

HOLDING SUSTAINABLE EVENTS

Guidelines for organizers



Kazan Expo International Exhibition Center



Small steps toward a big goal

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INTRODUCTION

These guidelines are intended for all those involved in organizing events and seeking to incorporate the sustainable development goals into their operations.

We strive to ensure that all our events are held in an environmentally and socially responsible manner. That is why it is important for us to not only consistently implement the best sustainability solutions, but also to inspire others involved in the congress and exhibition industry to work together and innovate in order to amplify the positive effects and help combat the climate crisis.

Organizers and service providers play a major role in ensuring the sustainability of an event. They are becoming increasingly aware of the environmental, social and economic impacts of their activities.

Whether you have already taken steps to incorporate sustainable practices into your event or you are just beginning your journey towards doing so, these simple and effective tips and practical guidelines will help you navigate and start implementing sustainability principles in your event organization.

The initiatives suggested in the guidelines can be implemented at exhibitions and conferences as well as at concerts and sporting events. Every event, irrespective of its scale and format, can be organized in line with the ideas of sustainable consumption and corporate social responsibility.

SUSTAINABLE EVENT – an event held in compliance with actions aimed to reduce the negative impact on the environment, contribute to economic development and create an accessible and inclusive environment for all.

BENEFITS OF ORGANISING A SUSTAINABLE EVENT

■ Reduce costs and save time

Simple measures such as avoiding bulky gifts or choosing local suppliers can significantly save time and reduce the costs associated with ordering, purchasing and delivering the necessary supplies to the event.

■ Brand and reputation reinforcement

Many customers expect a certain level of environmental awareness in business. Complying with sustainability practices in events clearly demonstrates a company's values and is often an important prerequisite for establishing partnerships and getting investment. It also reinforces a brand's position in the market and often triggers a change in company's attitude towards the environmental challenges.

■ Local economic development

Choosing seasonal products and local suppliers provides a unique opportunity for producers to display and sell their products, which in turn contributes to the economic and social development of the region.

■ Public awareness of environmental challenges

By setting an example and demonstrating their commitment to global sustainability practices, event organizers inspire all parties involved in the events organization to take joint initiatives and solutions that promote conscious consumption and adherence to the principles of sustainable development of society.



TRANSPORTATION

The carbon footprint of an event depends largely on the geography of the participants and the means of transport they use. It may seem that the means by which participants and visitors get to the event is beyond your control, but there are several ways to make their route more environmentally friendly.

- Encourage participants and visitors to use trains as an alternative to air travel if air travel takes less than 6 hours;
- Encourage participants and visitors to use public transport (buses, suburban trains, organised shuttles) to reduce carbon emissions;
- Plan the start and end times of the event to coincide with public transport schedules;
- Encourage use of individual vehicles if participants share them with colleagues, this will help to reduce the amount of traffic arriving at the site;
- Recommend that participants stay in hotels nearby the venue;
- When planning side events for participants, give preference to restaurants and entertainment venues located nearby the main venue;
- Encourage participants and visitors to use electric and hybrid vehicles or vehicles powered by a more environmentally friendly fuel (gas, biofuel);
- Order goods and services from local suppliers to reduce transportation.

Around 85% of the event's carbon footprint is made up of participants' transportation logistics, including the cargo transportation.



70% — flights



10% — car travel



4% — train travel



1% — cargo transportation

Kazan Expo IEC is located in 5 minutes' walk from Kazan International Airport and KRAVT HOTEL KAZAN AIRPORT.

You can get to the venue from the city by airport shuttle train or by bus No. 197. Shuttle service can be booked by the organizer on event days.



CATERING

The carbon footprint of catering services is more difficult to calculate as it consists of several parts (raw materials, energy for production, water, transportation, waste). There are several ways in which catering can reduce its environmental footprint while reducing costs and improving the quality and taste of the food.

- Give preference to glass or porcelain dishes and metal cutlery;
- Use water coolers and glass carafes as an alternative to water in plastic bottles;
- Arrange with the catering company to avoid using disposable food and condiment packaging (e.g. cream, sugar, oil, ketchup, mustard, jam, salt, pepper);
- Refuse bagged tea in favor of tea in a teapot;
- Organize meals and coffee breaks in a buffet format, allowing participants to choose their own portion sizes;
- When designing a menu, consider appetizers that do not require utensils;
- When ordering from a catering company, specify the exact number of delegates to avoid overproduction of food and increased waste;
- Encourage the staff involved to use their own reusable water bottles and coffee cups to avoid excessive use of disposable cups;
- Replace one meat dish with a vegan or vegetarian dish;
- Take into account the taste preferences, religious and cultural dietary habits of different nations. Make sure that gluten- and lactose-free dishes are included in the menu and add hypoallergenic dishes.

