

## **Guideline: sustainable event management in Haaga-Helia Porvoo Campus**

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<b>Report/thesis title</b> Guideline: sustainable event management in Haaga-Helia Porvoo campus	<b>Number of pages and appendix pages</b> <b>64 + 23</b>
<p>Everyday the damaging outcomes of industrial life become more visible and obvious. That is why the mankind has created the sustainability concept, to stop the destruction and possibly erase some of the devastating actions that we did.</p> <p>In Haaga-Helia University of Applied Sciences, we, students and staff, can also play a vital role to prevent the ruination of Earth from happening. In Haaga-Helia Porvoo campus specifically, we can do so by focusing on one of the main activities of the campus – event management, to be done responsibly.</p> <p>This product-based thesis is aimed at developing sustainable event management culture in Haaga-Helia Porvoo campus, regulated by a guideline that is presented as a final product of the thesis. Guideline is based on existing materials on sustainability, Agenda2030, interviews from Haaga-Helia workers, sustainability organisation and reports on sustainable event organisations on festivals across the world. It is structured in a way that follows the event organisation steps and is targeted for Tourism and Event Management students.</p> <p>Theoretical framework covers components of sustainable event organisation, such as energy and emissions, water, resources, transportation and waste management, as well as social responsibility.</p> <p>Final result of the research and development process is a guideline for sustainable event organization in Haaga-Helia Porvoo campus that is purposed to comply with the current Agenda 2030 goals, following materials from theoretical framework part. It is aimed to benefit to Haaga-Helia community by decreasing carbon emissions, educating visitors and participants on environmental issue and giving back to the society. Main focus is on ecological sustainability, but social responsibility will be discussed as well. The handbook is targeted at the students of Haaga-Helia.</p> <p>During the research, it was found out that significantly decreasing event's carbon emissions does not require radical changes and instead can be achieved by taking small easy steps. These include working with local rather than international companies, responsible waste disposal, reduction of red meat in catering, conservation of non-renewable sources, among others. Further suggestions for the development are listed in the last chapter.</p>	
<b>Keywords</b> Sustainability, event management, sustainable event management, Haaga-Helia Porvoo Campus, event organisation guideline	

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# 1 Introduction

Event management is one of the key things that makes Porvoo campus what it is, a representation of Haaga-Helia Tourism and Event Management students. And what represents us, generation Z, is a deep concern for our Earth wellbeing, since we are the last ones who can prevent the full destruction of what we are used to seeing and having everyday – clean water, beautiful variety of unique animal species, fresh air.

So combining these two concepts so dear to us – event management and sustainability – is very natural and logical. Thankfully worldwide development in sustainability practices, small and big input of every single country, made it possible for us to have some rules to follow to make our event impact as friendly to nature as possible. Now we can choose the material we want our straw to be made of, instead of the harmful plastic used only once and that will make 200 years to decompose. Metal, Italian pasta, paper, bamboo? Whatever your preferences are.

It is fully in Haaga-Helia staff's and students' power to change the way we are used to do things, to make them more beneficial to all – society, audience, participants, nature and Earth itself. Therefore this product thesis was started, to measure the ecological impact that we usually make, define our wished CO2 emissions and find the ways on how do we get from the point A to our desired point B.

## 1.1 Objectives

One of the objectives of the thesis is to research on sustainable event management practices from various event and festival companies who have implemented it and create a guideline for Haaga-Helia Porvoo campus on organising sustainable event management. That is needed to comply with current ecological call. The idea was to collect previous proved actions for sustainable change, and come up with a new innovative methods.

The aim was also to measure Porvoo campus capabilities and facilities, how they are functioning at the moment and what could be done to ensure sustainability in campus' operations.

Present goals are to establish an environmental policy on events at the campus. The future goals are to think of the new ways to improve eco-friendliness, social and economic impact; receive certifications and be a recognized event management professional (as a Haaga-Helia Porvoo venue). Social, economical and ecological sustainability areas are discussed, with ecological part being in the focus.

## **1.2 Commissioner**

Commissioner for the thesis is Haaga-Helia University of Applied Sciences, in particular Porvoo campus which offers event services “Events by Haaga”.

“Events by Haaga-Helia offers various event services at Haaga-Helia Porvoo Campus. Our services include event management education, student-driven event production, venue renting and providing event staff” (Events by Haaga-Helia, Facebook).

Not only it acts as a venue for student-organised events for education and practice, but also as an event service provider for businesses. It contains face-to-face consultations, supervision of the event site setup, preparation of marketing material, budget planning, venue decoration, human resource management, surveys, photos and many more (Haaga-Helia website).

Haaga-Helia Porvoo Campus is also recognised as an Evento Awards Reliable Partner.

## 2 Sustainability

This and following sections will outline sustainability and event management on their own; and describe the concept of sustainable event management. Sustainability in educational institutions will be discussed as well.

First correlation between development and the need to consider natural resources was mentioned as far back as in 18<sup>th</sup> century, by Thomas Malthus 'An Essay on the Principle of Population'. He discusses the future development of society. In his novel theory states that population and source grow unproportionally, with the resources becoming short in the future. He was one of the first people to discuss the future lack of resources thoroughly and presented The Malthusian Theory of Population to the world.

In our modern times, United Nations Conference on the Human Environment was held in Stockholm in 1972. The conference resulted in Stockholm Declaration, which included 26 principles on new sustainability policies and ethics, that were agreed upon by 113 participating countries.

Following are some of the principles established with the Declaration of the United Nations Conference on the Human Environment (1972):

- Human rights
- Preservation of natural sources
- The capacity of the earth to produce vital renewable resources must be maintained
- Preservation of the wildlife
- Wise use of non-renewable sources
- Discharge of toxic substances that result in pollution
- Prevention of pollution in the sea by all states
- Economic and social development for the improvement of the quality of life
- Assistance and cooperation with the developing countries
- Coordinated approach to development planning, to be compatible with the need to protect and improve environment for the benefit
- Stable economics in the developing countries
- Enhancement of present or future development potential through environmental policies
- Urbanization with no harm to society, economics and environment
- Creation of national institutions and international organizations to enhance environmental quality

- Usage of science and technology for environmental risk control and solution
- Education in environmental matters
- Promotion of Scientific research for environmental problems
- Development of the international law regarding liability and compensation for the victims of pollution
- Protection of Man and his environment from nuclear weapons other means of mass destruction.

This leads to common responsibility and wise transformation of the environment for the development, what became a base for modern sustainable development.

In 1987, the World Commission on Environment and Development by United Nations published "Our common future", also known as Brutland Report. It discussed new approaches to environment and development, which resulted in giving the beginning of sustainable development era. The first precise definition of sustainable definition was published in Brutland Report and it states as such: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brutland, 1987, chapter 2, IV).

## **2.1 Agenda 2030**

In 2016, the United Nations took its turn again, and this time to present a clear action for sustainable development with a defined deadline, which is now called "Agenda 2030". It is a vital document that includes 17 globally accepted goals and 169 targets for sustainable development. The UN Agenda 2030 action plan for sustainable development came into effect on 1 January 2016.





Figure 1. Agenda 2030 sustainable development goals (University of Helsinki, United Nations 2019.)

Agenda 2030 for Sustainable Development (2015) presents the five key “P” areas that require immediate action:

1. People
  - Social and economical equality
2. Planet
  - Sustainable consumption and production
  - Sustainable management of natural resources
  - Action on climate change
3. Prosperity
  - Fulfilled life with progressive economics, society and technology, that balance with the environment
4. Peace
  - Just societies, free from fear and violence
5. Partnership
  - Global solidarity

Implementation Agenda 2030 will require determined efforts at all levels - global, national and local. It is likely that previous practices will have to be replaced with completely new methods (Lyytimäki, Lähteenoja, Sokero, Korhonen & Furman, 2016, 8).

## 2.2 Sustainability in Finland

Finland's first national set of sustainable development indicators was published in 2000, updated in 2002 and 2004. New indicators were published in 2006 as part of the revised sustainable development strategy, which were modified in 2007 and 2009 (Prime Minister's Office Publications, 2016, 56). This way, Finland's national strategy for sustainable development, originally entitled "Towards sustainable choices - A nationally and globally sustainable Finland" was updated in 2013 into the new form of "Society's Commitment to Sustainability" (Anttila, 2014). Indicators were revised to monitor the eight objectives of the new policy.

Furthermore, in response to Agenda 2030 Finland has conducted Avain 2030, an own national study to key points of sustainable development.

The results of the Avain2030 study revealed that Finland performs well in international comparisons on sustainable development and ranks very high in many indices.

However, in reliance with the indicators used in the study, the development in Finland has not been commendable with respect to any of the 17 SDG's (Sustainable Development Goals) in recent years. The Avain2030 project identified a very powerful education system and the related competencies, and the stability of the country's social systems, as Finland's specific advantages. Fighting the climate change and the excess usage of natural resources while promoting economic development and employment were classified as Finland's main challenges. (Prime Minister's Office Publications, 2016, 14.)

## AGENDA 2030-GOALS AND STARTING LEVEL OF FINLAND



Source: Sachs et al. 2016. Preliminary Sustainable Development Goal (SDG) – Finland

**Figure 7. Overall assessment of Finland's status in the implementation of the Agenda2030 goals and targets, based on indicators selected for the preliminary sustainable development index (Source: Sachs et al. 2016).**

Figure 2. Agenda 2030 – goals and starting level of Finland (Lyytimäki, Sachs 2016.)

The image above shows that Finland is at "excellent" level in eight sections, which are no poverty, quality education, reduced inequalities, good health and well-being, clean water and sanitation, industry, innovation and infrastructure and sustainable cities and communities.

Then there are seven sectors where Finland is on "moderate" starting level. Those are more dependent on sustainability actions, namely: life below water, life on land, responsible consumption and productions, affordable and clean energy, gender equality, zero hunger and partnerships for the goals.

In the end, there are two divisions that the country should pay special attention to – decent work and economic growth and climate action.

Another notable project has been started, which is "The Finland We Want by 2050 - Society's Commitment to Sustainable Development". It was created by Finnish authorities in 2016, also as another own national version of Agenda 2030. The project targets the support of national sustainable development efforts by building an analytical and neutral knowledge base for the implementation of Agenda2030. (Lyytimäki & al., 8).

As defined in Meeting of the Commission on Sustainable Development (2016, pp 2-3), following are the vital principles for reaching the sustainable development objectives:

- Cooperation and commitment
- Creative use of knowledge and expertise
- Limited carrying capacity of nature
- Broad-based cross-generational thinking
- Global responsibility
- Capacity for renewal and good governance

“Finland must change its energy system to be ecologically sustainable and fair to be able to show to the world how a welfare society can function without fossil fuels, with a moderate and clean energy input” (Kepa ry, 2018, 8).

The Programme of Prime Minister Sanna Marin’s Government contains several strategic themes.

This strategic theme from the programme on carbon neutrality includes the following objectives (Ministry of Economic Affairs and Employment, 2019, pp 11-12):

1. Finland will achieve carbon neutrality by 2035
2. Finland aims to be the world’s first fossil-free welfare society
3. Finland will strengthen carbon sinks and stocks in the short and long term

The strategy of Finland primary targets the compound of sustainable use, conservation and preservation of natural resources, security of the wellbeing of its inhabitants and society so that Finland can become a land that sees how to use its strengths in a sustainable form (Kaivola & Rohweder, 2007, 14).

It is clear to achieve the future goals, there is a strong need to decrease current emissions levels. Carbon footprint of an average Finn makes 10.3 tonnes per capita, while the average global is 4.78 tonnes, as calculated by Hausfather, 2019, at Carbon Brief.

Here is the data of the carbon footprint of the average Finn in assorted consumption fields (Sitra, 2018):

# CARBON FOOTPRINT OF THE AVERAGE FINN

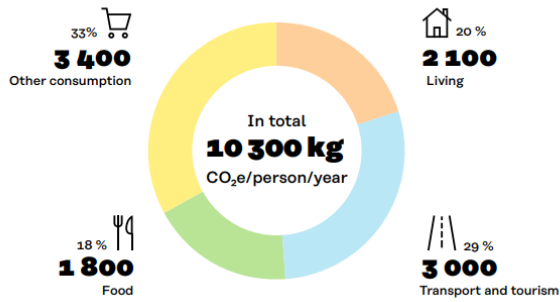


Figure 3. Carbon footprint of the average Finn (Sitra 2018.)

On the diagram above it shows what Finn's 10.3 tonnes of emissions consist of, with "other consumption" and "transport" sector being responsible for the biggest input.

## LIVING

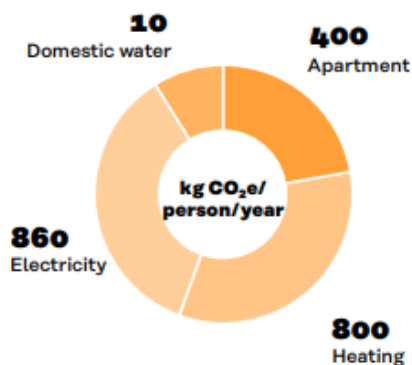


Figure 4. Carbon footprint of the average Finn. Living (Sitra 2018.)

For the living, the highest amount of CO<sub>2</sub> emissions comes from electricity and heating, which is explainable by the specific climate in the country.

# TRANSPORTATION

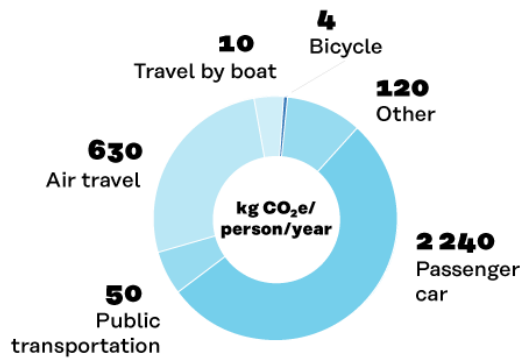


Figure 5. Carbon footprint of the average Finn. Transportation (Sitra 2018.)

