



MINISTERIUM
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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

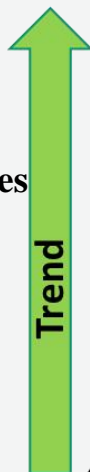
A comprehensive approach on **sustainability**



A wider approach on **environmental issues**



Initiatives focusing on **waste management**



Annual competition and
National Award scheme for
„sustainable events“

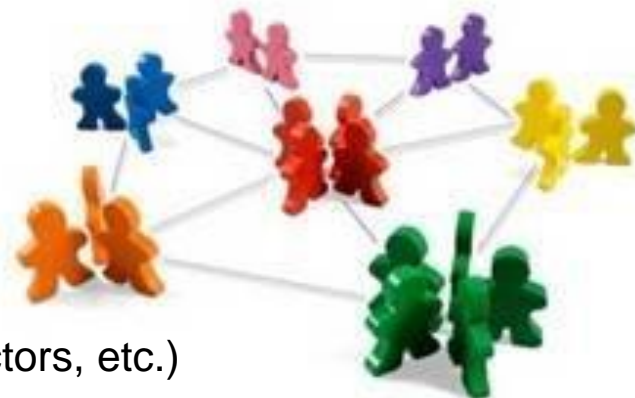


Eco-label Certification
schemes for locations,
meetings, events

- 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.greeneventsaustria.at
- Annual national **Competition & Award event:** <http://wettbewerb.greeneventsaustria.at>
- Internet platform for **Sustainability in Sports Events:** www.nachhaltiger-sport.at
- The Green Events **Infothek** : A „one-stop-shop“ Online-tool for sustainable event management: <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

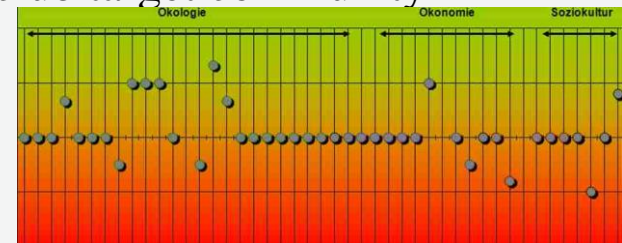
Vienna, May 2015, ~100.000 visitors, 2 main events and 7 side events in different locations in the greater Vienna area

- 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) 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)