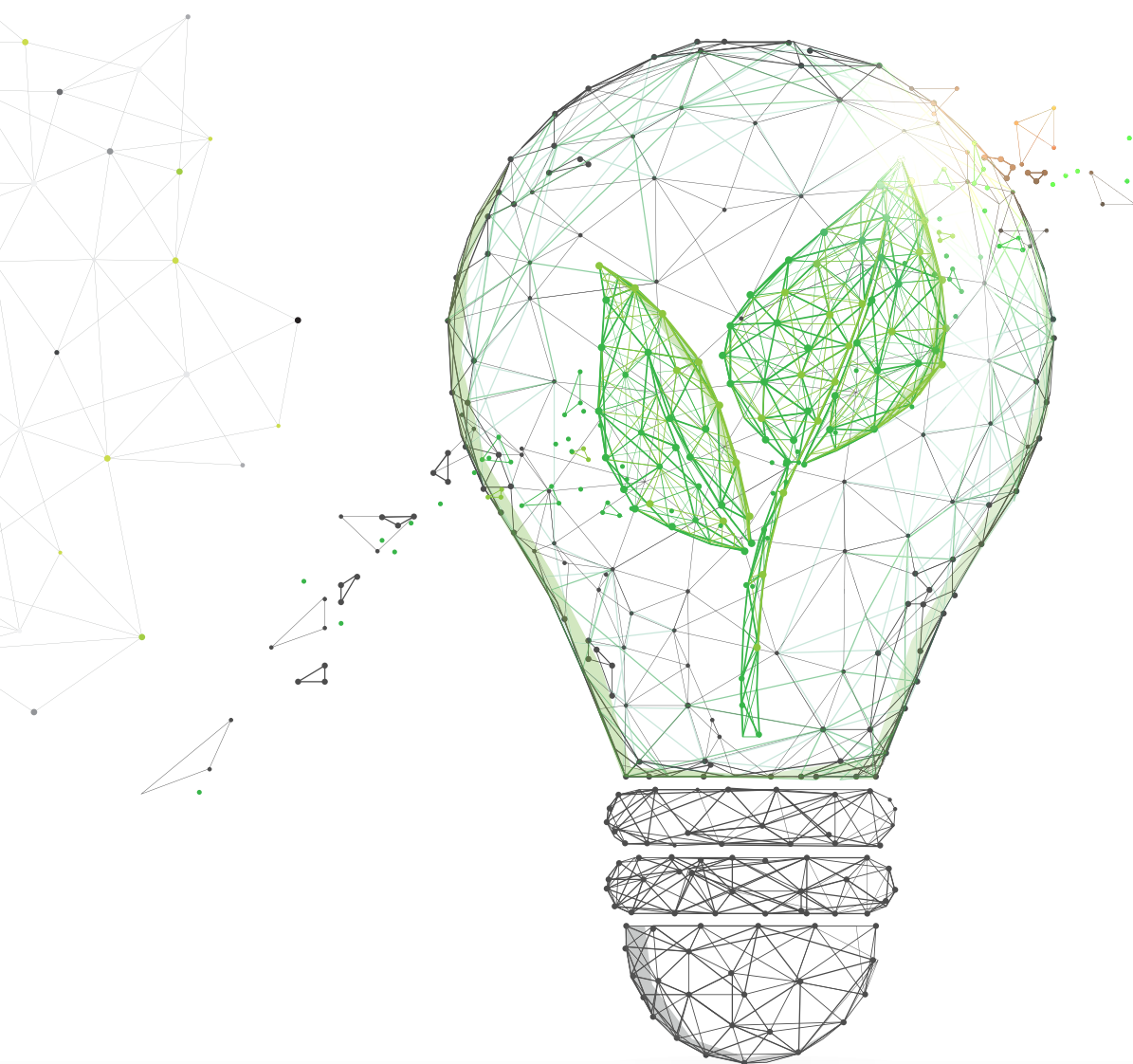
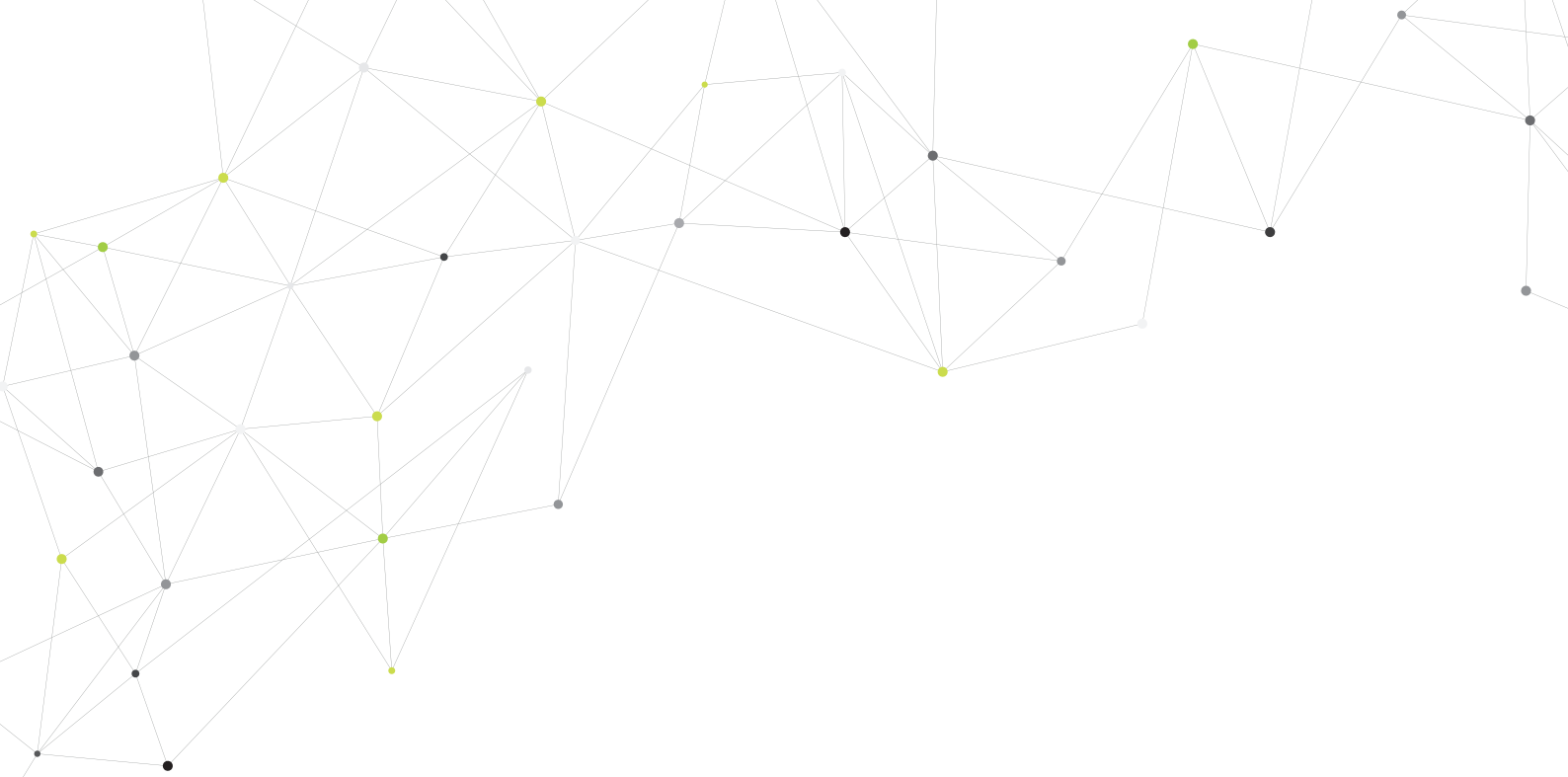