As much as the debate over air travel's atmosphere pollution is still all over the news, the graph above states that Finn's use of a regular passenger car is more devastating to the Earth than plane travel.

# FOOD

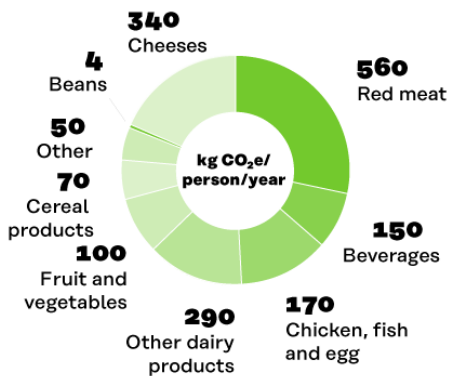


Figure 6. Carbon footprint of the average Finn. Food (Sitra 2018.)

As for food, meat is the leader in the emissions kilograms, and it will be discussed in the further chapters, more extensively in the "purchasing and use of resources" subchapter.

## OTHER CONSUMPTION

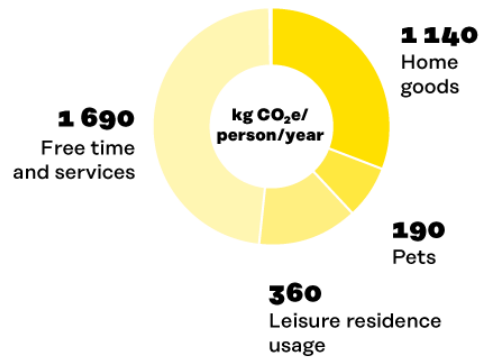


Figure 7. Carbon footprint of the average Finn. Other consumption (Sitra 2018.)

Other consumption is represented by free time and services, home goods, pets and leisure residence usage. Free time and services take up almost a half of the whole "other consumption" segment, with 1690 kilogrammes of CO<sub>2</sub> produced per person per year.

Kepa ry (2018, 12) suggests to encourage Finns to consume less by the means of public campaigns, education and establishment of a voluntary carbon tax.

To summarize, to fulfill the Agenda 2030 Finland will have to actively look for new cooperation opportunities and adopt novel practices (Kepa ry, 2018, 10).

### 2.3 Sustainability in educational institutions

All higher education institutions have a certain role in the community, which is to preserve and to advance awareness of mankind in their corresponding societies. Alumnis of the universities are couriers of these matters as specialists and citizens. They are able to flourish the necessary knowledge and skills for managing things in distinct manners. (Kaivola & Rohwender, 2007, 81.)

"Education, research and innovation play a central part in the promotion of sustainable development" (Kaivola & Rohwender, 2007, 15).

Therefore, higher education establishments play a key role in the sustainability promotion and development.

For the higher education institutions, the sustainable development challenge is a great opportunity for development in research and teaching. Sustainable development can be an essential addition to activities that strive to have high ethics and quality. The establishments play a vital role in this process, as they contribute to a more sustainable society. (Kaivola & Rohwender, 2007, 26.)

Education for sustainable development requires the comprehension of core conceptions as for instance flows or systems, needs the acquisition of advanced learning approaches such as cooperation and application, a modern view on equity and justice among others, and additionally should comprise practical and technical expertises (Kaivola & Rohwender, 2007, 108).

Virtanen points out, that teachers need to revise their work approach and see students more as partners rather than as objects. Sustainable development is a part of every individual's activities, not only as a matter of teachers who are especially devoted to it. (Virtanen & Rohwender, 2009, 34.)

Finnish Prime Minister's Office Publications explain very well why the relationship and conversation in a responsible and thoughtful manner between teachers and students is vital. "Give young people a voice in sustainable development issues – cooperation with young people and children will be strengthened by engaging them more actively in national and international discussions about sustainable development. Effective use should be made of the ability of young people to discuss sustainability issues in a way that appeals to their peers". (Prime Minister's Office Publications, 2017, 50.)

Kepa (2018, 21, 24) suggests to:

- Provide schools, day care centres and educational institutions the scope to utilise the services of nature and environment schools and civil society organisations' school visits and thus get support to diversify their learning environments, to learning outdoors and to environmental education.
- Formulate a cross-sectoral plan on education that enhances sustainable development, together with the actors of these field.

Abovementioned importance of educational institutions' role in promoting and developing sustainability was one of the main reasons to create the handbook for sustainable event management in Porvoo campus.



## 2.4 Sustainability in Haaga-Helia University of Applied Sciences

Haaga-Helia University of Applied Sciences is committed to promoting sustainable development in accordance with the Ministry of Education sustainable development strategy, which was launched in 2006. UAS' values serve as a foundation for this activity: "Regeneration through teamwork – promotion of responsible business."

In 2009, Haaga-Helia has initiated a project to integrate sustainable development into its strategy, operating practices, teaching as well as research and development activities. Both students and staff participate in these efforts. There is another ongoing programme, which is called a A Green Office project. It involves the preparation of an environmental plan for all units. One of the key focus areas of Haaga-Helia's research and development activities is Baltic region's environmental and security management.

Haaga-Helia is also a part of Sustainable Cooking for Planet project, which is a cooperative between countries, funded by Erasmus+ programme. The aim is to increase the knowledge and skills of kitchen professionals, in order to increase the use of alternative proteins in professional kitchens

Haaga-Helia offers students multiple Sustainability-related courses in various degree programmes. In English, those include Sustainable Global Environment, Sustainable Logistics and Supply Chain Strategies, Sustainable Supply Chain Management and Sustainable Tourism.

This year, special sustainability-themed events started to take place. One of those is Sustainable: Caring for Our World, which was organized in Porvoo campus in February. Professionals from different fields were invited to give a speech on sustainability during the workshops.

Campuses are developing their sustainability tools; now waste separation and recycling is spread across all campuses.

In addition, Haaga-Helia has calculated its carbon footprint on June 1st, 2020. The university set a goal to be carbon neutral by 2030 and has additionally joined the Climate Commitment of the Central Chamber of Commerce. During the spring, there was a related floor calculation, a study of its 2019 carbon footprint in collaboration with Gaia Consulting. Next autumn, based upon the results, an action plan will be made to reach Haaga-Helia's carbon neutrality target by 2030.

"Haaga-Helia's carbon footprint in 2019 was approximately 2,600 tonnes (tCO<sub>2</sub>e) calculated in accordance with the limits of the Central Commitment's Climate Commitment. This equates to 1,238,000 liters of petrol, 425 laps by car around the globe in an average Finnish car or 3,690 round trips in the Helsinki - New York - Helsinki economy class" (Haaga-Helia, 2020).

"Most of Haaga-Helia's carbon footprint comes from indirect emissions from purchased energy (electricity and district heating). By converting these to green electricity and renewable district heating, a 77% (-1,984.4 tCO<sub>2</sub>e) emission reduction can be achieved. It would also be possible to reduce the carbon footprint by replacing a vehicle used for inter-campus transport with a biofuel-powered car or an electric car". (Haaga-Helia, 2020.)

As for the counted transportation, car was the most popular option to get to the campus, second option was public transport and third walking and cycling. But luckily, 36% of respondents who travel to the university by car would be able to give up this mean of transport in favour of a eco-friendlier one.

"More detailed plans to reduce its carbon footprint is made in the autumn of 2020. Tentatively has already outlined the following measures:

- electricity and heating as regards the "green contracts"
- either electric transport car or eco-fuel car
- the reduction in business travel
- improving the accessibility of campus and public transportation stress campaigns

In addition to reducing the negative carbon footprint, efforts can also be made to increase the positive carbon footprint. The carbon footprint highlights positive emission impacts in the future, while the carbon footprint focuses on negative emissions impacts. Increasing the positive carbon footprint can also be monitored in publications and training content on the topic of sustainable development" (Haaga-Helia, 2020).

Below is a logo of Central Chamber of Commerce's Climate Commitment, that Haaga-Helia has signed.



Figure 8. Ilmastositoumus. Yrityksestäsi hiilineutraali vuoteen 2035 mennessä? (Keskus-kauppakamari 2020.)

As Keskus-kauppakamari describe their actions themselves, the main fields of the Central Chamber of Commerce's Climate Commitment are direct emissions from the businesses' activities, carbon emissions from freight transport and emissions from passenger traffic. The right to use the Climate Commitment logo is granted to a company operating in Finland that undertakes to reduce its greenhouse gas emissions and sets emission reduction targets towards carbon neutrality in 2035. When applying for access to the Climate Commitment logo, the company prepares an action plan to reduce emissions and reports each year. The right to use the logo is granted for one year at a time. (Keskus-kauppakamari, 2020.)

Guideline for sustainable event organization in Haaga-Helia Porvoo campus can be a meaningful step in university of applied sciences' sustainability journey. It might not only educate the students on ecological actions during event organization, but inspire them to research and develop the project more.

### **3 Event Management**

“A special event is a gathering of human beings, generally lasting from a few hours to a few days, and designed to celebrate, honor, sell, teach about, or observe human endeavors” (Matthews, 2008, 2). Matthew’s experience and representation of event management is informative and clear to a great extent, that is why most of the event definitions and descriptions of event operations will be taken from his publications.

Special events be divided into three following categories: meetings and conferences, expositions and trade shows and celebrations, ceremonies and spectacles (Matthews, 2008, 7). Haaga-Helia is organizing all types of those.

These are the biggest 2020 event trends (Brenner, 2019):

- Move towards sustainable events
- Augmented and virtual reality
- Mindfulness and wellness
- Smaller, More Intimate Events
- Enhanced Personalization
- Non-traditional Venues Gain Popularity
- Use of AI in Event Organization

This section will describe deeper the whole process of the event management, from the initial concept phase to the final follow up phase, as outlined in Special Event Production: The Process (Matthews 2016, 19-21).

#### **3.1 Purpose and idea of the event**

The first thing to think about as a member of the event organisation team, is the purpose of the event. What is the reason for the event to take place? What message is wished to be conveyed to the audience? How will you assess that the purpose and the message were acknowledged by the audience?

The idea for the event concept should never be limited to one of a few, brainstorming needs to go without any borders. Creativity of each team member is very valuable, as any idea might be the final one, and each suggestion can be added; therefore creating an innovative event, one of a kind. Quantity equals quality in this case, and no judgement should be made as it affects the creator’s imagination and undermines their confidence

therefore decreasing the amount of all possible incredible ideas. Inspiration can be found anywhere, and the key for being open to it is to stay up-to-date to all the newest trends, regularly check on magazines and TV shows, visit exciting places and try thrilling experiences. Seek for the inspiration everywhere. Keeping the record of your experiences will help one to use it in the future. (Matthews, 2016, 54-56).

The main purposes of the event are suggested by Matthews (2016, 7-12) as follows:

- Religious
- Political
- Social
- Educational
- Commercial

It can also be a combination of two or more purposes, as for example a medical conference and trade show – the reason for the event could be educational, commercial and social.

To comply with the audience's purposes to even come to the event, there should be emotional bond and an offer of some completely new experience for them.

To achieve the goal of the audience receiving the message you have prepared and delivered and in consequence make an event a success, there should always be some reward for them that they do not expect. As specified by Matthews (2016, 29), it can be done via "some sort of emotionally stirring act of gratitude", as "they [audience] would then have made an emotional investment that would not only raise their awareness of the importance of the event, but also the message being delivered".

Additionally, the idea should also be matching not only event manager's vision, but the clients', or in Haaga-Helia's case, audience's as well. It has to fit their needs, as suggests Matthews (2016, 84).

Currently, one of the purposes can include sustainability. More and more businesses set it as a part of their strategy, and in future it might become an essential part of it.

### 3.2 Event production phases

The following table shows the main event production phases, their purpose and actions needed to be done through them, on the basis of Special Event Production: The Process (Matthews, 2016).

The Concept and Proposal phase	The Concept and Proposal phase	Creates a detailed proposal out of the event idea.
The Concept and Proposal phase	Preliminary research	SWOT analysis, decision on whether the concept is worth it, a selection of a suitable venue.
The Concept and Proposal phase	Initial event design	Preliminary program and content are put together, with ideas and preliminary costs from suppliers. An initial creative proposal has to be created.
The Marketing and Sales Phase	The Marketing and Sales Phase	Creation of marketing materials, selling of sponsorships and tickets (this phase is skipped if it is the event is a private corporate one with a budgeted fixed sum).
The Coordination phase	The Coordination phase	Most sophisticated phase, the tasks include risk management and obtaining licenses, human resource management, administration, initiation of event coordination.
The Execution phase	The Execution phase	Phase of running the event itself, and the tasks include but are not limited to: administration, marketing, risk management and event coordination.

The Followup phase	The Followup phase	The main responsibility of the final phase is administration, which should take care of paying suppliers, thanking involved parties, wrap-up meeting with the team, fixing budget changes if any occur, and analysis of the event – whether it has been a success or a failure.
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Obviously, during the event due to many participants and involved parties, everything may not go as smoothly and structured as in the table. “As in most real events, there is overlap in tasks amongst the various phases. The key is to understand what happens and approximately when it happens on the event timeline”. (Matthews, 2016, 21.)

To achieve the best results and keep the process under the control, team meetings need to be effective. Moreover, “they are planned; this involves work before, during and after the meeting” (Matthews, 2016, 132). A great guideline is Robert’s Rules of Order, which is widely used by various associations.

Team meetings can also be implemented in a sustainable way, and directions are presented in the handbook for the sustainable event organisation in Porvoo campus.

