THE „GREEN EVENTS AUSTRIA NETWORK“:
AN EXAMPLE FOR VERTICAL INTEGRATION EFFORTS AND IMPACTS

W. TERTSCHNIG,
ESDN ANNUAL CONFERENCE, BERN, 10.-11. NOV. 2016
Why it matters for Events to operate sustainably:

➢ The European dimension

Event Industry ranks among the top 20 global industry sectors:
Total value generation of the European Events Industry (Cultural, Business and Sports sectors combined) may contribute up to 1500 Billion € to the total GDP of the EU-MS per year

1800 Soccer games in FR, GE, IT, ES & UK Premier Leagues per season, each attracting 20.000 – 40.000 visitors, large festivals across Europe range in the 100s, 0.5 Million business meetings in the UK with > 100 attendees per year

Overall, >> 10,000 major events with > 10,000 visitors across Europe each year
Green Events: „What are we talking about?“

- Green Events take into account sustainability criteria in the following fields of action:
  - Mobility & Carbon Footprint
  - Location & Accommodation
  - Waste Management & Supply
  - Catering
  - Energy & Water Management
  - The Social Domain (diversity, gender, integration, etc.)
  - Information & Communication
Green Events Activities in Austria: The Timeline

- 2001: First provincial green event initiative: „G´scheit Feiern“ (Steiermark)
- 2003: „Greening the games“ as a cross-cutting element of the Salzburg proposal to host the Olympic Winter Games
- 2006: Kick-off for the Green Events Austria Initiative („Greening the Austrian EU Presidency“ – sustainability framework concept and 1st national Green Events Conference, Vienna)
- 2007: additional green event platforms constituted at sub-national level (Vienna, Salzburg, Vorarlberg)
- 2008: Launch of the Green Events Austria national network (on the occasion of the 2nd national Green Events Conference (Linz)
- 2010 / 2012 / 2014: Development of standards, certification schemes, tool kits, handbooks, Guidelines
Green Events: Regional Initiatives
Green Events Austria: Scope and Deliverables

A comprehensive approach on **sustainability**

- A wider approach on **environmental issues**

  - Initiatives focusing on **waste management**

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Annual competition and National Award scheme for „sustainable events“

Eco-label Certification schemes for locations, meetings, events

- Pilot projects addressing specific event industry sectors
- Knowledge transfer (workshops, conf.), toolkits and web support
The Green Events Austria Network mechanisms

- **GEA Network Office** (general support and service for sustainable event management at Federal and regional levels, external contractor co-financed by BMLFUW and regional governments)

- **Federal Ministry** of Agriculture, Forestry, Environment and Water Management (central coordination and quality control, subsidies)

- **Regional government agencies** and **regional network organisations** (information, coordination, services & support, subsidies)

- **Partner organisations and institutions**, i.a. Austrian Convention Bureau, Oeticket, ARA (the national packaging waste compliance Scheme), Federal Sports Association, key suppliers from the beverage and catering sectors, etc.)
Green Events Austria Network: activities and services

- **Network meetings**: two times per year
- Bi-annual **Network Conferences of the key public and private sector stakeholders**
- Green Events Austria **Internet platform**: [www.greeneventsaustrlia.at](http://www.greeneventsaustrlia.at)
- Annual national **Competition & Award event**: [http://wettbewerb.greeneventsaustrlia.at](http://wettbewerb.greeneventsaustrlia.at)
- Internet platform for **Sustainability in Sports** Events: [www.nachhaltiger-sport.at](http://www.nachhaltiger-sport.at)
- The Green Events **Infothek**: A „one-stop-shop“ Online-tool for sustainable event management: [http://infothek.greenevents.at](http://infothek.greenevents.at)
- Joint focus on flagship events
- Monitoring, Evaluation and Self-Assessment Tools
- Various **information materials**: brochures, flyers
Infothek Green Events

Online-tool for Sustainable Event Management
(to be launched in Dec.2016)

http://infothek.greenevents.at
Green Events Austria Network: Activities and Products

Flagship projects: strategic and financial support

- UEFA Soccer Championship 2008
- Ski World Championship 2013 (Schladming)
- Eurovision Song Contest 2015 (Vienna)
- Karate World Championship 2016 (Linz)
- Special Olympics World Winter Games 2017 (Styria)
- Rowing World Championship 2019 (Linz/Ottensheim)
Greening the Eurovision Song Contest 2015

Vienna, May 2015, ~100,000 visitors, 2 main events and 7 side events in different locations in the greater Vienna area

- Austrian Public Broadcaster (ORF), BMLFUW and City of Vienna joined efforts; 60th Eurovision Song Contest certified with the national „Green Events Eco-label“
- Sustainability Management System Approach and Report of the 60th ESC
- 1st Energy-efficient European Song Contest to set standards for following ESCs
GEA Tools

- **Certification & Labelling schemes**
  - national Eco-label (in prep.: sustainable fairs, „green stands“)
    supplemented by reg. labels: Vienna ÖkoEvent, ....

- **Subsidy schemes at** federal and regional levels for event organizers

- **Online Self Assessment Tools addressing specific target groups**
  - sustainability performance in the sports club target community (www.nachhaltiger-sport.at)
  - **Ncheck** ([www.ncheck.at/event](http://www.ncheck.at/event)) for provincial government agencies
Green Events Management: Political Framework and European/international outreach efforts

National Level

- 2015: Commitments by the Conferences of the Environment and Sports Ministers
- 2016: “Sustainable EU-Presidency 2018“

European Level Outreach

- Political support for European eco-labelling scheme for large-scale meetings and events

International Standardisation

2010-2012: GRI Guidelines (Event Organizer Sector Supplement)
2010-2012: ISO 20121 (certifiable Event Sustainability Management System Standard)