Strategy and Guidelines to bring the Green Deal to the Adriatic-Ionian Region





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Forward: setting a strategy to bring the Green Deal to the Region

The initiative **“Bringing the Green Deal to the Region”** promoted by the European Commission - DG REGIO aims to incentivize EUSAIR participating countries and their representatives to act more sustainably and raise their environmental awareness in their daily work and every-day life.

The specific objectives of this action are:

- » to improve EUSAIR community’s knowledge and awareness on the adoption of sustainable consumption;
- » to improve EUSAIR implementers’ capacities on implementing resource-efficient policies that promote eco-innovation and green growth through Green Public Procurement (GPP), mostly by using new awarding criteria in calls and tenders able to limit direct and indirect negative environmental impacts of the services and goods purchased;
- » to apply sustainability principles during implementation (restricting the single use of goods, mobilising the potential of digitalisation and circularity in production processes, making recycling an usual practice, etc);
- » to reduce the carbon and environmental footprints of the EUSAIR meetings and events;

- » to support the EUSAIR community's green transformation, with guidance, training and dissemination of good practices so as to raise awareness and build up capacity of the EUSAIR at the local/regional/national/international levels on the new trends regarding greening and digitizing;
- » to promote interregional learning and capacity building on the objectives described above through three interregional workshops.

These Guidelines are therefore part of a wider process aimed to involve EUSAIR implementers and stakeholders in the promotion of green and digital transformation in the Adriatic-Ionian Region.

1.2. Reasons for greener meetings and events

The EUSAIR is built around four thematic pillars: 1) Blue Growth; 2) Connecting the Region; 3) Environmental Quality and 4) Sustainable Tourism and involves nine countries: four EU Member States (Croatia, Greece, Italy, and Slovenia) and five non-EU countries (Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia).

One of the main features of this macro-regional Strategy is its multilevel, multisectoral and multistakeholder governance covering different dimensions:

- » at the **political level**, Ministers for EU Funds and/or Ministers of Foreign Affairs of the nine participating countries take strategic decisions at the EUSAIR Annual forum ministerial meetings;
- » **coordination** is assigned to the Governing Board (GB), composed by Ministries of Foreign Affairs and EU Funds of participating countries, Pillar Coordinators, Commission services and other bodies with a "non-voting" status meeting at least twice a year and giving strategic guidance to the operational level;
- » as for **implementation**, Thematic Steering Groups (TSGs), one for each EUSAIR Pillar, involve sectoral ministries of EUSAIR participating countries, which are in charge of carrying out the Action Plan.

In addition to its governance, the EUSAIR also foresees coordination in each country and involves other subjects, such as the EUSAIR Facility Points, Interreg programmes in the Region as well as Adriatic-Ionian networks and fora.

Meetings and events are the places where EUSAIR implementers and stakeholders build their common vision and reach agreements to achieve the Action Plan's objective.

Being of pivotal importance for multi-level governance purposes, meetings and events produce, nonetheless, considerable impacts in terms of both waste creation and carbon footprint. Thus, reducing their negative environmental impacts is the very first step for promoting the shift to more sustainable practices and behaviours in the Region.



Organizing sustainable meetings and event can have concrete benefits under different points of view¹ :

- » **Environmental benefits and financial savings:** reducing energy use and waste, purchasing organic and sustainable products, opting for more sustainable food choices, and consuming less can eventually save money and reap environmental benefits. Initially, there might be a higher price because of the lower current market demand for sustainable goods and services. However, applying sustainability principles will reduce costs in the long term (e.g., less printed material, less waste to be collected) and, most importantly, will help reduce the collective carbon/climate footprint. Moreover, increasing the demand for more sustainable products can bring down prices and stimulate the market for more sustainability.
- » **Reputation and public image:** by organizing sustainable events, the EUSAIR community can contribute to achieving the Green Deal goals and make participants and the general public increasingly aware of environmental issues.
- » **Multiplier effects and triggering innovation:** organizing sustainable meetings and events may inspire other macro-regional strategies, institutions, and organizations to follow the EUSAIR example. Moreover, increasing the demand for green services and products may induce suppliers to adopt and further develop sustainable technologies and introduce innovative productive processes, goods and organizational models.

1.3. Aim and structure of these Guidelines

These Guidelines are conceived as a practical tool to enable EUSAIR governing bodies and implementers to switch to more sustainable practices and procedures during the Strategy implementation, especially when organizing meetings and events.

To this end, Chapter 2 highlights the most important aspects to be kept in mind and gives operational hints on how to organize and manage sustainable meetings and events: from deciding the typology of event to be run (online, hybrid or physical ones) to the choice of the less pollutant mode of transport. It also tackles the choice of event venues, accommodations, food and catering services as well as event materials.

They also give hints on how to manage GGP procedures (Chapter 3), communication activities (Chapter 4) and support the monitoring of indicators proposed in the framework of the “Bringing the Green Deal to the Region” initiative, given that data will be collected at meeting/event level through the Event Data Gathering Sheet foreseen by a tailored Monitoring Tool (Annex 2).

Checklists to guide EUSAIR implementers in all steps of an event organization are presented in Annex 1.

¹ EC, Guidelines on organizing sustainable meetings and events at the Commission, 30/07/2018



How to make EUSAIR meetings and events more sustainable

2.1. Choosing the type of event: online, hybrid or physical meeting

Deciding whether to run an online, hybrid or physical meeting/event is the very first step to promote the shift to more sustainable practices in the Adriatic-Ionian Region, always taking into consideration the importance of mutual exchanges in the EUSAIR multi-level governance and implementers' specific needs.