### 3.3 Event budgeting

Probably one of the main components of a successful event or even any event to happen at all, is the correct budgeting. “Whether it is an outdoor festival for 50000 people or a simple wedding for 50, there will be a requirement to tally up the anticipated funds available for the event and compare them to the anticipated expenses of putting on the event” (Matthews, 2016, 65). Profit and Loss Statement (also known as Income Statement) is a great way to keep track of the budget. It is a financial statement that summarizes the revenues, costs, and expenses incurred during a specified period, according to Reiff (2020). To note though, profit and loss statement is not always required once the event is internal, free of charge or self-sustainable (Matthews, 2016, 65-68).

### **3.4 Regulations and licenses**

“Compliance with standards – and even guidelines mixed with the educated adoption of new standards where safety and risk dictate must be the norm. This new direction should alleviate many of the concerns of the insurance industry as well as raising the level of professionalism, reducing risk, and separating the serious practitioners from those who are incompetent.” (Matthews, 2016, 162.)

Regulations and licenses required to obtain for organizing event vary from country to country, therefore in this section I will present legal matters of event management in Finland. Information is founded such Finnish authorities and services, as Poliisi (2020), Helsinki (2020), Tukes (2020).

Here are the main licenses and authorities for contact to think about before organizing an event in Finland:

- Safety
- Notifying police
- Public event permit
- Hygienic license
- Alcohol license (if it is served)
- Music license from Teosto
- Noise notification
- Traffic control
- Waste management plan

Notice of a public event is a notification sent to a local police department about a planned event, which should be made by event organizer at least 5 days before the event.

### **3.5 Follow-up**

Follow-up is the final part of the event, actually even after the event itself happens, that should not be dismissed as it plays a vital role in the whole process.

It mainly consists of measuring the result and being in touch with all the participating companies to ask for their feedback, suggestions and just thank them for being a part of the event. “The more the continuing contact can be maintained with a client, the more they



begin to rely on the production company and will see it in a positive light” (Matthews, 2016, 85).

It can as well include measurements of carbon emissions, as it is suggested in the handbook in the final part of the thesis, with introduction to the key numbers to count. Those mainly are numbers of usage of energy in kWh, water in m<sup>3</sup>, transportation in km and the rest.

Follow-up phase is one that can last long due to no limit in dates, in comparison to execution phase or planning phase. Despite the fact that there are no deadlines, tasks should be still implemented in timely manner to ensure a good communication with suppliers and the audience, which can result in future possible work again.

## 4 Sustainable Event Management

This chapter will present basic cores of sustainable event management and main factors influencing event sustainability, split by areas that are affected mostly during the event. It forms a base for the event handbook presented in Chapter 6, and key findings from this chapter are displayed in the guideline.

“It could be said that the most environmentally friendly event is no event at all, but that’s no fun” (Jones, 2010, preface).

As we cannot accept not having any events at all at Haaga-Helia or anywhere else in the world, we must come up with solutions to make it less environment-damaging. As Jones suggests (2010, vi), besides the final eco-friendly product that we get, we also get the chance to motivate and inspire others to choose a green way. Meegan Jones is a great innovator in sustainable event management, one of the first professionals in the world to lead responsible organisation of events, therefore a lot of data in this chapter is based on her book *Sustainable Event Management*, published in 2010.

All the environmental impact caused by event can be narrowed just to the two main things that include all operations – resource use and emissions. Besides, under the corporate social responsibility, there are three more goals in addition to the environmental one – economic and social. (Jones, 2010, 4-6). Subsequently, these are the matters that we need to address while organising an event.

Even if small changes are done, it still matters as long as the final CO<sub>2</sub> percentage is lower and the society is more aware of the sustainability importance. If an event manager does make an effort to conduct even tiny changes towards sustainability, a positive result is simply inevitable. “Your [as an event organizer] role is a change agent. Knowledge, inspiration and conversation are your most powerful tools” (Jones, 2010, 17).

Event management is a vast collections of various materials used, this way being responsible for a huge amount of emissions. At any occasion when there is a vast meeting of people, they are going to have an effect on the surrounding air, land and water with fallout on the broader environment (Jones, 2010, 5). It is especially relevant to event management, since all kinds of sources are used; some of those are water, electricity, food, consumer products, paper (Jones, 2010, 228). The human footprint, to be put in a simpler manner, is a compilation of ecosystem services; production of food is one of those and so are all the other footprints, and we depend on such services (Kaivola &

Rohwender, 2007, 107). Many providers with their own industries and company ecosystems are involved in the event management process, in the role of suppliers.

“Events and festivals can bring problems in relation to sustainability, of which perhaps the greatest is caused by their temporary nature” (Swarbrooke, 1999, 270).

Everyone who arranges large public gatherings is responsible for ensuring a sustainable event management. If the industry continues to ignore the caused damage to our nature, we will proceed with the continual devastation of the natural environment and its decreasing resources .

All the activities required to organised event can be narrowed down down to just two things - resource use and emissions (Jones, 2010, 4).

Namely those are (Jones, 2010, 4):

- Use of natural and renewable resoureecs
- Use of non-renewable resources
- Use of synthetic resources
- Emissions to air
- Emissions to water
- Emissions to land (waste)

In the handbook it will be noted that the most crucial criteria is the use of non-renewable resources, which is supported by the Spark Sustainability interview.

Below are the figures that show the event emissions, and areas that are responsible for it the most:

# Carbon Footprint of an Event

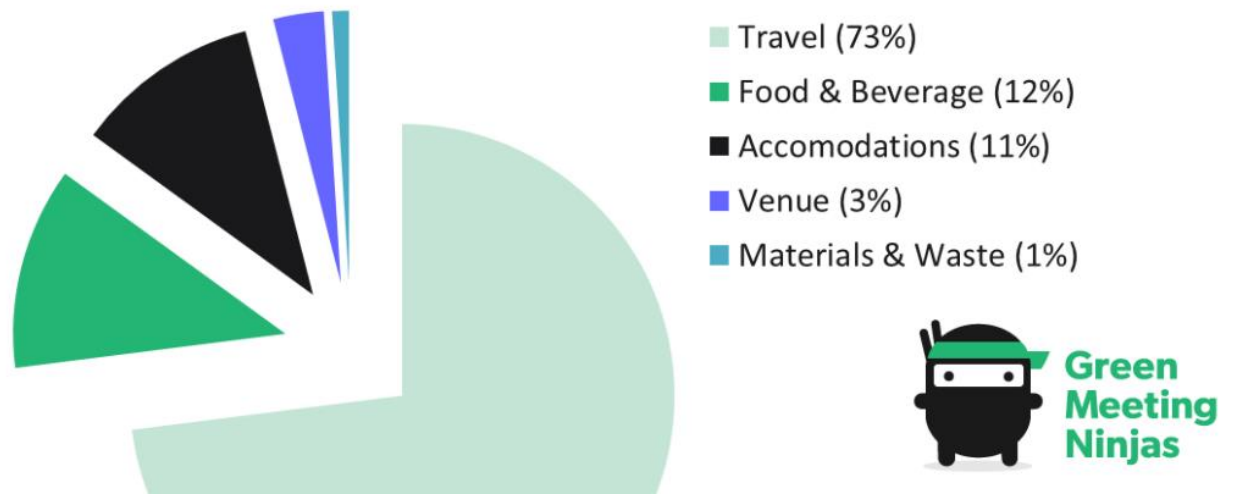


Figure 9. Carbon footprint of an event (Watson 2015.)



Figure 10. What is thrown out at events? (McKinley 2019.)

It shows that travel causes a very significant amount of CO<sub>2</sub> emissions, outnumbering other sectors (food, accommodation, waste, venue) to a huge extent.

As for the waste, only 3 percent of used material is donated, 21 percent is composted, 35 percent is recycled (with mixed paper being recycled the most), and a great number of 41

percent is thrown into landfill, and its disadvantages will be discussed in the subchapter "waste".

In conformity with the data from Event Manager Blog, a three-day event with 1000 attendees causes 530 metric tons of CO<sub>2</sub> emissions. The attendee creates 176.67 CO<sub>2</sub> emissions per day.

In the web, there are plenty of carbon footprint calculators for an event. Premised on the use of sources, the service will inform you about the amount of emissions that an event will produce.

To reduce the impact an event has on the environment, we need to address each area of event operation including:

- Purchasing
- Waste management
- Energy production
- Water management
- Transport

To start the greener way, the keys are, as determined by Jones (2010, 20)

- Reduce energy and transport use
- Replace fossil fuels with renewable sources
- Neutralize unavoidable emissions through carbon offset (ONLY after the first two steps are followed)

Social impact is also a part of sustainable event management, it cannot be measured precisely as for example emissions, but still is very influential and beneficial. Going beyond one's actual event, as a result of own sustainability target one can influence the current behavior and attitudes of the audience, contractors, suppliers and the whole event industry itself (Jones, 2010, 5).

#### **4.1 Energy and emissions**

Human activity is the main driver behind CO<sub>2</sub> and other deadly greenhouse gases. These releases cause global warming and climate change and lead to the destruction of our planet (Jones, 2010, 78).

It is highly advised to use low-energy consuming bulbs and other lighting means, use solar power and natural light as much as possible.

Other thing that falls under energy use and emissions, is printing. It is incredibly consuming in all event types, and especially in an educational building. Turning everything digital is the best option, whatever can be put online and then shared should be, especially as currently it is so easy with the modern technology – quick, and right in recipient's email.

When it is not a solution and printing is inevitable, printer should have such qualifications and materials used to reduce its damaging impact, as stated by Jones (2010, 118):

- BS EN ISO 14001 accredited
- Soy or traditional ink, as the traditional is toxic and causes emissions
- Recycled paper

Ways to reduce energy use and emissions will be described in “Mona Forsblom interview, Haaga-Helia as a venue” and “Guideline for event organization in Haaga-Helia Porvoo campus” chapters.

## **4.2 Transportation**

Transportation is one of the main emissions responsible when talking about the event, as it is shown on the previous pages of the thesis. One of the reasons for that is the amount of people using the transportation – performers, volunteers, staff, and participants (Jones, 2010, 149).

EU (Convention) – Share of transport greenhouse gas emissions

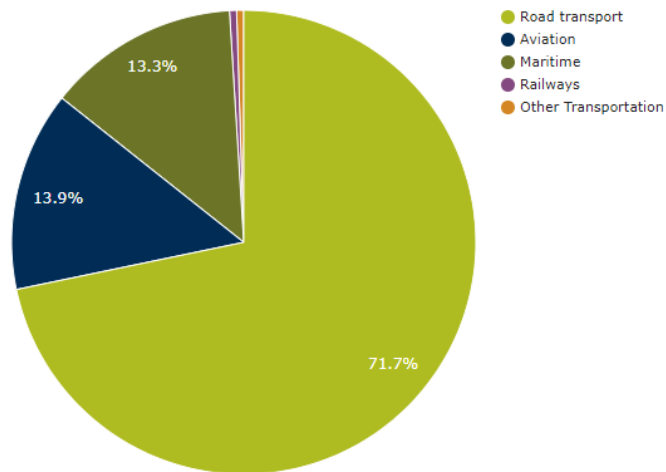
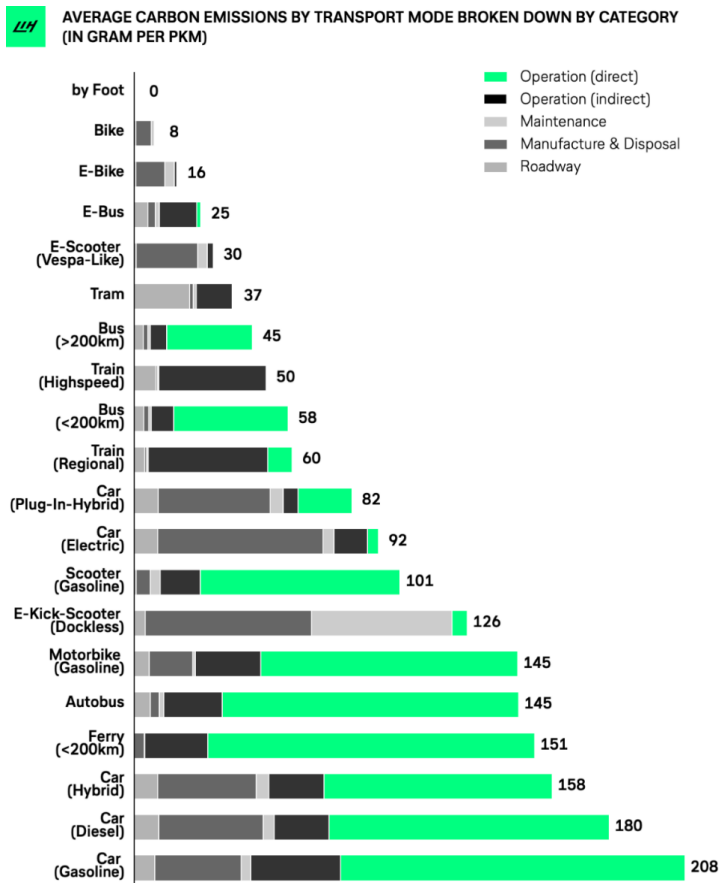


Figure 11. Share of Transport Greenhouse Gas Emissions (European Environment Agency 2019.)

The pie chart above shows the share of transport greenhouse gases emissions, conducted by European Environment Agency (2019). Maritime and railways seem to be the most sustainable options, while road transport causes the most of green gas emissions out of all the transportation means.

Table below provides information gathered by Tnmt company, on environmental impact of every transport type.



Source: Lufthansa Innovation Hub, Mobitool, BMVI, UBA, Handelsblatt, Statista

travelandmobility.tech

Figure 12. Average Carbon Emissions by Transport Mode Broken Down by Category (in gram per pkm), (Tnmt, 2019.)

