



Entry to UFI Sustainable Award 2020

Company name: R&C Market Research Comany

Title of the entry: EFEA 2020 Waste Management

I. Quick background, scope of the entry and general objectives of the project

EVENT OVERVIEW

IX Europe + Asia Event Forum (EFEA 2020) is a 3-day annual Forum for the global exhibition, meetings and events industry, with a pre-Forum business/education day.

22 – 24 January 2020 at the Congress Center "PetroCongress" in St. Petersburg, Russia



487

participants
from



222

hotel
nights



47

press
attendees



10

countries



64

hosted
buyers

SUMMARY OVERVIEW

What trace do we leave in this world? How will this affect the future of the planet? Is everything that we do and create today useful and necessary not only for contemporaries, but also for generations who will live after us? Does the pursuit of profit always justify any means?

In order to answer these and other questions regarding the events industry, we decided to formulate the key topic of the Forums in 2020 as "The code for sustainable development of the events industry. People. Planet. Profit». How do events and activities for their organization affect the formation of the future? What does it mean to run a sustainable business? Whose interests and how should be taken into account? How to build a balanced system of resources in order to use in the company? Of course, such a complex topic as sustainable development cannot be revealed in one event. That is why in the program of the Europe + Asia Event Forum we tried to identify areas in which event industry companies can and probably should develop today in order to shape not only their sustainable future, but also the future of the world.

Since 2012, Europe + Asia Event Forum (EFEA) is organized annually in St. Petersburg and setting trends in the development of the meeting industry. Over the nine years EFEA has confirmed the status of an reputable event for industry experts. The forum was held under the patronage of the Chamber of Commerce and Industry of the Russian Federation, with the support of the St. Petersburg Committee for Tourism Development, the St. Petersburg Convention Bureau, the Russian Union of Exhibitions and Fairs (RUEF) and the Russian Convention Bureau. The Association of the German Trade Fair Industry AUMA became a partner of the Forum in 2020.

STRATEGY AND GOALS:

Events have a strong impact on our resources, society, and the environment. They can create significant waste, put pressure on local resources such as water or energy, or even cause tension in local communities. We are the organizer of Europe + Asia Event Forum (EFEA), and wants to take action on climate change by making our event more sustainable.

There are many ways to reduce the impact of the event on the planet and our community. Waste should be avoided and reusable materials used where possible. Where waste is unavoidable, recyclable materials should be utilised along with appropriate collection systems and waste services.





Our motto:

Reduce

What you can't Reduce: **Reuse**

What you can't Reduce or Reuse: **Recycle**

What you can't Reduce, Reuse or Recycle: **Offset**

MANAGEMENT APPROACH:

IN ORDER TO REDUCE THE ENVIRONMENTAL IMPACT OF THE EVENT WE BEGAN FROM PLANNING AND POLICIES

We began our programme in February 2019 after the results of EFEA 2019.

- We analyzed numbers, duration, size of venue and number of rooms required and then select the right venue to fit, for use minimum energy and resources.
- We planed the event and choose the right size of the venue – we didn't have free space which was not used. (all the space was comfortable for delegates and speakers: matchmaking zone, catering zone, exhibition zone, speakers' room, etc).
- We looked at past event energy use and wastage and tried to find ways of reducing this.
- We established the policy that encourages all suppliers to submit proposals and quotes electronically.
- In all communications with delegates and contractors we request that waste and packaging be reduced.

II. Detailed review:

DESCRIPTION, IMPLEMENTATION PLAN AND RESULTS

1. VENUE CHOICE

The first step to hosting a sustainable event is to pick the right venue.

Here are some questions that helped us to choose the environment-friendly venue.

Energy

- The venue has energy efficient lighting, equipment and ventilation
- Lights and air-conditioning are switched off when not in use
- Venue uses as much natural light and natural ventilation as possible

Accessibility

- The venue provides elevator and ramp access

Waste and resource recovery

- The venue promotes the use of reusable cutlery, plates, bowls and cups
- The venue uses upcycled or recycled products and materials

Food

The venue provides vegetarian, local and seasonal catering option

Transport

- The venue easily accessible by public transport
- The venue has bicycle parking facilities

Water

- There was a drinking water for people to fill their own bottles.
- The venue has dual flush toilets
- The venue has water efficient appliances

Purchasing habits

- The venue works with sustainable supplies for cleaning products
- The venue tries to minimise single use plastic items, such as straws, balloons, bottled water, take away coffee cups and plastic bags

2. ACCESSIBLE AND INCLUSIVE

We are sure that every component of the Forum is accessible to every single participant - no matter ability.

3. PACKAGING INITIATIVES, THE EVENT TOOK TO REDUCE WASTE TO LANDFILL

- Recyclable plastic
- No plastic bags



4. WASTE REDUCTION AND RECYCLING

- Reduced waste by keeping track of attendance and tailoring supplies and food according to final numbers
- The usage of paper in preparation period and during the forum was minimized.

5. TRAVEL SELECTION

- Our partner S7 Airlines creates the conditions for greener flights
- Venue is easily accessible by public transport or by foot
- We accurately monitor the number of delegates needing transport at each stage of the event and match this to the transport vehicle size
- We used delegate shuttles (Where we provide shuttle service we have an anti-idling policy and we use bio-diesel for 20% of delegate bus transfers)

6. ACCOMODATION

We used or recommend hotels with proactive waste, water and energy management practices. Sokos Hotels were an official hotels of IX Europe + Asia Event Forum. All Sokos Hotels are included in the Green Key environmental programme. They also aim to reduce food wastage, focus on energy efficiency when modernising hotels.



7. POWER AND WATER SUPPLY

- All equipment is turned off at night.
- We switched off appliances when not in use.
- We tried to minimize temperature leakages via good draught seals, insulation and keeping your doors closed.
- Set the thermostat to between 18 and 20 degrees for heating.
- Limiting air-conditioning at venue during the set-up and pack-down phase
- We chose energy efficient appliances when purchasing or leasing new equipment and appliances
- We hold the Forum during the day to utilize natural light and reduce power consumption
- We check regularly that we don't have any leaking taps or appliances.



Every delegate **saved 2316 litres** per the Forum

(<https://myeventfootprint.com/> by MeetGreen)



Every delegate **saved 33 kWh** per the Forum

(<https://myeventfootprint.com/> by MeetGreen)

8. FOOD AND BEVERAGES

- We were aimed to reduce food miles by using local rather than imported food and beverage supplies
- We planned menus using in-season, fresh, local, organic
- We tried to provide in menu about 50 per cent vegetarian and vegan options, and where possible choose chicken instead of beef to cut down on carbon emissions. EFEA's menu included a larger number of vegetarian options and advise delegates of these options
- Avoid unnecessary packaging and plastic bags
- We used reusable table cloths, crockery and cutlery
- We limited use of imported and bottled water
- We used water glasses plus jugs
- Forum went straw-free
- Plastic free catering menu
- We used bulk dispensers for sugar, salt, condiments and sauces.
- Avoid individually wrapped sweets, salt and sugar sachets

9. PRINTED MATERIAL AND INFORMATION

- We used media and electronic technology to reduce paper use
- Electronic registration
- Market electronically via mobile application
- The usage of paper in preparation period and during the forum was minimized
- We used reuse signage
- Use recycled paper (post-consumer waste) and print on both sides
- We offer all relevant information, presentations, papers and web links via electronic media
- Our event communication included a green message reminding people to think before printing