It is worth recalling that:

- » **physical events** are held in presence in a given venue, thus their organization will depend a lot on the number of (national and non-national) participants and the services there available, such as transport and hospitality facilities;
- » **online events** are totally managed through web platforms. They allow the participation of a wider audience, ensure immediate interactions and the collection of information through web-based tools without any additional physical arrangement;
- » **hybrid events** foresee the presence of part of the participants (especially people coming from the same country where the event takes place) while ensuring that works can be followed also online. They are a mix of the previous two and need both physical and web infrastructures.

The following tables show the **main pros and cons of the three typologies of meetings to be considered as possible alternatives**.

PHYSICALEVENTS

PROs

MORE ATTRACTIVE EXPERIENCE

Travelling is an experience 'per se' giving the possibility to visit other countries, therefore physical meetings may be considered as more worthy, especially for non-national participants.

MORE ROOM FOR DEBATE AND CONFLICT MANAGEMENT

Participants have the possibility to fully express their opinions whereas moderators usually have more time to mediate between different positions and build consent on joint decisions.

OPPORTUNITY FOR INFORMAL INTERACTIONS

Physical events usually include moments when participants get acquainted, share opinions, exchange experiences, and do networking (e.g., coffee breaks, lunches, social dinners, etc.).

POSSIBILITY TO ORGANIZE SIDE-EVENTS

Physical events give the chance to organize more than one meeting in a day, they may foresee parallel sessions or to meet during more days in the same venue. Also, they may include visits to the city as an additional social activity.

CONs

HIGH ENVIRONMENTAL IMPACTS

Physical events have higher negative impacts on the environment compared to other typologies of meetings mainly due to transport, accommodation, catering, printed materials and other services offered at the event venue and for meeting purposes

MORE TIME-CONSUMING FOR PARTICIPANTS

People travelling to participate in a meeting need to organize their agendas, their journey and accommodation reservations. Once they are attending the meeting, they may stay away from home for more than one day with possible impacts on other aspects of their professional and private lives.

POSSIBLE DELAYS IN MANAGING THE AGENDA

Talks may be longer than planned due to the persistence of opposite positions or the proposal of new themes, which may protract the meeting schedule.

MORE TIME NEEDED TO DRAW MEETINGS' CONCLUSIONS AND COLLECT FEEDBACKS

Recording physical meetings' outcomes may take a lot of time and effort from more than one person (especially when parallel sessions are organized) as well as collecting and processing feedback from participants, which may be done either during the meeting or afterwards.

ONLINEEVENTS

PROs

REDUCED ENVIRONMENTAL IMPACTS

Although remote participation has its impact on the environment, the absence of travels to reach the meeting venue (including the need for accommodation, catering and local transport services) makes GHG emissions linked to the event drastically decrease.

LESS TIME-CONSUMING FOR PARTICIPANTS

By saving travel time, a higher number of participants may be encouraged to take part in the meeting with less impacts on their personal agendas.

TIMELY AND EFFECTIVE SESSIONS

The online modality enables to manage the sessions' timing in a timely and effective way.

IMMEDIATE ACCESS TO LEARNING MATERIALS

The online modality enables users to produce and exchange event materials (including speakers' presentations, in-depth analysis, project proposals, participants' contacts and any other document) without printing them.

POSSIBILITY TO EASILY RECORD THE SESSIONS

The online modality enables users to easily record the sessions and make them available for those who did not attend the meeting or need to access their contents.

AVAILABILITY OF FEEDBACK TOOLS

Polling and survey tools offered by web platforms can be used live: results are immediate and resultant documents (graphs, tables, answers) can be immediately made available to all or used for further analysis.

CONs

ONLINE SESSIONS MAY BE PERCEIVED AS LESS ATTRACTIVE

Compared to physical events that give the chance to travel to other countries, the online mode may be considered as less worthy.

ABSENCE OF INFORMAL INTERACTIONS (E.G., COFFEE-BREAKS, CORRIDOR TALKS, SOCIAL DINNERS, ETC.)

Participants lose the possibility to exchange information in person and to create informal networks.

LESS ROOM FOR DEBATING AND MANAGING CONFLICTS

Online sessions last less time, participants do not have the full possibility to express their disagreement and tend to converge on previously prepared documents. Such a reduced possibility to confront may have an impact on both the exchange of actual views and quality of the decision-making process, when relevant.

POSSIBLE DIFFICULTIES FOR PEOPLE WITH LESS EXPERIENCE IN USING IT PLATFORMS

Less-experienced people may be discouraged from participating in the meeting. To avoid this, web platforms shall be easy to access and interact. Assistance should be granted before and during the online participation.

MORE EFFORT TO PARTICIPATE IN LONGER SESSIONS

The online modality is less compatible with participation in longer sessions. In case it is not possible to keep their duration short, participation can become unpleasant.

HYBRIDEVENTS

PROs

CONs

LESS PEOPLE TRAVELLING COMPARED TO PHYSICAL EVENTS

Having the opportunity to attend the meeting online, participants from other countries (or far from the event venue anyways) may decide to follow the works through the web platform.

NEGATIVE ENVIRONMENTAL IMPACTS

Notwithstanding the lower number of participants (especially those coming from other countries), hybrid events still have negative impacts on the environment linked to the use of transport, catering, cleaning and other services offered at the event venue for meeting purposes.

PARTICIPANTS CAN DECIDE THE MODALITY TO ATTEND THE MEETING THAT FITS BEST THEIR NEEDS

People willing to attend the meeting can choose the modality they prefer based on their personal and professional needs and interests.

POSSIBLE DIFFICULTIES IN THE INTERACTIONS BETWEEN PEOPLE PARTICIPATING ONLINE AND THOSE IN PRESENCE

Exchanges among participants may be more difficult than online or physical events due to coexistence of the two different modes of interaction which may leave behind, in different moments, the one or the other kind of participant (online or in presence). In this context, the moderator plays a key role for ensuring the efficiency of the meeting (timing and leaving the floor to participants on "both sides of the desk"). in person and to create informal networks.

DOCUMENTS CAN BE SHARED ONLINE

Information materials and other documents concerning the meeting (e.g., presentations, project proposals, previous meetings' minutes, publications, etc.) can be uploaded on the platform for the benefit of both online participants and those in presence

ALL PARTICIPANTS CAN USE THE WEB PLATFORM FUNCTIONALITIES AND TOOLS

Platforms' functionalities (e.g., presentations, messages, live polling and surveys) can be used by both online participants and people attending the meeting in presence through their mobile phones or other devices.

SESSIONS' TIMING MAY BE MORE EASILY MANAGED

The presence of people following works online, the use of the platform's tools and the need to keep all participants' attention high may be reasons for following the planned agenda.

POSSIBLE MISALIGNMENT BETWEEN IN PRESENCE AND ONLINE PARTICIPANTS

In presence participants could continue the discussion in an informal way (e.g. during coffee breaks, lunches, social dinners, etc.), so reaching different conclusions

In addition to the previous pros and cons of the three types of meetings, the following table shows a few questions to help EUSAIR implementers in deciding whether a physical meeting/event is needed or if it can be replaced with a video conference or webinar.

CHOOSING THE TYPOLOGY OF MEETING

WHAT IS THE OBJECT OF THE MEETING?

- ☐ Decision-making process (e.g., Governing Board)
- ☐ EUSAIR implementation (e.g., Governing Board, Thematic Steering Group, Facility Point, Interreg Adriatic)
- ☐ Dissemination (e.g., EUSAIR Forum)
- ☐ Other, specify:

HOW MANY PEOPLE ARE EXPECTED TO TAKE PART IN THE MEETING?

- ☐ ≤ 30
- ☐ ≥ 30
- ☐ Unknown (to be confirmed through registration)

HOW MANY PARTICIPANTS ARE EXPECTED TO COME FROM ABROAD?

- ☐ ≤ 30
- ☐ ≥ 30
- ☐ Unknown (to be confirmed through registration)

HOW LONG DO YOU EXPECT THE MEETING WILL LAST?

- ☐ Less than 2 hours
- ☐ More than 2 hours
- ☐ Other, specify:
- ☐ Do you need to make presentations and/or exchange documents during the meeting?
 - ☐ Yes
 - ☐ No
 - ☐ Not sure

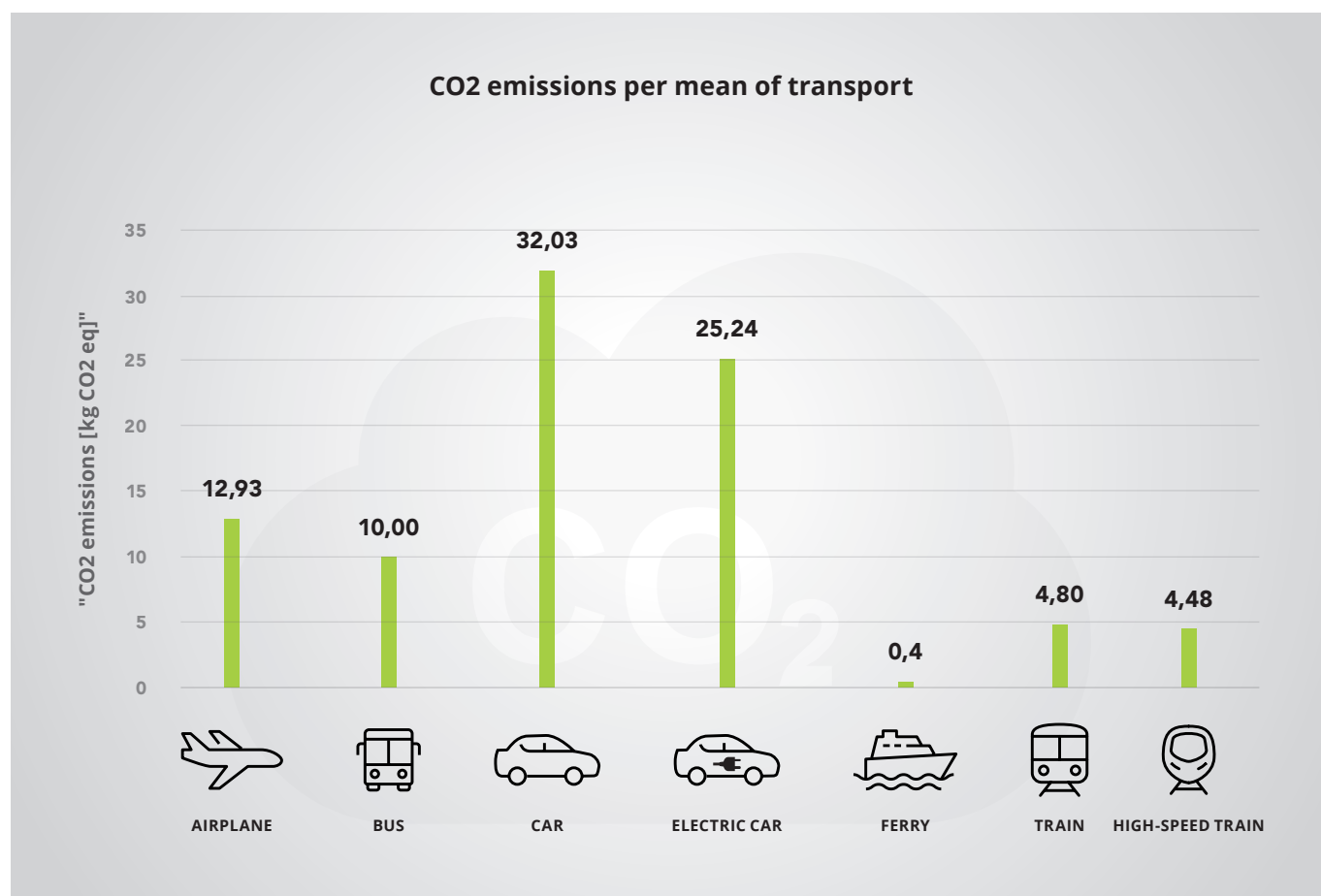
DO YOU NEED TO RECORD THE MEETING FOR COMMUNICATION AND/OR EUSAIR MONITORING PURPOSES?

- ☐ Yes
- ☐ No
- ☐ Not sure

2.2. Considering different modes of transport

Transportation produces one of the main environmental impacts associated with a physical meeting or event, especially when air travel is involved.

Due to the large distances to be covered in the Adriatic-Ionian Region, it is hard to exclude air travel from the list of possible modes of transport to be used by participants. However, participants may be invited by event organizers **to consider the opportunity to avoid air travel and use less-pollutant modes of transport, when feasible**. To this end, once the event date is communicated, organizers could inform participants on the GHG emissions produced by each means of transport based on specific emission factors calculated through the transportation emission tool², which gives information on CO₂ emissions per mode of transport as exemplified in the figure below.



In addition to travelling to the country where the meeting/event takes place, participants will have to move inside the city or region to reach the event venue and their accommodations from their arrival/departure point (mainly airports and train stations). To help participants find the most sustainable solutions, event organizers may **start with selecting a meeting/event venue easily reachable with public transport** from the main arrival/departure points and

² Available online at <https://www.ecotransit.org/en/emissioncalculator/>

send all relating information by email in advance (e.g., name and timetable of local public transport, ticket costs, virtual maps, transport providers using low emissions vehicles, etc.).