It clearly shows that bicycle or walking is the most sustainable option to reach the destination, but when the distance is too long then it is a good idea to opt out for a public transportation as a bus. Interestingly and surprisingly enough, a regular car even with a gasoline can be more environmentally friendly than a bus. How? It can happen if the car is full. The amount of seats taken and therefore total CO<sub>2</sub> divided by the amount of persons inside significantly lessens the CO<sub>2</sub> number per person. Therefore car with one passenger is the most damaging choice, two seats taken splits the CO<sub>2</sub> into half, three people even it out with a bus and four people inside the car make the final amount of greenhouse gases per person less than on a public transportation. To motivate participants, there could be a fee charged from cars coming not full, parking price could be increased to use the earned means to promote sustainability in other parts of the event management. Car occupancy can play the crucial role, as shown by Jones (2010, 155).

Other important thing is the kind of fuel used, as also noted on the table. Since electric cars are getting a wider use, it will remarkably decrease the emissions caused by



gasoline/diesel use. Using vegetable oil (could be leftovers from the kitchen) is environmentally-friendly alternative as well.

The handbook will present information on how to count the final transportation emissions result.

### **4.3 Water**

“97.5 percent of the Earth’s water is saltwater. If the world’s water fitted into a bucket, only one teaspoonful would be drinkable” (Human Development Report 2006; Jones, 2010, 393).

A sustainable water management includes following things, suggested by Jones (2010, 179):

- Water conservation
- Emissions to water
- Waste water management

To manage water responsibly, it should promote less usage of it. It could be done by collaborating with hand sanitizer or responsible water companies sponsors.

In Finland tap water is one of the cleaned therefore people have habits of using tap water, that makes it easier for event manager to save water and maintain sustainability.

### **4.4 Purchasing and use of resources**

A good start to this subchapter is a quote “hire, don’t buy” (Jones, 2010, 14).

When choosing a supplier company, it should include several things, among others (Jones, 2010, 228):

- Local (saves food miles, transportation of goods)
- Re-used and recycled materials
- Fair labour and fair trade (ethical purchasing)
- Chemical free

Eco-labelling can help to recognize a product by a responsible company. Some of them are FSC (Forest Stewardship Council), UTZ certifications and various EU labels. It is suggested to only buy certified products.

Going through each area of procurement and -tracking up the supply chain one can make a huge influence (Jones, 2010, 286).

To assess the products purchased, one can have a checkup on Product Life Cycle Assessment, which measures environmental impacts associated with the product (Jones, 2010, 232). All the process involved in manufacturing the product should be included when measuring the impact – transportation, use of chemicals in the field, rights of workers and so on.

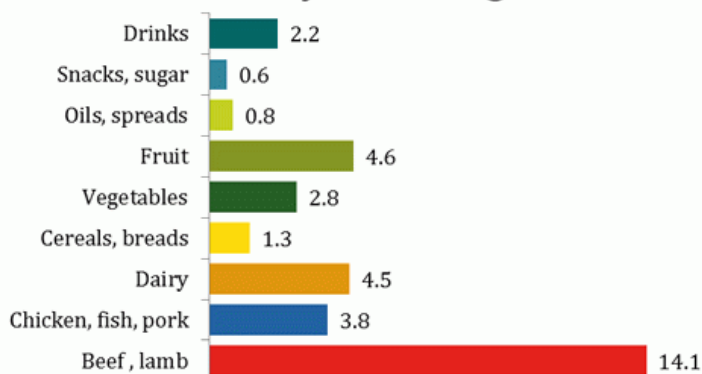
“When calculating an ecological footprint [of a product], matters such as direct energy used, materials usage and resulting waste, transport impact and water usage are taken into account” (Jones, 2010, 234).

To make the most out of ordered products, they should not be disposable but serve for several events. They could also be re-used and assist in a new role, i.e. an old poster could make a great artsy sign.

Just as every piece of clothing takes up plenty of liters of water to produce and thrift shopping fully removes this part; for other things – equipment, decoration and so on it will work as well.

Talking about catering during the event, a table below (Wilson, 2016) shows impressive and very informative results:

### Carbon Intensity of Eating: g CO<sub>2</sub>e/kcal



Note: Figures are grams of carbon dioxide equivalents per kilocalorie of food eaten (g CO<sub>2</sub>e/kcal). Intensities include emissions for total food supplied to provide each kilocalorie consumed. This accounts for emissions from food eaten as well as consumer waste and supply chain losses. All figures are based on typical food production in the USA. Estimates are emissions from cradle to point of sale, they do not include personal transport, home storage or cooking, or include any land use change emissions

Sources: ERS/USDA, LCA data, IO-LCA data, Weber & Matthews



Figure 13. Carbon Intensity of Eating (Wilson. 2013. ERS/USDA, LCA, EIO-LCA.)

Most surprising result is how much CO2 the meat produces. The biggest emissions responsible is the red meat, then it is other kinds of meat. Dairy has quite a high number of CO2 emissions, so it is better to use only vegan milk – i.e. oat, soy.

Besides, which important to note, sustainable purchasing and use of resources can be more affordable. It was found out during the interview with Finnish event company Tapaus, and will be discussed further in subchapter 5.3.3, Interview with Tapaus event agency.

#### 4.5 Waste

“For every tonne of end-of-life-cycle waste, approximately 71 tonnes of waste are produced during the original product’s journey from raw material to manufacturing, distribution and sale” (Jones, 2010, 299; Platt, Ciplat, Bailey, Lombardi, 2008, 4; Platt, Seldman, 2000, 13; Office of Technology Assessment, Managing Industrial Solid Wastes from manufacturing, mining, oil, and gas production, and utility coal combustion, 1992, 7).

Waste is created at each phase of event creation – idea prototype, planning, meetings, event itself and after the event, that is why it is important to not to disregard it. A lgreat amount of CO2 emissions can be reduced if managing waste wisely, as well as funds can be saved.

As mentioned before, going digital will avoid a lot of waste.

Below is a table showing types of waste, its disposal method and benefits/disadvantages of every method, with reference to Jones (2010, 307-310, 330, 351):

Type of waste	Where it goes	Benefits/harms of selected waste disposal method
Aluminum, metal, glass	Mixed recycling	Can be reproduced almost eternally from recycling, therefore it is better than making new products all the time

Food items, bioplastic materials, wood	Composting with the use of bacteria	Enrichens the soil, no smell, minimal power, less landfill by 90%. BUT if mixed, otherwise creates methane emissions
Various plastic materials and wraps (i.e. coffee lid, plastic bag)	Landfill	Methane emissions, soil and ground water pollution
Any kind	Incineration	Final option for disposal, as is very damaging
Biodegradable material (Food, paper, biodegradable plastic)	Anaerobic digestion	Methane + CO2 emissions in the process
Any kind	Zero waste – closed loop	Upcycling, nothing to dispose and imitates nature

Proper separation on waste makes a great job, as some of the materials, i.e. metal can be reproduced almost indefinitely when recycled, instead of producing new one each time. Luckily, the system is very well developed in Finland and it is a habit of Finnish citizens to separate their waste.

Below is a Household Waste Sorting Instructions made by a Finnish company PHJ (2018, 4), with a great slogan “waste is beautiful”:

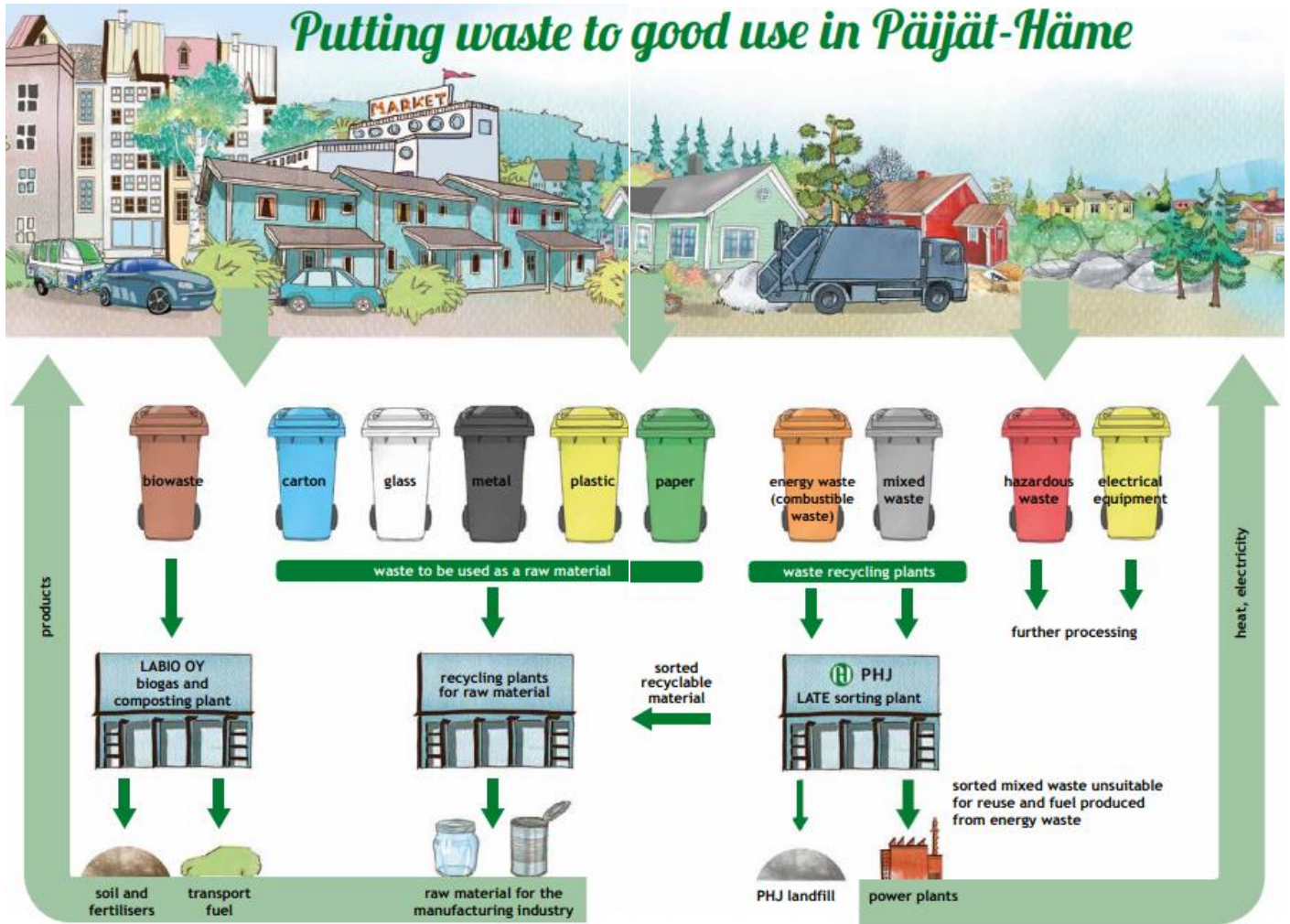


Figure 14. Putting waste to good use in Päijät-Häme (PHJ, 2018, 4-5, illustration by Anita Polkutie.)

This online material was chosen because it carries a very informative visual representation on where the waste goes, and it is not what people are usually taught at school. It is a very routine action that people even do not pay close attention to, but which they definitely should. Illustrations demonstrate where they waste goes after a tenant put it into houses' trash bins, separated by the material. Biowaste goes to the composting plant which come back to us in the form of products. Carton, glass, metal, plastic and paper are recycled, sent as the raw material to the manufacturer and afterwards they appear back on the shelf as a new product. Energy waste and mixed waste are going for LATE sorting plant and end up either on the landfill or power plants. Then they come back to society in the form of heat and electricity, as well as hazardous waste and electrical equipment.

Waste prevention (Jones, 2010, 314, 323)

- Printing -> digital

- Production -> hiring
- Giveaways -> experiential rather than tangible
- Bottled water -> water tap
- Plastic bags -> tote bags

Regular plastic is one of the most devastating type of waste, as it is always disposable and takes years to disappear. Ever since it was first developed in 1950s, every single piece is still with us today (Jones, 2010, 355).

Usage of each waste material can be minimized, some of them can be reused or given to someone else in need, like food. As I noticed on my own experience, all catering places in Finland always throw out the leftovers instead of giving them of someone else in need, as the food is still in good quality and not expired.

#### **4.6 Social responsibility, parties involved in the event**

Any activity, to be socially responsible, needs to give back to its community and local economy. It can be done via tangible things such economical benefits or more jobs, or intangible such as education, various projects. To be “socially responsible” the initiative needs to be non-discriminating in all its activities.

“Moving an event towards sustainable management will only work if all stakeholders and decision makers are actively engaged, participating in change-making and committed to reaching your goals” (Jones, 2010, 45). Everyone involved – event organisation team, stakeholders, speakers and so on – should be convinced that sustainability and environment is an important issue to address and they should feel it on their personal level, otherwise with unmotivated team members the process will not go forward without obstacles.

As it is a rule of a thumb in sustainability, get local rather than anything else. It works with the sponsors for the event as well, so it is advised to invite not simply national brands and companies, but locals too. And finally, a green message in their operations is wished for, if not required. (Jones, 2010, 50.) It would create even a better impact and bring greater result if the sponsor is selling eco-labelled products, or renewable ones, or the ones that help to save energy/water/other resources.

It is a good idea to invite groups who are specifically interested in promoting sustainability in whatever field it is, a group of very encouraged people with strong beliefs make a great impact on the event itself, its participants and even the organisers.

