** use local currency, local staff;
- **Ensure the 8 objectives of this Charter are applied and the initiative is accepted** by all organizers, volunteers and other participants to reduce the event's impact and to increase public awareness of best eco-friendly practices.



Environmental impact assessment (EIA)

- **Get an environmental impact assessment, and even a carbon footprint drawn up** by a certified, independent body for major events which includes the actions undertaken during the event, their impact as well as avenues for improvement. The environmental impact assessment must make it possible to measure the public and participants' ecological footprint via the prism of the various objectives: the public and participants' use of transport and the contribution of collective and green transport (questionnaire survey on social media, etc.), energy and water consumption (invoices, etc.), waste generation (number of bins, etc.), catering (assessing food wastage), communication tools (assessing the difference between quantities printed and quantities actually disseminated), facilities (assessing picked-up, recycled items, etc.);
- **Inform the general public of the assessment/footprint results:** to promote the initiative, the detailed results should be transmitted during a meeting with participants/staff as well as to the public: social media, blog, etc. The assessment/footprint history may also be transmitted to enhance the value of the eco-friendly initiative;
- **Implement voluntary environmental and/or carbon mitigation actions** and communicate on them: tree planting, walls, fences and terraces to be planted, renewable-energy equipment to be set up, or thermal insulation, etc.



Prepare the next event

- **Draw conclusions from the assessment to help prepare the next edition of the event:** consider the strong points, the difficulties encountered and the avenues for improvement for the various sectors of the event: transport, energy and water consumption, waste generation, communication tools, facilities, etc.;
- **Store a maximum of items which can be reused for the next edition:** energy-saving systems (energy-saving bulbs, for example), water-saving systems, unused promotional accessories, etc.






Useful addresses

In order to develop and strengthen the cooperation with local players and meet the charter's objectives we encourage you to create an address book. You can fill it with your different event's partners - organized by their field of activity - whether you organize or participate to the event. We invite you to complete and update this list depending on your needs and by stating: full name, email address, phone number and website for each contact.

In the list below you can find many contact example that can appear in your address book. This list can then be reused and/or updated depending on your needs for further events. [You can download a word version here.](#)





Transport

-  Public transport service (bus, metro, bikes, trains);
-  Green transport organization: car-sharing, bikes, etc.;
-  Eco-friendly transport agency (electric/hybrid, etc.).







Energy

-  Public service energy;
-  Renewable energy supplier.



Water

-  Water management public services;
-  Private water supply body;
-  Ecological toilet sales and leasing company;
-  Drinking-water fountain sales and leasing company.



Waste

- Waste management public services;
- Recycling/composting hub;
- Specific/hazardous waste collection centre.



Purchasing

- Eco-friendly and fair trade purchasing site;
- Local and organic food suppliers: restaurants, caterings, cooperatives, markets etc.;
- Reusable tableware sales and leasing company/association;
- Local currency management organization.



Communication

- Local eco-friendly communication agency/graphic designer/printer.



Set-up

- Organization/association specialized in renting/collecting event materials.



Sustainable stakeholders

- Associations and organizations specialized in the environment;
- Stakeholders involved in organizing and supporting eco-events.

A CAMPAIGN DEVELOPED BY:

