



TACKLE



Good practice identified during action A1

Number/code: OM/SM20

Title: SUSTAINABILITY AWARD

Guidelines section:

Governance

Operational management

Context of the event

Event

Stadium management

Procurement

Mobility and logistics

Description

EXPO Milano 2015: *Towards a Sustainable Expo* was the voluntary programme aimed at Expo Milano 2015 Participants. The initiative, promoted by the Italian Ministry for the Environment and Expo 2015, had the objective to raise further awareness on sustainability needs and to promote a greater attention towards voluntary initiatives that contributed to make of the Exposition of Milan a more sustainable event. Towards a Sustainable Expo fostered a ‘competition’ between Participants based on the sustainability initiatives and solutions they adopted on the different grounds, grouped into 4 categories:

I. sustainable architecture (Design & Materials), related to pavilions design;

II. sustainable food (Food & Beverage) provided by food outlets and catering services;

III. the application of green procurement criteria for furniture, packaging, merchandising products and the organisation of events both within and outside the Exhibition Site;

IV. other initiatives or specific projects on environmental and sustainability themes that could not be classified in the other three categories (e.g. carbon footprint assessment, carbon offsetting, initiatives promoting waste collection, fair trade products etc.).

From an organisational point of view, Programme Regulations, a Technical Secretariat and a Jury of national and international experts were established. Researchers from IEFE Bocconi and Politecnico di Milano supported the Italian Ministry for the Environment and Expo 2015 in analyzing the documents produced; they then carried out visits and audits at Players’ pavilions to verify adopted solutions on the field. For each of the four categories Leader Pavilions⁸² (3 countries and 3 corporates) were identified and awarded distinction plaques.

The following table shows the Programme Participants distribution among the different categories:

CATEGORIES	PARTICIPANTS	COUNTRIES	CORPORATES & CIVIL SOCIETY ORGANISATIONS
DESIGN & MATERIAL	32	21	11
FOOD & BEVERAGE	12	6	6
GREEN PROCUREMENT	14	4	10
OTHER INITIATIVES	21	10	11
TOT	79	41	38

Greenbuild 2010: Since 2008 ProShow has worked closely with staffing partners well in advance of the event to ensure onsite staffing contributes towards Greenbuild's waste diversion goals. This includes training all event staffers in special waste management practices. It also invites them to go that extra mile to 'be green' onsite by engaging in random acts of sustainability. Those taking extra effort are acknowledged through a Green Prize program. This year approximately 200 staffers - about 50% of total staff used - participated in this program. Random acts of greenness included using reusable water bottles, coffee cups and lunch containers. ProShow supervisors selected Kathleen Williams as the 2010 Greenbuild Green Prize winner for going above and beyond at work, home and everywhere she goes.

Competition for sustainable events in Austria: The federal state network "Green Events Austria" has launched the "Winning Sustainably!" Competition and awarded sustainable festivals, cultural events and sports events as well as sustainable sports clubs. Since 2011, the competition has been awarding sustainable events, recognising them as role models and putting them in the spotlight.

The criteria for the evaluation of the submitted events are:

- Climate friendly transportation for the way to the event and back;
- Procurement of regional, seasonal, organic or fair-trade food;
- Waste prevention and separate collection;
- Efficient energy and water use;
- Engagement with social responsibility;
- Communication of the implemented Green Event measures.

More than 100 event organisers and sports clubs took place in the 2017/2018 competition.

The awards amount to a maximum of 20,000 Euros in total.

Environmental benefits

Improve employees and partners awareness over environmental issues.

Economic benefits

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Applicability and replicability potential

It should be implemented in every stadium/event

Source

[EXPO Milano 2015](#) (p. 11)

[EXPO Milano 2015](#) (p.83)

[Competition in Austria](#)