Additional information may relate to **car-sharing schemes or possible cycling and walking solutions**. It would be appropriate to provide information on bike rentals and be sure that the event venue has parking facilities for bikes.

When it is not possible to avoid air travel, it should be noted that participants can still make choices that can have significant impacts, including the selection of airline carrier, route and travel class.

Choosing one airline company over another can make a difference: there are carriers which offer the possibility to offset emissions, as well as those with newer fleets (generally more fuel-efficient). Direct flights should be favoured as the majority of CO₂ is discharged during take-off and landing, accounting for one third to half of all emissions relating to the passenger's journey. Moreover, flying economy class is less harmful to the environment. The World Bank has calculated that the carbon footprint of a business class traveller is three times higher than one travelling economy due largely to space occupancy. In business/first class sections, passengers have more space as seats are bigger, resulting in lower passenger density. Moreover, full capacity is rarely reached, especially compared to the economy class.

Source: United Nations Economic Social Commission for Asia and the Pacific (ESCAP), 'Green meetings – Guide for participants'

2.3. Selecting the venue

The choice of the meeting/event venue will **largely depend on the number of participants** and should be made considering a series of factors relating to its **location** and the **sustainability of both the building and the services** there offered.

Selecting a venue reachable with public transport and close to the main transport hubs as well as to the city centre will help keeping participants' transport needs minimised. This can also encourage the use of bicycles and walking for both attending the event and for discovering the city.

Great attention should be paid to the **energy efficiency** of buildings. Locations maximising the use of daylight, having efficient heating and cooling systems and water-saving policies should be preferred. Also, it should be considered the presence of an appropriate **waste collection and recycling system** as well as the use of **sustainable cleaning products**.

Ideally, the venue should be certified through an internationally acknowledged system,

such as the Eco-Management and Audit Scheme (EMAS)³, ensuring that the venue's overall management is addressed to implementing and promoting sustainable policies, including social aspects and green behaviours.

Moreover, the selected venue should guarantee **wi-fi connections** to download all needed materials and documents and offer **video conferencing** to enable remote participation.

2.4. Hints for accommodation

Although participants usually choose their accommodations by themselves, it could be helpful to send them some hints, especially for those visiting the city for the first time or wishing to stay longer. Thus, event organizers should aim to **identify and recommend appropriate places to stay**, contributing to lower the overall environmental impact of the event.

One of the first criteria for identifying accommodations should be its **proximity to the event venue** and its **connections with public transport**. Ideally, recommended hotels should make available bikes for free or for rent to their guests or suggest a near bike rental station. When not possible, a combined shuttle service could be organised for the event participants to minimize the environmental impact from their transport.

Preference should be given to hotels that adopted **environmental policies, management systems and/or action plans**, including appropriate communication with staff and guests to encourage green behaviours.

Additional aspects that should be highly considered are **energy efficiency and water conservation**, that may be reached through applying environmental practices, such as no second-day sheet and towel change.

Waste management should also be taken into account. Hotels making efforts to reduce waste (e.g., avoiding disposable products) and have appropriate and controlled systems for waste collection and recycling should be preferred along with accommodations implementing **ecological cleaning practices**.

To this end, it may be appropriate to select accommodation providers certified through an internationally acknowledged system, such as the EU Ecolabel for Tourist Accommodation and EMAS.

It is worth stressing that large hotel chains may more easily accommodate a large number of guests and provide high-quality and often environmentally certified services. However, smaller hotels that have good environmental performance and implement corporate social responsibility policies may have an additional important benefit to both the environment and local communities⁴.

³ https://ec.europa.eu/environment/emas/index_en.htm

⁴ EC, Guidelines on organizing sustainable meetings and events at the Commission, 30/07/2018



2.5. Deciding food and catering services

Selecting food and catering services encompasses all aspects of the provision of meals and refreshments for participants and staff, including procurement of food, handling of the waste produced by catering services and the traffic generated by their transportation. Therefore, environmental impacts linked to food and beverages may vary largely depending on what they are, on where and how they were produced.

To begin with, **seasonal and organic food products** along with environmentally responsible marine and aquaculture products should be preferred. Also, vegetarian and vegan menus should be encouraged as well as fair-trade ones for the benefit of both the environment and local communities. When possible, it is recommended to use **tap water for drinking** and prefer **bulk dispensers** to individual containers avoiding the use of plastic bottles and unnecessary waste.

To **prevent food waste**, it is essential to be as precise as possible on the number of participants that will take part in coffee breaks, lunches, social dinners, and other moments alike. To this end, it is deemed useful to ask participants to confirm their presence a few days before the event at any lunch/social activities as to avoid too much food being prepared.

The significant environmental impact of our food choices is becoming increasingly evident, since the environmental impacts of meat and dairy are higher than those of plant-based dishes (see FAO report 2013). When planning the menu for your event, the first meaningful choice is to opt for a healthy and balanced diet, with moderate meat content and seasonal (and/or organic) products. A well-planned menu with a wider variety of plant-based food can be nutritionally balanced and tasty, while having a reduced impact on climate change and offering benefits for participants' health, as evidenced by several international studies (including EPIC). Moreover, all health guidance documents (such as from the World Health Organisation) are underlining the need to eat more fruit, vegetables, legumes, nuts and whole grains while reducing saturated and hydrogenated fats.

Source: EC, Guidelines on organizing sustainable meetings and events at the Commission, 30/07/2018

To limit environmental impacts, **reusable dishes, cutlery and crockery** should be always preferred to single use of disposable items. When this is not possible, disposable items should contain a high rate of recycled or plant-based material or should be recyclable/compostable. Moreover, **packaging should be highly limited** and appropriate **collection and recycling of waste** should be ensured.

4 EC, Guidelines on organizing sustainable meetings and events at the Commission, 30/07/2018

Other aspects which should be considered involve the **environmental policy/management system of catering service providers**, including **cleaning techniques**, and the **energy and water efficiency of catering equipment** used as well as energy and water consumption in the kitchen.

2.6. Managing event materials

The organization and management of a meeting/event often leads to the production of a great number of documents: registration forms, invitations, information packs, promotional materials (leaflets, brochures, posters), previous meetings' minutes, other documentation presenting the themes to be discussed during the events, etc.

To further limit the environmental impact of events, **online registration** as well as **pre and post meeting communication by email** should be preferred to avoid or reduce the number of printouts. In addition to sending documents by email, information packs and other documentation can be provided on **memory USB keys**, or made available for **online downloads**, for instance through the EUSAIR Stakeholder Platform or the event organizer's website.

