

# Greening of events – best practices for promotional materials

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# Green events in 7 steps

- 1 BOOK A VENUE
- 2 BOOK HOTELS
- 3 ADD A DASH OF GREENERY TO TRAVEL ARRANGEMENTS
- 4 BE SMART AND GREEN ABOUT YOUR CONFERENCE MATERIAL
- 5 GREEN YOUR CATERING
- 6 ORGANISE YOUR SIGNPOSTING
- 7 COMMUNICATION - EXPLAIN WHAT YOU DO

[7 steps for greener events \(europa.eu\)](https://europa.eu)

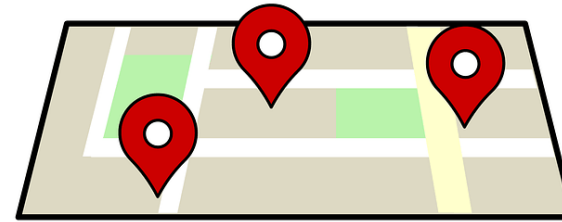
# 1. VENUE

- Book a venue with good public transport links
- Ask about energy efficiency and waste sorting



## 2. Accomodation

- Close to the conference venue



- With good public transport links

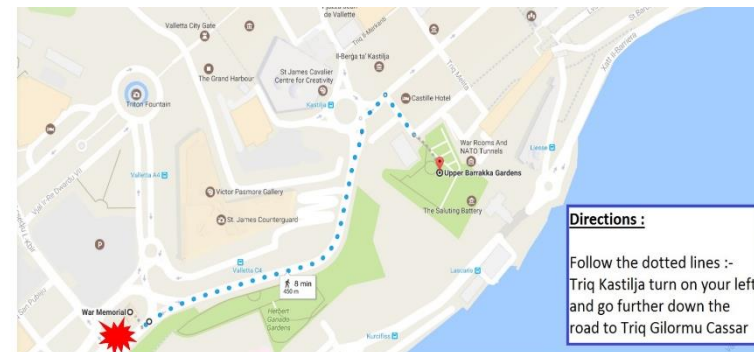
- Certified environmentally friendly (EU ecolabel, Green key, EMAS, ISO 14001)



# 3. TRAVEL ARRANGEMENTS

Go for low carbon travel

- Encourage travelling by train, electric vehicle or car sharing
- Public transport passes, clear directions & timetables
- (electric) buses or minibuses
- Offset carbon emissions from intercontinental flights, if any
- Encourage walking