For the audience, it is quite easy to influence a large group if the instructions are clear so at least some participants start to enjoy your events by your plan – with proper waste separation, recycling, no taking of unnecessary blanks and magazines. Then the sheep effect starts its magic. As Jones suggested (2010, 62), “you will be familiar with the sheep mentality, people blindly following the crowd at large events... When people are in a crowd moving around an event, you need to put strategies in place to influence their behaviour and guide them to where you want them to be and what you want them to go”. Therefore it is crucial to make the “green navigation” as clear and understandable as possible.

One can use a strategy of bribe, punishment, reward, encouragement or penalty applied to audience (Jones, 2010, 325). As for a punishment, audience could be for example charged a fee when using a parking lot in half-full car, as a reward they could get a free parking with a full car and so on.

Encourage everyone involved to use greener options, do not change your subcontractors and suppliers and instead teach them the new greener ways (Jones, 286).

#### **4.7 Transformative sustainable events**

“Events may be an opportunity for education and behaviour change” (DeLacy, Jiang, Lipman, Vorster, 2017, 86).

Through educating about sustainability during the event on its own example, we will achieve the higher understanding of the sustainability concept by organizers, audience and suppliers. This might lead to change of approach of all involved parties.

“Event such as Boom have a transforming potential in many ways. Firstly, the gathering of thousands of people in a specific place for a limited amount of time is an opportunity for reflection on the communitarian nature of our species: How do we live together? How do we relate? How do we occupy space? What do we leave behind? What is our ecological function in the web of life? How can we satisfy our survival needs in equilibrium with the needs of all other species?” (Jones, 2010, 5.)

#### **4.8 Online events**

Online events have a plenty of benefits, one of them is almost completely decreasing transportation use, as well as waste. Worldwide pandemic Covid-19 that lead to cancellations of dozens of live events advantaged to a huge development of online

events, virtual platforms, technologies and skills of event organisers. This year, there were more digital events and meetings than ever before in history. One of the most popular platforms for online events these days in Finland are Liveto, Zoom and Microsoft Teams. As the experience has proven, any kind of events, from graduation ceremonies to workshops, can be performed virtually with a great engagement via the audience. The engagement can be implemented, i.e. through polls. Interview with Tapaus event agency chapter describes more on benefits and drawbacks of digital events.

#### **4.9 Guidelines and initiatives promoting sustainability and sustainable event management**

As sustainability efforts become more of a requirement each year, sustainable regulations and even handbooks are created, so that all participating parties can follow them.

The Øya Festival was the creator, and how they describe the work themselves, “this is not a textbook on how to host a festival, but rather a book on how to organise the environmental work within a large event, with suggestions for concrete measures that can be taken” (Environmental Handbook, 2014).

One of the very extensive online guidelines is [environmental-handbook.com](http://environmental-handbook.com), a Norwegian website aimed for festivals and outdoor events. There are plenty of articles focusing on each step and part of environmentally-friendly festival organisation. It greatly describes environmental efforts and case studies – from accommodation, decoration and shopping areas to climate, purchasing and safety.

Then there are plenty of non-profit organisations that promote eco-friendliness and make people take part in it in a fun way. Global Inheritance provides various programs for people to participate in, as well it clearly shows number and impact; the outcome of their sustainability programmes.

Following are the projects with creative initiatives to promote sustainability, make participation in global ecological actions easier, and offer offsetting opportunities:

Global Footprint Network – a lot of useful footprint data and a calculator.

[Panda.org/opl/events](http://Panda.org/opl/events) – an official WWF guideline on how to decrease event’s carbon footprint.

[Freecycle.org](http://Freecycle.org) – sharing all kinds of goods between people, in multiple locations.



Globalhand.org – connecting people and companies to share the products with, the ones that are not needed for their own but may be needed for someone else and shipped there, instead of being thrown away.

Storyofstuff.com – educating and entertaining short videoclips showing the process of manufacturing the products, in the sustainability point of view

## 5 Research methods and data collection

Research for this thesis was made mainly for two subjects – sustainability and event management, which consequently have collided into sustainable event management.

To acquire the data, I used primary and secondary research.

Here are the differences identify those (as observed by Braun, 2013 & McCrocklin, 2018):

Primary	Secondary
More complex, requires a time	Easier to implement, quick
Self-conducted	Conducted by others
In-depth exploration	Broad understanding
One-to-one talks with & observers	Obtained from public resources
Necessary to answer specific research questions	Necessary to understand what research has already been conducted
Provides information that specifically answers research questions	

In addition to the table, secondary research is designed to prepare one for the primary research.

As for the secondary research, resources for the information were chosen from the most respected and popular literature in the fields. On the other hand, laws, regulations and government documents (i.e. Agenda2030) were collected solely from internet resources, to ensure the accuracy and currency. I put rather a big emphasis on regulations, that is because the primary objective for writing the thesis, as mentioned before, was the need to stay up-to-date to current ecological requirements to reach the worldwide time-limited green goals.

“Primary data and secondary data can be either quantitative (numerical) or qualitative (verbal)” (Saylor Academy, 2012).

Here is a table showing differences between two methods of data collection:

Quantitative	Qualitative
Data can be measured accurately	Data cannot be observed and measured
Considered to be objective	Considered to be subjective
Uncovers measurable data to formulate theories and facts and uncover patterns	Helps to understand the underlying reasons, opinions and motivators

Data collection methods are highly structured	Data collection methods are semi-structured or unstructured
The sample population is large	The sample population is small
Tests hypotheses and gives future predictions	Interprets and understands social interactions
Collected using surveys, observations, experiments, interviews	Collected using interviews, written documents, observations

I use a mix of qualitative and quantitative data collection methods when I conducted the interviews. Since in the interview with Haaga-Helia Porvoo coordinator of economy & facility Mona Forsblom a very precise data was used, such as the numbers of usage of energy in kWa and kWh and so on. But also personal opinion was asked, as it was on other interviews as well.

## 5.1 Background

Not solely the need to create an environmental regulation for the events in Haaga-Helia was motivating the author to start this project.

The author has had an interest in event organisation ever since watching Eurovision Song Contest for the first time in 2011 in the conscious years. All of it was amusing, the collaboration of so many countries, artists, workers, TV commentators. There were so many people working on it from every corner of Europe, people speaking different languages, having different technology, and everything went perfectly smooth. Author's first curiosity and interest developed through the years into a passion, so it led to going to Eurovision Song Contest myself in 2013 to watch it live. Every second of it was unforgettable. It was even fascinating to see how the cleaners tidy up the stage after each performance (which usually included abundance of glitter, fireworks and all the shiny things) – within seconds to make it in time for the next artist. It was the way how they collaboratively worked together even without saying a word, then the next artist is coming while the stage is already fully prepared, then the assistant makes the checkup on artist and says something inspiring or funny to cheer the artist up. That is when author understood how every detail matters in the event organization and how many components are there, and how big is the wish to be in every part of it. Since then, author went to Eurovision Song Contest 3 more times, the last time going there as a journalist. Author self-taught herself journalism just to get closer to this huge European event, and is still continuing my journalism freelance work to attend Eurovision-related events, for instance that includes attending and creating material of Serbian, Finnish, Swedish national finals.

In the meanwhile, author have been volunteering events that were closer to her reach, in hometown in Russia. Author tried to take up various kinds of events – from educational, charity, to movie festivals – to genuinely experience every aspect of event organization.

Subsequently, with the passion and experience, author ended up as a Tourism and Event Management student in Haaga-Helia. It gave her prospects to try myself more in events, especially that Finland is a host to some very huge international ones, for instance Slush.

Academic studies formed a professional understanding of the event phenomena in author. This is why writing a product-based thesis on sustainable event management seemed very relevant and interesting to author. Sustainability is the key point to develop in many companies nowadays, and it is slowly starting to become a part of actions of every kind of business.

To have a deeper understanding of the concept and be ready to present a quality product, author have done a research on sustainability itself, how did it start and to which point it leads us now, why is it important, how to organize events in a professional way and finally, how to create sustainable events. That was illustrated in theoretical framework, then became a base for the guideline itself. Then it was supplemented by data from the interviews and my own observations.

Further to this, as suggested by the thesis supervisor, author became a member of Positive Impact Events, which is an initiative established by Fiona Pelham, a huge player in the sustainable event management field. Positive Impact Events promotes green management of events following the sustainable development goals. The author became a Finnish ambassador for the initiative and is receiving almost daily suggestions and data on, for instance, eco-friendly company management, collaboration with other initiatives, gender equality, decent work conditions, storytelling and the rest.

The image below is a badge received for becoming a member and event professional at Positive Impact Events.



Figure 15. Positive Impact Events' Event Professional's badge (Positive Impact Events, 2020.)

The author's profile with the description of purposes of membership is also listed in the section of ambassadors on the website, along with the photo.



**Dayana  
Atazhanova**

Event management  
student in Finland,  
writing a thesis on  
sustainable events in  
our university...

[read more](#)

📍 Finland

**in**

Figure 16. Positive Impact Events. Ambassador Hub. (Positive Impact Events, 2020.)

## **5.2 Interviews implementation**

Data collection was carried out solely online due to Covid-19 restrictions. Email was used as a communication tool. Interviewees were chosen by author and supervisor. They were mostly professionals in the field since their opinion and experience was needed to create a guideline for Haaga-Helia Porvoo campus. A professional, not user point of view was needed to achieve the result. The resulted material was a combination of both, measurable numbers and personal experiences and viewpoints. In addition, the amount of the people interviewed is limited and questions asked to each company/person were different and depended on their activities.

Initial interviewees were Mona Forsblom, Ravintola Safkiss which acts in the role of student canteen in the Porvoo Campus, and Finnish event company Tapaus with their significant actions in sustainability. Due to uneasy times of worldwide pandemic, interviewees were changes in the process and in the aftermath, Mona Forsblom, Tapaus and Spark Sustainability, a Finnish organisation providing sustainable solutions for companies were interviewed.

Questions were adapted from Sustainable Event Management – a Practical Guide by Meegan Jones since the questions presented in the book are very precise and have been proven useful. I have added my own questions appertaining to current sustainability situation (Jones' book was published in 2010).

With each representative contact was done through email, besides Tapaus, with whom first meeting was in February 2020. All interviewees were contacted for an interview in autumn 2020.

## **5.3 Interviews results**

Mona Forsblom's interview results will be described below, along with the information about Haaga-Helia Porvoo campus as a venue. Interviews with Tapaus event agency and Spark Sustainability company will have separate subchapters below correspondingly.

### **5.3.1 Interview with Mona Forsblom - Haaga-Helia Porvoo Campus as a venue**

As a venue, I will describe Haaga-Helia Porvoo campus in its actions and management in terms of abovementioned operations – transportation, resources, waste, energy, water.

The best venue for an indoor event if a sustainable building, and some features according to Jones (2010, 81) are:

- Use of alternative and sustainable materials
- Operations and design receptive to local climate
- Sustainable water management (rainwater capture and recycling, recycling and re-use of grey water)
- Waste management and its minimization
- Attention to the natural environment, sensitivity to biodiversity
- Consideration of indoor environment quality, i.e. ventilation, clean air, natural light
- Energy efficiency, use of solar energy and low energy appliances

## Event arrangement in campus



(Event Workspace 2018)

Figure 17. Event arrangement in campus (Quach, Vuorinen & Torralba 2020; Event workspace, 2018.)

A part of the presentation below, created by Haaga-Helia students, represents the different event arrangements done in the Porvoo campus. It displays the necessary, crucial and unavoidable steps that need to be done in parts such as school, production, kitchen, finance and safety. To note some regulations, as for example notification to police, hygiene pass, venue reservations, they are a first thing to remember about when organising any event in the Porvoo campus.

In the interview with Mona Forsblom, the author has asked about the main numbers of the usage of various resources in the campus, in the monthly amount. That is needed to have an idea of the approximate monthly carbon emissions in the Porvoo campus.

The numbers received, along with the Jones' Key Sustainability Factors (2010, 22-25) resulted in the outcomes below; first ones are the numbers to count the CO<sub>2</sub> amount and the second number is provided by Mona, author's own equation is the last one:

Renewable onsite power (campus solar panels) - 57500kWh/year = 0kg of CO<sub>2</sub> (year)

Mains, heat from a district heating network – 0.206kg CO<sub>2</sub>/kWh gas \* 949000 kWh = 195494 kg of CO<sub>2</sub> = 195,494 tonnes of CO<sub>2</sub> (year)

Mains, electric – 0.5619kg CO<sub>2</sub>/kWh \* 834000 kWh = 468624,6 kg of CO<sub>2</sub> = 468,6246 tonnes of CO<sub>2</sub> (year)

Transport (shuttle bus) – 0.6106kg CO<sub>2</sub>/km \* 100km \* 10 trips = 610,6 kg of CO<sub>2</sub> = 0,6106 tonnes of CO<sub>2</sub> (year)

Clean water – 0.2710kg CO<sub>2</sub>/m<sup>3</sup> \* 2024 m<sup>3</sup> = 548,504 kg of CO<sub>2</sub> = 0,548504 tonnes of CO<sub>2</sub> (year)

Landfill waste – (0.0112kg CH<sub>4</sub> \* 23) \* 0kg = 0 kg of CO<sub>2</sub> (year)

All of the numbers were presented for the 2019 year.

After the count, the final amount of CO<sub>2</sub> emissions from Haaga-Helia Porvoo campus in 2019 is 665,277704 tonnes. That is the minimal amount as some of the criterias, as for instance transport of the staff is students, is not counted. Information about the car parking was presented in the interview but for precise information the author would need to observe the share of the electric car and average petrol cars, as well as the average distance.

So the final result is approximately 665 tonnes of CO<sub>2</sub> emissions/year, and in line with Statistics Finland, total emissions of the greenhouses gases in the country in 2019 was 52.8 million tonnes.