When printing is deemed necessary, **eco-friendly inks, recycled paper and double-sided printing** are recommended to limit the use of paper. An additional expedient may be reducing the text, pages and colours as much as possible.

The distribution of **gadgets and promotional documents should be avoided or minimized**. When necessary, gifts, bags, pens, folders and banners **should be produced locally and with sustainable materials** (organic or recycled) and serve a useful purpose. If possible, a good practice would be promoting products from local social economy projects.

Moreover, conference materials from past events could be re-used for the same purpose (e.g., stands and general banners) or be recycled for different uses (e.g., old banners turned into bags).

The **3 Rs principle (Reduce, Reuse, Recycle)** should be considered in all aspects of the event's design, organisation, and follow-up communication. This easy-to-remember summary of the waste hierarchy sets the order of priority to consider: first reduce, i.e. avoid (where possible) or minimise material throughout; then reuse, i.e. find a second useful life; and finally, ensure the materials are recycled. For example, minimising printed material, reducing packaging and single-use items, and avoiding ordering more food and drinks than are needed are among the key recommendations that help minimise waste generation.

Source: EC, Guidelines on organizing sustainable meetings and events at the Commission, 30/07/2018





Applying Green Public Procurement in the organization of EUSAIR meetings and events

Green Public Procurement (GPP) has the twofold objective to stimulate innovation in environmental technologies, products and services and to reduce the environmental impacts of the public sector's consumption. In the **European Commission's Communication 'Public procurement for a better environment'**, GPP is defined as a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured⁵.

Thus, GPP may also provide financial savings when considering the full life-cycle costs⁶ of a contract and not just the purchase price. Purchasing energy-efficient or water-saving products can help to significantly reduce utility bills. Reducing hazardous substances in products can cut disposal costs. Authorities who implement GPP can be better equipped to meet evolving environmental challenges, for example, to reduce greenhouse gas emissions or move towards a more circular economy⁷.

⁵ EC, Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 'Public procurement for a better environment', Brussels, 16.7.2008, COM (2008) 400 final

⁶ Life-cycle costing (LCC) means considering all the costs that will be incurred during the lifetime of the product, work or service, namely: 1. Purchase price and all associated costs (delivery, installation, insurance, etc.), 2. Operating costs, including energy, fuel and water use, spares, and maintenance 3. End-of-life costs (such as decommissioning or disposal) or residual value (i.e., revenue from sale of product) <https://ec.europa.eu/environment/gpp/lcc.htm>

⁷ EC, 'Buying green! A handbook on green public procurement', third edition, 2016

To this end, **GPP relies on having clear, verifiable, justifiable and ambitious environmental criteria** for products and services. Since its Communication in 2008, the European Commission has developed common GPP criteria divided into **core criteria** addressing key environmental impacts, which are suitable for use by any contracting authority across Member States, and **comprehensive criteria** that may require additional verification effort for those who wish to purchase the best environmental products available on the market⁸.

With reference to **EUSAIR countries that are part of the European Union**, it is fundamental to consider their adoption of GPP criteria compared to their own **GPP National Action Plan**⁹. As far as **non-EU countries** are concerned, there is no direct legal framework to support the adoption of GPP for their public expenses. Nonetheless, **specific awarding criteria may be adopted when purchasing services and goods through public procurement** with the aim to contribute to the promotion of more sustainable practices and behaviours in the Adriatic-Ionian Region, especially when organizing an EUSAIR event.

Green criteria may be adopted, for instance, to select suppliers of **food and catering services**, preferring bidders that guarantee the use of seasonal and organic food or implement sustainable management systems. As for **cleaning services**, awarding criteria may foresee the use of ecolabelled cleaning products as well as environmental management systems. When it comes to **printed informational materials**, eco-friendly inks and recycled paper should be valued the most.

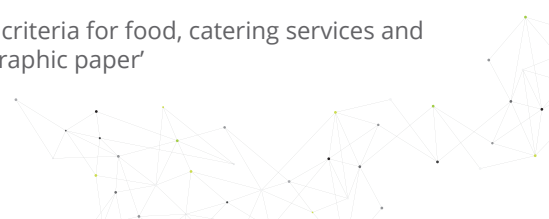
If a selection is not possible (e.g., because a venue has a pre-selected caterer), all those involved in procuring goods and services should be clearly informed about the EUSAIR events' greening requirements and needs, also taking into consideration suggestions and recommendations presented in these Guidelines.

Examples of GPP core criteria are given in the boxes below.

⁸ All criteria can be consulted on the EC website https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm

⁹ https://ec.europa.eu/environment/gpp/action_plan_en.htm

¹⁰ Source: Commission staff working documents on 'EU green public procurement criteria for food, catering services and vending machines', EU GPP criteria for indoor cleaning services' and 'Copying and graphic paper'





FOOD AND CATERING SERVICE

- **Additional organic food products.** Points are to be proportionally awarded to tenders that exceed the list of food and drinks products complying with Regulation (EC) No 2018/848 or its subsequent amendments and with organic products standards.
- **Additional marine and aquaculture food products.** Points are to be proportionally awarded to tenders that exceed the list of fish and fish products complying with Regulation (EC) No 2018/848 or its subsequent amendments that have been produced in stocks within safe biological limits addressing environmental impacts, including overfishing or depletion, biodiversity and responsible and sustainable use of the resources.
- **Additional animal welfare.** Points are to be proportionally awarded to tenders in which more than X% of the eggs in shell (excluding organic eggs) are labelled code 1 of Regulation (EC) No 589/2008 or its subsequent amendments.
- **Fair and ethical trade products.** Points are to be awarded proportionally to tenders in which food and drink products have been produced and traded in accordance with the requirements of a fair and ethical trade certification scheme that requires a minimum certified content of 90 %. This is a scheme that is based on multi-stakeholder organisations with a broad membership and addresses international fair and ethical trade standards, including working conditions for production in accordance with the core conventions of the International Labour Organisation (ILO), sustainable trade and pricing.
- **Competence of the tenderer** including the planning of menus, observing the increasing consumption of plant-based food when appropriate, the prevention of food waste, the safe redistribution of surplus food if/where applicable, the prevention of other waste, how to be sorted out and disposed of.