10. WASTE REDUCTION AND RECYCLING

- Reduced waste by keeping track of attendance and tailoring supplies and food according to final numbers
- The usage of paper in preparation period and during the forum was minimized.
- Made informed purchasing decisions and support use of recycled and biodegradable materials
- Reduced use of gift bags or satchels
- **We used reused bags made by blind people**
- Avoid products with excessive packaging Reduce the amount of printed promotional material used and supply electronically
- Buy products made from recycled products
- Cardboard boxes were recycled or recovered
- Paper cups were recycled or recovered
- Glass bottles were recycled or recovered
- Used cooking oil were recycled or recovered
- Plastic free catering menu
- Provided re-usable cups to our attendees for use across the Forum.
- Thanks to the sorting team of PetroCongress most of waste at EFEA2020 was diverted from landfill
- An alternative to single-use plastic water bottles at our event was a water cooler
- Waste reduced in the following areas: PVC, paper, card and carpet
- We tried to avoid single use waste as much as possible. If you can't reuse it, refuse it:
 - straws
 - plastic water bottles
 - plastic bags, cutlery and packaging
 - any merchandise or giveaways that we know won't be used beyond the event.
- Floral free Forum
- We are so thankful to all the delegates who brought their own re-usable water bottles to the Forum.

III. Conclusion: lessons, next steps

THE MINIMUM REQUIREMENTS WE HAD MADE

- We tried to reduce the impact of our event.
- We minimized giveaways.
- We increased the proportion of signs, banners, pens, etc that can be used for multiple years.
- We tried to minimize single use plastic items.
- Environmentally friendly alternatives (such as for cleaning products).
- We tried to reduce food waste.
- We utilized reusable or recyclable items for food and beverages.
- **90% LESS SIGNAGE TO LANDFILL SINCE 2012**
- We increased the proportion of food and drink containers made from recyclable/biodegradable material
- Worked with the supply chain to share the journey toward reducing impacts.
- Most of materials of the Forum have the past and the future.
- Use a mobile app instead of a paper program.
- The rest lanyards were saved to re-use at EFEA 2021.
- We tried to minimize temperature leakages via good draught seals, insulation and keeping your doors closed.
- We tried to reduce meat and dairy consumption.
- We decreased the proportion of waste sent to landfill
- We tried to purchase locally made products (low carbon miles).
- Support sharing goods and services (hiring or leasing), rather than buying.
- Educate: Educate attendees, exhibitors, and hosted buyers on issues related to sustainable practices within the industry.
- We avoided packaging.





EFEA 2020 :



**Residual waste
was reduced on
13%**



**CO₂ emission
connected with waste
reduced on 15%**

(<https://co2.myclimate.org/>)



Informed the
delegates about the
UN SDG



**Every delegate saved
2,316 litres** per the
Forum

([https://myeventfootprint.com/ by
MeetGreen](https://myeventfootprint.com/ by MeetGreen))



We used reused
bags made by blind
people



Forum went
straw-free



**Every delegate saved
33 kWh** per the
Forum

([https://
myeventfootprint.com/ by
MeetGreen](https://myeventfootprint.com/ by MeetGreen))



Floral free
Forum



We tried to provide **in menu
about 50 per cent
vegetarian** instead
of beef to cut down on
carbon emissions



CO₂ emissions from 3-
day event with participants
was reduced on 5%

(<https://co2.myclimate.org/>)

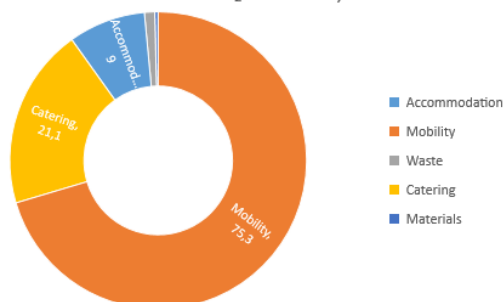


90% less signage
to landfill since
2012



Where we provide shuttle
service we have an anti-
idling policy & we use bio-
diesel for 20% of delegate
bus transfers

EFEA 2020 CO₂ emissions, t



EFEA 2021 FOCUS INCLUDES:

- Prepare the sustainability guide for delegates
- Reducing single-use plastic
- Increase use of recyclable/biodegradable material
- Expanding water save movement
- Reviewing sustainable menu options