## 4. CONFERENCE MATERIAL

# 3R







RETHINK

REFUSE

REDUCE

REUSE

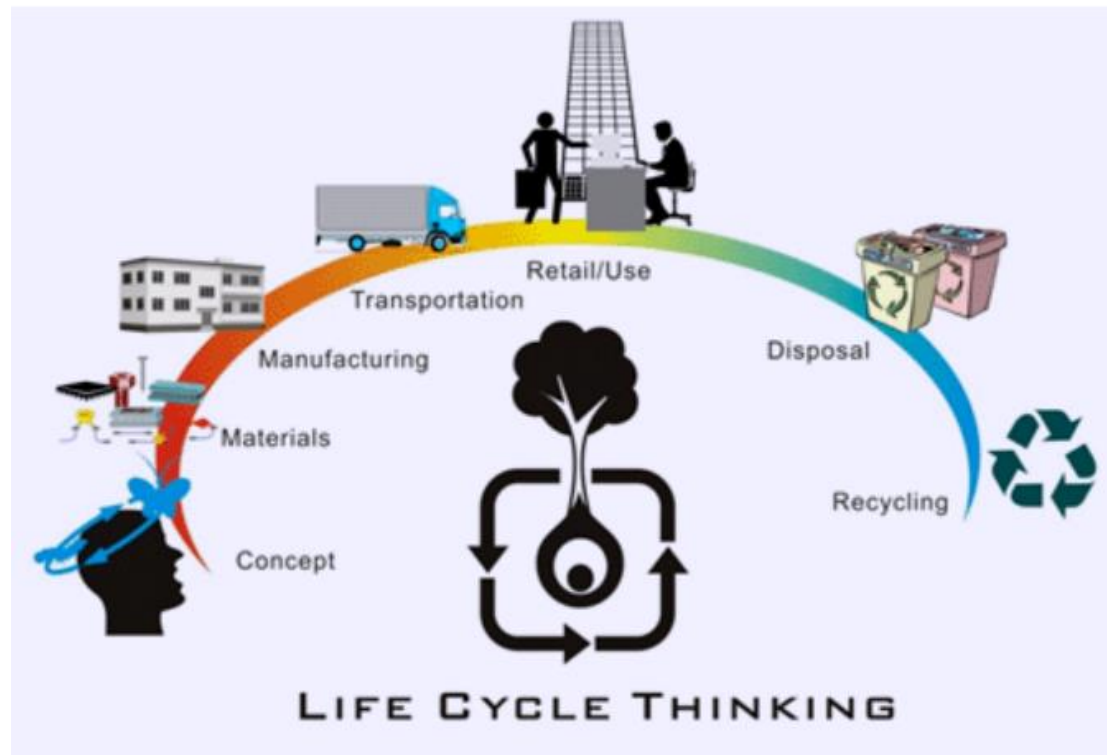
RECYCLE

RESPONSIBLE DISPOSAL



## 4. CONFERENCE MATERIAL

- Products shall comply with environment-friendly norms, in their overall production and distribution cycle;



## 4. CONFERENCE MATERIAL

- Fair trade / organic label for cotton products (or GOTS label)
- Paper products in recycled paper;
- FSC or PEFC certified wooden products;
- Limit plastic items to the minimum: where necessary, use at least 75% recycled plastic.



# 4. CONFERENCE MATERIAL

 	 
<p>Use of pallet made of recycled material</p>	<p>Use of recycled carton</p>
	
<p>Recycled Hand stretch film (produced with 80% recycled material)</p>	<p>Use of a tape containing 30% less plastic.</p>

## Packaging and transport

Clear requirements and control mechanisms



# 4. CONFERENCE MATERIAL

## BSCI Code of Conduct



Our enterprise agrees to respect the following labour principles set out in the BSCI Code of Conduct.

### BSCI Principles



#### THE RIGHTS OF FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING

Our enterprise respects the right of workers to form unions or other kinds of worker's associations and to engage in collective bargaining.



#### NO DISCRIMINATION

Our enterprise provides equal opportunities and does not discriminate against workers.



#### FAIR REMUNERATION

Our enterprise respects the right of workers to receive fair remuneration.



#### DECENT WORKING HOURS

Our enterprise observes the law regarding hours of work.



#### OCCUPATIONAL HEALTH AND SAFETY

Our enterprise ensures a healthy and safe working environment, assessing risk and taking all necessary measures to eliminate or reduce it.



#### NO CHILD LABOUR

Our enterprise does not hire any worker below the legal minimum age.



#### SPECIAL PROTECTION FOR YOUNG WORKERS

Our enterprise provides special protection to any workers that are not yet adults.



#### NO PRECARIOUS EMPLOYMENT

Our enterprise hires workers on the basis of documented contracts according to the law.



#### NO BONDED LABOUR

Our enterprise does not engage in any form of forced, servitude, trafficked or non-voluntary labour.



#### PROTECTION OF THE ENVIRONMENT

Our enterprise takes the necessary measures to avoid environmental degradation.



#### ETHICAL BUSINESS BEHAVIOUR

Our enterprise does not tolerate any acts of corruption, extortion, embezzlement or bribery.

## Green Public Procurement (GPP)

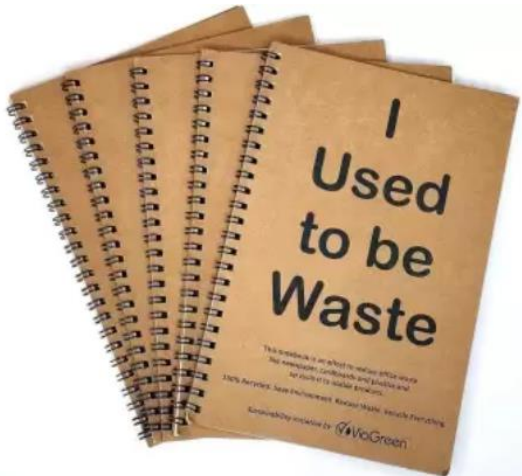
[About GPP - Environment - European Commission \(europa.eu\)](https://ec.europa.eu/euipo/gpp/)