### **5.3.2 Interview with Spark Sustainability**

Publishing of the interview was allowed by Anna Eriksson, Co-founder and Product Owner of Spark Sustainability.

The author found out Spark Sustainability by a chance on Instagram, and after further research it was observed that their actions and strategy are extremely relevant to author's research project. It was afterwards author's initiative to get in contact with them.

In the interview with Spark Sustainability, it was found out that there are so many ways to initiate sustainability in the organisation. It can be ecological app development, climate consultancy, social media content on climate action, creation of a carbon calculator. There are so many options to choose from to start the sustainability actions. It can take years but it is always good just to start, even if it is a small step. It is still a step forward to a brighter future.

Besides, the company and team members need to believe in their idea, they should be enthusiastic about inspiring people to start an ecological journey.

As Spark Sustainability noted, the business that is calling itself green, should primary stop the use of non-renewable resources. But as for the start, the following points are very valuable for the business:

- 1) is aware of their environmental impact
- 2) has a strategy to reduce emissions that is in line with the 1.5 degree target, and
- 3) actively works to make their business more circular also in terms of material flows

What keeps them going and follow their idea is when people tell them they were inspired by their actions and results, and with such attitude they have prevented a great amount of 124.5 tonnes of CO<sub>2</sub>-eq, as of 29 November 2020.

### **5.3.3 Interview with Tapaus event agency**

The author first got to know Tapaus in February 2020 during the Sustainable COW event in Haaga-Helia Porvoo campus. It gave a great opportunity to get to know two representatives of the company, Tuuli Pinnioja (Team Leader, Producer, Sustainability Manager) and Marjaana Nieminen (Planning Coordinator). Their workshop was called "Towards zero

emission and zero waste events”, and was intended for any interested Haaga-Helia student. Participation was free of charge and available for any Haaga-Helia student. Tuuli and Marjaana presented their ways of reducing event’s carbon emissions and calculate the CO<sub>2</sub> amount. The topic of the thesis was already decided by then, so the supervisor Monika introduced author to Tapaus representatives.

After the conversation, it was easier to get in contact with them due to an already done acquaintance. Plus the relevancy to thesis topic was of a huge importance, therefore Tapaus were the first selected interviewee agreed by the supervisor and author. Tapaus were firstly contacted in the beginning of November, with Tuuli Pinnioja being in contact with the author.

Tuuli discusses the main type of event organisation this year – digital events. She mentions that it is difficult to conduct it without human contact as we are so used to it, it requires a lot of time and details to keep the participants interested and every second counts. Scripting should be very precise and done well in advance. In spite of its unusual nature, digital events can bring benefits to the environment. That is caused by a reduced CO<sub>2</sub> emissions amount, as almost no transportation is involved. And as noted previously, transportation is one of the biggest reasons of the high amount of carbon emissions. To research the phenomena more closely, Tapaus are working on CO<sub>2</sub> calculator for virtual events, a great addition to their CO<sub>2</sub> calculator for live events.

Tapaus’ experience of offsetting by working with Finnish Compensate Foundation company is added to the handbook as a suggestion for offsetting opportunities.

In the interview it is noted that event organised sustainably can also saves money and can be beneficial to budget of the event. Implementation of Profit and Loss statement, as described in subchapter 3.3, can show how ecological way of event organisation has affected the budget. As stated by Tuuli, sustainable event organisation will end up saving money in the big picture.

Another great noted motivator is that each type of event can be implemented in an ecologically friendly way. It can be successfully done through an attention to the details from the planning.

#### **5.4 Reliability and validity of sources and interviews**

Reliability and validity are concepts with a purpose to assess the quality of research. Such concepts demonstrate how well a method, technique or test estimates a certain object or

an activity. Validity implies the accuracy of a measure, while reliability implies the consistency of a measure. (Middleton, 2019.)

As for the primary sources, the literature that I used the most was by Jones and Matthews. Both of the authors are professionals with proven experience in their respective fields (sustainable event management and special event organisation), they use variety of sources in their publications, the data includes facts and precise numbers. References, dates and proper conduction of research in their books was done in accordance with the academic norms.

Secondary sources were mostly used to collect the up-to-date and precise data (such as CO2 emissions from transportation use in the recent years). Those specifically are: statistics data, Finnish government and European Union's reports, articles written and published by the academicians. They carry the same qualities as the primary sources from above, therefore their reliability and validity is certain.

In the interviews, the interviewees were carefully chosen from the author and supervisor in reliance on their activities and experience in the field. For this reason, it was decided to interview Mona Forsblom, who can provide author with very explicit data about the campus, and Spark Sustainability – an organization with innovative ecological solutions.

Consistency in received data, which was received using different approach, are the evidence of reliability and validity of collected data.

## 6 Event Management Guideline for Haaga-Helia Porvoo Campus

In Haaga-Helia Porvoo campus, events with all kinds of purposes are usually organised, with a big variety. The author suggests also having a sustainability as a purpose of the events, in addition to the others noted by Matthews – religious, political, social, educational and commercial. The idea needs to fit audience needs, think whether sustainability is a part of their vision or needs. Are they sustainability-friendly?

Should sustainability be made one of the regulations during the Event Organisation in Haaga-Helia?

“Simply claiming your event is climate neutral may scream “greenwash” if you are not seen to be doing all you can to reduce the impacts – have a robust system in place to accurately measure these impacts, to openly report what you are measuring, and how you are mitigating their impacts” (Jones, 2010, 20). Reporting will be the key to achieving the desired CO<sub>2</sub> result and convincing audience, team members and suppliers that sustainability works and we should proceed with it. “It is recommended you concentrate on measuring those areas where you can gain robust and accurate data” (Jones, 2010, 126).

These are, for example (Jones, 2010, 126)

- Power from mains
- Generator power (fuel volume)
- Audience transport
- Waste to landfill and waste transport
- Sewage treatment and transport
- Water usage
- (on-site and office vehicles)
- Crew and artists transport
- Transport of deliveries
- Supplier transport
- Hotel accommodation

Inevitable emissions can be offset, but event organizer needs to report what he has done to reduce emission before offsetting. (Jones, 2010, 123). To legitimately claim your sustainable operations statement, it is advised that you report what you’ve done to reduce emissions before offsetting and report what you are measuring during the process; it should have public access so that all parties are informed about your green actions and its consequences.

Participants need to be asked for a preferred mean of transport to arrive to the event in the registration form for instance, so the organiser can estimate the possible emissions in advance and try to prevent it. Numbers for calculations are noted in the interview with Mona Forsblom and in the handbook itself. They were firstly cited in Sustainable Event Management: A Practical Guide by Jones in 2010.

The usage of tree-free papers for event's advertisement printing and stationery will make a great environmental proclamation (Jones, 2010, 270). Nevertheless the main concern is to avoid the use of any non-renewable resources, as specified by Anna Eriksson from Spark Sustainability.

Vegan/vegetarian dishes are preferred, or if not, poultry or seafood is an alternative. Red meat should be avoided due to its high amount of CO2 emissions, as noted in the chapters above.

To make waste separation process even more efficient, signs could be more bring and the bin top could be made in a shape of the waste that is thrown into it (by a material), and waste bins more colorful to make the whole process more fun (Jones, 2010, 327, 335). Also, taking an example from Slush where they had sustainability volunteers to help visitors separate from waste, is a great way to make sure that every material is in its own box and it does not need to be separated afterwards. Clean plastic bags (Jones, 2010, 344) will assist in checking what kind of waste is inside.

Picture below is a great and clear way to educate staff and visitors on different types of waste (Clutter to Cash):



Figure 18. Junk & Garbage Recycling Services By Clutter To Cash (Clutter to Cash 2020.)

The graphic represents sorting process for a regular person, which kind of product goes to which trashbin, as sometimes it is tricky and people are not sure where to put their waste.

“If your event owns the land it’s help on, such a sports ground, school, club or outdoor festival, or if you have an agreeable landowner, you may wish to compost your waste on site” (Jones, 2010, 345). Amazing advantage of composting onsite is that one is fullyclosing the loop on own waste (Jones, 2010, 360).

## **6.1 Creation process of the handbook**

Initial goal to improve sustainability in event organisation in Haaga-Helia turned into an idea of create a set of rules or suggestions Porvoo campus relying on collected data and measurements. Later, it was developed into a guideline that would be easy to follow for the next year’s students, which are the target audience. Collected data (quantitative and qualitative) was meant to be turned into simple-worded set of suggestions for sustainability improvements.

The author was ambivalent about what kind of sequence to use in the handbook. But during the literature review research, it appeared that the best classification for the rules in the guideline is to split it by the event organization phases, i.e. the concept and proposal phase, the marketing and sales phase, the coordination phase and so on. It was settled that this sequence would be the most convenient for students to follow, since it reflects the steps they are taking in organizing an event.

The handbook was originally created in Word format, afterwards it was decided to make it on a colourful magazine-alike pages. Not only it makes it appealing to the eye, but this way it makes it more practical and easier to follow. Like reading a sign with “Cough correctly” and a picture of a man coughing into his elbow and a poster with “wash your hands correctly” hanging in the bathroom with pictures to follow step by step, is definitely easier than reading doctor’s recommendation on how to cough/wash your hands correctly, which bacteria to avoid and so on.

The design was made specifically to appeal the eyes of the students, with a trendy modern look. The black and white contrast would signify the importance of the information and message sent to the reader. Most of the Haaga-Helia students belong to Generation Z, and as reported by FreeLogoServices (2018), they are attracted to original designs, 90s retro influences and a genuine message. The intense and drastic combination of black and white immediately catches the attention of a reader, this way reading the title makes

eyes continue looking and then the reader ends up with a huge text which is a slogan or even a lead, "BENEFIT THE PLANET". Such an exclamatory phrase will leave the person craving for more information and details. That is when the guidebook is opened and it is already a huge success, to be selected by the student and being read on more than just a cover. Proceeding to other pages will leave a seed of thought on sustainability in person's mind.

## **6.2 Presentation of the handbook**

Handbook is constructed in a way that each page corresponds with the event phases, which were presented by Matthew's suggestions on the 3.2 subchapter. These are: the concept phase, the marketing and sales phase, the coordination phase, the execution phase and the followup phase. Each phase has its own page, except of the coordination phase that takes two pages due to a great amount of information on the calculation of carbon emissions. For each event organisation phase these are tasks listed to ensure the sustainable way of activities done during each specific phase.

For instance, as mentioned in subchapter 4.4 Purchasing and use of resources, red meat is the ingredient that causes the most of the carbon emissions out of all the products. Therefore in the handbook it is suggested to avoid it, and it is mentioned very early, in the concept phase.

Each suggestion for ecological event implementation was put in a clear and understandable manner, but students can always get in contact with the author to clarify the data, or otherwise advise the references.

In one of the last pages, the text says "XX - the CO<sub>2</sub> emissions amount goal for next event". XX stands for the number, which is not defined yet and can be changed yearly contingent on the development objectives. It was decided to include it so that students that follow the handbook can have some motivation to make such ecological improvements which can not always be easy, and then after final calculation realise that they actually made a huge positive impact (which is unavoidable).

Overall it contains 7 pages with a text and sustainability suggestions, one reference page, one page with a letter from the author and two pages of covers – front and back one.

The fonts used are League Gothic and Glacial Indifference, which both look good and are easy to read. The main used are black, white and light pink. The limited amount of pages

makes it easier to follow during the event organisation rather than an academic text, and it also leaves an opportunity to add more in the further development.

The handbook can be changed, improved and corrected further along with the sustainability developments, that is why the platform choice was Canva. It is free of charge, easy to use, download and make changes from any device and by any person with an access.

It can be downloaded in PNG, JPG, PDF and GIF format free of charge. In thesis it is attached in PNG format for the best quality so for future use it is suggested to download it as PDF or PNG.

The handbook will be kept on Haaga-Helia's platforms and distributed in limited amounts into Porvoo campus. It can be always found digitally and used in printed version when there is needed, instead of being printed in vast amount, used only once and being thrown away. That is what would go strictly against what the handbook itself is promoting – sustainability and reusability. The handbook is available for a view without sign in for any user through this link: [https://www.canva.com/design/DAENs66Sdy4/i4pt9OW8z6WYoA2jKfE08A/view?utm\\_content=DAENs66Sdy4&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink](https://www.canva.com/design/DAENs66Sdy4/i4pt9OW8z6WYoA2jKfE08A/view?utm_content=DAENs66Sdy4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink).

### **6.3 Handbook assessment**

The author would like to assess own product from current and future usability, understandability point of view.

It is designed in a very straightforward way, predominantly using short phrases call for an action. The most complicated part which is the measurement of CO<sub>2</sub> of the event, is presented in a logical manner with comprehensible directions. To complete the measurement a reader would only need a use of calculator and not require any extra literature or assisting materials.

As for the current usability, it is in author's opinion that it is doubtful. Most of current Haaga-Helia events in all campuses are produced digitally, and it will stay so for an undetermined amount of time owing to Covid-19 restrictions, long duration of the virus and high contamination rate.

On the other side, the handbook can be convenient and beneficial in the future, post Covid-19 period. That is when the events will be conducted physically again, and students



will need to work more on sustainability issues during the event management, to correspond with the current trends in the field and Agenda2030. The guideline may assist them in implementing tasks during different event organisation phases, measure wishes and resulted carbon emissions amount, as well as prepare future impact goal (that should be going to 0 gradually). That comes to the point that handbook may be useful for the Haaga-Helia Porvoo campus students even now, when they have ideas for future events and are planning it out; since the handbook has information not only for execution of the event, but planning of it as well.