INDOOR CLEANING SERVICES

- **Competence of the tenderer including 1.** the use of cleaning products that have been awarded the EU Ecolabel for hard surface cleaning or other relevant EN ISO 14024 type I ecolabels that are nationally or regionally officially recognised in the Member States for at least 50 % of the cleaning tasks in a contract and **2.** staff training by internal or external trainers, that covers environmental aspects such as correct cleaning product dilution and dosage use, discarding of wastewater and waste sorting.
- **Use of ecolabelled cleaning products** that must be compliant with EU Ecolabel criteria for hard surface cleaning products on, respectively, toxicity to aquatic organisms and excluded or restricted substances.
- **Use of concentrated undiluted cleaning products.** Points are to be awarded to tenders proportionally to the percentage of all cleaning products, by volume at purchase, to be used to perform tasks related to the contract with a minimum dilution rate of 1:80.
- **Use of microfiber products.** All textile cleaning accessories (e.g. cloths, mop heads) to be used to perform tasks related to the contract must be made of microfiber or meet the requirements set out in the EU Ecolabel for textile products.
- **Environmental management systems.** Points will be awarded in proportion to the quality of the environmental management system that tenderers commit to put in place to perform the contract (e.g., identification of the significant direct and indirect environmental aspects, precise action programme, internal evaluation carried out annually and allowing verification of the organisation's performances).



PRINTED MATERIALS

- **Paper based on recovered fibres.** Purchase of recycled office paper made from 100% recovered paper fibres.
- **Paper based on sustainable and/or legal virgin fibre.** Purchase of office paper based on virgin fibre stemming from legally and/or sustainably harvested sources (also potentially containing a percentage of recovered fibres).



Communication

The organization of a green event should be communicated to all actors involved as an incentive to contribute to limiting EUSAIR environmental impacts. This communication strategy should be therefore addressed to organizers' staff, service/goods providers, participants', EUSAIR stakeholders and the wider public with the aim to **raise awareness and engage them in the promotion of more sustainable procedures and practices.**

Promoting sustainable service providers will offer them visibility and possibly inspire others to follow their example.

Participants and all EUSAIR stakeholders should be informed about all efforts made to organize the event they are taking part in and on the contributions expected from their side (e.g., choosing public transport, communicating in advance if they will attend social dinners, helping to recycle waste in the event venue, reuse event materials, etc.).

Information should be sent in advance through email and disseminated through the **EUSAIR's and its stakeholders' websites** as well as through their **social networks**.

It is important to provide information also during the event itself on why and how it is made more sustainable by means of short speeches by the host or organizers.

It is a good practice to ask participants for feedback about their involvement in making the event more sustainable, asking, for instance, how many of them returned their badges at the end for reuse/recycling. This may be done either via a quick feedback station at the exit or an online questionnaire asking if they were aware of/supportive of/enthusiastic about/or maybe annoyed by the greening efforts.



FINANCIAL REPORT			
2010	7.42	8.52	6.47
2011	5.42	0.58	6.02
2012	9.42	3.56	7.43

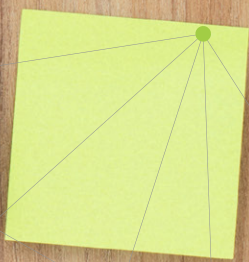
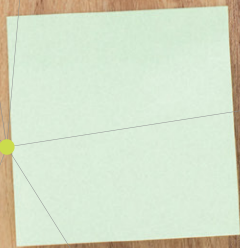
GREEN BUSINESS

1.25
4.89

FINANCIAL REPORT



2012	253.88
2011	248.35
2010	238.69
2009	230.69
2008	237.45
2007	217.89
2006	210.24
2005	186
2004	18.35
2003	789.65



Monitoring

The study “**Bringing the Green Deal to the Region**” promoted by EC DG Regio¹⁰ includes a set of indicators pursuing the objective of promoting more sustainable practices in the organization of EUSAIR events.

To this end, EUSAIR implementers and stakeholders are invited to actively participate in the monitoring of the progress towards indicators’ target values using a tailored Excel file titled **Event Data Gathering Sheet (EDGS)**, which is presented in Annex 2 of these Guidelines.

The EDGS is aimed to collect information on the type of event (e.g., Governing Board or Thematic Steering Groups meetings, EUSAIR annual forum, EUSAIR fora’s events, etc.), on the number and provenience of participants, on used transport modes and other relevant data for all events organized by EUSAIR implementers and stakeholders.

The EDGS is the main and first information source for monitoring the progress towards indicators’ target values and shall be filled-in by each event organizer with the twofold objective to verify the sustainability of their events and to monitor the contribution of their organizations to the achievement of the target values set at macroregional level.

All EUSAIR implementers and stakeholders organizing events shall make use of the EDGS to ensure the proper monitoring, guaranteeing the completeness and comparability of data throughout the Macro-Region.

¹⁰ Forum AIC, t33, University of Padua, “Bringing the Green Deal to the Region – Indicators, baselines, milestones and target values”, 30/11/2021

Annex



Checklists for planning sustainable meetings and events

The following pages include checklists summarizing suggestions and recommendations presented in these Guidelines to organize and implement greener events in the Adriatic-Ionian Region.



CHECKLIST 1 - TRANSPORT

When sending out invitations to the meeting, provide information on less pollutant modes of transport based on hints presented in paragraph 2.2 of these Guidelines, including suggested online tools to check CO2 emissions per mode of transport.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
The meeting/event venue is reachable with public transport from arrival/departure points (airport and train station)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Provide (by email before departure) clear instructions to participants on public transport and/or cycling and walking arrangements from point of arrival/departure to the venue, accommodation, town centre etc.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Provide information on transport providers that use low emissions vehicles or those that adopted eco-driving practices and/or gained a green certification.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Organize (or give information on) a shuttle service or a car-sharing scheme for travels between the point of arrival/departure, the event venue and accommodation considering appropriately the size of vehicle to be used and the frequency of this service based on the number of participants.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Organize or provide information on bicycle rental services.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Be sure that parking facilities for bikes are provided at the event venue and hotels.	YES <input type="checkbox"/>	NO <input type="checkbox"/>



CHECKLIST 2 - VENUE

Choose an event venue easily reachable from the main transport hubs (especially airports and train stations) and from the city centre.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Choose an event venue offering free bikes or a bike renting service.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prefer certified venues with a recognised green building rating system or another recognised environmental management system whenever possible.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prefer event venues that adopted environmental policies and action plans, ideally covering: green procurement, energy saving, catering services, transportation, and waste.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Select a venue maximising the use of daylight.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Choose a venue having energy efficiency systems.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Choose a venue having waste collection and recycling systems.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Choose a venue that adopts sustainable cleaning policies.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Be sure that the event venue offers wi-fi connections and video conferencing.	YES <input type="checkbox"/>	NO <input type="checkbox"/>

CHECKLIST 3 - ACCOMMODATION

Identify accommodation solutions close to the event venue or well connected by public transport.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Identify hotels offering bike rental and/or shuttle services to the event venue.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prefer accommodation solutions that adopted environmental policies, management systems and/or action plans.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Identify accommodation solutions having energy efficiency systems.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Identify accommodation solutions having waste collection and recycling systems.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Identify accommodation solutions that adopt sustainable cleaning policies.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Whenever possible, prefer certified accommodation providers that meet high environmental standards.	YES <input type="checkbox"/>	NO <input type="checkbox"/>