... for a better environment

## 4. CONFERENCE MATERIAL

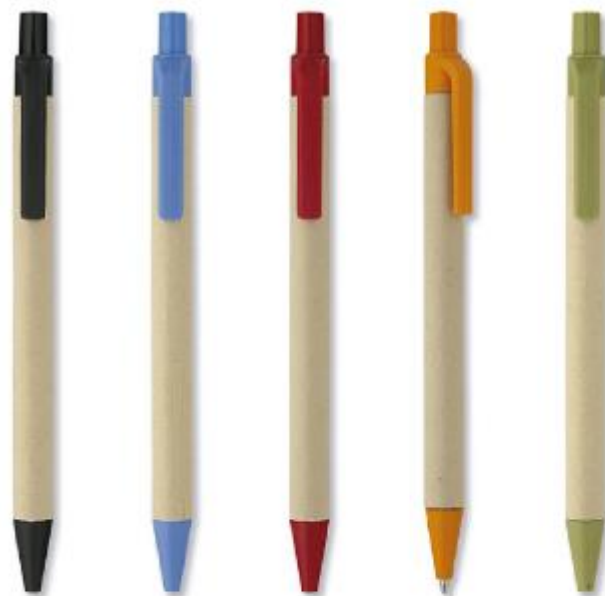
Green choices are available from classic products :

- Bags
- T-shirts
- Notepads
- Pens
- Cups and bottles
- ...





## 4. CONFERENCE MATERIAL



product name	Cardboard pen
reference	11.21
description	Pen made of recycled cardboard and biodegradable plastic parts (ie. corn starch).
size	L14 x ø1 cm
material	Recycled cardboard and biodegradable plastic
colours	5 colours
printing zone	7 x 55 mm
printing technique	Padprinting
product weight	8 gr



## 4. CONFERENCE MATERIAL

- Don't exaggerate. One good gift (or even none) is better than a whole collection of junk.
- Make your items generic. No indication of time / place / title of the event, just your organisation or policy so that you can re-use the leftovers for future events.
- Choose something meaningful, that conveys a message (e.g. a seed-impregnated postcard for economic growth, a bag made from recycled plastic bottles for circular economy, etc. - check with your communication unit).



## 4. CONFERENCE MATERIAL

### Award trophies



- produced from a fallen tree
- levelled, planned and sanded manually
- inclusive company employing disabled workers
- every trip made during production process done by bike



# 5. CATERING



# 5. CATERING



## 6. SIGNPOSTING

- digital signposting
- use existing, local, reusable signposting



## 6. SIGNPOSTING

- Go generic for easy re-use





# 7. COMMUNICATION



# 7. COMMUNICATION



What was original with this project is that they choose to plant trees in Romania and picture used for the cardboard was taken by the satellite. Picture of the region where the trees will be planted.

# 7. COMMUNICATION

- products that represent solutions for mitigating and/or offsetting environmental impacts of human activity





# The checklist





# REGIO promotional materials

A look into the treasure chest of goodies & give aways



# European Week of Regions & Cities

- Focus on materials that can be re-used a number of times, that offer good visibility when being used and have an appealing design.
- All promo materials = made in Europe.



# European Week of Regions & Cities





# European Week of Regions & Cities

PANTONE  
REFLEX  
BLUE C



# European Week of Regions & Cities







# Interreg Annual Event

- Greening and digital focus in the spotlight, i.e. no specific promo materials
- Almost exclusively social media and digital activities to promote and communicate

# Interreg Annual Event



<https://interreg-annual-event.wmhproject.events/en/photobooth-gallery>





# Open days of EU in BXL

- A look into EU institutions around the anniversary of the Schuman Declaration / 9 May
- 2022 edition: a focus on youth & green topics, including NEB