## 7 Conclusion and reflection on own learning

The idea for thesis was firstly mentioned February 2020, right before the corona epidemic has blown up in Europe. Thesis firstly was made to be based on aviation students' alumni event which takes place annually in May. Plan of the thesis was suited for this event's dates. Future of Aviation 2020 event was cancelled due to pandemic, hence dates were moved and new events need to be found, as to base emissions measurements and trying of new sustainability practices on the event. Author's personal choice was Space Tourism Porvoo event, occurring this year on 26 November. But due to newcoming restrictions and risk of virus spreading in the campus, it was decided to conduct the event virtually.

Abovementioned occurrences were disruptive and unfortunate indeed, but they brought forth to a new chapter I have not admittedly thought of before – "Online Events". It was included in the middle of the writing process, so the thesis is a clear timeline of how Covid-19 has affected the event industry. Things seemed quite unfortunate, but ambitions and innovative event workers from across the world came up with the ideas on how to not let the events be fully cancelled for the whole time of the virus, but how to continue organizing them in a completely new way. Online events were previously thought of as just online conferences, regular videos. But now their development and capabilities reached such a high level, audience engagement is nearly as immersive as in real-life events; so they can officially be called online events, alternative to the real-life ones.

One of the initially selected interviewees, Ravintola Safkiss, was unfortunately closed as of Monday, 30<sup>th</sup> of November, due to the new governmental restrictions to decrease the Covid-19 contamination risk.

During the writing on my thesis, a lot of new regulations and developments in sustainability area were made, as well as Haaga-Helia's own success in sustainability measurements and impact prevention. It only benefited the thesis writing process, and all the information has been added to thesis, by the time it has been released and published.

Overall, the area of research is very wide and yet not fully developed, hence sometimes it felt challenging to grasp it, but the handbook as a final result was a strong motivation and a valuable reward.

Initial goal – to create a sustainability guideline for event organisation in Haaga-Helia Porvoo campus for the students, was achieved, regardless the difficulties in the study year

of 2020. Final product is the five-page handbook (excluding the cover and introduction), divided into sustainability tips by the event phases, in Word, PDF and JPG format.

The significance of the project its innovativeness and relevance to the Haaga-Helia Porvoo campus' goals, on top of the current sustainability trends. Corporations and small businesses all over the world are slowly switching to greener solutions, hence the author's product is a valuable contribution of the transformation of Porvoo Campus to a place with a minimized carbon emissions.

Cooperation with the commissioner, which is Haaga-Helia University of Applied sciences, was mostly achieved through the analysis of network's reports and interview with Mona Forsblom, which included an internal data. Additional benefit that came during collaboration with the commissioning party was the count of the CO2 emissions of the Porvoo campus, and the final number that was calculated for 2019, which resulted in 665,277704 tonnes.

Implementation of the project was conjointly a great opportunity for the author to explore sustainability issues around the world and realise its huge importance, and the urge to act immediately.

The further steps would be to develop sustainability improvements in Porvoo campus community, alongside all Haaga-Helia institutions in general. As per author's suggestion, it could be an establishment of a benchmark or a sign, as for instance Forest Stewardship Council's tree sign, or Keskus-kauppakamari "ilmastoisitumus 2035" (climate commitment 2035) logo granted to Haaga-Helia. Such a mark could be added into the event's posters to indicate its sustainability. The handbook is made to be developed further, and the beginning is now set. Several more section could be added into the handbook with a deeper analysis of Porvoo campus' activities. Development process could be improved by conducting the research in a group, which offers more viewpoints and therefore more fresh ideas, opportunities and benefits.

As for the author, sustainability seems a much more familiar topic and it might be related to the author's future projects and work opportunities. Membership in Positive Impact Events can bring useful connections and exciting initiatives to participate in.

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## Appendices

### Appendix 1. Sustainable Event Management in Porvoo campus handbook – text version

*“Economic, environmental and social responsibility”*

*“Events need to maximize any benefits they can offer to the community and the planet” (Jones, 2010, 6-7)*

#### 1. The concept and proposal phase

while brainstorming the ideas for the event; come up with proved sustainability tricks that could be applicable to the event and come up with the new and innovative ones

during the meetings, avoid waste of paper or other disposable material, go digital  
be aware of your electricity use

think about society, how can you give back and give them benefit for organizing your special event in Porvoo area

give suggestions for the catering; avoid dairy and red meat. alternatives are: vegan food, chicken, soy/oat/coconut based milk

everyone should be included, no matter the background, age, race, religion

sustainability is not only about carbon footprint, it's about social footprint, inclusion of everyone, an innovative benefitable work that is leading to further development and improvement

think of the ways give back to society and local community

#### 2. The marketing and sales phase

going digital is the new normal – applies to tickets, invitations, info and promo material in the ticket selling form, ask audience which transport they will use when arriving to Porvoo

encourage bike use, make bike tours of Porvoo. some of your visitors can't ride a bike?  
make a bike school workshop!

campus and where they will be going from, it will help to have a precise CO2 number from transportation, which the most significant one

posters can be re-made from the old ones, be creative!

promote sustainability in social media, update your audience on the green steps you are taking

find local & green suppliers

find local speakers, some of them can offer more relevant, fascinating and enlightening information/actions

### **3. The coordination phase**

define your desired final CO2 input and compare it with the current one; have this number before the execution phase

measurement of carbon emissions can be done through multiplying numbers below to the produced numbers of different areas such as water usage, energy generators usage, amount of hotel rooms booked for the speakers and length of stay

- for transport, per passenger: non-electric car – 0.2151kg CO2/km, coach - 0.6744 kg/CO2/km, train – 0.0602kg CO2/km, taxi – 0.2229kg CO2/km, domestic flight – 0.1753kg CO2/km, international short flight – 0.0983kg CO2/km, international long flight – 0.1106kg CO2/km, subway – 0.065kg CO2/km, ferry – 0.1152kg CO2/km
- for energy: generators – 2.63kg CO2/litre for diesel and 0 CO2/litre for biodiesel, renewable onsite power – 0 CO2, mains power – 0.5619kg CO2/kWh, mains gas – 0.206kg CO2/kWh gas
- for waste, per person per day: landfill (plastic materials) – 0.0112 kg CH4 \* 23, recycled and composed waste – 0 CO2
- for water: clean water – 0.2710kg CO2/m3, sewage – 0.476kg CO2/m3
- for shipments: 0.2660kg CO2/vehicle km + 0.2830kg CO2/tonne km
- for hotels, per person per night: 34.32kg CO2

#### **4. The execution phase**

give your guests something tangible as an event souvenir, on the opposite of just paper material that will be thrown easily due to unnecessary and big amounts – some useful item that also leaves a memory of the event, such as pen or a coffee cup

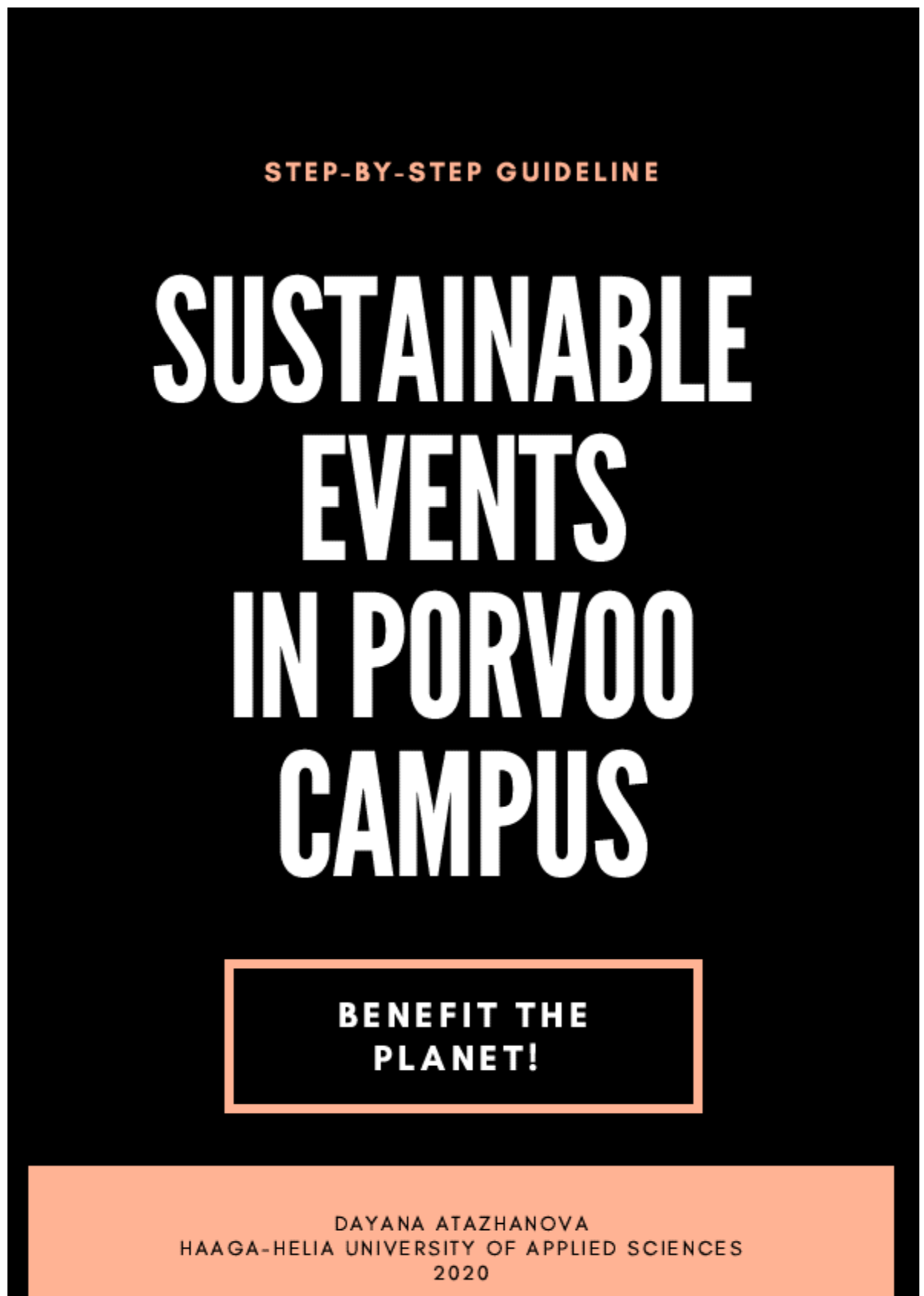
avoid any use of non-renewable resources

#### **5. Followup**

measure your final CO2 input using the numbers from coordination phase page

compare your desired CO2 input defined in coordination phase with the final one

think of the ways to offset, a free Compensate app from Compensate Foundation can help



## A letter from the author

*First of all, I would like to thank you for taking this book in your hands. It means that all the sleepless nights and hours of reading were worth the matter, that is of importance to you, since you are still reading this.*

*This scripture is carefully made to lead on your to follow a greener way.*

*It is divided into different timeframes of event organisation, starting from the concept phase and going all the way into the final, followup phase of relief.*

*Thanks again for taking your time to try to do your events in a more efficient, sustainable and beneficial way for the whole society.*

*Warmest wishes,*

*Dayana*

# STEP ONE: THE CONCEPT PHASE

- while brainstorming the ideas for the event; come up with proved sustainability tricks that could be applicable to the event and come up with the new and innovative ones
- during the meetings, avoid waste of paper or other disposable materials, go digital
- be aware of your electricity use
- think about society, how can you give back and give them benefit for organizing your special event in Porvoo area
- give suggestions for the catering; avoid dairy and red meat. alternatives are: vegan food, chicken, soy/oat/coconut based milk
- everyone should be included, no matter the background, age, race, religion; sustainability is not only about carbon footprint, it's about social footprint - inclusion of everyone, an innovative benefitable work that is leading to further development and improvement, contribution to local community



# STEP TWO: THE MARKETING AND SALES PHASE

- going digital is the new normal – applies to tickets, invitations, info and promo material
- in the ticket selling form, ask audience which transport they will use when arriving to Porvoo
- encourage bike use, make bike tours of Porvoo. some of your visitors can't ride a bike? make a bike school workshop!
- campus and where they will be going from, it will help to have a precise CO2 number from transportation, which the most significant one
- posters can be re-made from the old ones, be creative!
- promote sustainability in social media, update your audience on the green steps you are taking
- find local & green suppliers
- find local speakers, some of them can offer more relevant, fascinating and enlightening information/actions

2

## STEP THREE: THE COORDINATION PHASE

- define your desired final CO<sub>2</sub> input and compare it with the current one; have this number before the execution phase
- measurement of carbon emissions can be done through multiplying numbers below to the produced numbers of different areas such as water usage, energy generators usage, amount of hotel rooms booked for the speakers and length of stay
- for transport, per passenger: non-electric car – 0.2151kg CO<sub>2</sub>/km, coach – 0.6744 kg/CO<sub>2</sub>/km, train – 0.0602kg CO<sub>2</sub>/km, taxi – 0.2229kg CO<sub>2</sub>/km, domestic flight – 0.1753kg CO<sub>2</sub>/km, international short flight – 0.0983kg CO<sub>2</sub>/km, international long flight – 0.1106kg CO<sub>2</sub>/km, subway – 0.065kg CO<sub>2</sub>/km, ferry – 0.1152kg CO<sub>2</sub>/km
- for energy: generators – 2.63kg CO<sub>2</sub>/litre for diesel and 0 CO<sub>2</sub>/litre for biodiesel, renewable onsite power – 0 CO<sub>2</sub>, mains power – 0.5619kg CO<sub>2</sub>/kWh, mains gas – 0.206kg CO<sub>2</sub>/kWh gas

# STEP THREE: THE COORDINATION PHASE

- for waste, per person per day: landfill (plastic materials) – 0.0112 kg CH<sub>4</sub> \* 23, recycled and composed waste – 0 CO<sub>2</sub>
- for water: clean water – 0.2710kg CO<sub>2</sub>/m<sup>3</sup>, sewage – 0.476kg CO<sub>2</sub>/m<sup>3</sup>
- for shipments: 0.2660kg CO<sub>2</sub>/vehicle km + 0.2830kg CO<sub>2</sub>/tonne km
- for hotels, per person per night: 34.32kg CO<sub>2</sub>

# STEP FOUR: THE EXECUTION PHASE

- give your guests something tangible as an event souvenir, on the opposite of just paper material that will be thrown easily due to unnecessary and big amounts – some useful item that also leaves a memory of the event, such as pen or a coffee cup
- avoid any use of non-renewable resources

# STEP FIVE: THE FOLLOWUP PHASE

- measure your final CO2 input using the numbers from coordination phase page
- compare your desired CO2 input defined in coordination phase with the final one
- reflect on your result, set a goal for the next event as on the next page
- think of the ways to offset, a free Compensate app from Compensate Foundation can help



THE CO2  
EMISSIONS  
AMOUNT GOAL  
FOR NEXT EVENT

# References

*Jones, M. 2010. Sustainable Event Management. A Practical Guide.*

*Matthews, D. 2016. Special Event Production. The Process.*

*Matthews, D. 2008. Special Event Production. The Resources.*

STUDY,  
EXPERIENCE,  
THRIVE

HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES  
2020



### Appendix 3. Interview with Mona Forsblom, coordinator of economy & facility at Haaga-Helia Porvoo campus

#### *Interview questions for Mona Forsblom, co-ordinator of economy & facility at Haaga-Helia Porvoo campus*

Information below would be used to count a monthly Haaga-Helia Porvoo Campus CO2 emissions amount.