CHECKLIST 4 - FOOD AND CATERING

Choose seasonal and organic food and drinks.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Be sure that a large choice of plant-based food options is offered.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Encourage vegetarian and fair-trade menus.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prevent food waste by informing caterers of the exact number of participants.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Avoid single use bottles and choose tap water for drinking.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prefer bulk dispensers to individual containers.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Prefer reusable dishes, cutlery and crockery.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If disposable items are essential, try to ensure they contain a high content of recycled or plant-based material or that they are recyclable/compostable.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Be sure that appropriate recycling systems are in place.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Select catering companies that have environmental certification or verified environmental credentials.	YES <input type="checkbox"/>	NO <input type="checkbox"/>

CHECKLIST 5 - EVENT MATERIALS

Use electronic means (emails and websites) rather than printed materials for pre-meeting and follow-up communications.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Use online registration forms to collect and give information from/to participants.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Make available meeting/event documents for online downloads and/or provide them on USB keys.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Avoid printing. If necessary, use eco-friendly inks, recycled paper and double-sided printing.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Avoid distributing gifts. If necessary, choose reusable products made locally with organic or recycled materials.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Re-use materials from past events for the same purpose (e.g., stands and general banners).	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If possible, recycle materials from past events for different purposes (e.g., turn old banners into bags).	YES <input type="checkbox"/>	NO <input type="checkbox"/>



CHECKLIST 6 - GREEN PUBLIC PROCUREMENT

For EU Member States, application of awarding criteria set in the GPP National Plan to purchase services/goods needed for the EUSAIR event.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
For non-EU EUSAIR countries, application of green awarding criteria to purchase services/goods needed for the event.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
The Terms of Reference for selecting the catering service supplier foresees additional points for seasonal/organic/fair trade food, for adopted environmental action plans, sustainable managing systems and other measures alike (e.g., prevention of food waste).	YES <input type="checkbox"/>	NO <input type="checkbox"/>
The Terms of Reference published for the EUSAIR event purposes foresees awarding criteria on sustainable cleaning services (use of ecolabelled cleaning products and environmental management systems).	YES <input type="checkbox"/>	NO <input type="checkbox"/>
The Terms of Reference published for the EUSAIR event purposes foresees additional points for printing services and gadgets suppliers using eco-friendly inks and organic/recycled/fair trade materials locally produced.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
The Terms of Reference published for the event purposes required companies to apply eco-friendly procedures when performing the contract, or to employ staff in a socially conscious manner (e.g., complying with safety and labour rules, employing disadvantaged/long-term unemployed), even among sub-contractors (e.g., catering, accommodation).	YES <input type="checkbox"/>	NO <input type="checkbox"/>

CHECKLIST 7 - COMMUNICATION

Inform internal staff, providers, participants and other EUSAIR stakeholder you are organizing a sustainable event based on green criteria through email, website and social networks.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Before and during the meeting/event, inform participants on the specific criteria and measures adopted to make the event green and ask for contribution from their side.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Ask participants for feedback on their involvement in making the event more sustainable (e.g., return budget for reuse, contribute to collect waste, etc.).	YES <input type="checkbox"/>	NO <input type="checkbox"/>





Annex

2



Event Data Gathering Sheet

Collecting information on events is the first step of this monitoring process. It is done through the **Event Data Gathering Sheet (EDGS)** aimed to collect data related to a **single event** aimed to quantify indicators and to analyse their trends and final values.

To begin with, event organizers shall complete the EDGS per each meeting, reporting the name and kind of event, date and place as well as the name and reference contact of their organizations in the “Introduction” worksheet.

Please note that all cells shall be filled-in by the person compiling the file, except for the “Kind of event” column where a drop-down menu enables to choose among different types of events (Thematic Steering Group, Governing Board, Facility Points’ events, EUSAIR Forum, Interreg Adrion, events by for a/other stakeholders).

EDGS - Introduction worksheet

EVENT DATA GATHERING SHEET					
The Event Data Gathering Sheet (EDGS) is the format that allows collecting all the information related to a certain event. These data are going to be placed in the Monitoring Tool to calculate the values of the various indicators and to analyse their trends.					
Please fill the various tables to provide all the relevant data that are needed to calculate the performance indicators. Please start with the one below and continue on the other sheets of this Excel file.					
NAME OF THE EVENT	KIND OF EVENT	DATE	PLACE	ORGANISER	REFERENCE CONTACT
The name of the event	Choose from one of the options	xx/xx/xxxx	City and nation	Name of the person in charge	Email and phone number

The second EDGS worksheet is devoted to gathering **information on participants** (organization, position, address and contacts), including their country and city of provenience. For monitoring purposes, the modes of transport used to reach the event venue should be specified.

EDGS - Data about Participants worksheet

DATA ABOUT PARTICIPANTS								
Name	Organisation	Position	Address	Contacts	City of provenience	Country of provenience	Mode of transport 1	Mode of transport 2
Name and surname of the participant	Working place of the participant	Role of the participant in the organization	Address of the organization	Email of the participant	City of departure of the participant	Country of departure of the participant	Mean of transport used by the participant to get to the event	Mean of transport used by the participant to get to the event (if applicable)

The final EDGS worksheet is dedicated to other relevant data aimed to enable the following quantification of output, process and input indicators.

To this end, implementers are called to record information on the overall number of participants divided into national, non-national and remote participants (in the case of hybrid events).

Additional data relate to:

- » The duration of the event expressed in number of days;
- » The number of procedures according to GPP criteria published and successfully implemented;
- » The expenses related to the above-mentioned GPP procurements;
- » The total expenses of the event.

EDGS – Other relevant data

OTHER RELEVANT DATA		
Kind of information	Description	Value
Number of National participants	Number of people coming from the same country where the event takes place	
Number of Non-National participants	Number of people coming from the a different country then the one where the event takes place	
Number of Remote participants	Number of people participating remotely	
Number of days of the event	Number of days of the event	
Number of procedures according to EU GPP criteria published and successfully implemented	Number of procedures according to GPP	
Expenses on Green Public Procurement (GPP)	Value of the expenses [€]	
Total expenses of the event (expenses on Public Procurement)	Value of the expenses [€]	

These calculations shall be made for all events organized by EUSAIR implementers and stakeholders. All subjects in charge of organizing events shall be sure **to keep an empty version of the EDGS** to be copied any time they need to collect these kinds of data.

Ultimately, it is advisable to create an archive to save information relating to each event so as to allow the aggregation of data and always contribute to the monitoring activities.