# Open days of EU institutions in BXL



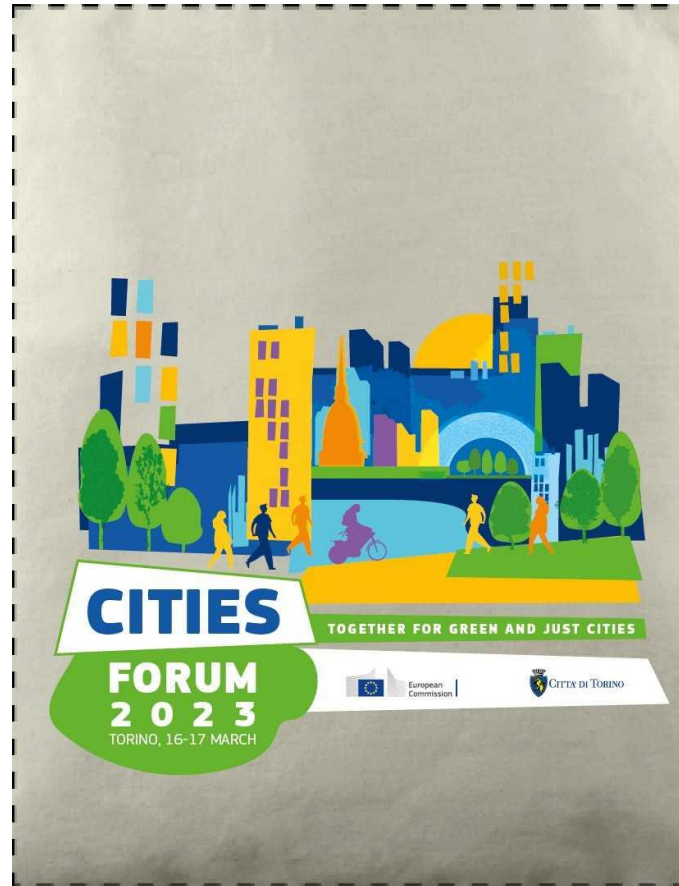




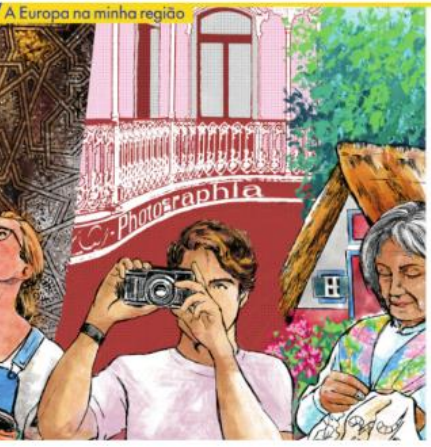
# Cities Forum

- A paperless event to take place this year
- Gently discouraging flyers or brochures, with the aim of organising the forum as green as possible

# Cities forum







### Madeira: O nosso jardim de histórias

Os feitos das nossas antepassadas, as histórias que elas nos contam e a herança que deixaram na paisagem da nossa região formam o solo fértil que faz de nós madeirenses. O momento mais emocionante da nossa história, a recuperação do Castelo, a recuperação do Castelo, a recuperação do Castelo...

Ilustração por Sílvia, Ricardo, Álvaro, especialmente concebida para a iniciativa "Europa na minha região" no Madeira.



# EU in my region & EU in my school

- REGIO's flagship campaign, implemented with partner regions, managing authorities & projects
- Key-words: co-creation, ultra-local communication & partnering up



# EU in my school





...and you always have the EU flag as an option.





# Not Cohesion policy, but does the trick

Some examples from other funding instruments

# Standing strong with the Solidarity corps



- Promo materials & matching slogans:
  - *Making a change means standing strong >>> windbreaker & raincoat*
  - *Making a change brings fresh opportunities >>> mints*



# Give away by DG Sante



An apple day makes a citizen interested in EU funds, policies & projects, possibly achievements too



# A project example from the former Intelligent Energy Europe programme

Magazin

ZDRAVLJE KULTURA ZARAVA MLADI ZNANOST PRIČE IZ PRIVATNOG ŽIVOTA

**"Biciklom na posao i Advent" - doručak za podršku**

16.12.2022. | 07:05 | autor: Anja Bačić/Regionalni dnevnik/RTS.B

Foto: Regionalni dnevnik



Sve više Zagrepčana i zimi biciklom ide na posao

Autor: Poslovni.hr, 09. veljača 2017. u 10:15 0 komentara

PLIVA ZDRAVLJE

Tjelovježba

Naslovnica » Tjelovježba

MAPA TJELJA MOJE ZDRAVLJE ALATI IZRAČUNI PREHRANA I BOLES

**Petak je Dan zimskog bicikliranja na posao**

Održano 08.02.2019.

Sindikata biciklista

Zagreb je treći, a Varaždin četvrti grad u svijetu po broju prijava građana koji su se dosad obvezali na sudjelovanje u Međunarodnom danu zimskog bicikliranja na posao, koji će se održati u petak, priopćio je Sindikat biciklista.



# Giving away... experiences?

An example by you, for you



# Interreg Croatia-Bosnia and Herzegovina-Montenegro



EC Day celebration in Bosnia and Herzegovina, 2019, including:

- An interactive exhibition
- A project fair
- A cycle cinema

# Thank you!



@EUinmyRegion

DG SCIC conference services:  
Making conferences easier and better

[ec.europa.eu/info/region](https://ec.europa.eu/info/region)

**Let's co-create greener events. Every action counts.**

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