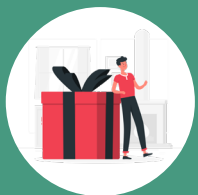
More than a third of all the food cooked on the ground is not being consumed. Over-ordering food for catering at events only leads to a worsening of the problem.

Moreover, food production itself has a negative impact on the environment. For example, the production of red meat (beef, lamb) generates the most carbon dioxide, while the production of fruit and vegetables generates the least.



Kazan Expo IEC is proud to offer its own catering services, using fresh, seasonal produce from local farms.

From tea and coffee breaks to themed cocktail parties and gala dinners, the Exhibition Center is equipped to cater anything up to the highest level.



SOUVENIRS AND GIFTS

Souvenirs are already becoming the synonym of conferences and exhibitions. Branded gifts serve many different functions: they leave a pleasant impression of the event, increase brand recognition and promote client loyalty. Selecting branded gifts for attendees when organizing a sustainable event is indeed a challenge, but one that is achievable.

- When selecting gifts, give preference to the most functional and durable options that delegates will be able to use after the event;
- Reduce the contents of gift sets. Give electronic gifts (e.g. certificates, subscriptions);
- Minimize the amount of printed material in gift bags (books, magazines). Place all relevant content in cloud storage or on the website;
- Cooperate with contractors who use more environmentally friendly materials when producing souvenirs;
- Refuse gift-wrapping or choose reusable packaging solutions (e.g. cotton bags, sturdy folders or bags made from recycled plastic or paper);
- Avoid using wrapping paper with foil, glitter or cellophane as these materials are not recyclable;
- Avoid using disposable goods (e.g. plastic flags and balloons);
- Consider donating leftover or unwanted items (e.g. bags and notebooks) to educational institutions or charities after the event or leaving them for next year.

Due to global warming, waste management issues, rising energy and fuel prices, it is more important than ever to be conscious of the choice of souvenirs at events. Remember that participants prefer to travel light. Plan how to save memories of the event while reducing the amount of souvenir and award-winning merchandise.



When selecting gifts and souvenirs for events, materials and dimensions as well as transportation logistics should be taken into account. If it is not possible to avoid souvenirs, Kazan Expo IEC can offer more eco-friendly solutions when forming gift sets and souvenirs.



PRINTED MATERIALS

1/2

Printed materials are an essential attribute of events. Although paper is recyclable, it requires considerable natural resources and energy for its production, which has a negative impact on the environment.

- Place a prominent QR code with a link to your website, mobile application or cloud storage with an electronic version of the material for download;
- Encourage speakers to provide electronic copies of handouts and post materials on the event/organization's website or app. Remember to remind participants to review materials on these platforms;
- Refuse the bag for handouts or provide the delegate pack in reusable packaging (e.g. a reusable cotton bag, a sturdy folder or a recycled plastic or paper bag);
- Analyze past events and calculate the amount of printed material needed to avoid producing unnecessary copies. Consider printing materials on demand;
- Recommend printing documents in black and white on both sides of the paper, with a preference for recycled or eco paper.

Invitations, programmes, flyers, abstracts, lists, notebooks — all of these are mostly used only during the conference and then thrown in the rubbish bin.

Note: It takes one tree to produce 16 packs of paper (8,000 A4 sheets). One tree produces enough oxygen for two people to breathe over the course of a year.



If use of printed materials cannot be refused, the exhibition center can offer printing of documents and other materials on special recycled or eco-paper.

Inform participants and visitors of the event that the badge and lanyard can be left in the collection boxes at the pavilion exit at the end of the event for recycling.



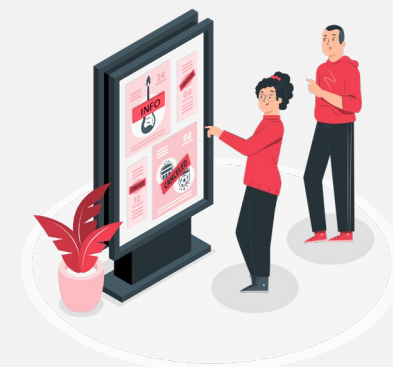
PRINTED MATERIALS

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The event industry is one of the biggest consumers of printed materials. That's why convention and exhibition industry players can make a significant contribution to reducing the amount of printed material produced by using even the simplest solutions and recommendations in their work.

- Use tight, space-saving fonts (Century Gothic, Calibri, Times New Roman) and narrow margins of up to one centimeter on all sides when you design documents and send them off to print;
- If possible, use magnetic marker boards or projectors instead of flipcharts with a paper block and handouts for notes;
- Consider creating promotional banners and posters that can be used on a yearly basis, and reuse materials left over from last year's events;
- Avoid using specific event names or dates in handouts so that leftover printed material can be used at future events;
- Limit the distribution of brochures and other handouts and only give them to those who are really interested.