Please give amount in monthly numbers.

#### Venue

What is the capacity of the campus?

- Campus total 9276m<sup>2</sup>
- In Haaga-Helias use 5289m<sup>2</sup>

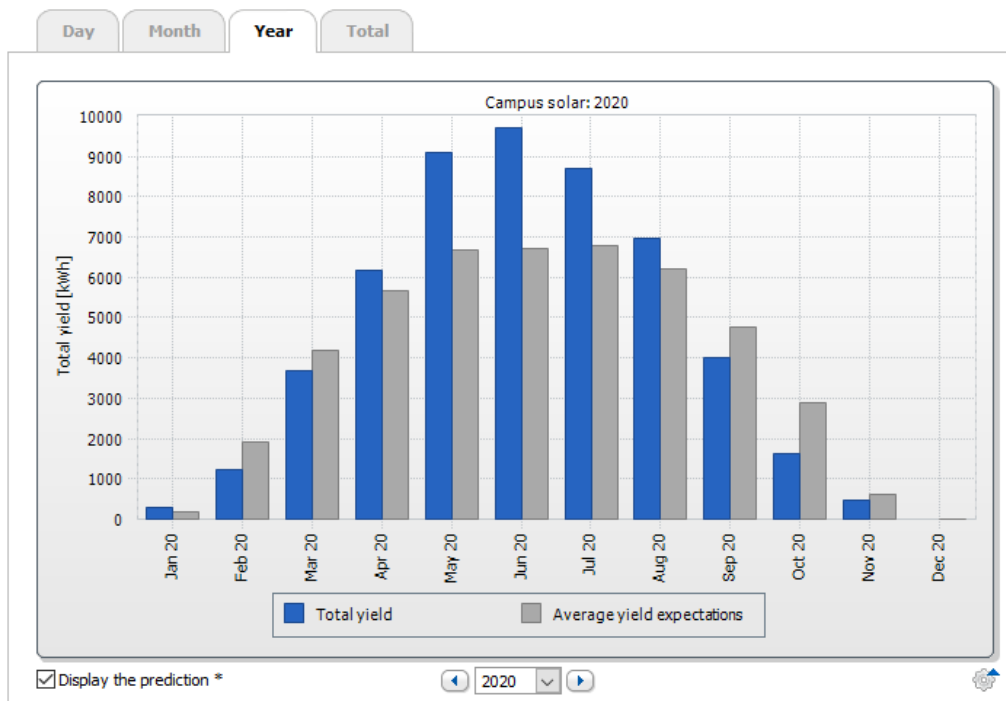
Does the venue have an environmental policy, if yes, which?

- No

#### Energy Use

What is the amount of energy produced by generators per month? In kVA

- Campus Solar = Depends on the month.



Total yield (kWh)	January	February	March	April	May	June	July	August	September	October	November	December	Total
2019									2291.29	1617.84	363.43	130.32	4402.97
2020	305.65	1242.33	3666.77	6161.94	9104.81	9725.62	8695.17	6977.21	4000.15	1626.45	-62.70		51968.80
Mean value	305.65	1242.33	3666.77	6161.94	9104.81	9725.62	8695.17	6977.21	4000.15	1622.15	363.43	130.32	51995.53
Year portion	0.59%	2.39%	7.05%	11.85%	17.51%	18.70%	16.72%	13.42%	7.69%	3.12%	0.70%	0.25%	100.00%
Yield expectations *	186.43	1915.59	4190.06	5681.52	6688.25	6720.87	6790.79	6203.52	4754.02	2885.04	601.24	-9.32	46608.00
Commissioning: 9/11/2019													

What is the amount of renewable power used? What exactly are the producers of these (i.e. solar panels)?

- Campus Solar panels 57500kWh/year

What is the amount of mains power used? In kWh

- [Heat from a district heating network](#), year 2019 - 949MWh
- Electric, year 2019 - 834MWh

—

What is the amount of mains gas used? In kWh

- 

Are there programmes for reducing energy consumption?

- At Porvoo Campus level no.
- Haaga-Helia has joined the Central Chamber of Commerce's Climate Commitment, in which the university undertakes to be carbon neutral by 2030 at the latest.

—

How is the venue heated and cooled?

- [mechanical ventilation](#)
- water-circled radiators

—

## Transport

What is the amount of students' buses used (organized for trips) and usual km driven?

- Depends of the year (2019 about 10 trips by bus)
- Km driven – Usually Porvoo-Helsinki-Porvoo n. 100km/trip

What transportation is used the most by all visitors (staff, students, speakers) – bicycle, bus or a car?

- not cleared.

How full is the parking lot at Porvoo campus usually?

- Normally about 95% fully booked, of course depends of the day/time
- There are about 100 parking space at Campus. Half of these are for staff (Haaga-Helia, Laurea, Porvoo city, ISS (restaurant) and Coor (cleaning). Rest for students. In Haaga-Helia we have at Campus about 60 staff members, so you can conclude that not everybody comes with car.

## **Water management**

What is the clean water consumption per month? in m<sup>3</sup>/liters

- Year 2019 – 2024m<sup>3</sup>

What is the grey water consumption per month? In m<sup>3</sup>/liters

- -

What is the amount of sewage per month? In m<sup>3</sup>/liters

- -

## **Resource consumption**

What is the amount of food used?

- -

What is the amount of food thrown out?

- -

Is there a focus on eco-friendly/chemical-free cleaning products?

- Yes, both in cleaning and in restaurant

What is the amount of paper used per month?

- 

Is re-use of products in place, as well as hiring?

- E.g. materials for events are stored in our basement and re-used
- We also fix all the furniture's we can

Are energy-saving light bulbs used?

- fluorescent lamps are in use

Are the suppliers local companies?

- Varyingly.
- Many suppliers are appointed by Haaga-Helia, which means that we cannot choose the supplier. In our own small purchases, we aim to use local suppliers.

## **Waste**

What is the amount of landfill waste disposal? In tonnes

- In Porvoo all waste is recovered by the waste company Rosk'n Roll, no waste ends up in as landfill. Mixed waste is also used for energy recovery.

What is the amount of recycled waste; by material if possible?

- 

What is the most thrown out products (i.e. plastic bottles, cans)

- Plastic bottles and cans are returned to the store for recycling
- Most thrown away I would guess is hand paper in toilets

What is the amount of paper promo material thrown out?

- Not too much, old annual reports and applicant's guides.
- Printed products are not usually ordered in many boxes, but are ordered several times in small batches.
- Most of our material are in our web-pages.

What is the frequency of emptying the bins?

- In toilets 2 times/day, in learning spaces and general spaces (library etc.)  
1time/day, in staff offices 1-3 times/week.

## **Appendix 4. Interview with Spark Sustainability, Finnish company offering sustainability services to businesses**

### *Interview questions for Spark Sustainability*

1. What kind of services are you providing for the businesses?

We offer the following services:

- Visibility for climate-smart products & services in our carbon tracker The Donut. We only approve products & services that can help people reduce their personal emissions; such products include e.g. renewable electricity, train tickets, repair services, and plant-based food.
- Climate consultancy, including emission calculations, climate strategies and employee trainings
- Content creation around emissions and climate action, which can be used in internal or external communication (e.g. text content or visualizations of emission data)
- Licensing of our web-based carbon calculator.

2. How did you come up with the idea of offering such [sustainability] services? When was it?

Our offering has developed over time, but the basic idea behind it – to inspire and enable people to take climate action, and show them which products and services can help them do that – was the reason we founded the company back in 2017.

3. In which year did you start to operate?

Late 2017.

4. In which field most of your clients work?

It varies a lot, we've had customers from several different industries. Everyone can work to mitigate climate change in one way or another.

5. Is there a key vital rule that is the ground rule for calling oneself “a sustainable business”?

Sustainability is a broad concept, but if we narrow it down to environmental sustainability, ideally, a business shouldn't use more non-renewable resources than it feeds back into the system. It is however a challenge to reach that state, and it won't happen overnight. Today, any business that 1) is aware of their environmental impact, 2) has a strategy to reduce emissions that is in line with the 1.5 degree target, and 3) actively works to make their business more circular also in terms of material flows, is well on their way to become an environmentally sustainable business. Some businesses could be called environmentally sustainable if they offer consumers a chance to live more sustainably – an example of that could be a public transport company, a bike repair shop, or a vegan restaurant.

6. Which your own achievement in the sustainability area are you most proud of?

Any time someone tells us we inspired them to take a climate action, regardless of its impact, that makes us proud, and it's what keeps us going.

7. Could you explain the concept of the Donut app?

The Donut was developed to inspire climate action. It lets individuals calculate their lifestyle carbon emissions to understand where they can make the biggest impact with the lowest effort, and it helps them track their positive climate impact. The Donut gives personalized, concrete tips & inspiration on how to live a climate-friendly life. It connects individuals with companies that offer emission-reducing solutions, thus providing tools that make climate action easy. At the same time, it helps climate-smart businesses grow, which speeds up the transition to carbon neutrality.

To offer support and inspiration, The Donut has a Talk feature where individuals can take part in discussions about climate-smart lifestyles, share experiences, and get inspired by people sharing the same values.

8. How many tonnes/kilos of CO<sub>2</sub> emissions have you prevented in 2020?

So far, we've saved 124.5 tonnes of CO<sub>2</sub>-eq (29.11.2020).

9. What is your goal for 2021?

We haven't yet set a goal for 2021, but it will be multiple times the impact of 2020.

## Appendix 5. Interview with Tapaus, Nordic event agency

### *Interview questions for Tapaus*

1. How many events do you usually organize annually?

Estimated 350 events of different sizes in 2019. 2020 the amount of events has been about the same, but 132 have been virtual events instead of live events.

2. As stated on the website, you organize:

- Corporate events
- Influencer and media events
- Exhibitions and spaces
- Consumer events
- Employee events

Which of them are organized more often?

Corporate, employee & exhibitions. 2020 we have grown our expertise towards virtual events.

3. Is there a possibility to organize each type of event in sustainable way?

Yes. We do pay attention to details starting from planning. We choose the location, subcontractors and activities sustainability and ecological aspects in mind through the whole production.

4. You have CO2 calculator on Tapaus website. When was it introduced and do any other Nordic/Finnish companies use it for event organization?

It was launched in the beginning of last year. We do have it on the web site free to use for everyone, but we do not collect data from the users, so we don't know if other companies choose to use it.

5. Do customers specifically ask for sustainable events, and how is the trend going in comparison with the previous years?

The request of sustainability is rising and is involved as a point in almost all briefs from customers. The trend has definitely been rising exponentially for the last 2-3 years.

6. Do you notice that audience is becoming more sustainability-aware; they already know some things that need to be done in a “greener” way?

Yes, it is a big global trend among our clients and also the guests in the events are more aware. We do talk about sustainability, but so far we have been concentrating mainly on environmental issues and reducing the carbon footprint by better choices and compensating.

7. Surely sustainable event organization is more time-consuming. Is it also more finance-consuming?

Sometimes yes and sometimes no.. but in the end, when we get the process thought through, planned and integrated in our other processes, it will end up saving money in the big picture.

(We are planning and working with this for our next three years business plan on Nordic scale)

8. How do you offer your customers to offset their events?

We work together with Compensate Foundation.

9. How do you measure your results?

There are more tools coming up next year, but so far in environmental impact has been measured with the CO2 calculator.

10. Due to Covid-19 online events are becoming leading, if you have organized those what are your personal drawbacks / benefits?

The drawback in sustainability point of view would definitely be the absence of real live encounters, which is important to humans. We have learned new ways to deliver the needed message, but the scripting of the events takes a lot more time.



The virtual / digital event form also needs a faster pace and when guests can only participate via screens, every second counts in keeping the viewers interest and concentration. But the benefits for environment would be the lack of travelling to and from events, which is a big factor in carbon footprints.

We are also developing a CO2 calculator for virtual events, which will help the comparison of live / virtual events in the future.

11. It would be great if there are any reports on events sustainability from your company that you could share, which I could include in my thesis and share with public.

Unfortunately not just now. We will update our website in the near future and add in all that has been done for sustainability and what are our future plans.