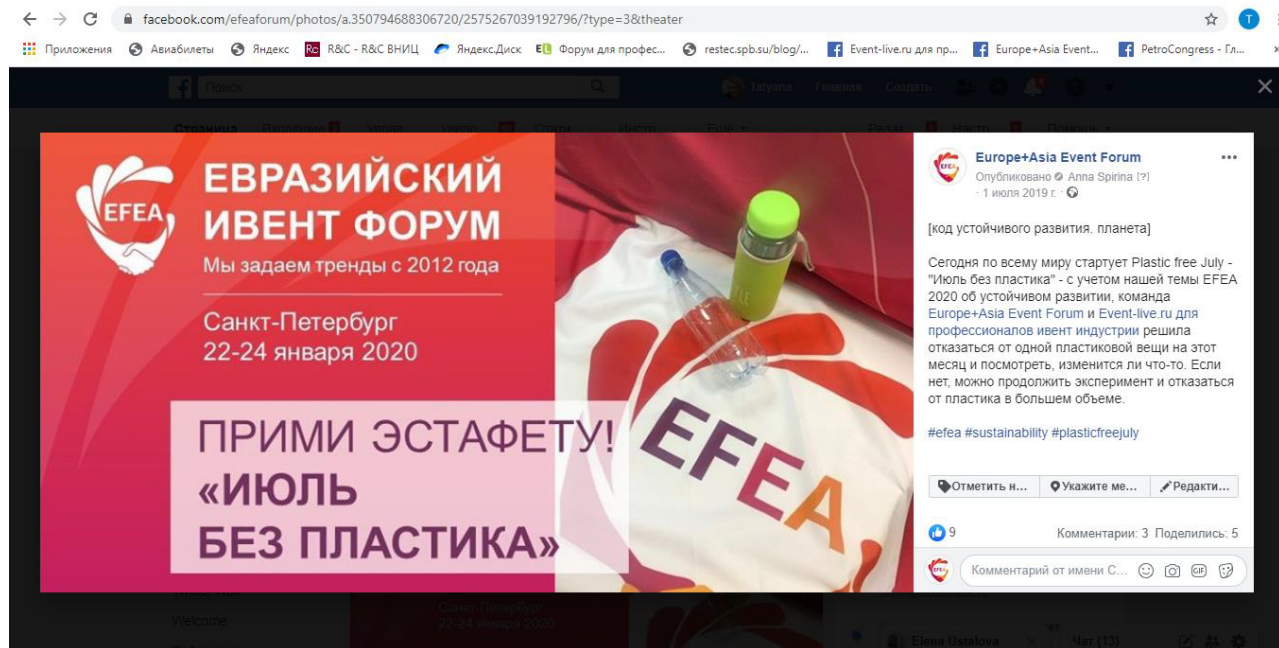
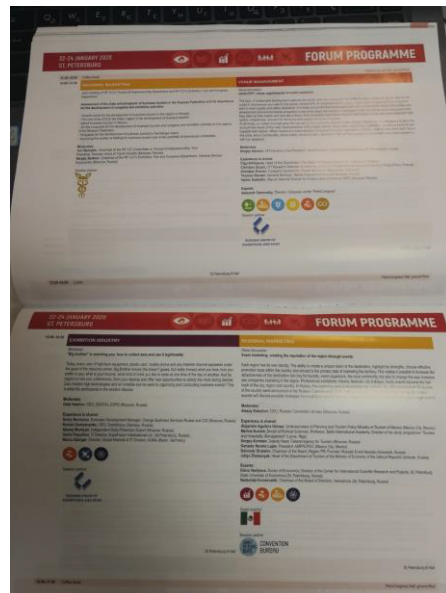




APPENDIX

ACTIVITIES

- Include sessions on relevant environmental issues
- Our annual EFEA Award: For the 1st time gave the sustainable EFEA Award to Tom Soyer Festival
- Educate attendees, exhibitors, and hosted buyers on issues related to sustainable practices within the industry.
- Informed the delegates about the UN SDG.
- 12 sustainability themed education sessions
- All sessions were marked with the related UN SDG
- We organized in social media marathon "Month without plastic". We explained the audience via social media the advantage of using reusable cups, boxes, bags and bottles.





EUROPE + ASIA
EVENT FORUM

MEETING POINT FOR EVENTS INDUSTRY
WE SET TRENDS SINCE 2012

FOOD AND BEVERAGES

APPENDIX



PRINTED MATERIAL AND INFORMATION



WASTE REDUCTION AND RECYCLING