Undoubtedly, some printed materials may still be necessary. So try to stick to a few simple rules. Recycled paper is a good start, but you should also think about plant-based dyes and which type of paper you choose (matte or glossy): matte, unlike glossy, is easily recyclable. You should also avoid foiling or spot UV radiation.



Take advantage of the digital solutions that Kazan Expo IEC offers to display important information about the event: use navigation panels instead of printed direction signs, screens and displays to present the business programme and menus, an interactive navigation stand with information about exhibitors, partners, exhibition plans and transport schedules, or LED screens to show promotional videos and other dynamic content.

Request from the event manager a catalogue of advertising opportunities for content placement on digital media at Kazan Expo IEC.



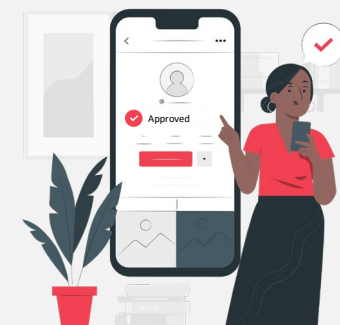
DIGITAL TECHNOLOGIES

The use of digital solutions makes it possible to avoid printed materials completely. In addition to saving paper, ink and energy required for printing, digital technology is more convenient for the events participants and visitors.

- Minimize the use of paper by sending electronic invitations and using an online registration system. Use QR code / barcode tickets for access control;
- Use LED displays for advertising and other information instead of banners, roll-ups, posters and other advertising media;
- Use digital video media to display the daily programme of events;
- Create an app / online platform for your event to share important information and communicate with delegates;
- Use videoconferencing as a way of participating in the event for those who cannot attend in person.

Especially relevant are mobile apps/online platforms where all the key information about the event is posted, from the business programme to speaker presentations and much more. This allows participants to stay up-to-date with the latest news.

Visitors are more comfortable using services to find places and routes on their phone than checking the paper version of the map to find the location they want, and an accessible website or mobile app will allow to avoid printing out materials.



There are more than 160 digital media at the Kazan Expo IEC that can be used for various functional purposes, such as posting advertising and information content and navigation for visitors. Digital technology creates an entire ecosystem for visitors and allows the event to be designed and branded according to its unique concept and style.

The center also has the necessary high-quality equipment for video conferencing during events.

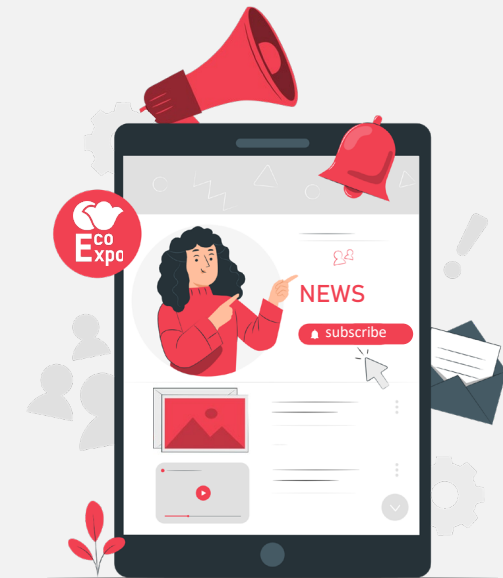


OTHER “ECO-HACKS”

Organizing a sustainable event can be an effective marketing tool, an important part of which is the promotion of sustainability and communication to all parties involved in the event: visitors, participants, sponsors, partners, contractors, media and the local community.

- Inform visitors and event participants about the implementation of sustainability initiatives at the venue;
- Implement sustainability principles among your own staff as well as among the participants and companies/contractors involved in the event;
- Develop an incentive programme for participants (e.g. a contest among exhibiting companies that comply with the principles of sustainable development and responsible consumption);
- Consider donating decorative items in good condition left after the event to charity organizations;
- Consider using decorative elements to decorate the space again at future events;
- When constructing expositions/booths, consider using more sustainable or recyclable materials;
- Give preference to hotels that promote environmental practices and sustainable development partnership programmes;
- Consider developing a separate report or brochure on the implementation of environmental solutions (describing lessons learnt and encouraging people to follow your example) to be posted on the event website or distributed electronically to participants and the media.

Include in your promotional campaign messages informing about the implementation of the sustainability goals to the event organization.



Event organizers can announce their initiatives within the framework of the Kazan Expo IEC's #EcoExpo concept for the exhibition center's implementation of the sustainable development goals, which aims to inspire the community to act together for the benefit of environmental balance, economic development and social equality.



These guidelines are based on an analysis of best global practices in the events industry.

We hope that the suggested ideas will be a first step for you to create a sustainable event or inspire new sustainable solutions.

Start with the simplest initiatives that you can implement at your next event.

